

## **Halifax 2014 Disclosure Technical Briefing**

---

**January 22, 2007**

### **Objectives**

---

- To demonstrate rigour, process, governance and accountability of Halifax 2014 operations.
- To clarify any issues that have been raised in recent months through media coverage and Games opponents by providing additional context.
- To address existing concerns and the perceived lack of transparency by providing background on the technicalities of bid process.

### **Strategic Approach**

---

- Provide media with an open, informal forum to ask questions.
- Educate media about the technicality and complexity of the bid process, providing a context Halifax 2014's strategy.
- Demonstrate accountability and governance structure for decision-making.
- Set the tone / expectation for future Halifax 2014 reporting.

### **Event Approach**

---

- Host presentation in Halifax's 2014's boardroom. Hosted by Halifax 2014 with participation by HRM and the Province to reinforce partnership, governance and accountability.
- Invite key broadcast and print media who have been following Halifax 2014 including reporters and columnists. Key media will be directly invited to attend with a general media advisory distributed to ensure inclusiveness.
- Media will be provided with information kits containing the travel and procurement policy, recap of the international budget information previously released, governance structure (org chart), updated listing of board of directors, sample bid book questions, bid timeline and a staffing overview / backgrounder.

## DRAFT

### CONFIDENTIAL NOT FOR DISTRIBUTION – Internal Purposes Only

- Scott Logan will lead the briefing. PowerPoint will be used when appropriate to visually reinforce timeline, etc.
  
- Presentation overview:
  - *Introduction* – overview of presentation / context for why now
  - *Governance Structure* – overview of structure and representation from government partners, decision-making process, level of involvement from government partners, etc. Explain that various policies are included in information package.
  - *Bid Process* – provide update on status of bid process focusing on what's happened to date, what will happen next and what media can expect next (show with timeline)
  - *Bid Book Overview* – transition from process overview into specifics about Bid Book preparation (show detail required, show sample questions, explain level of detail, explain requirements for Evaluation Commission)
  - *International Bid Budget* – Recast what has already been released as a reminder of expenditure categories and revenue sources. Provide specific details about the key areas that have been raising questions:
    - *Halifax 2014 Staffing* – transition into discussion about number of staff (seconded vs. hired), divisions, types of responsibilities, hiring policy (explain who we need to do the job right and prepare a successful bid). Explain that specific details outlining salary bands and Directors salaries are in the package provided.
    - *International Travel* – Provide travel to date with a breakdown of costs to date, number of economy versus business class flights and refer to travel policy guidelines.
  - *Future disclosure* – Set expectations for future reporting including budget and travel updates, tell media what they can expect (how and when information will be provided). All detail down to Level 2 will be released in its entirety once the bid process is complete (post-November 2007, provide context of what is Level 2)
  - *Questions & Answers* (30 minutes)
  
- Media will be encouraged to ask questions throughout the session. Questions will primarily be addressed by Scott Logan, supplemented by HRM and the Province when appropriate. Media will also be given the opportunity to arrange more detailed interviews based on the information provided during the briefing.

### **Media Outreach**

---

**DRAFT**

**CONFIDENTIAL NOT FOR DISTRIBUTION – Internal Purposes Only**

### **Target Media**

Media outreach will focus on Halifax media who have shown an interest in Halifax 2014 affairs. Efforts will be made to encourage those media that have continued to follow Halifax 2014 (both negatively and positively) to ensure accurate and informed reporting. Media will be pitched to attend a technical briefing to provide an update on the bid process and Halifax 2014 activities.

Specific target media will include:

Michael Lightstone, The Chronicle Herald  
Chris Cochrane, The Chronicle Herald  
Marilla Stephenson, The Chronicle Herald  
Roger Taylor, The Chronicle Herald  
Richard Dooley, Daily News  
Alex J. Walling, Daily News  
Pat Connolly, Daily News  
David Rodenhiser, Daily News  
Pam Berman, CBC Radio  
Paul Hollingsworth, CTV  
Paul Withers, CBC TV  
Mike MacDonald, Canadian Press

Media from Allnovascotia.com, News 95.7 and Global will also be invited.

### **Event Scenario**

---

**Date:** Monday, January 29, 2007  
**Location:** Halifax 2014 boardroom  
**Time:** 11:00 a.m. – 12:30 p.m.  
**Participants:** Scott Logan, Halifax 2014  
Bob Fowler, PNS (TBD)  
Dan English, HRM (TBD)

### **Logistics:**

- Room laid out with various bid books, PowerPoint backdrop and information kits for media.
- Media invited for 11:00 a.m. start.
- Scott to welcome media and introduce government partners and start immediately with overview of what's to be presented.

### **Agenda:**

**10:45-11:00 a.m.** Media arrive  
**11:00-12:00 p.m.** Presentation – S. Logan

**DRAFT**

**CONFIDENTIAL NOT FOR DISTRIBUTION – Internal Purposes Only**

**12:00-12:30 p.m.**                      Q&A session

**12:30 p.m.**                              Event concludes