

2021 AMG

21 April - Sport Meeting



XVIII AUSTRALIAN
MASTERS GAMES
PERTH
9-16 OCTOBER 2021

Agenda

- General Manager Update
 - Marketing and Communications Activity
- Workforce Update
- Sport Team Update
 - Participant Sport Experience Activity

GM Update

General

- Less than 6 months to go until the Games!
- Just over a week until the end of the Gold entry period (30 April 2021)
- Change from strategy to operational planning
- New starters:
 - Matt Schild – Operations and Logistics Coordinator
 - Rhianon Damas – Digital Marketing Specialist
- Not-so new starters:
 - Tess Roberts – Administration and Registration Coordinator
 - Libby McGee – Workforce Coordinator

Sponsorship

- Sitting at 70% of our sponsorship target

Commercial partners:

Commercial Partners	
National Heart Foundation	Epic Medals
All Sports Travel	All Flags Signs and Banners
Sports Centre	The Event Mill

City Partners:

City Partners	
City of Fremantle	City of Wanneroo
Town of Victoria Park	City of Mandurah & Visit Mandurah
City of Joondalup	City of Stirling

Social Program

Sport Specific Social Functions:

- Encourage sport specific functions
- Opportunity for participants to socialise / connect
- Critical Task – 4.1 due 30 April
- Not on same nights as special events (not 9, 13 or 16 October)
- As easy as booking a suitable venue
- Ask us!



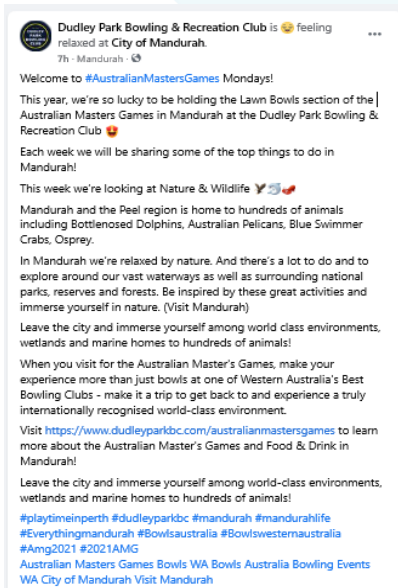
Marketing & Communications

Gold entry period: 18 January – 30 April

- Owned channels
 - Daily social media posts (sport, social and destination)
 - Monthly e-newsletter
 - Up to date website
- Participant campaign
 - 6 weeks of tourism prizes – register by 30 April to win!
 - Communicated by social media, e-newsletter, website and text message
- Team manager campaign
 - 1 x prize – Rottneest Island Day trip for all teams with minimum registered numbers by 30 April
 - Communicated by phone call, social media, e-newsletter, website and text message

Marketing - Spotlight!

DUDLEY PARK BOWLING CLUB FEATURE FACEBOOK POSTS



Dudley Park Bowling & Recreation Club is feeling relaxed at City of Mandurah.

Welcome to #AustralianMastersGames Mondays!

This year, we're so lucky to be holding the Lawn Bowls section of the Australian Masters Games in Mandurah at the Dudley Park Bowling & Recreation Club 🏏

Each week we will be sharing some of the top things to do in Mandurah!

This week we're looking at Nature & Wildlife 🦋🐦🐊

Mandurah and the Peel region is home to hundreds of animals including Bottlenosed Dolphins, Australian Pelicans, Blue Swimmer Crabs, Osprey.

In Mandurah we're relaxed by nature. And there's a lot to do and to explore around our vast waterways as well as surrounding national parks, reserves and forests. Be inspired by these great activities and immerse yourself in nature. (Visit Mandurah)

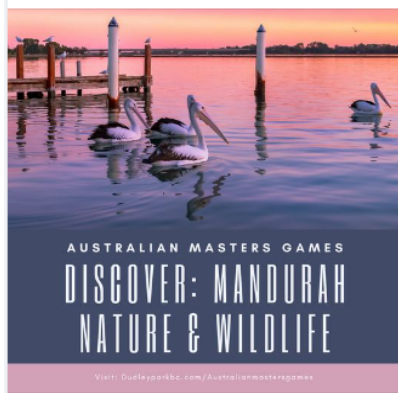
Leave the city and immerse yourself among world class environments, wetlands and marine homes to hundreds of animals!

