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## **PwC Presents Interim Results of Sporting Leaders Study on Legacy at SportAccord Convention**

- **93% of sporting leaders believe sporting events can contribute to long-lasting positive change in a host city**
- **Emphasise early and integrated planning as key success factor**

*SOCHI, Russia* – PwC presented the interim results of its Sporting Leaders Study on Legacy today at the SportAccord Convention World Sport & Business Summit 2015 in Sochi, Russia.

According to the study, 93% of sports industry leaders believe that sporting events can contribute to long-lasting positive changes in a host city, with 54% saying that they strongly agree with this statement.

PwC's study surveys the opinions of SportAccord Convention delegates, sporting industry leaders representing a broad range of organisations within the sports and major events industry. The results of the study were presented by PwC's Global Cities and Local Government leader Hazem Galal in an introduction to the SportAccord Convention World Sport & Business Summit conference Plenary Panel Session 'What's in a word? The truth about Legacy'.

Hazem Galal said: "Delivering on the legacy promise requires careful planning and alignment with a city's or a region's long-term vision as well as collaboration among all stakeholders for successful execution. Despite an increased awareness of the multiple facets of a mega event legacy, including intangible benefits, the survey results show it's still mostly about the bricks-and-mortar and how to use the physical assets post the events."

The key factor for achieving a successful legacy, according to the study, is integration of legacy considerations in the early stages of the planning process, with 96% of respondents listing this as important. The other main success factors for achieving a positive legacy, according to respondents, are integration of legacy planning with long-term development plans for the host city (94%); effective communications and stakeholder management (92%); and robust budgeting and financial planning (90%).

When asked which organisations are primarily responsible for the achievement of a positive sporting event legacy, most respondents named regional public bodies and local authorities (95%), followed by organising committees (92%) and the national government (89%).

National government (42%) was considered best positioned to assess the success of legacies, followed by independent experts (36%), local population (28%) and then organising committees (27%).

The optimum time frame for assessing the success of the sporting event legacies was considered to be two to five years after the event. The most important metrics in assessing a legacy's success were considered to be utilisation of tangible assets, volume of tourism and the quality of the built environment - with more than 80% of respondents noting their importance.

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Overall, infrastructure dominated the list of components that sporting leaders believe to be most commonly achieved by hosting a sporting event, with intangible components not far behind. When asked which legacy components are most commonly achieved in their experience, respondents chose new and reconstructed sport venues (90%) and physical transformation and infrastructure development (77%) as the top two, followed by increased host city brand and recognition (75%) and national pride (68%).

PwC's Sporting Leaders Study on Legacy continues through the week of SportAccord Convention 2015. The final results of the study will be released in a post-event report.

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#### **Notes:**

##### **SportAccord Convention**

Owned by SportAccord, ASOIF, AIOWF, ARISF and AIMS, SportAccord Convention World Sport & Business Summit annually brings together representatives from more than 100 international sports federations and organisations affiliated to SportAccord (General Association of International Sports Federations), ASOIF (Association of Summer Olympic International Federations), AIOWF (Association of International Olympic Winter Sports Federations), ARISF (Association of IOC Recognised International Sports Federations), and AIMS (Alliance of Independent Members of SportAccord). SportAccord Convention is honoured to have as a partner, the International Olympic Committee and its Executive Board during the Convention.

PwC has a proud history of providing professional services to the organisers of sports mega-events and their stakeholders around the world.

For more information on PwC's Global Sports Mega-Events Centre of Excellence, including access to PwC's Thought Leadership publications related to sports mega-events, please visit us at [www.pwc.com/sports-mega-events](http://www.pwc.com/sports-mega-events)

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