

Hamilton100 2030 Commonwealth Games Bid Brief

Executive Summary

The Commonwealth Games bring together 71 nations and territories that comprise one third of the world’s population which range from among its most populous, India with over 1.2 billion people, to Niue with a population of 1,600. Fully sixty percent of the citizens of the Commonwealth are under 30 years of age constituting a demographic that will drive the world economy for decades. By virtue of their common lineage, these nations and territories also share a common cultural heritage which reflects a commitment to human rights, democracy and the rule of law. This commitment manifests in the Commonwealth Games’ unique and compelling vision of being far more than a curator of athletic competition, but rather, driven by its values of ***Humanity, Equality and Destiny***, a transformative force for positive social impact globally.

Every four years, the event itself draws in excess of a billion spectators globally watching over 6500 of the World’s best able and para athletes competing at the same time in medal events that are remarkably gender balanced and diverse in an inspiring and inclusive pageant of community, culture and sport that transforms the communities which host it. And yet, Games of this magnitude have only been hosted in Eastern Canada once in the last 90 years. Despite having been founded in Hamilton in 1930, the Commonwealth Games have not been to Ontario since those first Games.

Why?

There are unquestionably myriad reasons for this, including chance, but a primary factor involves what many colloquially distil to a preference for ‘bread over circuses’. Put in this way, as a binary choice, the absence of such sporting spectacles is more than defensible. After all, the mounting of ‘*games*’, particularly games of this magnitude, warrant concerns about their cost in an era of government fiscal austerity and pressing public need in health care and education. And while those who support the hosting of these games justifiably point to the infrastructure and community sport legacy that these Games bring to their host communities, insofar as funding is sought from other levels of government, and from their host communities, that are seen as better purposed to other more pressing needs and other regions, there is an understandable reluctance to make a commitment of this magnitude.

Allowing for all of this, it is critical to understand that Hamilton’s proposal to host the one hundredth centenary of the Games in its birth City in 2030 is radically different in approach and impact than any before. And that far from involving a choice between sporting spectacle and more immediate investments towards economic health and well-being, our Games - **Ontario’s Games** - will represent a very significant ***accelerant of economic activity, research and innovation, education and employment for a generation or more***, not only for this province but in regions well beyond, propelling a global narrative of Canada’s most consequential economic cluster in Southern Ontario as ‘open for business’ under the banner of inclusivity and diversity ‘for the people’.

Here’s How

Beyond the table stakes proposition of local infrastructure legacy and tourism revenue, our

Games have set their sights on attacking challenges that unite our region, country and the world in their importance and magnitude. Our legacy will be nothing less than our answering the universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity through the achievement of the United Nations’ 17 Sustainable Development Goals (SDGs), also known as the Global Goals, adopted by all UN Member States in 2015. These goals are well recognized and include health (SDG3), education (SDG4), economic growth (SDG8) and sustainable communities (SDG11) (see the attached for a full listing of the 17 goals). In totality, these goals have the benefit of universal understanding and consensus and are powerfully centered on enhancing the health and well-being of people in ways that leverage this province and our country’s greatest strengths, the ingenuity, industriousness and generosity of our citizens and institutions; public and private.

We propose to do this through the power of “**Coalitions**”; a powerful concept that invokes the values of collaboration, co-operation, diversity and inclusivity purposed to the broadest and most critical measures of the public good, principally innovation and economic development, emerging from the insight that solving the world’s most vexing problems, also presents the greatest opportunity for public and private financial return. In reflecting on the types of coalitions which would be most likely to most significantly leverage and contribute to the economic well-being of our province and advance the cause of global social impact through the pursuit of the goals above, we are activating three types of coalitions which collectively represent the broadest constituencies of stakeholders best positioned to achieve this goal:

(a) A Coalition of Regions:

While physically hosted at the center of Ontario’s economic engine, its most diversified economy in Hamilton, these Games will regionalize, nationalize and indeed globalize communities around the creation of legacy through the goals and targets referenced above *while being the beneficiary of those impacts*. We have already begun this process in securing the commitment of key public stakeholders in this region, and remarkably, the cities of Toronto, Kitchener, Waterloo and the Niagara Peninsula towards the achievement of our social impact goals. We are pleased to attach the written commitment of the City of Toronto as reflective of this commitment. Collectively, this coalition of municipal and regional governments represents the most powerful in Canada, and among the most powerful in the world.

