

2021 AMG

24 February - Sport Meeting



XVIII AUSTRALIAN
MASTERS GAMES
PERTH
9-16 OCTOBER 2021



Agenda

- General Manager Update
- Registrations Update
- Sport Team Update
- Questions
- Next Meeting

GM Update

Registrations

- Thank you!
- Opened registrations on 18 January 2021 with 40 sports
- Now 43 sports live in the system with more to come
- Planning full steam ahead and registrations tracking well
- Updated [Cancellation & Refund Policy](#) = reduced risk
- Planning in line with advice from the Chief Health Officer

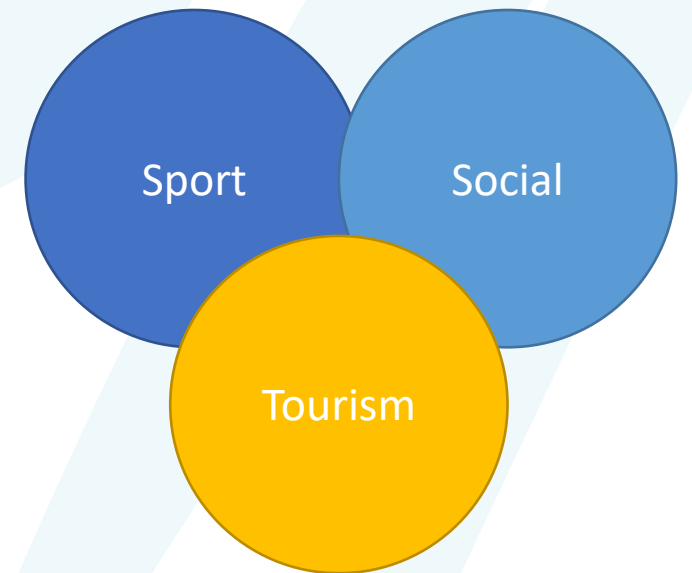


Workforce

- New staff:
 - Administration and Registrations Coordinator – Tess Roberts
 - Workforce Coordinator – Libby McGee
- Digital Marketing Specialist recruitment
- Team will continue to grow
- Volunteer applications will open in March

Marketing & Communications

- Implementation of the overall Games marketing and communication plan has begun
- Inside out strategy
- Focusing on:
 - Activating our 'inner circle'
 - 3 key pillars (sport, social & tourism)
 - Improving consumer certainty (e.g. Risk free travel information)
 - WA market
- Partnership: Games + Sport



How can you help?

- Start spreading the word
- Submit Sport Specific Marketing & Communications Plans
- Implement your plan:
 - Utilise content we provide at key milestones across your channels
 - Share Games content you're tagged in on social media
 - Create your own content, seek approval and tag @AustralianMastersGames on Facebook or @ausmastersgames on Instagram #2021AMG #PLAYTIMEINPERTH
 - Tag in NSO, other SSOs, clubs etc to amplify message

Games Central

- Formerly known as Games Village
- Central hub for Games related services and information
- Place for participants to connect
- Centrally located in Forrest Place (CBD)
- Close to:
 - Transport hubs
 - Accommodation
 - Main retail precincts
 - Food and beverage outlets
- Working with partners to bring the city to life during the event



Services

- Games Accreditation Centre
- Merchandise outlet
- Medal engraving service
- Tourism and visitor information services
- Customer service desk and lost property
- Satellite Games office
- Sport (indoor rowing - TBC)

Social Program & Special Events

- Deliver an engaging and memorable social program that:
 - Complements the Games sporting focus
 - Provides an opportunity for participants to socialise and connect with others
 - Celebrates the Games and participant success on the sporting arena
 - Showcases Perth and Western Australia





Overview

Formal Events (i.e. special events)

- Managed and delivered by 2021 AMG
- Opening Ceremony
- Closing Ceremony
- Mid-week function

Informal Events

- Not managed and delivered by 2021 AMG
- Sport specific social functions
- Social program partners' happy hour
- City partner driven events

