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AUSTRALIA

CREATE CHANGE

Social legacy from the Olympics: the good, the bad, and the ugly

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Acknowledgement of Country

- I acknowledge the Traditional Owners and their custodianship of the lands on which we meet.
- I pay my respects to their Ancestors and their descendants, who continue cultural and spiritual connections to Country.
- I recognise their valuable contributions to global society.

*The Brisbane River pattern from A Guidance Through Time
by Casey Coolwell and Kyra Mancktelow.*




In Australia it is customary to acknowledge the First Nations people on whose land we live and work. Thus I'd like to acknowledge the Turrubal and Jagera people, pay my respects etc
I'd also like to extend that respect and acknowledgement to any other First Nations people here today.

*Dolores John-Phillip, local
resident of Hackney.*

<https://www.youtube.com/watch?v=IFHdZi7Pw18>

Dark Side of the London Olympics”.

The



"No mention of us. It's almost like we don't exist."



*“They’re not doing it for us, for people like me.
Because they don’t want us here”.*

Legacy

What is handed from the past to the future

“any outcomes that affect people and/or space caused by structural changes that stem from the Olympic Games” (Preuss, 2019)

What is legacy?


This is a move away from the notion of leaving a bequest to someone, as many aspects of previous legacies have been either negative or not planned very well.

people (community or other stakeholders)

Space (the environment in city and nature)

changes (tangible or intangible) caused by the Games (often

developed indirectly by the Games).

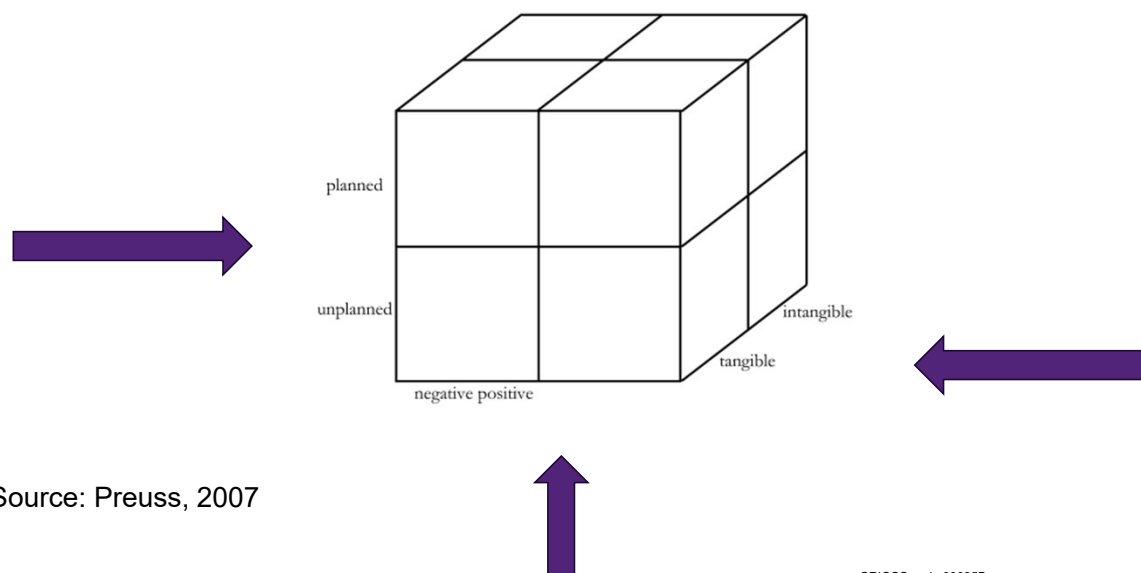


The Olympic Games have the power to deliver lasting benefits which can considerably change a community, its image and its infrastructure. As one of the world's largest sporting events, the Games can be a tremendous catalyst for change in a host city with the potential to create far more than just good memories once the final medals have been awarded."

From 2000 onwards that the IOC requested a legacy planning from each applicant as part of the bid process. It was only in 2012 that the London organisers seriously took care to have a legacy plan for each construction project that was coordinated by the Legacy Trust UK, and the IOC

only founded a new IOC
commission, the Sustainability
and Legacy Commission in 2015.

The Legacy Cube



Source: Preuss, 2007

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The legacy cube was proposed by Preuss in 2007 as a way to understand the different dimensions of legacy.

Chappelet (2012) noted that what he calls "the L word" is multifaceted.

However, most pre-event studies and bid committees have in the past focused on only one subcube (planned, positive, tangible).

