

# Sporting Organisation Games Information



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## 1. Games Overview

In 2021 the 18<sup>th</sup> Australian Masters Games (AMG) heads to Perth, Western Australia from Saturday 9 to Saturday 16 October 2021.

The AMG is the original masters event in Australia, first held in 1987 and attracting over 136,000 Games participants since its creation. Figure 1 below identifies the previous AMG host cities. This is the second occasion that Perth will host the Games, with the last time being in 1993.

As one of the largest multisport events in Australia, the AMG has become well known for its festival style atmosphere that incorporates expansive sporting and social programs.

Traditionally AMG comprises a sport program of between 40-55 sports, with no qualification criterion applicable other than participants must meet the minimum age requirement, which in most sports is 30 years.

With an anticipated sport program of around 50 sports, the 2021 AMG will aim to attract more than 6,000 participants and approximately 2,000 accompanying persons. As such, the event will generate a significant boost for the local economy, with a direct economic impact in excess of \$10 million anticipated.

Year	Edition	Host City	Year	Edition	Host City
2019	17AMG	Adelaide	2001	8AMG	Newcastle
2017	16AMG	Tasmania's North West	1999	7AMG	Adelaide
2015	15AMG	Adelaide	1997	6AMG	Canberra
2013	14AMG	Geelong	1995	5AMG	Melbourne
2011	13AMG	Adelaide	1993	4AMG	Perth
2009	12AMG	Geelong	1991	3AMG	Brisbane
2007	11AMG	Adelaide	1989	2AMG	Adelaide
2005	10AMG	Adelaide	1987	1AMG	Tasmania
2003	9AMG	Canberra			

Figure 1 – Previous AMG Host Cities

## 2. Games Delivery Model

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 2021 AMG Project Management Team who are based in Perth. Figure 2 below reflects the staffing structure of the 2021 AMG Project Management Team.

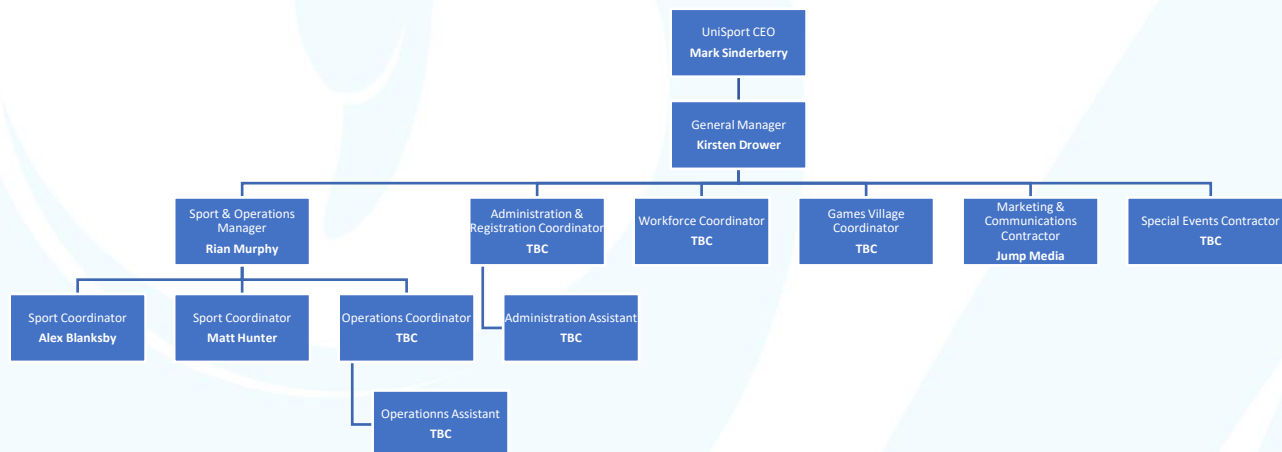


Figure 2 – 2021 AMG Project Management Team Structure

The 2021 AMG Project Management Team will manage the key areas of the Games, including, but not limited to:

- Online registration system, fee management, and entry terms and conditions
- Accreditation distribution and ancillary services
- Marketing of the Games and targeted marketing strategies to support actions undertaken by the appointed sporting organisation
- Stakeholder and sponsor engagement and management
- Merchandise program
- Planning and management of the Games Village
- Special events and social program
- Sports medicine program
- Volunteer workforce program
- Overall risk management planning
- Design and supply of the Games medals
- Setting of Games-wide policies in areas such as behaviour expectation, minimum age policy and anti-doping

The 2021 AMG Project Management Team aims to deliver an innovative and uniquely West Australian Games which builds upon the legacy of Games past, and focuses on creating value and delivering a memorable event experience for all participants.

### 3. Sport Delivery Model

To deliver a quality sport program, the 2021 AMG seeks to partner with sporting organisations at the national, state or local level for the delivery of their specific sport in Perth for 2021.

The 2021 AMG represents a unique and exciting opportunity to:

- Be part of one of the largest multisport events in Australia
- Provide members with a once in a lifetime opportunity to participate in a home, large scale, multisport festival complete with a Games Village and opening and closing ceremonies
- Deliver an event for a national audience
- Generate a financial return
- Upskill staff, officials and volunteers
- Increase participation in a growing age demographic (over 30s)
- Leverage the AMG brand to attract local partnerships

The appointed sporting organisation will be engaged to deliver their sport to a national standard, in a format that aligns with the AMG event model and vision, ensuring participants have a memorable event experience.