Opening Ceremony

- Saturday 9 October
- Optus Stadium
- From 6.30pm
- Accessible via public transport and onsite parking
- User pays F&B
- Unique WA sporting experience
- Format:
 - Participant march
 - Welcome to Country
 - National anthem and AMG flag raising
 - Speeches and athletes' oath
 - Concert



Mid-Week Function

- Wednesday 13 October
- Coast Port Beach
- From 6.00pm
- Accessible via public transport and onsite parking
- User pays F&B
- Unique WA tourism experience
- Format:
 - Informal beach BBQ



Closing Ceremony

- Saturday 16 October
- WA Museum Boola Bardip
- From 6.30pm
- Accessible via public transport and nearby parking
- User pays F&B
- Unique WA cultural experience
- Format:
 - Choose your own adventure
 - Speeches
 - Explore the museum
 - Concert

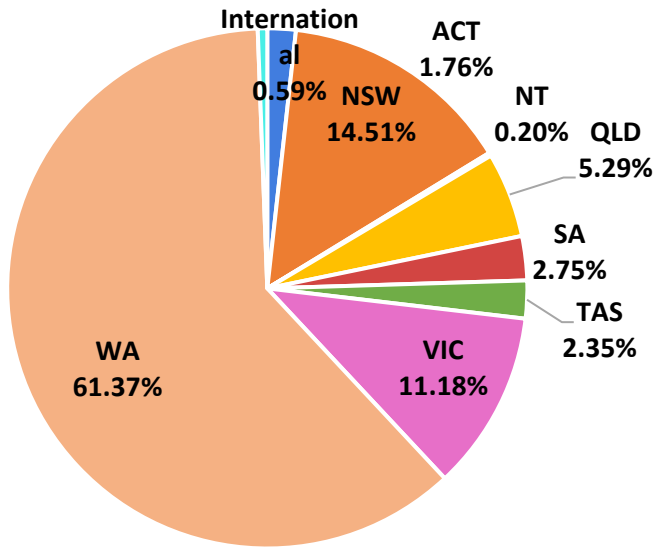


Registrations Update

Registrations Update

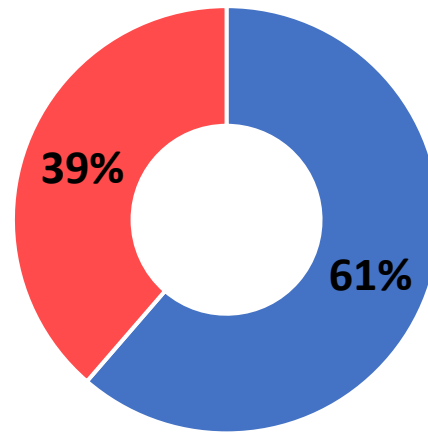
Competitors	Non-Playing Officials	Supporters	Total Participants
529	31	12	573

