

# PURPOSE OF EVENTS

A large-scale event, such as a Pacific or Canadian Jamboree, is often involving thousands of youth and adults and millions of dollars in costs and revenue. For this reason, a detailed understanding of why an event and for what purpose, is critically important. It is by nature a high-risk activity and if not well planned and executed could have significant impact. Conversely, when planned and executed well with a great planned outcome, can have a wonderful benefit to all those involved.

One of the key questions asked of the event team when proposing an event of a significant scale is—**why an event? Why this event? Why now? Why here? What is the problem or opportunity that is being solved by this event, instead of other alternatives?**

The Event Charter poses the question: How will an event contribute to a program that meets the needs and aspirations of today's youth and ensures all four elements of the Canadian Path (Youth-led, Plan-Do-Review, Adventure and SPICES) come to life and is the fundamental focus?

## WE KNOW THAT



Events contribute to the growth and development of young people and are a focal point of Scouts Canada.



Events are about doing things for the first time!—making new friends, learning about new cultures, visiting new places and undertaking new adventures.



Events celebrate our organization and are a gathering where we showcase what we are all about.



Events can include a cross-section of the whole Scouting world—from various age groups, experience levels, genders, cultures, and faiths celebrating what it is to be part of this great movement.



Events can have international guests, so our youth get to share cultural experiences to broaden their view of Scouting as a worldwide movement.

**But what specifically is the planned event going to achieve—rather than just being a gathering of Scouting youth and adults? What makes it different from any other event? Why would the NK3 give approval for a high-risk event, with significant membership attendance and resources?**

**In the application process, we ask event planners to consider the opportunity created by larger/scaled events, with special consideration to several key drivers for improved attendee experience and/or outcomes as follows:**

### Improvements enabled by scale

1. Enables partnership, access to programs/services/facilities that would not otherwise be available
2. Heightens external impact: e.g. community/environmental project or legacy, public relations/visibility
3. Youth gain an appreciation of belonging to a much larger Scouting community
4. Community/social aspect of event creates an age-appropriate buzz/sense of excitement
5. Enables a multi-organization/collaborative/co-hosted event (e.g. 4-H, Guides, Cadets, non-traditional.)

### Improvements enabling programming/skills development

1. Opportunity for youth to test/try new outdoor or other skilled programming with low \$ commitment/barriers
2. Parallel opportunity for Scouter development, confidence boosting to enable subsequent local adventures
3. Quality enabled by volume or local/resident 3P expertise/skills.

**With the considerations of both scale and skill development, below are a few examples (not exhaustive) of thematic large-scale events for consideration in the event planning phase:**

### Environmental/Sustainable Development Goals theme

- Work on areas that can only be delivered at scale—large numbers of persons
- Scale can provide access to additional partnerships / funding
- Location can aid in UN Sustainable Development Goals focus and programming
- Progress projects as well Canadian Path. Can be integrated with Heritage Canada or Parks Canada sites?
- Community service projects / programs? Come together for a purpose?
- Aligned with Outdoor Adventure themes e.g. waterway cleanup / canoes. Hiking and pathway re-development
- Cultural or Heritage celebration—depending on time and location.

### Outdoor Adventure Skills development

- Specific gap in Scouting group capability e.g. sailing, paddling, vertical skills
- Dedicated winter skills programing
- Specific skills development—accessible by scale? e.g. white-water training, sea kayaking
- Access to Scouter development as well as youth development
- Access to a professional site (not tied to a Scouts Canada location)— available due to scale e.g. BSA adventure base, whistler adventure base, Canmore outdoor base, etc.

### Youth development focus

- Vocational skills development
- Youth training
- Applied skills development—leadership, problem solving?
- Community service projects / programs? Come together for a purpose?

### Diversity and inclusion focus

- Access for those in need of NOLB
- Supporting and serving new markets, for example potential underserved populations / centres?
- Means to include/involve/engage non-Scouts
- Indigenous reconciliation—ties into many of the themes above (e.g. environmental stewardship, inclusion.)

### Celebration of Scouting

- Large scale pioneering projects
- Backcountry skills access
- Emergency management and risk management skills (envisage a very large-scale Emergency role play).