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***GOVERNMENT OF NORTHWEST TERRITORIES, MUNICIPAL
AND COMMUNITY AFFAIRS:
Review of Multi-Sport Games***

FINAL REPORT ~ Appendices

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Appendices:

- A. Literature Review of Benefits of Multi-Sport Games
- B. Questions for Key Informants

A. Literature Review of Benefits of Multi-Sport Games

A review of the published and unpublished literature was conducted in September, 2008, on the benefits of investing in other sport, recreation and physical activity programming (economic, social and health benefits) besides multi-sport Games. These findings are shown in Part I below. Part II presents the findings of a similar review completed on the benefits of investing in multi sport games with a focus on the economic, social and health benefits of these events.

Part I: Benefits of investing in sport, recreation and physical activity

The benefits of broad participation in sport, recreation and physical activity have been addressed in key documents such as the Canadian Parks and Recreation *Benefits Catalogue*¹. What follows is a more detailed research summary in the three broad areas commonly cited in the literature: health, social, and economic.

Health benefits

Being physically active has a wide range of health benefits interconnected with some social and economic benefits. According to active Canadians, the benefits entail relaxation, stress relief, fun, being physically fit, and an improved quality of life.²

A recent evaluation of current literature in the field of physical activity confirmed:

*“...that there is irrefutable evidence of the effectiveness of regular physical activity in the...prevention of several chronic diseases (e.g., cardiovascular disease, diabetes, cancer, hypertension, obesity, depression and osteoporosis) and premature death.”*³

The Government of Northwest Territories⁴ has already recognized the importance of physical activity in positively impacting overall health to northern populations and has stressed that the adoption of a more sedentary community-based way of life in the last few decades requires a commitment to the important role of sport, recreation and physical activity in efforts to reduce diseases such as diabetes and high blood pressure.

Aboriginal-specific data on health benefits to be achieved through regularly participating in all forms of physical activity has been recognized by the North American Indigenous Games (NAIG) leaders. As one of the fastest growing Canadian populations, Aboriginal youth face serious health problems (high smoking, alcohol and drug use), that may in part be reduced through innovative sport, physical activity and recreation interventions.⁵ Rick Brant, Executive Director, Aboriginal Sport Circle comments on the potential of NAIG to deal with some of these social and health issues:

“Well, what I’ve witnessed over the past 10 years with the North American Indigenous Games, is that the event itself has been a very effective tool for community healing. . . . The Games have been a driving force behind communities becoming healthier

¹ Canadian Parks and Recreation Association (1999) *Benefits of Parks and Recreation*.

http://www.cpra.ca/EN/main.php?action=cms_initBeneParksRec&PHPSESSID=2895dc39fe0621c9620397212c2ba144

² Bloom, M., Grant, M., & Watt, D. (2005) Strengthening Canada: The Socio-Economic Benefits of Sport Participation in Canada. Conference Board of Canada.

³ Warburton, D., Nicol, C. W., & Bredin, S. (2006). Health benefits of physical activity: the evidence. *Canadian Medical Association Journal*, 174 (6), 801-809.

⁴ Northwest Territories Sport, Recreation and Physical Activity System (2003)

⁵ North American Indigenous Games (NAIG) Funding Framework For 2008 And Onwards Hosting Component http://www.pch.gc.ca/pgm/sc/pubs/indgns_gms-eng.pdf (Accessed December 2008)

*because of their preparation and anticipation for the North American Indigenous Games. . . . And since then [1990], it has been community sport leaders who have come to support the North American Indigenous Games, and participate on the Council to provide input and really develop the Games to the level they are now.”*⁶

Indeed, strong relations between three levels of government and NAIG and other Aboriginal leaders is currently addressing ways to alleviate some of these social and health issues:

*“The federal, provincial and territorial governments have committed to supporting the NAIG in order to promote opportunities for Aboriginal youth to access and participate in sport and recreation. Their support of the NAIG demonstrates their on-going commitment to working with Aboriginal people to promote healthier habits and lifestyles for the Aboriginal youth of today.”*⁷

NAIG’s adoption of youth-supported active lifestyles has increasingly been addressed by mental health and exercise researchers. Physical activity has been shown to contribute to the treatment and management of a range of mental health disorders and chronic illnesses.⁸ Other research supports a link between the prevention of Alzheimer’s and the role of physical activity.^{9,10} Furthermore, there is research on the link between physical activity working to reduce harm for smokers unable or unwilling to stop, where tobacco use results in long-standing health problems.¹¹

In summary, physical activity, sport and recreation have great potential to serve as a preventive tool for a wide range of serious diseases and illnesses as well as enhancing the quality of life for those who already have incorporated physical activity into their daily lives.

Social Benefits

“Recreation and culture are the mortar between the bricks that create a community. They make people want to be here. Communities that are built without them are built without heart.”¹²

Social benefits often refer to improving the quality of life for individuals and communities.^{13,14} In the case of the Northwest Territories, a community needs assessment determined that individuals derive benefits in two primary categories:

- the opportunity for active involvement in the community
- the personal development or growth that recreation and leisure activities bring to their lives.