Demographics

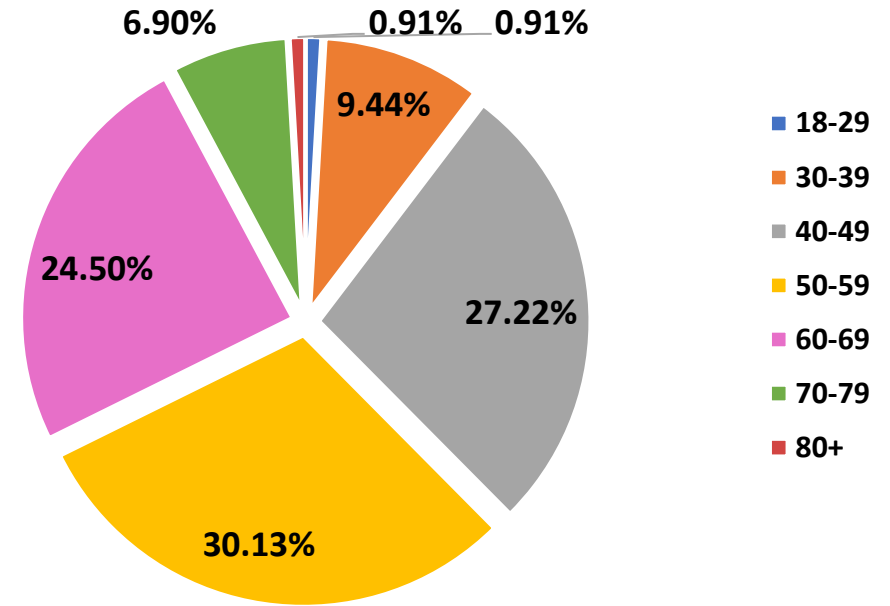


2021AMG Competitors By Location

2021AMG Retention Rates



■ 1st Time Participants ■ Previous Participants



2021AMG Participants by Age

■ 18-29
■ 30-39
■ 40-49
■ 50-59
■ 60-69
■ 70-79
■ 80+

Interesting Stats

- Oldest participant: 91 (Athletics)
- Youngest Participant: 1 year old supporter
- Most popular sport: 53 teams and 214 competitors
- 87% of participants belong to a club
- Croquet has reached 40% of registration target already!



Registration System

Accessing Fusesport

- Fusesport.com
- Log in details for Fusesport will be included in sport handbook
- How to guide sent following meeting

Log On

Username:

Password:

Remember username?

Log On >

[Forgot your Password? Click here.](#)

Organisation Administrator (Australian Masters Games) 🔍 🏠 📄 📄 📄 📄 📄

Database

Custom Report:

2021 AMG Basketball - All Competitors

General	Period/Rec Type	Form	Competitors	Fields/Criteria	Display	Download														
Display report data:																				
Total records: 39 Display Records: 34																				
Org	Period	Rec Type	First Name	Last Name	Gender	Date of Birth	Age	Email	Mobile Phone	Main Address/Unit	Main Suburb	Main Postcode	Main State	Main Country	Competition	Team Name	Team Pos	Team Manager Name	Team Manager Address	Team Manager
Australian Masters Games 2021	Australian Masters Games 2021	Basketball	Robin	Welsh	Male	1 November 1952	39	welshr25@hotmail.com	0401885582	180 Wright Street	Clareville	6105	WA	Australia	Basketball - Men - Basketball 50+	Perth Redbacks		Michelle Fischer	34 Kent Street, East Victoria Park, WA, 6101	
Australian Masters Games 2021	Australian Masters Games 2021	Basketball	Steven	Herring	Male	24 March 1977	44	herring.sj@gmail.com	0477705800	145 Dickey Road	Beckenham	6107	WA	Australia	Basketball - Men - Basketball 40+	Perth Redbacks 1 Player		Michelle Fischer	34 Kent Street, East Victoria Park, WA, 6101	
Australian Masters Games 2021	Australian Masters Games 2021	Basketball	Michael	Flowers	Male	13 January 1956	65	mfl@comh.com.au	0411580345	749 Beaumont Way	Jandakot	6164	WA	Australia	Basketball - Men - Basketball 50+	WOBs		Michael Flowers	749 Beaumont Way, Jandakot, WA, 6164	0411583348
Australian Masters Games 2021	Australian Masters Games 2021	Basketball	Colin	Prgram	Male	19 July 1961	60	c_prgram@hotmail.com	0422959568	36 Albert Street	East Melbourne	3002	VIC	Australia	Basketball - Men - Basketball 50+	Glenpark		Colin Prgram	36 Albert Street, East Melbourne, VIC, 3002	
Australian Masters Games 2021	Australian Masters Games 2021	Basketball	Michael	Tate	Male	9 January 1961	60	mike1933@live.com.au	41788566	6 Yard St	memes	6000	WA	Australia	Basketball - Men - Basketball 50+					
Australian Masters Games 2021	Australian Masters Games 2021	Basketball	NARELLE	HENRY	Female	1 July 1977	44	narellehenry@gmail.com	0434279779	31 Windsor Place	Kullaroo	6025	WA	Australia	Basketball - Women - Basketball	Laneprem Player		Yvoni Malcolm	6A Bix Street, Thornbury Downs, WA, 6025	

