

Sport Handbook



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PURPOSE

This handbook is designed to clearly detail the responsibilities of each organisation contracted to deliver sport at the 2021 Australian Masters Games (AMG) by providing information, guidelines, detailed requirements and templates.

CONTACT DETAILS

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SPORT CONVENOR HUB

The Sport Convenor Hub is home to all the information you require to run your event. AMG Management will upload all relevant documents and links to this webpage. The webpage is accessible from www.AustralianMastersGames.com homepage.

Address: <https://australianmastersgames.com/sports/2021-amg-sport-convenor-hub/>

1 INTRODUCTION

1.1 Philosophy of the Australian Masters Games

The Australian Masters Games (AMG) is a week-long festival of sport that brings together weekend warriors from around Australia, and the world, to enjoy an extensive sport and social program in an exciting holiday destination.

The eight-day event will be conducted under the Confederation of Australian Sport's (CAS) charter of "Sport for All", providing the opportunity for participation and competition for people over the age of 30 years, regardless of background or ability, with the aim of encouraging lifelong participation in sport.

The AMG provides an opportunity to:

- Make the wider community aware of the benefits of sport
- Encourage and engage the Masters sport demographic in ongoing activity that is beneficial to their and the community's long term health and wellbeing
- Encourage a positive, active lifestyle in the community that is balanced with social outcomes and opportunities
- Reaffirm with all levels of sports administration the importance of participation opportunities for mature-aged sportspeople
- Demonstrate the myriad of attractions of sport: skill, achievement, competition, social interaction, and satisfaction

1.2 Key event pillars

The 2021 AMG will focus on the following key event pillars:

1.2.1 The Sport

The AMG is one of Australia's largest regular multisport festivals. In 2021, the AMG will deliver an extensive sport program offering over 50 different sports.

1.2.2 The Social Program

The AMG is renowned for its social program almost as much as the sport. In 2021, the AMG will deliver a revitalised social program including three special events in iconic West Australian venues and a jam-packed entertainment program.

1.2.3 The Destination

The AMG is a truly national event, offering an exciting new location to explore each edition. In 2021, the AMG heads west to Perth. Through its city partners and travel partner, the AMG will encourage and provide opportunities to explore the destination through pre and post touring.

2 ROLES AND RESPONSIBILITIES

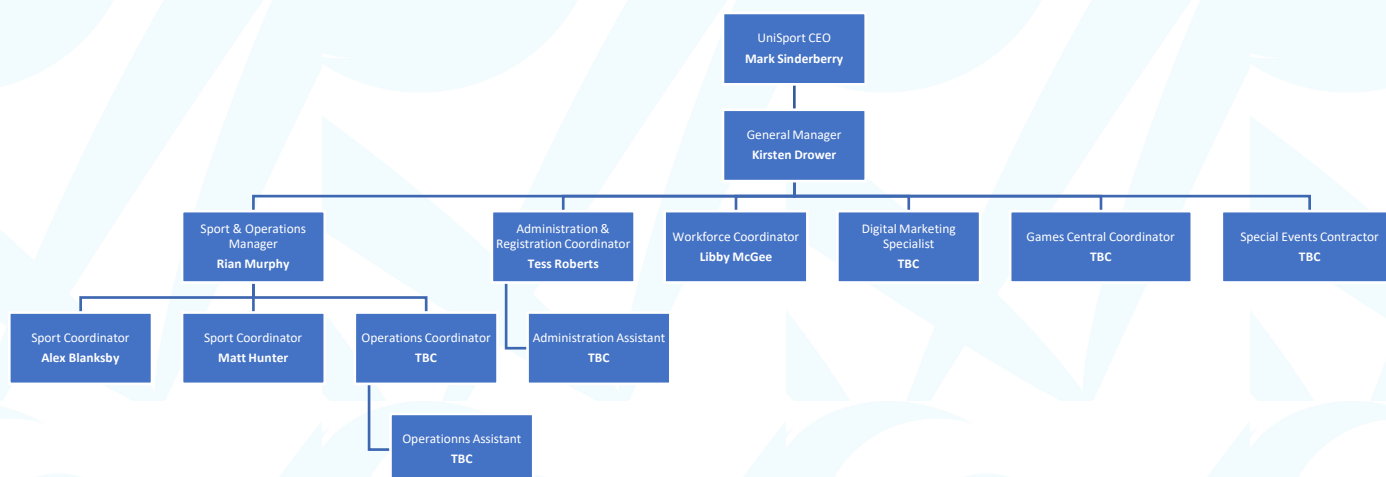
The AMG is owned by and is a key program of the Confederation of Australian Sport's (CAS) 'Sport for All' platform.