⁶ <http://www.virtualmuseum.ca/Exhibitions/Traditions/English/history.pdf> (accessed December 2008)

⁷ North American Indigenous Games (NAIG) Funding Framework For 2008 And Onwards Hosting Component, p.1. http://www.pch.gc.ca/pgm/sc/pubs/indgns_gms-eng.pdf (Accessed December 2008)

⁸ Faulkner, G., & Taylor, A. (2005)

⁹ Larson, E.B. (2008). Physical Activity for Older Adults at Risk for Alzheimer Disease. *JAMA*. 300, 1077-1079.

¹⁰ Rovio, S., K  reholt, I., Helkala, E., Viitanen, M., Winblad, B., Tuomilehto, J., Soininen, H., Nissinen, A., & Kivipelto, M. Leisure-time physical activity at midlife and the risk of dementia and Alzheimer’s disease. *The Lancet Neurology*, 4 (11), 705 – 711.

¹¹ deRuiter, W., & Faulkner, G. (2006)

¹² Vis-  -vis Management Resources Inc. (2007). p.8

¹³ Coalter, F. (2005). *The Social Benefits of Sport: An Overview to Inform the Community Planning Process*. Sportscotland Research Report no. 98.

¹⁴ Bloom, M., Grant, M., & Watt, D. (2005).

Leadership, role modeling and volunteerism were also highlighted and individuals reported feeling challenged by the opportunities afforded to them in the recreation and leisure area.¹⁵

The evidence that community-building is strongly linked to positive recreation experiences has provided strength to the argument for investing in the area:

“...the notion that recreation, sport and culture and recreation, sport and culture infrastructure can have a positive transformative effect on neighbourhoods and communities, is moving into the mainstream.”¹⁶

For low-income children and youth regular involvement in structured, skill-building recreational activities that develops self-esteem has great potential:

- To alleviate the negative impacts of living in poverty¹⁷
- Counter some of the mental health problems in youth at risk,¹⁸ and
- May prevent youth crime.¹⁹

Sport, physical activity and recreation have played a role in minimizing the “far-reaching impacts of poverty”. However, researchers acknowledge that more “integrated, holistic, all-encompassing initiatives”--beyond just equal access policies--are necessary²⁰ as illustrated in the following:

“We also recognize that programmes targeted specifically to poor or high risk children may actually have an ‘exclusionary’ effect...[A]n overall policy of recreation accessibility based on need (rather than ability to pay) is more likely to have the effect of ‘social inclusion’”.²¹

Finally, research on youth-led recreational programs has shown that best practices emerge from programs that:

- Are youth run, developed and staffed
- Include democratic decision-making structures and processes
- Have long-term program and staff stability and continuity, and
- Have sustained, multi-year funding support.²²

In sum, there are numerous social benefits derived from physical activity, sport and recreation, positively impacting on individuals and broader community development. There is much to be learned here about the benefits of programs that can be delivered in the communities of the Northwest Territories. Sport development in particular can improve with the assistance of trained leaders.

Economic benefits

Socio-economic benefits of sport were central to the Conference Board of Canada’s (2005) report exploring sport-specific participation. Myriad benefits were included, drawn from an

¹⁵ Lankford, S., Grybovich, O., Kowalski, C., Schauerte, G., & Neal, L. (2006). *Benefits of recreation services in the NWT*. CPRA.

¹⁶ Gertler, M. (2004). Creative cities: what are they for, how do they work, and how do we build them? Canadian Policy Research Networks Inc. Ottawa, Ont. <http://www.cprn.org/doc.cfm?doc=1083&l=en> (Accessed December 2008)

¹⁷ Totten, Mark. (2007). *The Health, Social and Economic Benefits of Increasing Access to Recreation for Low-Income Families: Research Summary Report*. Ontario Task Group on Access to Recreation for Low Income Families.

¹⁸ Browne, G. (2002). Making the Case for Youth Recreation: Integrated Service Delivery: More Effective and Less Expensive. *Ideas that Matter*, vol. 2(3). Laidlaw Foundation.

¹⁹ Carmichael, D. (2008). *Youth Sport vs Youth Crime*. Active Healthy Links Inc.

²⁰ Canadian Parks and Recreation Association (CPRA). (2000). *Recreation and Physical Activity: Providing Opportunities for Children and Youth Living in Poverty*.

²¹ Donnelly, P. & Coakley, J. (2002). *The role of recreation in promoting social inclusion*. Laidlaw Foundation.

