



Vancouver 2008 ITU Triathlon World Championships

Précis – Business Plan

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Prepared by Tom Keogh

1 Executive Summary

The successful bid by Vancouver to host the 2008 International Triathlon Union World Championships (Vancouver 2008 TWC) took place at the 2005 ITU World Triathlon Championships in Gamagori, Japan in September 2005.

The Vancouver 2008 TWC Business Plan identifies the key business strategies, describes the major milestones, provides description of the work requirements, and outlines cash flow requirements. The key business strategies include:

- Achieve economic benefits – VOC has begun an economic impact assessment with Tourism Vancouver.
- Growth in tourism visitation – VOC will establish, in conjunction with Tourism Policy Branch and Tourism B.C., how best to reach potential viewing audiences.
- Increase participation in sport of triathlon – the goal is to increase the focus on the sport of triathlon, coach development, increased multicultural and First Nations participation, and youth and school participation opportunities in the Province of British Columbia.
- Growth in volunteer capacity – increase in the number and development of sporting event and triathlon-specific volunteers.
- Develop legacy – provide additional infrastructure to the sport of triathlon in the Province of British Columbia.

This document is the foundation of the planning process for the Vancouver 2008 TWC, and to secure public funds from the federal, provincial and municipal governments.

The Vancouver 2008 TWC includes several triathlon races throughout the week long event, involving both amateur age groups as well as elite level professionals. The full ITU Triathlon incorporates three sport disciplines in one race – 1.5 km swim, 40 km bike, and 10 km run. The week long Triathlon Festival (TriFest) includes other events like the Kids of Steel program, a Junior Solidarity Camp, Corporate Team Challenge, Sprint distance triathlon (750 m swim, 20 km bike, and 5 km run), and a Duathlon (10 km run, 40 km bike, 5 km run). The main venue for the event is centered on Canada Place, with a portion of Stanley Park for the bike race and Gastown for the running.

In total, it is estimated that 3,000 athletes will compete, represented by one hundred and five (105) National Federations (NF) belonging to ITU Congress.



The proposed dates for the Vancouver 2008 TWC are June 09-15, 2008. A 2007 event is planned to practice the organization and 'test' the course, with discussions now being held to host Triathlon Canada's (TriCan) National Championships, scheduled for a weekend date, to be determined, between June-August 2007.

Both the VOC and the ITU are non-profit organizations. VOC is responsible for event planning, preparation and delivery, while the ITU is the world governing body for the Olympic Program sport of Triathlon (www.competitions.com), and is recognized by the International Olympic Committee (IOC) and the Association of Summer Olympic International Federations (ASOIF). The ITU will assist VOC with the planning and delivery of the event.

Through a combination of public funding, corporate partners, sponsorship and innovative marketing strategies, the Vancouver 2008 TWC will be assured of financial success. The basis for which are economic impact, worldwide exposure for Vancouver, British Columbia and Canada, and the development of sport and physical activity.

Financial and operational support from all levels of government will be needed. Under a separate application, the Federal Policy for hosting World Championship International Sporting Events is being requested to not only financially support the Vancouver 2008 TWC event, but also to assist in the development of athletes and sport programming, and the achievement of other Government of Canada objectives. The City of Vancouver will be requested to provide infrastructure support and services for the event, along with a small amount of cash contribution.

Canada Place Corporation has been the founding sponsor for the Vancouver 2008 TWC, contributing both cash and value in kind (VIK) sponsorship to date. Tourism Vancouver has also been a founding supporter, providing travel and other VIK support. Through my company, Keycare Ltd., we have also contributed cash and VIK. Based on my experience in organizing world level sporting events (including ITU World Championship's, IAAF Championship and various ITU Triathlon World Cups), I anticipate holding the position of Executive Director for Vancouver 2008 TWC. At this time, we are using Canada Place Corporation as 'home base' until we officially establish the VOC non-profit entity.

At the latest estimate, the ITU Triathlon World Championships is telecast to major television networks with a total reach of more than one billion homes. Consequently, all sponsors will not only receive visual prominence but also major world wide exposure.

Please visit the following website for more information: www.trivancouver.ca

2 High Level Schedule

The Vancouver 2008 TWC will be delivered as a four-phase project.

The Bid Preparation concluded successfully on September 09, 2005 with the award of the event to the City of Vancouver.

For the purposes of financial planning, the high-level schedule has been cast to correspond to the government fiscal year and the work activities have been allocated accordingly.

Schedule

Phases	Period Ending March 31, 2006	FY 2006-2007	FY 2007-2008	FY2008-2009
Pre-Phase 1	■			
1	■			
2		■		
3			■	
4				■

Each of the four phases are described below:

Phase 1 – Initial Mobilization and Planning

Period ending March 31, 2006

- Recruit Board and Committee members
- Initial formation of Vancouver Organizing Committee (VOC)
- Development of high level plans
- Establish office presence and engage key management staff
- Finalize agreements with International Triathlon Union
- Develop and refine business and financial plans
- Begin planning the 2007 test event

Phase 2 – Complete Mobilization and Conduct Detailed Planning for Test Event

April 1, 2006 – March 31, 2007

- Complete Board and Committee members recruiting
- Complete formation of VOC
- Complete build of office and support/administration
- Conduct detailed planning for 2007 test event
- Develop and implement marketing strategy (continue implementation throughout all phases)
- Marketing and Sponsorship begins

