



HON. ANDREW WILKINSON
MINISTER OF TECHNOLOGY, INNOVATION AND
CITIZEN'S SERVICES

"FIFA Women's World Cup Site Inspection Visit"

Oak Room
Westin Bayshore Hotel
1601 Bayshore Drive
Vancouver, B.C.

Sat. August 17th, 2013, **12:00 p.m.**

Contact: Rita Rogers – s 22

Please check against delivery

Event Profile:

- This event is a media availability that will take place at the conclusion of a two-day site visit by a FIFA/National Organizing Committee (NOC) delegation of 25 people. It will be something of an “open mike” event that will give the media an opportunity to ask organizers questions about the upcoming 2015 Women’s World Cup.
- Speakers will include:
 - Mustapha Fahmy – head of FIFA Competitions
 - Peter Montopoli – CEO National Organizing Committee (NOC)
 - Councillor Raymond Louie – Deputy Mayor, City of Vancouver
- Site visit will include inspections of all facilities relevant to 2015 Women’s World Cup including BC Place, training facilities, hotels, etc.
- Audience expected: approx. 30 - 50
- Similar events will take place in Winnipeg (Aug 14), Edmonton (Aug 15), and Ottawa (Aug 17).
- **Minister should arrive by 11:45am.**

Background:

- The BC Government, through the Ministry of Community, Sport and Cultural Development, **provided \$2 million in funding** to support Vancouver’s bid to host matches as part of the FIFA Women’s World Cup Canada 2015.
- The federal government matched the funding provided by all host provinces (\$2 M per host province - \$12 M total).
- The Canadian Soccer Association announced on May 4th, 2012 that Vancouver, Edmonton, Montreal, Moncton, Ottawa and Winnipeg would all be host cities for the tournament.
- On March 21, 2013, FIFA and the Canadian Soccer Association announced that Vancouver will host nine matches at BC Place, including the championship game of the tournament.
- The FIFA Women’s World Cup is considered the world’s most prestigious international women’s sporting competition.

Parking:

- Hotel will be expecting you so you may leave your car with doorman.
- Upon arrival, Richard Scott (Director of Communications, Cdn Soccer Association) or Sandra Gage (Chief Marketing and Communications Officer) will meet you.
- Proceed to Oak Room.

Event Onsite Contact:

- Rita Rogers, Venue General Manager Vancouver: s 22
- Alternate contact: Richard Scott, Director of Communications: 613 818-0305

Dress Code:

Business attire

Agenda – subject to change

Event will begin at 12:00 noon.

GENERAL ORDER / SCÉNARIO

1. Richard Scott, Communications Director, FIFA WWC - MC welcome and introductions
2. Peter Montopoli, CEO, FIFA WWC - welcome
3. FIFA – Head of FIFA Competitions
4. Province – Minister Andrew Wilkinson
5. City of Vancouver – Deputy Mayor, Councillor Raymond Louie
6. MC closing comments
7. Photo Opportunity
8. One on one opportunities

Event should be finished by 1:00 p.m.

Introduction

- Good afternoon everyone.
- It's a real pleasure to be here today on behalf of the Minister of Community, Sport and Cultural Development Coralee Oakes....especially for a soccer fan like myself!

[personal greetings]

- I'd like to acknowledge the traditional territory of the Coast Salish Peoples.

[Thrilled to host]

- I have to tell you, here in Vancouver, there is a **lot** of excitement surrounding the 2015 Women's World Cup.
- I know it almost goes without saying that Vancouver is a hub for soccer in Canada...
- ...especially after the 2012 London Olympic Games when our women's soccer team had us all glued to the TV...
- ...and then celebrating their amazing medal-winning performance.

- I'll never forget that day.
- Team Canada captured the hearts of the entire nation and, I think, may have managed to make soccer even more popular in this province than it already is!
- Incredible athletes like the women on the national team have done so much to inspire British Columbians throughout the province to play.
- As a former soccer coach, I know what a difference great role models in sport can make.
- And I know that if the 2015 Women's World Cup is anything like the CONCACAF Olympic qualifier we had here last year, it's going to be spectacular.
- That event was a record-breaker in terms of attendance and really stirred up soccer fever.
- As the site visit team completes its inspections and Vancouver prepares to be a host city, the excitement is ramping up for British Columbians about the nine matches that will be played here...
- And we are especially thrilled to be hosting the final.

- The event will be a major boost to BC tourism. It's expected to draw tens of thousands of out of province visitors.

[Government supports sport]

- Our government is proud to be supporting the 2015 Women's World Cup with \$2 million in funding.
- And we are proud to stand behind our athletes.
- We invest significant dollars into high performance training for athletes as well as training for coaches and officials.
- This year, for example, we are investing over \$50 million dollars into sport in B.C.
- And we have invested over \$1 billion since 2001.
- And our sport sector produces results. British Columbia has only 13 per cent of the national population, but B.C.-based athletes won fully **half** of Canada's medals at the London Olympics.
- I don't have the final tally for the 2013 Sherbrooke Canada Summer Games yet, but I know that Team BC has done very well.

- It's our goal to encourage all British Columbians to participate in sport, and to lead healthy, active lifestyles.
- There is no doubt that the FIFA 2015 Women's World Cup will support that goal...
- ...by inspiring even more people—especially girls and young women—to get involved in soccer, pursue their dreams...
- ...and who knows---maybe even someday represent their country on the world stage.

Conclusion

- Dreams of greatness aside—soccer is just plain fun.
- In terms of participation rates, it's the most popular sport in British Columbia.
- ...and the FIFA Women's World Cup 2015 is the largest single-sport women's championship.
- On behalf of Premier Christy Clark and the government of British Columbia, I can say that it's an enormous honour to be a host city, and we are well and truly on the journey to the 2015 Women's World Cup.
- Can't wait to see you all there!

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2015 Women's World Cup – Vancouver portion

Qs and As

Q: Why is the Province investing \$2 M in a soccer tournament when British Columbians have real needs?

A: This soccer tournament is a good investment – the \$2 M contribution will be recovered through the extra provincial taxes paid by the thousands of visitors who come to the tournament and through the higher revenue of the BC Pavilion Corporation which operates BC Place Stadium.

Q: How will the \$2 M be spent?

A: The \$2 million is a bid fee that pays for a portion of the operations of the tournament. The total budget of the tournament is over \$70 million. Each province puts in \$2 million, the cities contribute \$0.25 million, and the federal government contributes \$15 million. Altogether, these contributions pay for the stadium, rent, hotel accommodation, transportation, meals for athletes – basically anything to do with the logistics of the tournament. The rest is covered by a percentage of ticket gate revenues and sponsorship.

Q: How many games will Vancouver host?

A: On March 21, 2013, FIFA and the Canadian Soccer Association announced that Vancouver will host nine matches at BC Place, including the championship game of the tournament.

Q: When will we know the tournament schedule?

A: The official draw (pool selection) will be determined by FIFA and the Canadian Soccer Association. It is difficult to predict, but it may be announced around mid-2014.

Q: How many people are expected to attend games played in Vancouver?

A: As a comparison, the CONCACAF Women's Olympic Qualifier held in January 2012 in Vancouver (BC Place) saw record crowds, for a total of over 160,000 over 8 days of competition and 11 sessions.