The 2021 AMG is proudly supported by the Western Australian Government through Tourism Western Australia and is managed by UniSport Australia Limited (UniSport) under the direction of CAS.

The 2021 AMG is managed, on a day to day basis, by the Perth based 2021 AMG Project Management Team.

UniSport Australia and the 2021 AMG Project Management Team recognise the commitment of your organisation to the delivery of the sport program as part of the Games. Your dedication, time and support in delivering what will be a highly successful and memorable AMG is greatly appreciated.

2.1 2021 AMG Project Management Team structure



2.2 Agreement between UniSport Australia and the sporting organisations

All sporting organisations involved in the 2021 AMG will enter into a Sport Agreement with UniSport Australia. The Sport Agreement outlines the roles and responsibilities of both parties, highlighted by the **Attachment A: Critical Tasks**.

Please refer to the 2021 AMG Sport Agreement for further information.

2.3 The role of UniSport Australia and AMG management

UniSport grants the sporting organisation exclusive rights to conduct their sport at the 2021 AMG. UniSport is responsible for distributing the sport fees and performing the UniSport Tasks as outlined in the Sport Agreement.

UniSport's responsibilities include, but are not limited to:

- Promote the Games in Western Australia, nationally and internationally
- Publish and distribute registration information
- Develop and provide training to sporting organisations for the online registration system
- Administer the operation of the online registration system
- Create, distribute and implement Games policies and procedures
- Design, order and distribute the Games medals to sporting organisations
- Provide disputes and appeals process for participants
- Organise Games social program, special events and opening and closing ceremonies

Please refer to clause 4 of the 2021 AMG Sport Agreement for further information.

2.4 The role of participating sporting organisations

The sporting organisations are responsible for organising and conducting the Event to an appropriate national standard in accordance with the terms of the Sport Agreement. Completion of the tasks in **Attachment A: Critical Tasks** by the dates set, will assist sporting organisations in achieving the appropriate national standard.

Sporting organisation responsibilities include, but are not limited to:

- Venue selection and hire
- Development of Event schedule in conjunction with UniSport; including draws and schedules
- Employment of officials; referees, linesmen, umpires, timekeepers as required
- Marketing and promotion of the Games to existing state and national contacts
- Communication to participants
- Provision of competition equipment
- Event results management
- Supplying and implementing the competition rules including sport specific disputes, appeals and judiciaries
- Planning and implementation of medal ceremonies
- Implementation and adherence to 2021 AMG policies

Please refer to clause 5 of the 2021 AMG Agreement for further information.

3 SPORT

3.1 Sport organising committees

To ensure that the event is delivered to the standard expected, sporting organisations are required to develop a sport organising committee. This committee will be responsible for the ongoing management and organisation of the sport as part of the Games. The structure of the committee is to be decided upon by the sporting organisation, AMG management can provide advice where required.

Please refer to clause 5.2 (i) of the 2021 AMG Sport Agreement for further information.

3.2 Sport critical tasks

Each sport organising committee will be expected to work with AMG management to submit all necessary documentation outlined in **Attachment A: Critical Tasks**. AMG management will assist with completion and actioning tasks as required.

3.3 Sport meetings

Sport meetings play an integral role in Games planning and are an effective communication tool between AMG management and the sporting organisations. The first meeting of 2021 was held on 24 February. There will be another two in person sport meetings and two online sport updates prior to the Games. Times and dates to be confirmed.