But this is gross legacy, not net legacy. Plus, this neglects the opportunity costs, and crowding out.

Note that legacy cannot be evaluated until well after the event – perhaps 10 years is suitable.

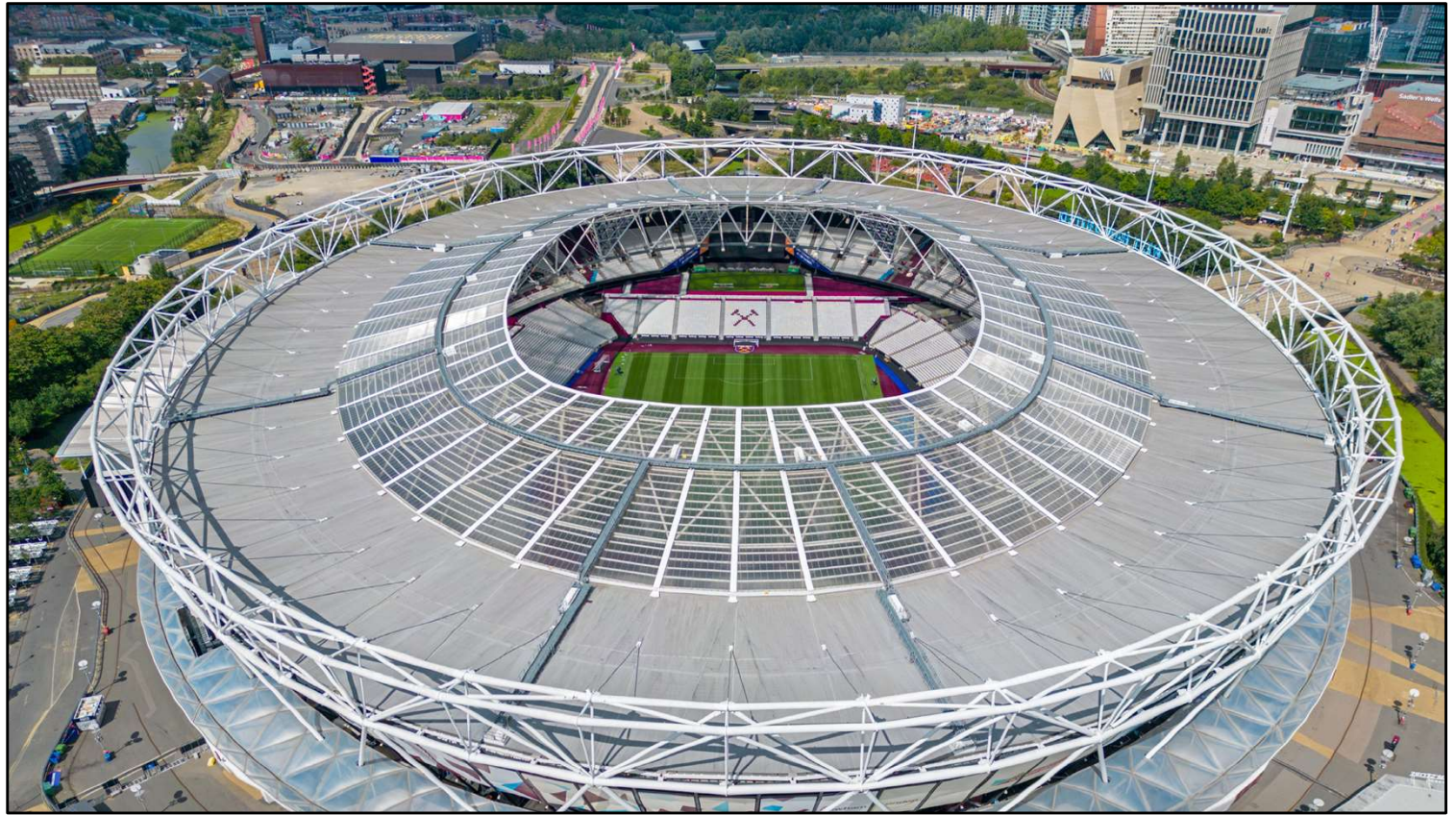
Types of Legacy



Urban Legacy

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There are five main types of legacy that can be generated by events. The first type, which we might be most familiar with, is an [CLICK] urban legacy. Urban Legacy refers to improvements in the host city and its infrastructure.