Sport Team Update

Marketing Plans

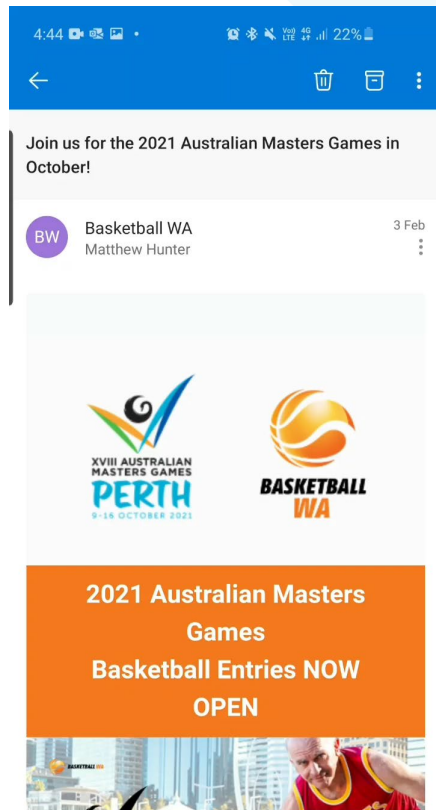
- Plans due by end of February*
- Template available
- Tracked in collaboration with AMG
- Sport specific posts

*unless otherwise approved by sport coordinator



Marketing - Spotlight!

BASKETBALL WA E-NEWS



Reply

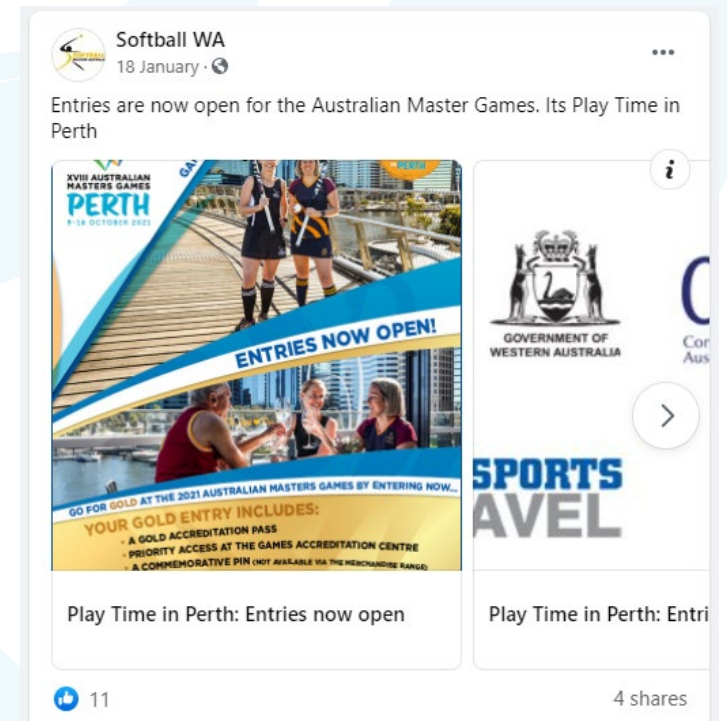


XR<cordier

VOLLEYBALL WA NEWS ITEM



SOFTBALL WA FACEBOOK POST



Marketing - Spotlight!