When you visit for the Australian Master's Games, make your experience more than just bowls at one of Western Australia's Best Bowling Clubs - make it a trip to get back to and experience a truly internationally recognised world-class environment.


Visit <https://www.dudleyparkbc.com/australianmastersgames> to learn more about the Australian Master's Games and Food & Drink in Mandurah!

Leave the city and immerse yourself among world-class environments, wetlands and marine homes to hundreds of animals!

#playtimeinperth #dudleyparkbc #mandurah #mandurahlife #Everythingmandurah #Bowlsaustralia #Bowlswesternaustralia #Amg2021 #2021AMG
Australian Masters Games Bowls WA Bowls Australia Bowling Events WA City of Mandurah Visit Mandurah



DRAGON BOATING WA FACEBOOK



Dragon Boating WA
March 31 at 4:50 PM · 🌐

Team Spirit Competition!

The Australian Masters Games is currently running a competition where you could win a day trip to Rottnest for the whole team.

If you register your team before the end of April you will be in the running.


Go here <https://australianmastersgames.com/.../team-spirit.../> to find out more information.

So are you going to be entering in the Masters? October feels so far away, but it is so close at the same time!

ENTER YOUR TEAM TO WIN



ROWING WA FACEBOOK SHARE



Rowing WA
March 27 at 11:26 AM · 🌐

Indoor Rowing at the XVIII Australian Masters Games 🏊 Get on it 🙌
#2021AMG #IndoorRowing
Australian Masters Games



Australian Masters Games
Sports Event

Send Message

Australian Masters Games
March 23 at 8:30 AM · 🌐

Leave the oars at home but still work up a sweat 🏊 with Indoor Rowing at this year's Games. Located right in the heart of Perth city, beside Games Central, you'll be rowing to the cheers of city workers and passers-by from Tuesday 13 to Wednesday 14 October.

Events will include 2000m, 1000m, 500m, 100m and 4x500m relay, and categories will include lightweight male and female, open male and female and para.

If you would like to be placed in a relay team as an individual, please select the option within the registration system, and we will endeavour to assist.

For all the information about Indoor Rowing and how to enter, head to our website 🙌
<http://bit.ly/2NkqVJI>

#2021AMG #playtimeinperth #masterssport #SportForAll #perthisok #perthcity #perthhappenings #soperth #perthtoday #thingstodoinperth #helloperth #cityofperth #besocial #socialperth #westernaustralia #perth #Masterssportwa #rowing #indoorrowing #rowingwa #indoorrowingaustralia #indoorrowingwa #rowingaustralia
Confederation of Australian Sport
Rowing Australia Rowing WA Rowing Queensland Rowing NSW Rowing Victoria Rowing ACT Rowing Tasmania Rowing South Australia

Marketing - Spotlight!

BADMINTON WA- AMG WARM-UP EVENT



Badminton WA
11 March · 🌐

ENTRY REMINDER - AUTUMN TOURNAMENT - 10-11 April
Been busy? Chinese New Year fatigue? Just forgotten to enter?
To help give you more time entries have been extended to this Sunday 21 February 2021.

Special note - We have offered master's events for 55+, 65+ and 75+ categories - enter these now and use it as a preparation for the Australian Masters Games.

[TOURNAMENTSOFTWARE.COM](https://www.tournamentsoftware.com)
Tournamentsoftware.com - 2021 LiveLighter Autumn Tournament April -...
www.tournamentsoftware.com: Online Entry and tournament publication with the Tournament Planner of Visual Reality. For Tennis, Squash and...