²² Warner, R. (2005). *Youth on Youth: Grassroots Youth Collaborative on youth led organizing in the City of Toronto*. Ontario Region of the Department of Canadian Heritage.

extensive literature review of national and international studies in four impact areas: health, skills, social cohesion and the economy. For the latter sphere, the Canadian economy was significantly impacted with \$15.8 billion in household spending on sport (in 2004). Sport spending was also reported to be on the rise: it was 0.9 per cent of Gross Domestic Product (GDP) in 1996 and 1.2 per cent of GDP in 2004.²³

The *Benefits Catalogue* from CPRA also focuses on the positive economic impact of investing in recreation-focused areas, most notably through improved work performance, the ability of recreation to attract businesses to a community, the tourism spin-offs, and job generation. Even with small investments in the field, the economic return for the community is substantial.²⁴

Economic benefits are frequently associated with health benefits, because of reduction to health care costs. That is, as more Canadians engage in sport, recreation and physical activity, such efforts significantly impact health care costs, in positive ways. Statistics show that a 3% increase in recreation and sport participation could save Canadian taxpayers \$41 million in annual health care costs.²⁵

Thus, physical activity, sport and recreation investment have economic spin-offs in wide reaching areas, most notably for creating healthy and productive businesses and communities.

Part II: Benefits of investing in multi-sport games

Investing in multi-sport games has routinely been promoted as beneficial for host communities and their populations on a number of levels. While much of the available literature focuses on large-scale sport events,²⁶ included in this review are studies that have identifiable insights for examining national and regional multi-sport games held in Canada, that are more closely aligned with the history of hosting in the Northwest Territories.

Economic impact assessments form the bulk of cost benefit studies but increasingly the organizers of multi-sport games have identified the range of impacts that address health, social, and cultural benefits as well.²⁷ In fact as a backgrounder, the federal government's most recent (2008) Federal Hosting Policy has included these benefits as part of its expectations for host societies when requesting federal funds:

“[that hosting sport events is] not only...a stimulus to sport development, but also as an economic and community development tool.”²⁸

Furthermore, the Policy asserts that bid groups must develop projects that include efforts to:

- Strengthen athlete excellence
- Develop sport programming
- Contribute to infrastructure legacies, and
- *“[enhance]... Canada's role as a leading sport nation through the delivery of technically and ethically sound sport events reflecting Canadian culture and values; promotion of social, cultural and community benefits, including enhanced*

²³ Bloom, M., Grant, M., & Watt, D. (2005)

²⁴ Canadian Parks and Recreation Association (CPRA). (1999).

²⁵ <http://www.sirc.ca/newsletters/march08/feat1.cfm> (accessed December 2008)

²⁶ Multi-sport games such as the Olympic Games, Commonwealth Games and international single sport events including the World Athletics Championships and World Cup of Soccer

²⁷ Anderson, C. (2006). Maximising the social benefits of sports events. *Olympic Capital Quarterly*. Vol.1(1).

<http://www.lausanne.ch/DataDir/LinkedDocs/ObjDir/10223.pdf> (Accessed December 2008)

²⁸ Canadian Heritage (Sport Canada) Federal Policy for Hosting International Sport Events. (2008)

http://www.pch.gc.ca/pgm/sc/pol/acc/2008/accueil-host_2008-eng.pdf . (Accessed December 2008)

voluntarism, active citizenship and civic participation, cultural programs reflecting Canadian diversity, physical activity and healthy communities.”

These benefits will be addressed throughout this section.

The new Hosting Policy has expanded the events that fall within its purview, and it will be increasingly important for host communities to meet a range of sport and non-sport objectives. Thus, the Arctic Winter Games, the North American Indigenous Games, the Deaflympics and the Special Olympics World Games will be required to meet the previously mentioned goals of the federal government.

Increasingly both provincial and municipal levels of government have developed their own hosting policies.²⁹ For example, the Provinces of Alberta, British Columbia³⁰ and Ontario³¹ have developed provincial hosting policies that move beyond economic cost-benefits. Furthermore, towns such as Abbotsford, BC have worked closely with the sport tourism industry to brand their community as “Sport Town Canada”³², similar to Brantford, Ontario, the “Tournament Capital of Ontario”.³³

Economic benefits

Overall, economic assessments conducted on Canadian events tend to provide positive reports and myriad economic benefits. Many of the recent economic assessments (since 2002) have been performed using the Sport Tourism Economic Assessment Model (STEAM) developed by the Canadian Sport Tourism Alliance (CSTA). However, other independent economic assessments have been conducted on events ranging from single sport to Canada Games and international events.