In addition to delivering the sport's competitions, the appointed sporting organisation will manage:

- Venue selection, hire and management
- Establishment of competition format, competition rules and draws
- Marketing of the sport to existing sport networks to engage and attract targeted participants
- Provision of all required equipment and technical expertise for the delivery of the sport
- Results and medal ceremonies
- Recruitment, scheduling, management and payment of appropriately qualified sport officials, such as umpires, referees, scorekeepers etc
- Recruitment, scheduling and management of sport volunteers
- Sport specific risk management planning

### 4. Criteria for Sport Inclusion

The sporting organisation applying for inclusion in the 2021 AMG must have:

1. Sound reputation as a viable sport within Western Australia
2. Record of promoting the philosophy of masters sport
3. Must be an incorporated body, or under the direction of an incorporated body
4. Clear purpose and objectives for involvement in the 2021 AMG
5. Sound administrative structure including financial stability and availability of officials
6. Demonstrated capacity to stage a well organised competition to a national standard
7. Availability of appropriate facilities for competition
8. Sanction of the organising committee by the State Sporting Organisation and the National Sporting Organisation generally recognised as the peak (or umbrella) bodies for sport
9. Capacity to provide an inclusive event
10. Ability to promote and engage existing and future participants within the sport
11. Willingness to enter a documented cooperative agreement with UniSport clearly defining the expectations and obligations of all parties

## 5. Games Key Dates

Activity	Date/s
Application for Inclusion submitted to 2021 AMG	31 July 2020
Sport Agreements distributed and returned to 2021 AMG signed	July – 4 September 2020
Sport program promoted to participants	September 2020*
One Year to Go celebration	9 October 2020
Games registrations open	November 2020*
Volunteer recruitment program launched	March 2021*
Gold Registration Period closes	April 2021*
Early Bird Registration Period closes	July 2021*
Games registrations close	Late September 2021*
Games begin (Opening Ceremony)	9 October 2021
Games close (Closing Ceremony)	16 October 2021

Figure 3 – Games Key Dates

*\*Date to be confirmed*

## 6. Participants

### Demographics

The participant analysis across the last three Games revealed an average age of 53-54, with the largest age group being 50-59 years. It also revealed an almost 50:50 gender split and an interstate participant rate of 54-61.3% and a return participant rate of 38-54%. Figure 4 details the participant demographics across the last three Games.

# PARTICIPANTS

	2019	2017	2015
Average age	54	54	53
Largest age group	50-59 (30.5%)	50-59 (32%)	50-59 (34%)
Gender breakdown	46% male and 54% female	50% male to 50% female	50.5% male to 49.5% female
Location breakdown	61.3% of participants from interstate	55% of participants from interstate	54% of participants from interstate
First time vs returning	52% of participants were 'first-timers'	62% of participants were 'first-timers'	46% of participants were 'first-timers'

Figure 4 – Participant Demographics from Past AMGs

## Psychographics

The participant analysis across the last three Games revealed that participant motivators could be categorised into three primary groups:

### Sport focus

- To remain physically active and healthy
- To compete against other athletes
- To win a medal in their chosen sport
- To challenge themselves and discover more about their sporting abilities

### Event focus

- To experience the fun and pleasure of a mass participation event
- To play with their team
- To socialise with family, friends and meet new people

### Destination focus

- To escape from the home environment or workplace, relax and return home refreshed
- To visit and discover more about another part of Australia
- To experience something that is new and different

Figure 5 outlines the top 5 participant motivators across the last three Games.

# PARTICIPANT MOTIVATORS

	2019	2017	2015
1	60% - To remain physically active and healthy	65% - To experience the fun and pleasure of a mass participation event	42% - To play with my team
2	59% - To experience the fun and pleasure of a mass participation event	59% - To remain physically active and healthy	37% - To remain physically active and healthy
3	57% - To compete against other athletes	57% - To compete against other athletes	36% - To experience the fun and pleasure of a mass participation event
4	55% - To play with my team	49% - Socialise with my family, friends and meet new people	31% - To compete against other athletes
5	46% - Socialise with my family, friends and meet new people	48% - To play with my team	27% - Socialise with my family, friends and meet new people

Figure 5 – Top Five Participant Motivators from Past AMGs

## 7. Workforce

The Games workforce will play an integral role in supporting the delivery of the 2021 AMG. The AMG categorises the Games workforce into the following groups:

### Sport Convenor and Sport Committee

Nominated by the sporting organisation, the Sport Convenor and sport committee manage the planning and delivery of the sport as part of the 2021 AMG. The Sport Convenor is also the key liaison point for the 2021 AMG Project Management Team.

### Event Volunteer

Recruited and coordinated by the 2021 AMG Project Management Team, these volunteers perform specific volunteer roles that support the delivery of the Games and its functions outside of sport. Examples include registration and accreditation volunteers and operations volunteers.

### Sport Volunteer

Recruited and coordinated by the Sport Convenor and sport committee (with assistance from the 2021 AMG Project Management Team if required), these volunteers perform a role that supports the delivery of the sporting competition but are not essential to the delivery of the sport within the field of play. Examples include accreditation assistants, ground announcers and canteen volunteers etc.

### Sport Officials

Recruited and coordinated by the Sport Convenor and sport committee, sport officials complete a role that requires specific knowledge and training, are reimbursed in some way for their involvement and are often



seen as critical to the delivery of the sporting competition. Examples of an official are a paid umpire or compulsory team supplied referee as deemed necessary by the sport.

The 2021 AMG will provide a suite of benefits to Games workforce members in recognition of their contribution to the Games.

## 8. Next Steps

1. Confirm your interest in being a part of the 2021 AMG by emailing [rian.murphy@unisport.com.au](mailto:rian.murphy@unisport.com.au)
2. Meet with the 2021 AMG Sport and Operations Team to discuss the inclusion process
3. Complete the Application for Inclusion documentation (to be distributed prior to the meeting)
4. Sign the Sport Agreement (to be distributed upon acceptance of the Application for Inclusion documentation)

For any further information please contact:

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