3

Like Comment Share

BOXING WA CONDUCTING MASTERS DEVELOPMENT CAMP



Boxing WA
13 April at 08:34 · 🌐

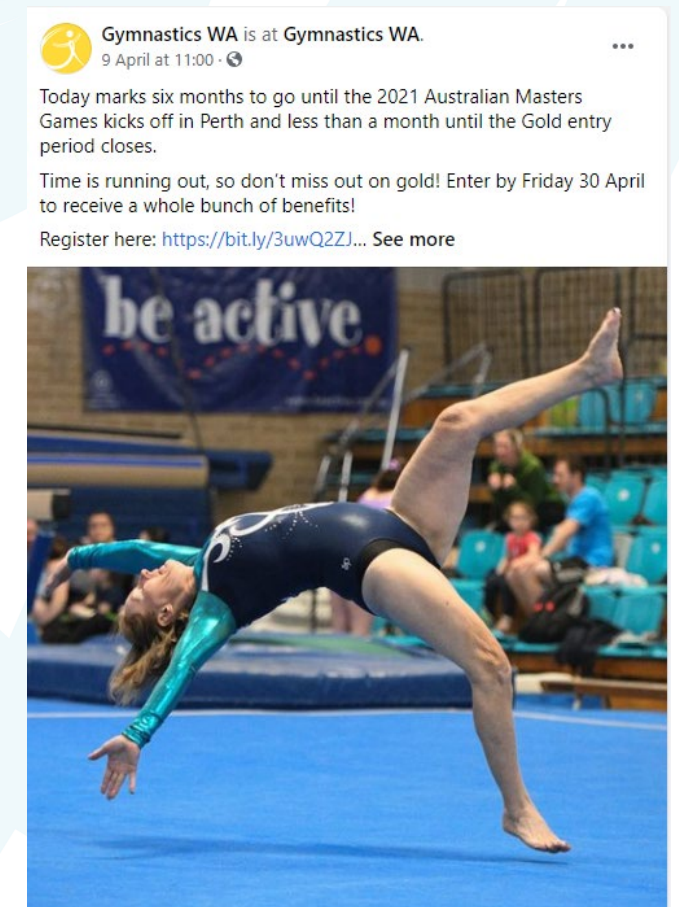
Masters Boxing Development & Sparring Day.
Free for registered Masters & Coaches.
\$30 for Non-registered
-Q&A ... [See more](#)



BWA MASTERS BOXING DEVELOPMENT & SPARRING DAY.
SATURDAY 24th April 2021
WAIS, 10 McGlilivary Rd, Mount Claremont.
9:30am - 12:30pm

37 19 comments 8 shares

GYMNASTICS WA FACEBOOK POST




Gymnastics WA is at Gymnastics WA.
9 April at 11:00 · 🌐

Today marks six months to go until the 2021 Australian Masters Games kicks off in Perth and less than a month until the Gold entry period closes.

Time is running out, so don't miss out on gold! Enter by Friday 30 April to receive a whole bunch of benefits!

Register here: <https://bit.ly/3uwQ2ZJ>... [See more](#)



A gymnast in a blue leotard is captured mid-air, performing a backflip on a blue mat. The background shows a gymnasium with spectators and a banner that says "be active".

Marketing – Spotlight!

- Highest reaching sport post of month
- 7160 people reached
- 697 engaged users –this means that the AMG Facebook community were actively engaging with this content
- NSO & Clubs / associations shared



Australian Masters Games
Sporting event

[Send Message](#)

7,160
People reached

929
Engagements

[Boost post](#)

 24

21 comments 29 shares

 Like

 Comment

 Share

Event Activations

Recent activations:

- Basketball – Senior Country Championships
- Bocce – Laguna Club Open Day
- Dragon Boat – DBWA State Championships
- Padel – Padel Open II
- Rowing – Elizabeth Quay Regatta
- Rugby Union – Western Force Fan Day
- Softball – Veteran's Final
- Swimming – Masters State Championships
- Touch Football – State Championships



What Can You Do?