Key economic benefits include tax revenues generated, GDP contributions, job creation and visitor expenditures. For the Whitehorse 2000 Arctic Winter Games, the City, the Village of Haines Junction and the Yukon Territory were reported to experience considerable positive impact on their economies, with an overall estimated impact of \$6.252 million.³⁴

Similar positive results were recently reported from hosting the Yellowknife 2008 Arctic Winter Games. The event contributed an estimated \$4.9 million to the GDP and generated \$13.2 million in economic activity throughout the Northwest Territories. Furthermore,

*“...[the] combined total of ... visitor and operational expenditures of the event [was] \$6.6 million. These expenditures supported an estimated \$3.7 million in wages and salaries and 59 jobs, of which 49 were in Yellowknife...”*³⁵

Historically, hosting sport events has meant a large infusion of federal and provincial government funding for projects that might otherwise not be supported, both for sport and non-sport capital projects. In the case of the Victoria 1994 Commonwealth Games, federal funding of \$62 million allowed for many infrastructure projects to be completed that would normally be put in a holding pattern,³⁶ similarly with the well-known examples of the Calgary

²⁹ McCloy, C. (2006). *The role and impact of Canadian federal sport hosting policies in securing amateur sport legacies: Case studies of the past four decades*. Unpublished doctoral dissertation. University of Toronto.

³⁰ http://www.tourismbc.com/pdf/TBC%20Sport%20Tourism%20Broch_12.pdf for an overview (Accessed December 2008)

³¹ <http://www.mhp.gov.on.ca/english/sportandrec/sport/hostingpolicy/hostingpolicy.asp> for the Ontario Hosting Policy (Accessed December 2008)

³² http://www.tourismabbotsford.ca/?page_id=142 (Accessed December 2008)

³³ <http://www.visitbrantford.ca/listings/listing.asp?id=12298> (Accessed December 2008)

³⁴ Berrett, T. (2000) *2000 Arctic Winter Games Economic Impact Statement, Final Report*. Caminata Consulting Policy-Economics-Research-Analysis.

³⁵ Canadian Sport Tourism Alliance. (2008). *2008 Arctic Winter Games – Economic Impact Assessment*.

³⁶ see Hume, 1998 and Whitson and Macintosh, 1993 for Canadian cases and Andranovich et al., 2001 for American data

1988 Winter Olympics³⁷ and the Winnipeg 1999 Pan American Games.³⁸

Such patterns continue to be evident in Regina's 2005 Canada Summer Games hosting experience: an overall capital impact was associated with the Games at nearly \$120 million, of which approximately \$37 million were directly attributable to hosting the Games.³⁹

The Whitehorse 2007 Canada Winter Games accrued economic benefits to the host City of Whitehorse through capital expenditures reaching \$69.1 million between 2003-07 with the Yukon Territorial Government and the federal government contributing almost 50 per cent, and 35 per cent respectively.⁴⁰

Furthermore while the economic assessment acknowledged that certain facilities such as the hockey arena and indoor soccer pitch would have been built at some point in the future (as well as social housing and student residences) it was stressed that:

"...the Games made it possible for them to be partly funded by the Federal government. The extra federal funding for Games infrastructure allowed the Yukon Government and the City of Whitehorse to spend on other things rather than replacement arenas, student housing and social housing. So the Games resulted in a net increase in the Yukon's infrastructure and its overall wealth."⁴¹

Finally, in the most recent economic assessment available for hosting sport events in Canada, the Yellowknife 2008 Arctic Winter Games received \$400,000 from the federal government to achieve economic and related legacies for the future.⁴²

Tourism and place marketing have also been a strong reason for communities to invest in hosting sport events of all sizes.⁴³ In addition, media exposure has been cited as a key benefit for showcasing a community and region.⁴⁴

In the case of the Whitehorse 2007 Canada Winter Games the economic assessment referenced potential economic impacts that are likely to happen in the future as a result of the Games, but are not directly measurable today. For many people, the Games "put Whitehorse on the map". The local citizenry were reported to believe that the Games and the media coverage surrounding them will result in future economic impacts in the form of increased tourism.⁴⁵ The Regina 2005 Canada Summer Games also garnered strong tourism figures with more than 18,300 spectators attending, many related to Games participants.

Some research has cautioned against the use of economic impact assessments as a measure of success of multi-sport Games. Reported benefits may not take into account those population groups that may be marginalized when major events come to a community. In fact many large and medium-sized sport events are conceived of and driven by what is described as a coalition

³⁷ Hiller, H. (1990). The urban transformation of a landmark event: The 1988 Calgary Winter Olympics. *Urban Affairs Quarterly*, 26(1), 118-137.

³⁸ McCloy, C. (2002). Hosting International Sport Events in Canada: Planning for Facility Legacies. *Proceedings from the Sixth International Symposium for Olympic Research*, pp. 135-142. London: University of Western Ontario.

³⁹ Canadian Sport Tourism Alliance, (2006), p. 8.

⁴⁰ Canadian Sport Tourism Alliance, (2007) Canada Winter Games, Economic Impact Assessment, Final Report <http://www.canadiansporttourism.com/files/Economic-Impact-Assessment-2007-Canada-Winter-Games.pdf> (Accessed December 2008)

⁴¹ Canadian Sport Tourism Alliance (2007)

⁴² Canadian Sport Tourism Alliance. (2008). *2008 Arctic Winter Games – Economic Impact Assessment*.

⁴³ Wamsley, K., & Heine, M. (1996). Tradition, modernity, and the construction of civic identity: the Calgary Olympics. *Olympika*, 5, 81-90.