(b) A Coalition of Communities:

Or more precisely, a coalition of the key stakeholders in every region through which all activity occurs. For the purposes of this bid, these communities include our (i) public institutions (government ministries and initiatives and educational institutions at every level), (ii) private industry and (iii) citizenry. Some have referred to this coalition as Quadruple Helix Partnerships (QHPs) or 4P (Public-Private-People Partnerships). This is a burgeoning area of thought leadership and activity globally and a potent construct for incorporation into the Games which engages the widest possible constituencies to greatest impact. We cannot overstate the importance of this construct. The core constituencies driving all economic activity here and across the commonwealth arises from the interaction of these public and private actors; most especially in the agency and activity of individuals, of *the people*, upon whom and for whom everything is purposed. Again, we have already begun to activate this coalition through the immediate commitment of our region’s key educational institutions, McMaster University and Mohawk College, our most significant private employers in institutions like ArcelorMittal

Dofasco and Hamilton Health Sciences, and a broad array of community organizations to which they all connect.

In the event that these Games are awarded, the work of expanding this coalition through the collaborative action of these same institutions in recruiting other educational institutions, private companies and community organizations, will accelerate rapidly across the region, the province, Canada and beyond, as all of these stakeholders are already deeply committed to achieving these goals through research, education, investment and employment and, critically, because the unifying power of the Commonwealth Games brings with it over 70 countries and a third of the world’s population already purposed to the achievement of these sustainable development goals.

(c) A Coalition of Generations:

Lastly, we see the Games as providing a unique opportunity to leverage the power and purpose of people of all ages united in advancing the values of the Games in its operations and through its social legacy programming. Beyond recognizing the fundamental human value and dignity of all ages, we see infinite possibility in advancing the cause of experiential and other types of learning through multi-generational engagement purposed towards a remarkable legacy of sustainable development supported by the coalitions of regions and communities referenced above.

Lastly, and not insignificantly, we wish to point out that this effort is aided and supported in a unique way by the only global law firm that was birthed in Canada, Gowling WLG. Gowling has embraced and is helping to advance this impact strategy in a unique and powerful way: Gowling WLG is not only advising and supporting the Hamilton100 bid, it is the legal advisor to the Canadian Commonwealth Games Team and the legal advisor to the Birmingham 2022 Commonwealth Games. The multinational engagement of one of the world’s leading law firms in this effort brings with it good governance and risk mitigation deeply connected to and knowledgeable about the Commonwealth Games and its functioning and powerfully situated to activate its global network of client relationships in innovation, technology, finance, manufacturing and many other verticals in support of our social impact strategy.

Beyond the ambitious yet realistic vision above, and while not the focus of this note, the Games undeniably present a ***massive and transformative investment in sport and recreational infrastructure and programming in a region that has long been neglected***, is at the heart of the Ontario economy and is now rising again. Hamilton has a remarkable and proud history of innovation, is now reclaiming its past glory in the growing prominence of its institutions globally, and *in a remarkable accident of fate*, is perfectly positioned to return the games to its birthplace at the 100th anniversary of its birth, heralding the next hundred years of innovation and economic growth for Southern Ontario.

In summary, this is not a choice between bread or circuses. It is not even ultimately a question of cost. Our offer is the opportunity to communicate to the world through the platform of one of the largest, most inclusive and unquestionably the most socially impactful sporting events known to man, that our province and our country are global leaders in innovation and research, open to investment and immigration, open to new ideas and opportunities; that we hold the key to sustainable development everywhere; that we are **‘open for business’**.