Sporting meeting attendance is strongly encouraged, if members of the sport organising committee are unable to attend, they must inform AMG management.

3.4 Correspondence with the AMG office

All sports will be designated an AMG Sport Coordinator, to whom all issues and queries should be directed in the first instance. If the designated Sport Coordinator is away or unavailable, the Sport and Operations Manager is the second line of communication.

Any issue that arises throughout the lead up to the Games needs to be fully dealt with and needs to be done so by making contact with the AMG office for assistance. Preferred contact in the lead up to the event is during business hours, however if your request is urgent, staff may be available to provide assistance outside of business hours.

3.5 Sport venues

The AMG prides itself on being a high profile, mass participation multisport event on the Australian sport calendar. To maintain this reputation, and to ensure a successful and memorable Games, all sport venues used for competition throughout the Games must be of the appropriate standard.

To ensure that this is the case, all AMG sport venues will be visited and inspected by AMG management. This is to ensure that aspects of the venue (including, but not limited to, Occupational Health and Safety, amenities, facility standards, etc.) support the delivery of a high-level sporting competition as part of the Games.

All sports will also need to ensure that adequate venues are booked well in advance and have contingency venues available for use in the instance that participation targets are exceeded.

3.6 Sport web pages

Each sport will be provided with its own sport specific webpage on the AMG website. This webpage will be a very valuable communication tool for sports as all Games details and up to date sport information will be posted on this page. The webpage has detailed results, calendar of events, online entry, rules and regulations, venue details and further information.

3.7 Open entry participation

Entry into the AMG should be open to anyone who satisfies the sport's minimum age requirement and safety and statutory requirements.

Registrations will not be accepted from individuals under a suspension or ban from their sport. To this end, sports will need to advise AMG management of any such bans or suspensions where possible. Ultimately Sport Convenors will be responsible for identifying any ineligible participants.

3.8 Inclusion

The Australian Masters Games (AMG) is committed to providing a safe and inclusive environment for all participants regardless of ethnicity, location, religious or political beliefs, cultural background, sexuality or gender. Recognising the diversity of Games participants, our commitment to be an inclusive event is reflected in our core values and our commitment to the sport sector, but it also reflects the diversity of the sport community.

Our vision is “sport for all” and we celebrate diversity of sex, gender, identity, gender expression, sexual orientation, intersex status, ability, skill, cultural background, ethnicity, location, religious or political beliefs and welcome all to gain a positive experience through sport.

The AMG has zero tolerance to any form of bullying, harassment, direct or indirect discrimination based on a person’s identification in the diverse groups.

AMG management can assist sports in planning and in making contact with specialist organisations that can provide advice and assistance in this regard.

Please refer to **Attachment C: Policies** for the Social Inclusion Policy.

3.9 Minimum age and age groupings

Unless a National Sporting Organisation has stipulated otherwise for their sport, thirty (30) years will be the minimum age for competition in the Games. All competitors must have reached this minimum age by 31 December 2021. A participant's age as at 31 December 2021 will also be used for determining age groups, unless the National Sporting Organisation has set an alternative date for national competition. Sport programs should cater for as wide a range of age groups as possible, whilst still ensuring viable competitions. In general, age divisions should not be broader than 10 years.

The practice of competing in lower age groups in individual events should not be permitted. For individual sports, organisers should limit entry to only one age group or specify age groups with an upper and lower age, so that older participants do not compete in younger age groups and possibly win more than one age group.

For team sports, organisers should encourage participants to compete in only one team or age group, but age groups are best specified with a lower age only to allow for greater flexibility in placing individuals into teams and teams into the draw.

Organisers of team competitions will be expected to develop procedures for placing individual entries into teams.

3.10 Under-age or non-registered participants

Participants are required to meet and agree to the minimum age requirements when registering for the Games and/or at any time during the competition. This is stipulated clearly in the Registration Terms and Conditions as part of the Games registration process.

Sports will be required to ensure that only legitimate players, who have paid the required Games fee and sport fee and have been accredited by AMG management, are permitted to participate.