⁴⁴ Standeven, J., & de Knop, P. (1999). *Sport tourism*. Champaign, Illinois: Human Kinetics.

⁴⁵ Canadian Sport Tourism Alliance, 2007

of members from the community business and political elites^{46,47,48}, with few benefits trickling down to the community at large.⁴⁹

Other questions have arisen regarding economic assessments, most recently by the Canadian Centre for Policy Alternatives in its review of the Halifax Commonwealth Games Bid.⁵⁰ The authors question the use of an economic impact analysis instead of a cost-benefit analysis: the former assumes that expenditures generate jobs, and thus are considered a benefit, whereas the authors contend these expenditures are in fact costs.

They also argue that hosting such a large event may result in long-term financial struggles to pay for new infrastructure built, which may not always be in the best interests of the community. Other research similarly questions the overriding positive economic benefits associated with hosting sport events through examination of the types of jobs created and stresses the importance of “quality and stab[le] ... jobs” when doing such assessments (p.79).⁵¹

Finally, the economic benefits associated with hosting sport events are challenged by researchers who consider that other, more pressing social projects are neglected when governments at all levels galvanize around an event. For example, different priorities were identified for Olympic/Paralympic Games in Atlanta,⁵² Sydney,⁵³ and for Canadian events such as the Vancouver 2010 Winter Olympic/Paralympic Games.⁵⁴

In summary, hosting multi-sport games in a manner that addresses broader social issues can achieve many economic benefits for the community and other regions: infrastructure improvements (sport and otherwise), garnering outside funding support, tourism and place marketing, and the generation of a range of economic activities throughout the region.

Social Benefits

“Social and community development is known as the “living legacy” of hosting sport events”⁵⁵

Communities that host any sized sport event report that more intangible benefits arise, referred to as the social benefits⁵⁶ such as enhancing community pride and spirit⁵⁷ and the opportunity to showcase a particular image that is rooted in their history and culture.

Other social benefits include the depth of voluntarism that has been reported in all Canadian event hosting experiences. These human resource legacies have been documented especially for large-scale events such as the Calgary 1988 Winter Olympics⁵⁸, the Winnipeg 1999 Pan American Games⁵⁹ alongside community efforts made for the Victoria 1994 Commonwealth

⁴⁶ Donnelly, P., McCloy, C., & Field, R. (2002). *Evaluation of the World Championships in Athletics (WCA). Edmonton 2001*. Report submitted to the Department of Canadian Heritage (PCH).

⁴⁷ Lenskyj, H. (2002).

⁴⁸ Whitson, D., & Horne, (2006)

⁴⁹ see Lenskyj, 2000; Burstyn, 1998 on how sport events take the focus away from more pressing social issues.

⁵⁰ Wildsmith & Bradfield, (2007). Halifax Commonwealth Games: Were the costs and benefits assessed?

http://www.policyalternatives.ca/documents/Nova_Scotia_Pubs/2007/Halifax_Commonwealth_Games_Bid.pdf (Accessed December 2008)

⁵¹ Whitson and Horne (2006)

⁵² Rutheiser, C. (1996). *Imagineering Atlanta: The politics of place in the city of dreams*. New York: Verso.

⁵³ Lenskyj, H. (2000). *Inside the Olympic Industry: Power, Politics, and Activism*. Albany: SUNY.

⁵⁴ Shaffer, M., Greer, A., & Mauboules, C. (2003). *A Cost-Benefit Analysis of the Proposed Vancouver 2010 Winter Olympic and Paralympic Games*. Canadian Centre for Policy Alternatives – BC office.

⁵⁵ http://www.tourismbc.com/pdf/TBC%20Sport%20Tourism%20Broch_12.pdf (Accessed December 2008)

⁵⁶ Anderson, C. (2006).

⁵⁷ Smith, L. (2001). *Living is Giving: The Volunteer Experience*, Sydney: Playright Publishing.

⁵⁸ Hiller, H. (1990). The urban transformation of a landmark event: The 1988 Calgary Winter Olympics. *Urban Affairs Quarterly*, 26(1), 118-137

⁵⁹ Cyrenne, (2000); McCloy, (2006)

Games,⁶⁰ and the Edmonton 2001 World Championships of Athletics.⁶¹

Much international research has also documented these volunteer legacies, for example, those achieved through the Barcelona 1992 Olympic/Paralympic Games, what was described as building “a legacy of acquired skills (know-how)”.⁶² This type of volunteer legacy may in part be responsible for the volunteer successes found for two events hosted in Winnipeg: the 1999 Pan Am Games and 2002 NAIG which engaged 18,000 and 5,000 volunteers respectively. It is reasonable to assume that skills and knowledge (sporting and otherwise) would be imparted to local volunteers from one event to the next.