TENNIS WEST FACEBOOK POST

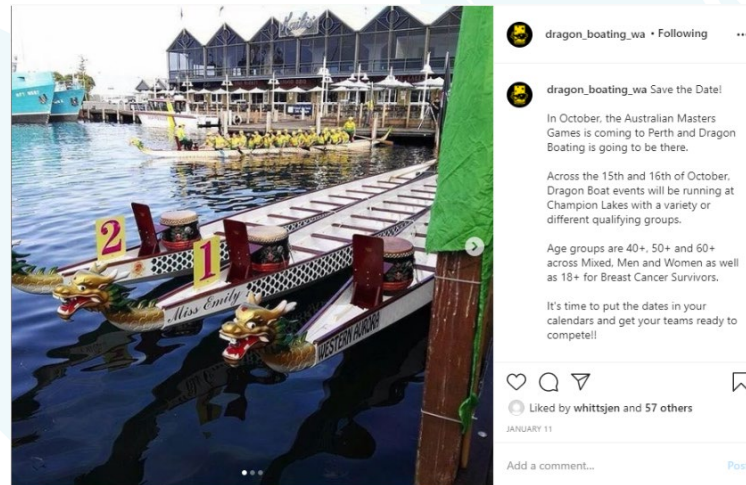


WAISA WEB PAGE



WAISA is proud to announce the Australian Masters Games 2021 Figure Skating

DRAGON BOATING WA INSTAGRAM



WACA MEMBERS NEWSLETTER



NETBALL WA BANNERS



DUDLEY PARK BOWLING CLUB WEB PAGE



Activations

Contact your sport coordinator to:

- Use the countdown clock
- Borrow our pull-up banners
- Collect 2021 AMG posters and postcards
- Provide assistance or staff to attend promotions, awards nights etc.

Activations so far:

- Windsurfer LT State Titles - Mounts Bay Sailing Club
- Beach Volleyball Masters Championships
- Whiteman Park Complex - Shooting Awards Nights



Success Stories

- Lawn Bowls
- Shared AMG social media post
- 40 shares and 10 comments from the AMG community
- 224 link clicks - highest clicks a post has received on AMG's Facebook account
- 13,418 people reached

Australian Masters Games
Published by Kirsten Maree Drower · January 15 at 8:19 AM ·

Bowlers are you at the ready? With 3 days until entries open, we are excited 🥳 to announce that Lawn Bowls has been added to this year's sports program.

Press your uniforms and grab your partners because Lawn Bowls will be taking place from 9 - 16 October. This year you will have an experience like no other as you compete at the home of The Everest of Bowls [Dudley Park Bowling & Recreation Club](#) in the beautiful seaside village of Mandurah.

For more information about times,... [See More](#)

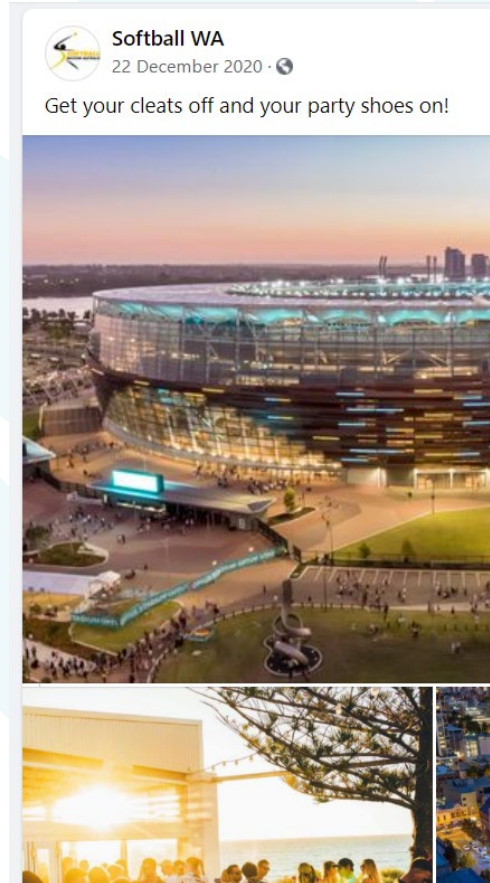



18 10 Comments 40 Shares

PERFORMANCE FOR YOUR POST		
13418 People Reached		
245 Likes, Comments & Shares		
1031 Post Clicks		
39 Photo Views	224 Link Clicks	768 Other Clicks
NEGATIVE FEEDBACK		
0 Hide All Posts	1 Hide Post	
0 Report as Spam	0 Unlike Page	
245 Likes, Comments & Shares		
BRANDED CONTENT DISTRIBUTION		
View Breakdown		
13418 Total Reach	13418 Organic Reach	0 Paid Reach
14905 Total Impressions	14905 Organic Impressions	0 Paid Impressions