Non-registered participants are not permitted access to the competition area and there are potentially serious insurance and liability implications associated with such practice.

3.11 Incorporation of other 'championships' within the program

Any sports wishing to combine existing championships such as their national or state masters competition into the AMG must gain approval from AMG management.

3.12 Playing rules and competition structure

Playing rules and competition structure should be those set by the National Sporting Organisation for the Masters component of their sport. 2021 AMG sport organising committees should modify these only if necessary, to suit local conditions and to comply with the AMG philosophy of 'Sport for All'.

3.13 Draws and Results

3.14 Judiciary/Appeals committee

2021 AMG sport organising committees are responsible for establishing and informing participants of the judiciary and appeals committee structure and procedure.

As per the AMG Sport Dispute and Appeals Policy in **Attachment C: Policies**, AMG management will establish the AMG Appeals Committee when required.

The AMG Appeals Committee will deal with official complaints and appeals that cannot be resolved by the sport.

3.15 Anti-doping policy

Participants will be advised of the AMG Anti-Doping Policy and likely Anti-Doping testing arrangements if any, through the Registration Terms and Conditions as part of the Games entry form.

Please refer to the AMG Anti-Doping Policy in **Attachment C: Policies** for further information.

3.16 Insurance

Sports will be required to maintain Public Liability Insurance (to the level of \$20 million for any one occurrence) for the AMG period: 9 to 16 October 2021. Sporting organisations will be required to forward a Certificate of Currency as part of Critical Task 7.2

Some sports have a requirement for event licenses or temporary memberships at an additional fee to non-members of the National or State Sporting Organisation that will provide participants with Personal Accident Insurance to a level required by the National Sporting Organisation.

As stated in the 2021 AMG Registration Terms and Conditions, participants acknowledge and understand that they do not, as part of their registration fees, have any additional personal injury insurance or coverage provided by the Organisers. AMG recommends that all participants investigate the options of private health insurance coverage that may assist in covering costs incurred for unforeseen accidents and or injury.

4 OPERATIONS

4.1 Medical coverage

The 2021 AMG sport medicine program will be managed by AMG Management in collaboration with the Sport Convenors. The AMG management team will partner with a Sport Medicine Provider to implement the sport medicine program.

Sporting organisations will provide their sport medicine coverage requirements as part of Attachment A: Critical Tasks. The AMG management team and sporting organisations will collaborate to ensure that appropriate coverage is provided.

Please refer to clause 12 of your 2021 AMG Sport Agreement for further information.

4.2 Merchandise and uniforms

4.2.1 Merchandise

The AMG has engaged Sports Centre as the official merchandise partner for the Games. The main merchandise store will be located in Games Central. Sports may be required to facilitate official merchandising pop-up activities and will not be permitted to produce and/or sell or give-away any merchandise relating to the Games and its activities prior to and during the Games.

Sport-specific AMG merchandise will be supplied by Sports Centre. Sporting organisations may sell club/association only branded merchandise at the Games venue with AMG approval, as per the 2021 AMG Sport Agreement.

4.2.2 Uniforms

Sport convenors and volunteers will be provided with an AMG uniform for wearing during the Games. Sizes will be requested via online form at a later date.

Participants and teams may be permitted to use the AMG logo on competition uniforms **only** with written approval from AMG management. Competition uniform refers to individual or team uniform that is worn by participants whilst competing in their chosen event/s. This does not include team wear (or other goods) worn or used outside of competition and when travelling, including but not limited to polo shirts, jackets and caps. All logo usage on competition uniforms must adhere to the AMG Logo Use Guidelines and be approved by AMG management. Sports Centre provides an AMG teamwear and competition uniform service, and participants and teams are encouraged to contact them for a quote.

4.3 Medals and additional trophies

The 2021 AMG medal will be designed and distributed by AMG management. Sports will be responsible for providing medal requirements through the submission of Critical Tasks.

Please refer to **Attachment A: Critical Tasks** and AMG Medal Policy in **Attachment C: Policies** for further information.