Multi-sport games programs have also been viewed as cost effective and derive their success from the historically strong volunteer bases operating in the sport and recreation field.⁶³ In a particularly telling case, the Whitehorse 2007 Canada Winter Games involved more than 18 per cent of its population as volunteers (over age 15) and that:

“the total assigned volunteer figure is likely an undercount given that some volunteers did work prior to the Games and others did valuable work but were not included in the database because they were under the age of 13 years, the official cut-off for Games’ volunteers.” (p.12)⁶⁴

The 2008 Arctic Winter Games Review also notes the contribution of over 2,500 volunteers that contributed to the smooth running of the event.⁶⁵

Social impacts and benefits concerned with quality of life issues have been discussed most notably in work conducted for the 1996 and 2008 Toronto Olympic bids with an emphasis on the impact of hosting events on housing, social services and employment.⁶⁶

These issues have since been addressed in European analyses of social impacts and how to incorporate government social programs with the goals of hosting a sports event:

“By combining the two, social programmes and sports events, there is the potential to create energetic and focused programmes that can be very effective in improving social needs.”⁶⁷

The Vancouver 2010 Winter Olympic/Paralympic Games have provided extensive documents to ensure social impacts are addressed.⁶⁸ The case of the 2010 Games, while clearly an event beyond the size of a Canada Games or Arctic Winter Games, illustrates how social impacts/benefits can be planned for and done right with the *2010 Legacies Now* organization. This organization has addressed a range of issues within the legacy field:

“...strengthening arts, literacy, sport and recreation, physical activity and volunteerism in communities throughout BC leading up to and beyond the 2010 Winter Olympic and Paralympic Games”.⁶⁹

Overall, hosting multi-sport games results in numerous social benefits. Innovative planning efforts in this area have become a staple in how bid and host communities send progressive

⁶⁰ Hume, (1998)

⁶¹ Donnelly, P., McCloy, C, & Field, R. (2002).

⁶² Truno (1995), p.43

⁶³ Government of the NWT, (1996). Multi-Sport Games Review

⁶⁴ Zanasi, L. (2007). *Economic Impact Assessment of the Whitehorse 2007 Jeux du Canada Games*. Research Northwest.

⁶⁵ Canadian Sport Tourism Alliance. (2008).

⁶⁶ Community Social Planning Council, 2000; Kidd, 1992

⁶⁷ Anderson, C. (2006).

⁶⁸ <http://www.vancouver2010.com/en/sustainability-and-br-aboriginal-pa/social-inclusion-and-responsibility/-/30822/qs93wq/index.html> (Accessed December 2008)

⁶⁹ <http://www.2010legaciesnow.com/> (Accessed December 2008)

messages to not only participants and visitors but importantly, the local citizens who are key investors and should be primary beneficiaries.

Cultural benefits

Cultural benefits have been pronounced in multi-sport games such as the Arctic Winter Games where the focus on athletic competition is combined with both cultural exhibition and social inter-change:

“... a very special aspect of these Arctic Winter Games is the cultural component. They have given more than lip-service to this aspect.”⁷⁰

Similarly, a CPRA Journal article reflects on the role of the Arctic Winter Games in promoting socialization and a better understanding of other cultures with an overall participants’ pride in being ‘northern’.⁷¹

Evidence of cultural learning and sharing occurred at three Arctic Winter Games with respondents describing what they learned about local conditions and culture –expressed by the authors as “socialization processes at work” at not only the Arctic Winter Games but also in the regional trials.⁷²

The North American Indigenous Games are also a key arena in which to promote aboriginal cultural traditions within Canada and the United States. For example, at the Prince Albert 1993 NAIG a cultural festival attracted several hundred performers; at the Victoria 1997 event over 3,000 participants took part and the 2002 Games in Winnipeg, engaged approximately 2,500 artists.⁷³

While traditional games have been the cornerstone of many of the northern sport events, insightful research has emerged regarding the Arctic Winter Games and gender issues.⁷⁴ The Dene Games and the historical tradition in which Dene girls and women in the NWT rarely participated as athletes is examined. This tradition remained until 2004 but even with the addition of a junior girls’ category some tension remains with the participation of female athletes. The author acknowledges the power of the Arctic Winter Games to maintain cultural and traditions for the North while seeking ways to improve opportunities for girls and women in these events.

In sum, hosting multi-sport games derives cultural benefits as it serves to promote and educate both the local community and participants and visitors to the region in the unique and in other ways, shared sense of cultural traditions.

Health benefits (including sport, recreation and physical activity)

Overall the evidence that hosting major sport events (such as the Olympics and other major Games) has a direct impact on sport, recreation and physical activity participation numbers is still anecdotal at best. There have been very few outcome evaluations carried out despite claims by mega-event organizers. Process evaluation outcomes are often assessed following mass events, with various reports of increases in sport club membership followed the Barcelona 1992 Olympics, 1994 Soccer World Cup, and the 2002 Winter Olympics.⁷⁵

When deciding on how to budget scarce funds, event organizers need to establish a balance

⁷⁰ Lankford and Neal (2000), p.36

⁷¹ Szabo, C. (2003). *The Arctic Winter Games are Hot*. Canadian Parks and Recreation Association (CPRA).