Gold entry period: 18 January – 30 April

- 1 x e-newsletter story to your age appropriate full database
- 1 x social media post on each social media account
- Share AMG social media posts:
 - 1 week to go (23 April)
 - 1 day to go (29 April)
- Call to action = register by end of Gold Entry period (30 April)
- Key messaging to be supplied in Communications Kit

Early Bird Entry Period Marketing

Early bird entry period: 1 May – 30 July

- Continuing owned channels (social media, e-newsletter and website)
- Partner communications
- Liaising with relevant agencies, organisations and community groups
- Digital advertising strategy commences (Media 33)
- PR strategy commences (Hunter Communications)



What Can You Do?

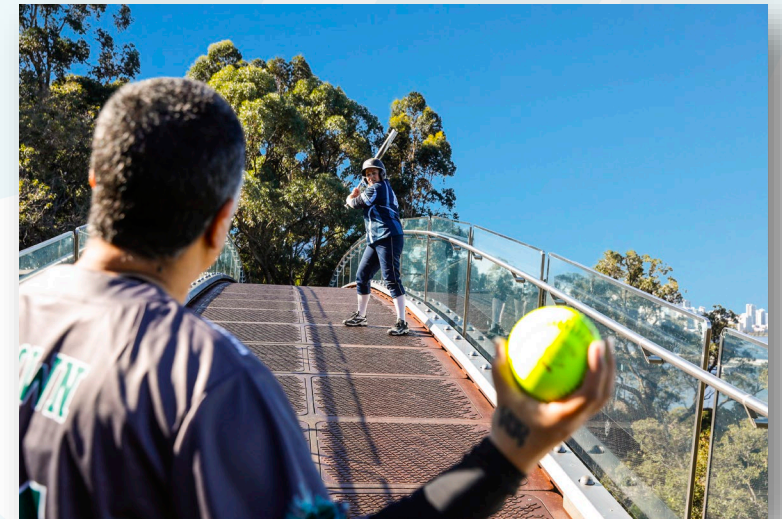
Early bird entry period: 1 May – 30 July

- Promote at upcoming sport, community or social events (with or without 2021 AMG staff)
- Identify and leverage sport ambassadors and influencers
- Purchase and display your own 2021 AMG signage
- Display 2021 AMG posters / postcards in club or social sport facilities
- Contact and keep informed any key club / captain contacts from within your sport to encourage entry

What Can You Do?

Early bird entry period: 1 May – 30 July

- Develop a 2021 AMG webpage
- Create more e-newsletter stories
- Create more social media posts
- Share more 2021 AMG social media posts
- Create a Facebook Group for your sport
- Join and post in sport specific Facebook groups
- Follow AMG on social media (to stay up to date)





Australian Masters Games

Sporting event



Liked

Sign Up

eepurl.com



Shantelle and 16,202 others like this



Call



Directions



Following



Save



Check In



Suggest Edits



Find support or report Page



Create Page

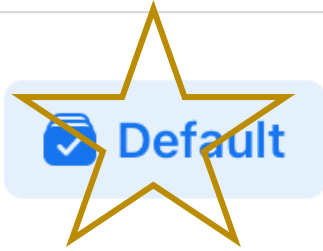


Follow settings



News Feed

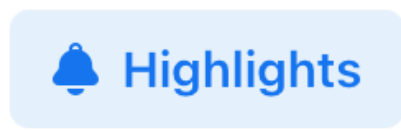
Customise your News Feed



Notification settings



Posts



Videos



Live videos



Offers

Limited-time promotions



Unfollow



In your News Feed



Favourites

See new posts higher in your News Feed



Default

See posts in their usual order from this Page



Snooze

Stop seeing posts for 30 days



Off

Never see this Page's posts in your News Feed

Social Media Tips & Tricks

Static content (Image + text)

- What do our potential participants want to know / see?
- Be consistent (with when and what you post)
- Be authentic (use your tone of voice)
- Bright and eye-catching images
- Intriguing captions
- Tag @AustralianMastersGames on Facebook and @AusMastersGames on Instagram
- Tag your NSO, other state SSOs, clubs and associations
- Use hashtags: #2021AMG #PLAYTIMEINPERTH and sport specific

Social Media Tips & Tricks

Video content (Instagram or Facebook stories)

