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Item No. 7

Halifax Regional Council
February 10, 2009

TO: Mayor Kelly and Members of Halifax Regional Council

SUBMITTED BY:

A handwritten signature in black ink, appearing to read "Paul Dunphy".

Paul Dunphy, Director, Community Development

DATE: January 27, 2009

SUBJECT: 2011 Canada Winter Games - Communication Plan

INFORMATION REPORT

ORIGIN

October 23, 2007: Council appointed Councillor Wile and CAO or his designate as members of the Board of the Halifax 2011 Canada Games Host Society.

November 18, 2008: Council authorized the Mayor and Municipal Clerk to execute the Multi-Party Agreement for the 2011 Canada Winter Games.

BACKGROUND

In November of 2008 Council authorized the Mayor and Municipal Clerk to execute the Multi-Party Agreement for the 2011 Canada Winter Games. The direction from Council was to improve communications from the 2014 Commonwealth experience.

Council had not given specific instructions on how they would like to be kept informed of the progress of the 2011 games. The attached "Communication Plan" incorporates many of the key elements discussed with Council during the Committee of the Whole session.

DISCUSSION

The proposed communication plan is an opportunity to develop relationships between the Halifax 2011 Canada Games Host Society and Council. To do this, the communication needs to be informative, engaging and well structured.

The Host Society's responsibilities are "to organize, manage, promote, finance and conduct the 2011 Canada Winter Games". The Host Society wants people from across the country to "Come to Nova Scotia to compete, contribute and celebrate the 2011 Canada Games". Communication will play a vital role in achieving this vision.

BUDGET IMPLICATIONS

None at this time

FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Capital and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating reserves, as well as any relevant legislation.

ATTACHMENTS

Attachment "A" 2011 Canada Winter Games Communication Plan

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/cagenda.html> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by : Rosalyn Smith, Project Manager, 2011 Canada Winter Games, 490-4422

**2011 Canada Winter Games
Communication Plan**

Purpose

To provide a framework for managing and coordinating the communications of the 2011 Canada Winter Games to ensure Council is well informed and engaged.

Strategies

1. The Halifax 2011 Canada Games Host Society will provide an Annual Report and Presentation to Council.
2. The Halifax 2011 Canada Games Host Society will provide quarterly Information Reports to Council including accomplishments, work planned, , revenue targets, key issues and risks.
3. The CAO's Weekly Updates will be used to inform Council of upcoming media events, announcements, milestones, tenders, etc.
4. The Halifax 2011 Canada Games Host Society staff will have face to face meetings with Councillors who have sport venues in their district (tenders, status of capital work, venue disruptions, etc.).
5. Mayor and Council will be copied on all Halifax 2011 Canada Games Host Society Press Releases and Media Advisories.
6. Canada Games website, link from halifax.ca
7. Canada Games updates will be provided for inclusion in Councillor's Newsletters.

Coordination with Host Society

To ensure messages are consistent, events are coordinated and issues are managed HRM's Project Manager, 2011 Canada Games will liaise regularly with communications staff of the Host Society.