

Hosting Assistance

Hosting assistance is the most expensive aspect of the proposal to strengthen the Commonwealth Games. It may also be the highest priority in terms of making the Games "everybody's Games".

The cost of hosting major games varies roughly according to the capital expenditures. Cities with sport facilities and a good transportation and accommodation infrastructure will require much less assistance to hold major games than a city with few of these basics in place.

Contributing countries may prefer to offer assistance in the form of services. The complexity of hosting major Games means that there are opportunities in a variety of fields: venue management and construction, protocol, accreditation, administration, personnel management, transportation; and expertise in hosting, marketing, broadcasting, communications, promotion and marketing.

More of the cost of hosting could be offset by corporate sponsorship, promotion and broadcasting rights. For this to become feasible, however, the Games must establish a track record of stability and success.

When developed Commonwealth countries host the Games, the monies which have been put aside for hosting assistance should either be passed on to the next developing country to host or should be spent on other aspects of Commonwealth sport.

Approximate cost: \$16 million for the 1998 Games