- What do our potential participants want to know / see?
- Share timely information that is inspiring or informative
- Doesn't need to be polished / perfect (24 hour presence)
- Shoot on a phone
- Portrait mode
- Consider lighting and time of day
- Short and sharp - no longer than 30 seconds per video
- Have fun with it!
- Tag @AustralianMastersGames on Facebook and @AusMastersGames on Instagram
- Use hashtags: #2021AMG #PLAYTIMEINPERTH

Workforce Update

Volunteer Application Update

Total volunteers	Event Volunteers	Sport Volunteers
79	66	13

Recruiting Volunteers

- Applications close - 23 May 2021
- Fortnightly updates from your Sport Coordinator
- Use templates provided in the Communications Kit
- How to Guide for volunteer applications
- I'm here to help!



Critical Task 4.4 – Workforce Headcount

- Due 30 April 2021
- Who is considered a volunteer?
 - Someone who is not paid for their role during the Games
 - A role that is not covered by participants (e.g. Netball umpires)
- What to consider when working out volunteer headcount?
 - Catering – Meal for any shift 5 hours or longer
 - Number of shifts each volunteer will complete
 - The tasks volunteers will be doing
 - Never ask a volunteer to do a job you would normally pay someone to do
 - Think about the entire length of the shift
 - Is it a safe role?

Rostering Volunteers

Three options for rostering volunteers

1. Continue to manage with your own system and communicate directly with volunteers
2. Provide me with your shift schedule and I can roster the volunteers in our system
3. I can train you to use Rosterfy yourself

The screenshot shows the Rosterfy web application interface. At the top, there is a navigation bar with the event logo '2022 AUSTRALIAN MASTERS GAMES PERTH 9-18 OCTOBER 2022' and menu items: Events, Users, Communications, Reports, and Settings. Below this is a breadcrumb trail: Admin / Users / Dashboard. A left-hand sidebar menu is visible with options: Dashboard, List, Groups, Forms, Invitations, and Training. The main content area is titled 'User dashboard' and contains a text box explaining the user module's purpose. Below this is a section for 'Total applications' with a bar chart showing a scale from 4 to 7.

Event Logo: 2022 AUSTRALIAN MASTERS GAMES PERTH 9-18 OCTOBER 2022

Navigation: Events Users Communications Reports Settings

Breadcrumb: Admin / Users / Dashboard

Side Menu: Dashboard, List, Groups, Forms, Invitations, Training

Main Content: User dashboard

Description: The User module is where you can manage your workforce. From this onto the side menu options to find out more about these areas

Section: Total applications

7	
6	
5	
4	

Volunteer Recognition

- AMG Volunteer Appreciation event – Sunday 17 October
- How can you recognise and appreciate your sport volunteers?
 - Saying thank you and taking the time to chat to volunteers
 - Invite volunteers to sport social events
 - Ask volunteers for feedback (during and post)
 - If you have new volunteers - get them involved with the sport
 - Communication post event