⁷² Lankford & Neal 1998

⁷³ <http://www.virtualmuseum.ca/Exhibitions/Traditions/English/history.pdf> (Accessed December 2008)

⁷⁴ Giles (2005)

⁷⁵ Murphy, N., & Bauman, A. (2007). Mass sporting and physical activity events—Are they “Bread and Circuses” or public health interventions to increase population levels of physical activity? *Journal of Physical Activity and Health*, 4, 193-202.

between planning for the event and planning for what happens afterwards. Developing legacy programs well in advance of the event will increase the likelihood that maximum benefits are achieved and the overall health of a community is at the forefront of all decisions.

Many of the more positive longer-term sport benefits have emerged from cases in which sport legacy plans were in place in advance of the event.⁷⁶

Sport and recreation benefits

New capital infrastructure and improvements to existing facilities have served as a positive economic impact for many sport host communities in Canada and contribute to continuing sport and recreation development in the community. However, problems have arisen when there are competing demands for new facilities (e.g., professional sport interests dominate over community needs⁷⁷ and/or these facilities require substantial funding for long-term maintenance.⁷⁸)

Closely aligned with capital sport infrastructure built for a multi-sport games are training centres such as the Pacific Training Centre in Victoria arising from the 1994 Commonwealth Games and the Winnipeg national training centre arising from the 1999 Pan Am Games.

The Canada Games host communities have had similar long-term impacts in these areas with medium-sized communities across the country benefiting from the new and or upgraded facilities, providing

“a springboard for growth in sport excellence and fitness, as well as for the training of coaches, technical officials, and sport administrators.”⁷⁹

Indeed, universities and colleges have been one of the primary beneficiaries for all large-scale sport events held in Canada.⁸⁰ Finally, host communities benefit from the legacy of sport equipment, often state of the art and available for developing local sport activities.⁸¹

Coach and sport official legacies are also evident from previous hosting experiences. For example, for the 1999 Pan Am Games, coach mentor programs enabled women coaches to gain invaluable experience at a world class event, bolstering the coach certification numbers and ensuring future groups of female coaches would envision themselves in this type of career.⁸²

This type of mentor program has similar goals as the Women in Coaching Canada Games Apprenticeship Program, begun at the 2005 Canada Summer Games and continued with the 2007 Canada Winter Games.⁸³ Within northern sport events, a legacy of coaching has existed with the development of certified coaches at the 2000 Arctic Winter Games for example.⁸⁴

As noted, the question of whether hosting a multi-sport games or any other one-off sport event can influence physical activity participation is unclear, however the most thorough review of this issue acknowledges that the related infrastructure built for the event appears

⁷⁶ The 1988 Calgary Winter Olympic Games served as a model for future multi-sport games such as Vancouver 2010.

⁷⁷ See McCloy, 2006 for an overview of Canadian professional sport beneficiaries in the realm of sport hosting and for specific insight into the struggles over Edmonton's community and professional sport teams see Chivers, B. (1976). Friendly games: Edmonton's Olympic alternative. In J. Lorimer & E. Ross (Eds.), *The city book: The politics and planning of Canada's cities*. Toronto: James Lorimer.

⁷⁸ Wildsmith, J., & Bradfield, M. (2007).

⁷⁹ <http://www.canadagames.ca/Content/GamesHome.asp?mnu=3> (Accessed December 2008)

⁸⁰ McCloy, C. (2002).

⁸¹ McCloy, C. (2006).

⁸² Coaching Association of Canada (CAC). (2003).

⁸³ <http://www.caaws.ca/e/archives/article.cfm?id=796&search=Basketball> (Accessed December 2008)

⁸⁴ Lankford, S & Neal, L. (2000). *2000 Arctic Winter Games Whitehorse: Personal and social benefits of participation*.

to be the benefit most easily identified.⁸⁵ Of note, in the case of the Sydney 2000 Olympic/Paralympic Games participation rates were actually lower during the Olympic year than the previous two years.⁸⁶ The view that elite sport events may have a “trickle down” effect on general community participation remains anecdotal at present.⁸⁷

Event evaluations and participation tracking measures have been scarce and in the case of the 2005 Northwest Territory Games, it could not be ascertained whether athletes who were interested in reaching higher levels in their sport were in fact doing so.⁸⁸ However, as noted, this challenge is not unique to this event and has not been tracked for large-scale multi-games events either.

Longer-term planning that focuses on a wide range of sport, social, economic and cultural benefits may ensure that host communities engage a diverse group of stakeholders who would simultaneously address the wider investments in health and physical activity. For example, the Arctic Winter Games does allow for male and female athletes to compete and achieve at the highest levels in their sport but it is balanced in that it has some of the highest participant numbers and does not espouse a purely elitist agenda. In effect based on the literature, it appears that the event supports a grassroots-style sport development system, one that can achieve a range of social, health and sporting benefits.

