Lake Macquarie International Children’s Games 2014
The International Children’s Games (ICG) is a recognised member of the International Olympic Committee and is the largest multi-sport youth games in the world, delivering a unique sports and cultural experience for young people.

The general secretary of the ICG, Richard Smith, sums up the event best when he describes it as a ‘true global village, where spirited competition thrives and peace, tolerance, fairness and integrity live’
Team Lake Macquarie attendances

• San Francisco, USA 2008
• Manama, Bahrain 2010
• Lanarkshire, Scotland 2011
• Daegu, Korea 2012
• Windsor, Canada 2013
• Lake Macquarie, Australia 2014
Benefits of hosting the International Children’s Games include:

- Generating tourism arrivals and expenditure in our city
- Giving us a reason to promote Lake Macquarie as a destination
- Attracting international, national and local media
- Showcasing our facilities and attractions
- Bringing together and strengthening public, private and non profit partnerships through working cohesively toward a common goal
- Providing an opportunity to improve infrastructure which has ongoing benefits
- Building community capacity through engagement of volunteers, businesses, students and organisations.
Winning the Bid

- At the 2010 Games in Manama, Bahrain, Lake Macquarie City Council won the right to host the 48th Games 6-11 December 2014
- First City in Southern Hemisphere to host the Games
- Springboard for other Southern Hemisphere cities to participate
The Goal

- 80 Cities from 40 Countries
- Up to 2000 Athletes, Coaches, VIPs, Heads of Delegation
- Estimated 3000 supporters
- Estimated 1000 Volunteers
- Budget $2.2 million
World Class accommodation
ICG Highlights Video
The Numbers

- 78 Cities from 30 Countries
- 1353 athletes, coaches, VIPs, Head of Delegations
- Estimated 3000 supporters
- 725 Volunteers
- $1.9 million expenditure
Legacy

Opportunity for young people to:

• build relationships,
• develop deeper cultural understanding
• Promote ideals of peace and tolerance through sport
Legacy

Build relationships and experiences with:

- Business
- Media
- Sporting community
- Health providers
- Police and Emergency personnel
- Government
- University and TAFE
- Schools
- Community
- Internal Council departments
Legacy

- Event input of $1.9 million into economy
- Estimated tourism spend in region of $5 million
- 44% increase in bookings compared to December 2013
- International/National exposure for Lake Macquarie
- Live streaming of opening ceremony viewed across the world
Legacy

- Providing real experience and training for youth in:
  - Film and television production
  - Journalism
  - Event management
  - Performance
  - Marketing
  - Logistics
  - Physiotherapy
- Working alongside top Australian talent
Legacy

- Infrastructure improvements
- Equipment benefits to sports
- Mattresses to charity
- Cauldron to be installed as public art
Legacy

- Build capacity in region to host International events (benefits of Special Olympics in Dec 2013)
- Build reputation for hosting major events
- Set framework for future events – skills, relationships, processes, website, social media, IT, Risk Management Plan
Legacy

- Suite of professional images and footage
- Increased traffic to LMCC and Tourism platforms – website, Facebook
- Quality brand for Lake Macquarie and design guide for future events
Benefits to ICG Executive:

- Developed basis for event handbook
- Opportunity to standardise registration process
- Increased professionalism
- High level sports management – with no protests (unprecedented)
- Increased use of IT and social media
Legacy

- Database of skilled volunteers
- Detailed processes and improved skills for managing volunteers
- An engaged community
- Enhanced City pride
DNSW asked Survey respondents to describe the Games in one word