Phase 3 – Deliver Test Event and Conduct Detailed Planning for TWC

April 1, 2007 – March 31, 2008

- Deliver 2007 Event
- Conduct thorough evaluation and debrief of 2007 Event and adjust plans for Vancouver 2008 TWC based on lessons learned
- Marketing and Sponsorship continues
- Receipt of phased funding from Government programs
- Conduct detailed for Vancouver 2008 TWC

Phase 4 – Deliver Vancouver 2008 TWC and Wind-down

April 1, 2007 – March 31, 2008

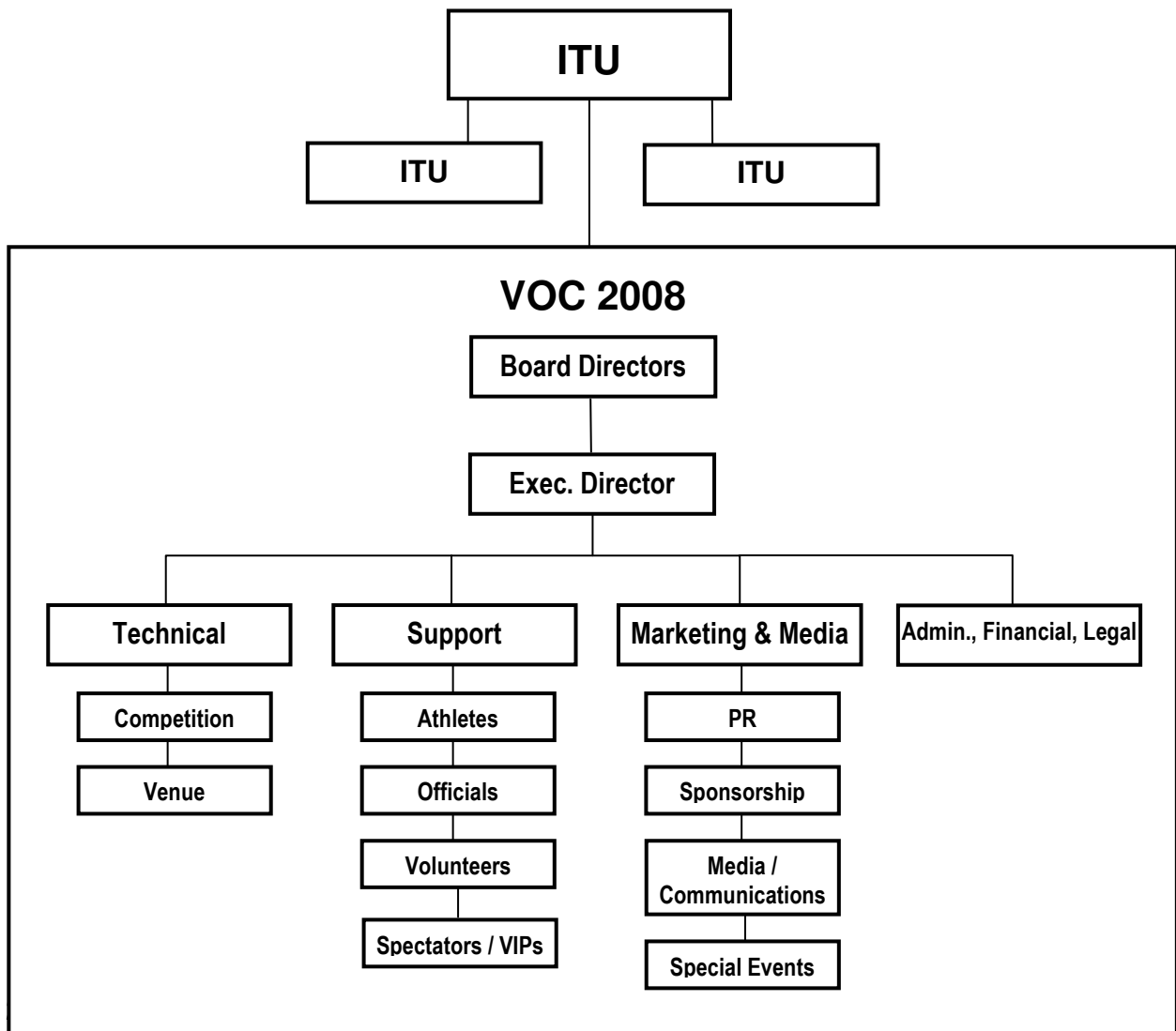
- Deliver Vancouver 2008 TWC on June 9 - 15, 2008
- Complete all business affairs of the Vancouver 2008 TWC
- Wind-down VOC
- Investigate feasibility of annual ITU World Cups events

3 Project Team

Although the ultimate responsibility of the Vancouver 2008 TWC is vested with ITU, from a practical perspective the VOC is directly responsible for the success of the event. ITU and VOC will work together to ensure that all articles in the Vancouver 2008 TWC Agreement and event requirements are mutually agreed upon and complied with.

This section will outline the overall organizational structure for the VOC and it will break down this structure into its components with a focus on the work packages that underpin the approach and work teams that will deliver the Vancouver 2008 TWC.

Organizational Breakdown



2008 ITU WTC Organizational Chart