The Eiffel Tower is a legacy not of an Olympics but of the 1889 World's Fair

Types of Legacy



Urban Legacy



Economic Legacy



Business
Jobs
Tourism

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The second type of legacy is [CLICK] an economic legacy. This relates to any increase in economic activity resulting from staging a mega-event, such as [CLICK] increased new business, jobs and tourism. However, the economic legacy of mega-events is best known in terms of the massive costs of staging them. For example, the [CLICK] Sochi Winter Olympics cost almost US\$50 billion to host!



The Olympics can contribute to tourism not just through the people that visit during the Games, but instead by creating an attractive destination image that encourages visitation many years after the event has gone.

Types of Legacy



Urban Legacy



Economic Legacy



Sporting Legacy

The third type of legacy of mega-events is a [CLICK] sporting legacy. With the construction of new venues, it is always hoped that hosting a mega-event will encourage increased participation in sport in the host country.

Evidence?



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However, the evidence for this is mixed and no Olympic Games has yet been able to demonstrate definitively that sports participation has increased as a result of hosting them.

Types of Legacy



Urban Legacy



Economic Legacy



Sporting Legacy



Environmental Legacy

The fourth type of legacy is an [CLICK] environmental legacy. Mega-events can bring about improvements in the urban landscape, such as new parks and community sporting facilities such as swimming pools.



This is Southbank in Brisbane, a previously under-utilised industrial area which was completely redeveloped as part of the Brisbane 1998 World Expo and has subsequently become one of the most popular parts of Brisbane, with museums, art galleries, shops, restaurants and an outdoor lagoon-style swimming pool.

Types of Legacy



Urban Legacy



Economic Legacy



Sporting Legacy



Environmental Legacy



Social Legacy

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The final type of legacy is a [CLICK] social legacy. This is about creating a better place for residents to live and work in. This involves any infrastructure improvements associated with hosting a mega-event, such as improved public transport or new housing. It also relates to using the opportunity of hosting a mega-event to showcase the host city or country to the world, which is hoped to lead to increased levels of civic pride and engagement. Finally, each mega-event requires around 40 – 50,000 volunteers. Volunteering is related to improved mental health and wellbeing amongst community members who take part.

Social legacy



Creating a better place to live and work in

The ultimate purpose of intangible Olympic legacy is the creation of public value

(Girginov & Preuss, 2022)

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Social legacy can mean a lot of things to a lot of people, but in short its about creating a better place to live and work in.

As Girginov and Preuss, 2022) remind us, the Olympic Games have always been more than a mere sporting competition.

By showcasing human excellence on the sport field, they can inspire people to take up sport and make the world a better place.

Pierre de Coubertin framed Olympism as a movement for social reforms in the late nineteenth century. The ultimate purpose of intangible Olympic legacy is the creation of public value.

Tangible components of a positive social legacy

Education
and skills



Volunteering



Urban
Regeneration



Support
Programs



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Education and skills – can be basic skills that help the unemployed into work, such as some training in hospitality skills or perhaps a first aid certificated. But can also be event and sport management programs at vocational and higher educational institutes

Volunteering – on average, Olympics needs between 40,000 and 50,000 volunteers. As well as giving people a once in a lifetime opportunity, and the chance to meet a lot of new people, research tells us that volunteering has significant wellbeing benefits and where people move into longer term volunteering roles, this is good for society more broadly

Urban regeneration refers mostly to physical changes in host cities as a result of hosting the Games – new sporting facilities but also improved public transport, roads and upgraded parks and public spaces

Finally, programs aimed at supporting different sections of the community particularly the marginalised or disadvantaged can be catalysed by the Games

Intangible components of a positive social legacy

Social
cohesion



Social
capital



Sense of
community



Civic Pride



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Intangible components include

social cohesion (defined by Stanley in 2003 as the willingness of members of society to cooperate with each other in order to survive and prosper)

Social capital (various conceptualisations exist by Bourdieu, Putnam and Coleman, but essentially this refers to the presence of strong networks, norms of trust and reciprocity and access to shared resources)

Sense of community - McMillan & Chavis (1986) define a sense of community as "a feeling that members have of belonging, a feeling that members matter to one another and to the group, and a shared faith that members' needs will be met through their [commitment](#) to be together.

Civic Pride – in the events context, Emma Wood has defined civic pride as relating to a shared belief and through this a shared, or cohesive city image.