In summary, hosting multi-sport games has much potential to increase overall health benefits for a community. Done right, the long-term sport, recreation and physical activity benefits and legacies will be developed well in advance of hosting an event with assurances by hosting committees that input from a range of stakeholder groups working in these fields are represented in these important plans.

⁸⁵ Murphy, N., & Bauman, A. (2007).

⁸⁶ Van den Heuvel A, Conolly L. (2001). The impact of the Olympics on participation in Australia: trickle down effect, discouragement effect or no effect? National Centre for Culture and Recreation Statistics, Australian Bureau of Statistics, Adelaide, SA.

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⁸⁸ Carey, J. (2006) *Evaluation of the 2005 NWT Games*. J. Carey Consulting Evaluations Plus.

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B. Interview Question Matrix - NWT Multi-Sport Games Review

Question	TSOs	Sport North	Recreation Councils	Council of Sport and Recreation Partners	Regional Trial Coordinators	NWT Parks & Recreation Association	Aboriginal Sport Circle
1. Please describe your (organization's) role and mandate in preparing athletes, coaches and officials to participate in multi-sport Games in NWT.	X	X	X	X	X	X	X
2. Are you involved in team selection? ➤ If so, what process do you use to select athletes for teams? ➤ To what extent is this process effective in identifying the best team for the right set of Games (different Games have different objectives)? ➤ Is there an appeals process? Please describe. ➤ To what extent has the appeals process been effective in resolving disputes about team selection?	X	X		X	X		X
3. Do all NWT athletes have equal access to try out for teams? ➤ How does this work? ➤ If there are barriers, in your opinion, what would be the best approach to overcoming these barriers?	X	X	X	X	X	X	X
4. Do all NWT athletes have equal access to coaching? ➤ How does this work? ➤ If there are barriers, in your opinion, what would be the best approach to overcoming these barriers?	X	X	X	X	X	X	X
5. How prepared are communities to assist their athletes in developing to a level where they can compete equally with other, possibly larger communities? ➤ What could be done to address this?	X	X	X	X	X	X	X
6. Who is responsible for coach recruitment and development in NWT?	X	X	X	X	X		X

Question	TSOs	Sport North	Recreation Councils	Council of Sport and Recreation Partners	Regional Trial Coordinators	NWT Parks & Recreation Association	Aboriginal Sport Circle
<ul style="list-style-type: none"> ➤ (If more than one organization: What are the roles of the different organizations involved?) ➤ What is involved with that—what tasks? ➤ Is there a strategic coaching plan? <ul style="list-style-type: none"> ➤ If so, what are the goals? ➤ If not, is one under development? ➤ Are there barriers to coach recruitment and training and if so what could be done to overcome those barriers? 							
<p>7. Once athletes are selected for a team how is that information communicated to athletes, coaches and the general public?</p> <ul style="list-style-type: none"> ➤ Have any concerns been expressed with this approach? If so, please describe. 	X	X	X	X	X		X
<p>8. Once athletes are selected, how prepared are they to participate at a level comparable to athletes from other jurisdictions?</p> <ul style="list-style-type: none"> ➤ (For AWG, NAIG, Canada Games and Western Canada Summer Games). <ul style="list-style-type: none"> ➤ Is this the way things should be, or would you like to see things differently? ➤ What could be done to address this? 	X	X	X	X	X		X
<p>9. Does your organization have responsibility for discipline within NWT teams to multi-sport Games?</p> <ul style="list-style-type: none"> ➤ How is this managed—is there a policy and a procedure? Please explain. 	X	X	X	X			X
<p>10. What are the different roles and responsibilities of TSOs, host communities, recreation directors and volunteers when AWG trials are hosted?</p> <ul style="list-style-type: none"> ➤ What about selection for the Territorial Team for 	X	X	X	X	X	X	X

Question	TSOs	Sport North	Recreation Councils	Council of Sport and Recreation Partners	Regional Trial Coordinators	NWT Parks & Recreation Association	Aboriginal Sport Circle
other Games? ➤ Is this the right configuration? If no, what would you suggest?							
11. From your perspective, what level of volunteer and staff time commitment is involved in managing the AWG team trials? (Please indicate high, medium or low for: ➤ TSOs ➤ Regional Trial Coordinators ➤ recreation directors ➤ Recreation Associations ➤ Others—please specify.) ➤ How about team selection for Canada Games, NAIG, and Western Canada Summer Games?	X	X	X	X	X		X
12. Who is responsible for team selection for AWG, NAIG, Canada Games and Western Canada Summer Games? ➤ Who should be?	X	X	X	X	X		X
13. What other key roles does your organization play with regard to the AWG, NAIG, Canada Games and Western Canada Summer Games? ➤ Is this the right mix? ➤ If not, please explain.	X	X	X	X	X	X	X

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