

## HOSTING ASSISTANCE

### BACKGROUND NOTE

It is difficult to envisage a perfect formula through which every member of the Commonwealth can have a realistic chance of hosting the Commonwealth Games. The effort of hosting a whole Commonwealth Games--with or without assistance from the Commonwealth--might simply be too onerous a burden for some countries in the foreseeable future.

However, there must be ways of ensuring that there is more extensive hosting among member nations. What is needed are programmes that can be put in place at a Commonwealth level to assist countries which might otherwise not contemplate bidding to host the Games. For instance, the Commonwealth--bilaterally, via Trust funding, or through sponsors recruited by the Trust--might find it possible to subsidize most of the operating costs of a Games--i.e., administrative support systems, hardware and software, communications, ground transport, scoring/timing systems, uniforms, equipment for facilities, and sports equipment.

Training programmes for Games senior- and middle-level staff could be set up, both as apprenticeships at previous Games and with on-site consultants from previous Games. Marketing and promotion expertise could be provided through the Trust to the Organizing Committee in order to maximize Games revenues.

Broadcasting the Games is a major expense, yet broadcast rights might at some point in the future be a source of revenue. The Commonwealth, through the broadcasting systems of its developed members, might be able to extend assistance in fulfilling the host-broadcaster function. Indeed, the combined experience and facilities of Commonwealth networks could lead to the establishment of a Commonwealth Host Broadcast Committee to provide uniform host-broadcaster service to each Games in turn.