“The London Olympics will give the East End of London the huge regenerative boost it needs”

Boris Johnston, Mayor of London



I mentioned urban regeneration earlier as a potential indicator of a positive social legacy. I'd like to use the example of the London Olympics to highlight some issues that co-exist with regeneration.



Firstly not everyone agreed with even having the Olympics in the first place!



“What happens to all the families who once lived there?”

Leah Borrromeo
Journalist and official Olympic protestor



“Picture credit: [Olympic Sightseeing bus DA1, Enviro 200 MX10DXR, July 2010 London E15](#)” by [sludgegulper](#)

But perhaps more interesting is the commentary from Leah Borrromeo, Journalist and self-styled official Olympic protestor. She said “regeneration is where a pre-existing community remains in the area – you bring in more schools, hospitals, better public services and you make life better for that community. It’s not where people are taken from their community, essentially told to leave that community so that new condominiums and new shopping centres can be built, which brings in a completely different economic class to ‘up’ the area a bit. What happens to all those families who once lived there? They get sent elsewhere... essentially they are no longer the problem of the newly-gentrified suburbs.

Regeneration brings gentrification



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Leah mentions gentrification. It's not all bad – can improve property values, and bring about improvements in living conditions, as well as the surrounding environment
But - can displace low-income families and small businesses, leading to a complete change in population in an area over a short period of time

In some ways this is a philosophical question – should we follow the utilitarian approach of Jeremy Bentham, to provide the greatest happiness to the greatest number, or distributive justice as proposed by Rawls - actions that do not harm the least fortunate in society?

The dark side of urban regeneration

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And gentrification is by no means the darkest aspect of regeneration for Olympic Games and other mega events.

There are many examples of forcible displacement of communities to redevelop locations for the event

People are relocated away from schools and work

They lose their livelihoods

Communities are broken up

There is a loss of social capital and identity

Beijing 2008



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1.25 million people in Beijing were displaced due to Olympic urban development

Rio De Janeiro 2014



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Residents of Vila Autodromo were removed from their homes to make room for the construction of the Olympic Park for Rio 2016

Sochi 2014



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Sochi's painful legacy also includes the forced eviction of dozens of residents who had to make way for Olympic venues and infrastructure

Gold Coast Commonwealth Games 2018



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During the Gold Coast Commonwealth Games homeless people were moved out of town, and even out of the state – to New South Wales

What lessons can we learn?



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One of the main problems is that legacy has in the past become no-one's responsibility – the OCOG is wound up and the legacy plans are left with governments which have many competing priorities.

Spirit of 2012

The Olympics and Paralympics are powerful moments in time. We build sustainable social legacies from the inspiration of events, investing to improve how people feel about themselves, other people and their communities.

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Spirit of 2012 was established as an independent Trust by the National Lottery Community Fund in 2013 to build on the legacy of the London 2012 Games.

They fund projects and research that enable people to participate in a wide variety of activities from physical activity to the arts and volunteering, and focus on evaluation to fully understand why and how taking part can make people feel better and more connected to their communities.

Spirit of London 2012

💡 Collaboration by national and local stakeholders to ensure each event that's part of the programme catalyses wider social and economic change

Spirit of 2012 has put together a list of recommendations for future hosts to consider when it comes to achieving a positive social legacy.
Firstly Collaboration is key

Spirit of London 2012

- 💡 Funding model and delivery cycle that gives equal footing to post-event legacy activities

Next, is the development of a funding model that ring fences legacy funds for post event activities

Spirit of London 2012

💡 Set out how to reach and remove barriers for groups of people who are traditionally less likely to participate

They recommend actively seeking innovative ways to reach those who may be marginalised, or disadvantaged and who are therefore less likely to participate in legacy initiatives

Spirit of London 2012

💡 Design and co-creation with a broad range of different stakeholders to build common ground across divides

They also advocate for co-design of programs and projects

Spirit of London 2012

💡 Volunteering plan that seeks to boost inclusive, longer-term community volunteering

Finally, they emphasise the need to boost long term volunteering rather than just during the event.

PARIS 2024



Delivering Games that can be held up as an inspiring example:

- Eco-responsible Games that harness sustainable solutions
- Games that boost regional growth and appeal
- Games that open up opportunities for everyone

Leaving a social and environmental legacy:

- Sport to improve health, education and civic engagement
- Sport to improve inclusion, equality and solidarity
- Sport to drive the environmental transformation

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It's far too early to even think about examining the legacy from Paris 2024, but it is interesting to look at their plans,

The 2024 Paris Olympic and Paralympic Games have an ambitious legacy which has 6 pillars under two main categories.