4.4 Look and signage

AMG management will provide Games branded venue entry signage for each sport venue. The location of signage installation will be identified in conjunction with the sporting organisation as part of the venue audit. This will be delivered and installed prior to the commencement of sporting competition as scheduled by AMG management.

Sporting organisations may develop additional signage at their own cost, all designs must be approved by the AMG General Manager.

4.5 Emergency management

AMG management will be responsible for risk and emergency management planning for the Games. To supplement this, the sporting organisations will be required to provide sport-specific emergency plans as part of the critical tasks found at **Attachment A: Critical Tasks**.

4.5.1 Emergency management plan

The sporting organisations will be required to submit an emergency management plan (including evacuation plan as part of Critical Task 5.1.

4.5.2 Inclement weather policy and contingency plan

The sporting organisations will be required to submit an inclement weather policy and contingency plan as part of Critical Task 5.2.

4.5.3 COVID-safe plans

Planning for the 2021 AMG will be in line with advice from the Chief Health Officer. As such, the 2021 AMG will develop an overall Games COVID-Safe plan and adhere to any WA Government rules for WA Government issued regulations and restrictions regarding COVID-19.

The sporting organisations and venues are also expected to adhere to any WA Government issued regulations and restrictions regarding COVID-19. They will also be required to submit COVID-Safe plans as part of critical task 5.3, with revisions made in line with any changing advice from the Chief Health Officer.

5 REGISTRATION AND ACCREDITATION

5.1 Games registration phases and fees

Games Participant Fees	
Competitor- Gold Entry: 18 January – 30 April 2021	\$115 + benefits per person \$105 + benefits per person (70+ years old) \$115 per person
Competitor- Early Bird Entry: 1 May – 30 July 2021	\$115 \$105 (70+ years old)
Competitor- Final Registration Entry: 31 July – 10 September 2021	\$145 per person \$135 per person (70+ years old)
Non-playing official (Coach, Team Manager, Team Umpire/Referee, Trainer)	\$75 per person
Supporter	\$40 per person

The official close of registrations is 10 September 2021. AMG management encourages sports that can remain open post this date to do so if manageable. Sports that wish to keep their registrations open longer must advise AMG management.

Team sports may opt to close team nominations prior to registrations closing to ensure teams are filled at close of registration. Sports who wish to do so must seek approval from AMG management. Once registrations are complete, sport programs, including draws/fixtures, can be drafted, finalised and published.

Please refer to clause 6 of the 2021 AMG Sport Agreement for further information.

5.2 Sport fee and competition budget

A sport entry fee has been set by the sport with approval from AMG management, which will reflect the usual cost of participation in a major national event in the sport.

Sport budgets were submitted as part of the Application for Inclusion (AFI) and written approval sent to Sport Convenors from AMG management. AMG Sport Coordinators will assist Sport Convenors in tracking and forecasting sport budgets. A final budget summary will be required with the final report.

Please refer to clause 7 of the 2021 AMG Sport Agreement for further information.

5.3 Sport fee payments

Sport fees are collected through the 2021 AMG Registration System hosted by Fusesport. These will be distributed as per the 2021 AMG Sport Agreement.

Please refer to clause 7 of the 2021 AMG Sport Agreement for further information.

5.4 Cancellation and refund policy

AMG has thoroughly reviewed its Cancellation and Refund policy in response to the ongoing COVID-19 pandemic.

In summary, the following new regulations apply:

- Should the 2021 AMG be cancelled due to the impacts of COVID-19 or government issued travel restrictions, a full refund will be granted to participants.
- All requests for refund due to Government issued travel restrictions will be granted to participants and a full refund will be issued and the administration fee waived.

Please refer to **Attachment C: Policies** for the full Cancellation and Refund policy.

6 WORKFORCE

AMG management are responsible for the delivery of the overall AMG Volunteer Program which supports the delivery of the Games. As part of this, the sporting organisations will be responsible for recruiting and managing sport-specific volunteers, with the support of AMG management. Sport volunteers will be uniformed and trained in alignment with Games volunteers. The sporting organisations will provide volunteer headcounts through critical task 4.4.