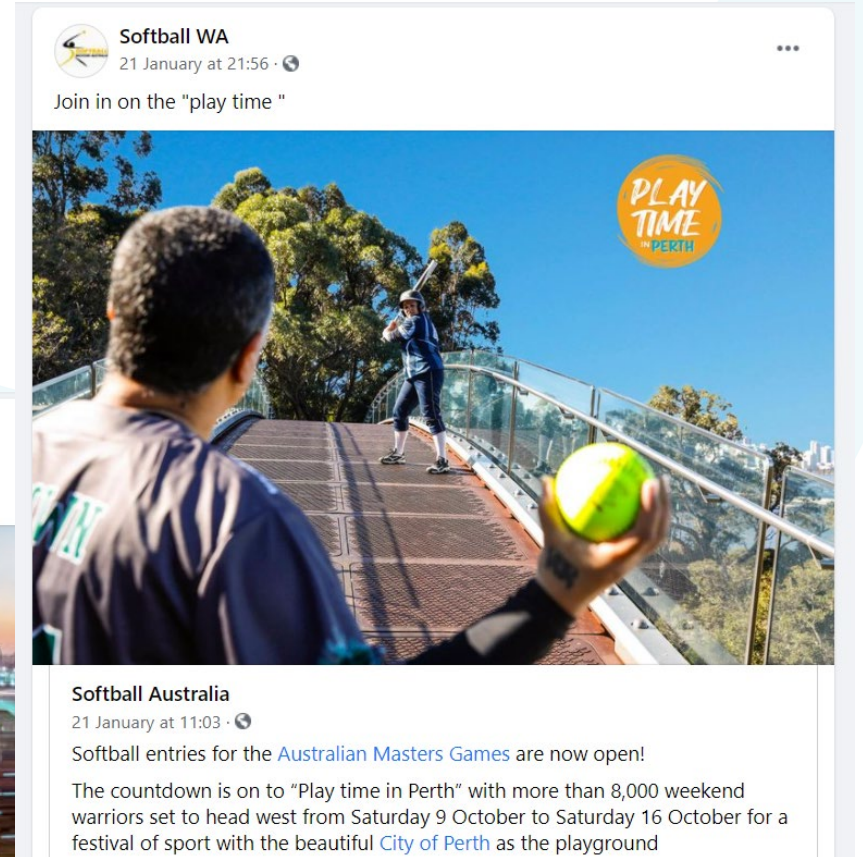
Success Stories


- Softball
- 15+ Facebook shares/posts
- 214 participants registered
- 53 teams registered



 Softball WA
22 December 2020 · 🌐

Get your cleats off and your party shoes on!



 Softball WA
21 January at 21:56 · 🌐

Join in on the "play time "



Softball Australia

21 January at 11:03 · 🌐

Softball entries for the [Australian Masters Games](#) are now open!

The countdown is on to "Play time in Perth" with more than 8,000 weekend warriors set to head west from Saturday 9 October to Saturday 16 October for a festival of sport with the beautiful [City of Perth](#) as the playground

Critical Tasks Update

DUE NOW:

- 2.0 Sports Medicine Coverage
- 2.1 Venue Confirmation
- 2.2 Body/Venue Sponsors
- 2.3 Sport Progress Report
- 3.0 Venue Audit & Site Plans – Matt & Alex will organise
- Please use the template provided for submissions
- Most sports are up to date
- Sport medicine allocations will be communicated



Critical Tasks Update

DUE 30 APRIL:

- 4.0 Submit Preliminary Sport Medal Requirements
- 4.1 Identify Sport Specific Functions
- 4.2 Confirm Sport Rules for Publishing
- 4.3 Confirmation of Appeals Committee Structure Policy
- 4.4 Confirm Sport Workforce Headcount
- Template for these submissions will be provided post-meeting



Sport Handbook

- Provides operational information
- Induction document for new committee members/staff
- Contents include:
 - Specific 2021 AMG functional area information
 - 2021 AMG registration system log-in information
 - Further key information around registration phases, sport expectations, logo use, merchandising and much more



Questions



XVIII AUSTRALIAN
MASTERS GAMES
PERTH
9-16 OCTOBER 2021

Next Meeting

Proposed date: Wednesday 21 April

Venue: TBC

Time: TBC