Under the heading of [CLICK] "Delivering Games that can be held up as an inspiring example', the themes are:

- [CLICK] Eco-responsible Games that harness sustainable solutions
- [CLICK] Games that boost regional growth and appeal
- [CLICK] Games that open up opportunities for

everyone

Under the heading of “[CLICK] Leaving a social and environmental legacy”, the themes are:

- [CLICK] Sport to improve health, education and civic engagement
- [CLICK] Sport to improve inclusion, equality and solidarity
- [CLICK] Sport to drive the environmental transformation

What do you think of these legacy goals? Are they inspiring? Are they achievable?

Now that you have finished this introductory video, move on to Activity 1.

Paris 2024 – social legacy?

- Focus is on human and social capital development through Olympics values
- IOC New Norm
 - Few new venues; use of temporary venues with post-Games usage plans



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There are two key areas where Paris has a possible advantage in terms of its social legacy. Firstly, the focus of the legacy plans is on human and social capital development through the Olympic values of Sport for health, education, environment, inclusion, equality and solidarity.

Secondly, Paris is the first Games to take into consideration the IOC New Norm, a plan to reduce the burden on Games host cities, for example through reducing the requirements for the construction of new venues. Although the New Norm's initiatives were not contractually obligatory for Paris, they aligned with them anyway.

Social initiatives

**More Social Projects
Inspired by Sport**

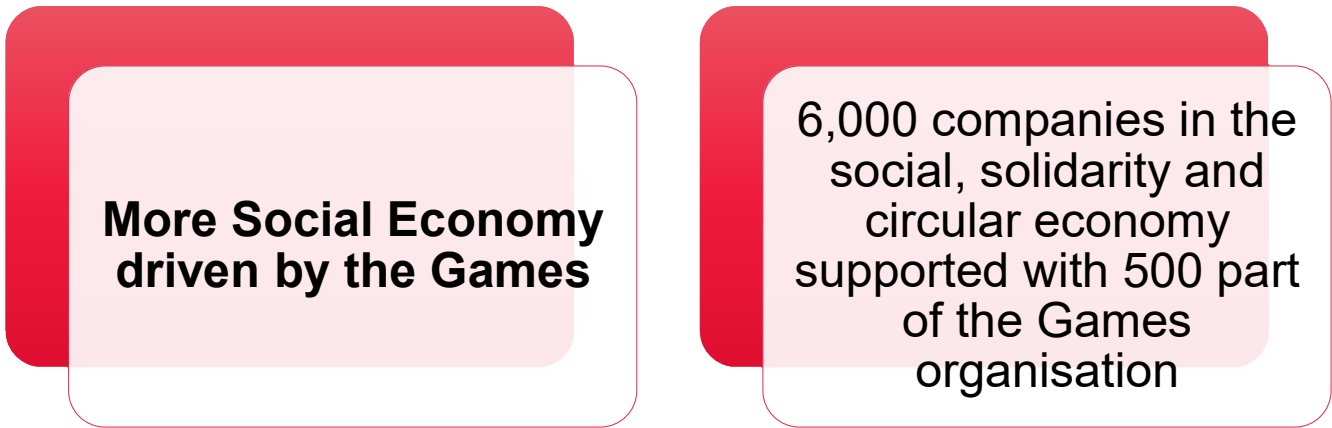
Over 1,000 social
projects (€47.8 million)
for 4.5 million
beneficiaries to promote
sport among women and
people with disabilities

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More social projects inspired by sport - Paris 2024 created an endowment Fund as a platform for social innovation through sports to inspire and identify projects with high potential. The Paris 2024 Endowment Fund created in 2019 and its co-financiers have supported more than 1,100 social projects for a total of €47.8 million for 4.5 million beneficiaries to promote sport among women and people with disabilities, with the aim they can continue after the Games.

Social initiatives



**More Social Economy
driven by the Games**

6,000 companies in the
social, solidarity and
circular economy
supported with 500 part
of the Games
organisation

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More Social Economy Driven by the Games. Paris is thinking about the Games as catalyst for the social economy in the area.

6,000 companies in the social, solidarity and circular economy have been supported and more than 500 are participating in the organization of the Paris Games.

Social legacy

Creating a better
place to live and
work in... for all.



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This is what I'd like to see us aiming for, and I'm keen to hear your thoughts on how we might best achieve this.

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THANK YOU FOR LISTENING 😊

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