Sport Team Update

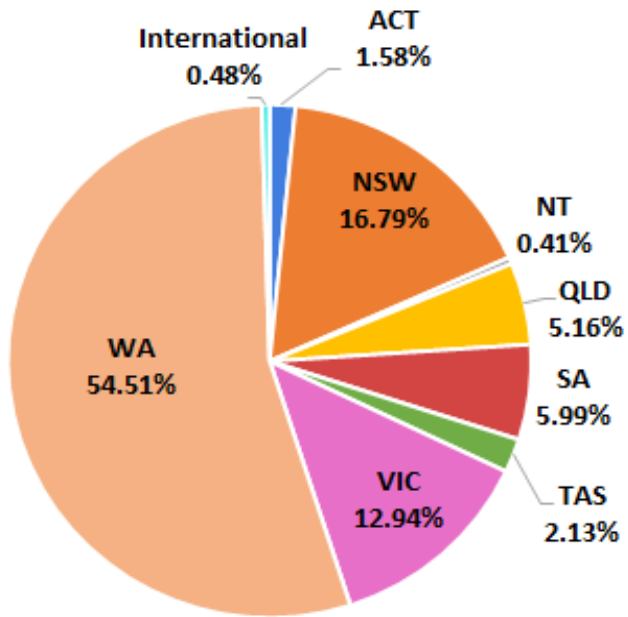
Registrations Update

Competitors	Non-Playing Officials	Supporters	Total Participants
1466	70	38	1574

Registrations Update- Top 5 Sports vs Targets

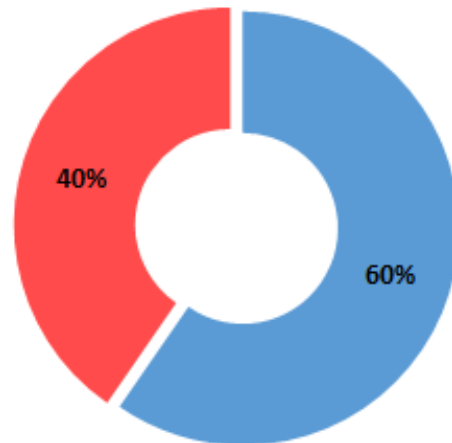
Softball	Croquet	Powerlifting	Gymnastics	Golf
65%	48%	48%	36%	35%

Demographics

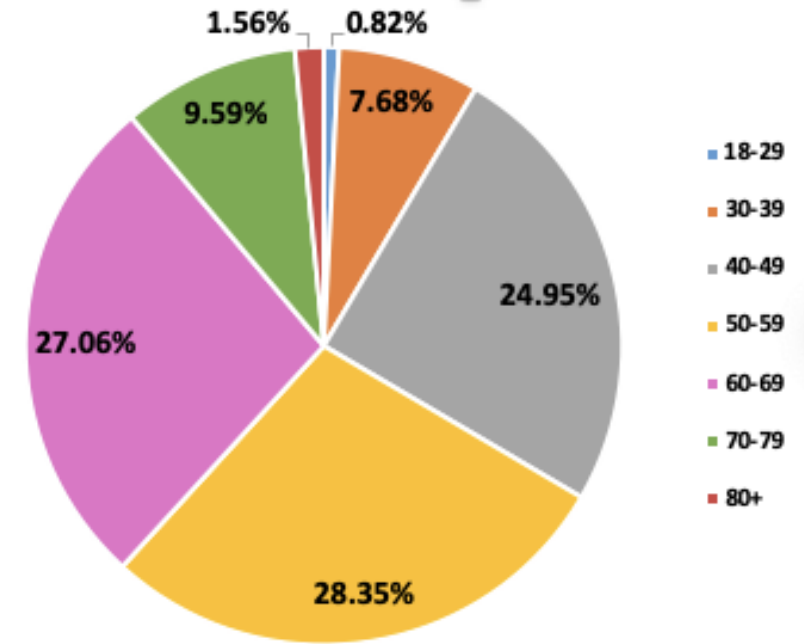


2021AMG Competitors By Location

2021AMG Retention Rates



■ 1st Time Participants ■ Previous Participants



2021AMG Participants by Age

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



Critical Tasks Update

DUE 28 MAY:

- 5.0 Confirm venue canteen/catering details including volunteer catering
- 5.1 Submit emergency management/evacuation plan
- 5.2 Submit inclement (heat and wet) weather policy and contingency plan
- 5.3 Submit COVID Safe Plan for review

A template for these submissions will be provided following April 30 submission



Signage Opportunity

2021 AMG Signage Partner- All Flags Signs and Banners

- Opportunity to purchase 2021 AMG branded:
 - Pull-up banners
 - Vario Presto V29 Banners
 - Tear drop flags
- Order forms with design examples to be sent to convenors once approved



Priority Matrix Results

Sport Area	Average AMG Staff Ranking	Average Sport Convenor Ranking
Competition Management	1	2
Communication	2	1
Registration System	3	4
Sport Venue	4	3
Volunteers	5	5
Sport Medicine	6	8
Marketing and PR	7	7
Medal Ceremonies	8	6

Next Meeting

Proposed date: July 2021

Venue: TBC (in person)

Time: TBC