



PROGRESS REPORT – AUGUST 2015

Local Organising Committee (LOC)

The LOC structure has been developed and all LOC positions filled. The organisation chart will be posted on the Perth 2016 website.

The LOC consists of:

Head, Local Organising Committee	Richard Blurton
Deputy Head, Local Organising Committee	Dominic Staltari
Event Director	David Budge
Competition Management	Stephen Stingemore
Finance and Legal	Geoffrey Brayshaw
International Liaison	Lynne Schickert
Competition Liaison	Bob Schickert
Australian Masters Athletics, President	Wilma Perkins

Contracts

A Contract was awarded on 29 March 2015 to TriEvents for Event Management Services, to include all requirements aside from those in the Competition Management scope. This contract award followed a comprehensive and transparent selection process, which included the involvement of the Presidents of both WMA and AMA. TriEvents has appointed Dave Budge as Event Director.

A Contract was awarded to Athletics Western Australia (AWA) on 11 May for Competition Management. This includes all of our requirements within the four competition venues including programme, equipment and officials/helpers. The only exclusion from AWA scope is the management of the online entry process, which will be handled directly by the LOC. AWA has appointed Stephen Stingemore as Competition Manager.

A commercial agreement will be reached with WA Marathon Club for support services in the marathon and half-marathon. Overall responsibility for conducting these events rests with AWA.

Competition Venues

Main Stadium: WA Athletics Stadium, Stephenson Street, Mount Claremont

This venue is approximately 8km west of the Perth city centre.

All track events up to 3,000m steeplechase will be held at the WA Athletics Stadium (WAAS), together with Jumps, Combined and some Throws events. An Athletes village will be located at WAAS and the adjacent HBF stadium will house the Technical Information Centre (TIC) and meeting rooms.

Stadium 2: Ern Clark Athletic Centre, Wharf Street, Cannington

This venue which is approximately 8km south east from the Perth city centre has recently been upgraded will be used for the 10,000m; 5,000m run and walk events together with some Throws events.

The track has just been re-surfaced and a video of the time-lapse track upgrade and official track opening ceremony can be viewed at: <https://www.youtube.com/watch?v=7VXG-mJWGUC>

Non-Stadia

Marathon and Half Marathon: Banks of the Swan River

The Marathon will be a two lap course and Half Marathon a one lap course, run along the southern bank of the Swan River from the WA Water Sports clubrooms, over the Narrows Bridge and down the northern side of the river towards the University of Western Australia in Nedlands and back. This course is safe and flat and provides good spectator viewing.

Road Race Walks – Perry Lakes Drive, Floreat

Adjacent to the main stadium and within easy walking distance for spectators and athletes, the road race walk course will be a shaded, relatively flat 2.5km course along Perry Lakes Drive which will be closed to vehicular traffic for the duration of the events.

Cross Country – Alderbury and Perry Lakes Reserves, Floreat

The 8km cross country course of four laps will be held in the Alderbury and Perry Lakes Reserves, located within walking distance from the main stadium at Mount Claremont. The Reserves are picturesque, with shaded settings and have a mix of flat grass and firm sand. Toilet and shower facilities are available in the reserves and all internal roads are closed for major events.

Transport

The Perth International Airport is a convenient 10km (6 miles) from the centre of Perth city and its main accommodation hub. Buses and taxis services operate from both the International and Domestic airports.

Complimentary transport from the Perth CBD to both venues will be available.

The second track at Cannington is an easy train ride from the Perth City centre where many athletes will have their accommodation.

The Perth CBD has a free transport zone which will help athletes move easily around around the city.

Marketing

The TriEvents Marketing Plan has been approved by the LOC. The marketing objectives are to:

- Deliver the best WMA Championship ever conducted - attracting positive and long-lasting event feedback.
- Attract over 4,000 participants to Perth 2016 WMA.
- Provide participants with a first-class insight into the Western Australian and Perth culture via the Welcoming Ceremony and Athletes Party, as well as through relevant event booklets and information.
- Deliver the highest value sponsorship portfolio of any previous WMA Championship.

- Develop an exceptional catalogue of event imagery and videography, which will be of a quality previously unseen at a WMA event.

Key enabling mechanisms will be to:

- Establish an informative and easy to navigate online platform for Perth 2016, inclusive of the Perth 2016 website and event social media.
- Build a wide-spread local, national and international database comprised of potential participants, local masters athletics contacts and sporting associations with links to athletics.
- Successfully promote Western Australia as a desirable tourism destination at the upcoming World Masters Athletics Championships in Lyon, France.
- Develop a distinctive event brand across all stationary, corporate, marketing and advertising materials.

The plan includes detailed action items. A particularly important element of the plan is to target participation by Asian countries, and a major marketing effort will be conducted at the Asian Masters Championships next year.

The Perth 2016 team carried out a major and very successful marketing campaign at the Lyon booth. Huge interest was shown by Lyon competitors and around 4000 entry information booklets were handed out. This booklet is available on the Perth2016 website

The first Perth 2016 e-newsletter has already reached approximately 1400 potential participants and articles are now appearing on the WMA and Oceania websites.

Entry timetable

On-line entries will open in January 2016 and the on-line entry deadline is **Thursday 25 August 2016 at 11:59 p.m.** No entries will be accepted after the entry deadline. Full competition program details and entry requirements will be posted on the Perth2016 website.

Accommodation

Motive Travel, a highly respected local Western Australian company associated with the 'Hello World' group, has been appointed as the official WMA Perth 2016 travel agent and will handle all athlete accommodation and touring enquiries.

Discussions are underway with a range of different quality hotels both in the City and the beach suburbs to try and lock in preferential rates. Hotels in each category offering the best value will be identified and this information will be published on the Perth 2016 website in the next few months.

Website

The Perth 2016 website has been upgraded. The site had stayed live since the 2011 bid in Sacramento, which had been useful because of the steady stream of enquiries over the past four years. The Perth 2016 Facebook page is also now active. Join the Perth 2016 online community at www.facebook.com/perth2016

Athletes Party

Plans are maturing to hold this function at the Perth Zoo. There will be a very strong Australian theme, with the opportunity to meet some native animals, enjoy aboriginal music and dancing, and taste bush-tucker based food.

Welcoming ceremony

A Welcoming ceremony on Tuesday 25 October 2016 is planned at the newly-opened Elizabeth Quay on the Swan River foreshore, adjacent to the Perth CBD. This will be an excellent venue and has the advantage of being centrally located close to the main accommodation precinct.

Enquiries

Forward your enquiries or register your interest for future newsletters via the Perth2016 website.

Perth 2016 LOC

August 2015