7 MARKETING AND COMMUNICATIONS

7.1 AMG marketing plan

AMG management are responsible for the development of the overall marketing plan.

An inside-out approach to marketing will be adopted to build momentum, grow the audience and ultimately drive registrations.

Communication with and engagement of the masters sport community to harness enthusiasm and generate momentum from the 'inner circle' will be vital to the successful promotion of the event. Past participants and team managers will be targeted as a priority through the AMG's owned channels (organic social media, eDM and website) encouraging them to enter early and act as ambassadors amongst their networks to help drive registrations.

Digital advertising, PR and traditional media, influencers / ambassadors and partner networks will also be utilised to work outwards from the inner circle and reach and convert new audiences, with a focus on WA. The digital advertising strategy will target past and new participants based on demographic, geographic, interests (e.g. sport, travel etc), behaviour and look-alike data. This is informed by audience insights gathered from our database, website, Google, Facebook and the 2021 digital advertising campaign.

7.2 Sport specific marketing plans

Each sport will also be required to develop and implement a sport-specific marketing plan to drive AMG awareness and registrations within their own networks. In previous AMGs, effective implementation of a sport's marketing plan has led to higher participant numbers. The AMG encourages sports to utilise their social media platforms, eDM and website to promote their sport to existing member databases. The AMG will at key milestones provide content to sports to assist in amplifying Games messages. Sports may also request sport-specific marketing collateral or content from the AMG for particular events or campaigns. The AMG also has printed assets such as event posters and postcards that may be requested, as well as the use of pull up banners and the AMG countdown clock for use at sport events.

7.3 Games logo and trademarks

AMG management will collaborate with the sporting organisations to promote the Games to prospective participants through the channels available to them. Approval is required when using or reproducing the Games logos or trademarks.

Please refer to **Attachment B: 2021AMG Style Guide (for sport)** for more information.

8 GAMES CENTRAL

One of the highlights of the Australian Masters Games is 'Games Central', bringing together participants from all sports.

In 2021, the AMG management will be putting a West Australian twist on the traditional Games village concept and doing things a little differently.

Located right in the heart of Perth's CBD, Games Central will deliver:

- the Games Accreditation Centre where participants collect their accreditation pass and Games kit bag
- a visitor information service
- a Games merchandise store (noting some satellite stores will also be in operation at sports venues)
- a medal engraving service
- customer service desk and lost property

Plus the AMG will be partnering with surrounding venues to ensure a distinctive social experience for every day of the Games.

9 SOCIAL PROGRAM AND SPECIAL EVENTS

AMG management will coordinate the following special events as part of the Games:

- Opening Ceremony on Saturday 9 October 2021 – Optus Stadium
- Mid-week social function on Wednesday 13 October – COAST Port Beach
- Closing Ceremony on Saturday 16 October – WA Museum Boola Bardip

These events are open to all AMG-accredited persons (participants, officials, accompanying persons and workforce.) Sports are required to conclude competition by 5.00pm on special event days.

Sports are encouraged to have their own sport-specific function for participants, volunteers and organisers. In previous years these social functions have been highly successful and created a festival-like atmosphere. Sports are free to conduct this social function in a format and venue of their choice as long as it does not coincide with official AMG special events as outlined above. Sports may charge additional fees for sport-specific social functions as part of the sport registration form in the Games Registration Information. Sports are required to communicate social function details to AMG management via critical task 4.1.

10 SUMMARY

Sports included in the AMG program will be expected to comply with these guidelines, as well as their 2021 AMG Sport Agreement. Any changes required due to the particular circumstances of a sport must be negotiated with AMG management and confirmation in writing of the agreed position must be provided before proceeding with alternative arrangements.

ATTACHMENT A: CRITICAL TASKS

Available for download on the [Sport Convenor Hub](#).

ATTACHMENT B: STYLE GUIDE (FOR SPORT)

Available for download on the [Sport Convenor Hub](#).

ATTACHMENT C: POLICIES

Available online at <https://australianmastersgames.com/games/policies/>