



XVIII AUSTRALIAN  
MASTERS GAMES  
**PERTH**  
9-16 OCTOBER 2021



# 2021 AUSTRALIAN MASTERS GAMES

## Games Entertainment Club Opportunity

## Join the Games Entertainment Club

In October 2021, Perth will become the playground for the largest mass participation, multisport event the city has even seen – the Australian Masters Games. We invite you to join the Games Entertainment Club, made up of local businesses coming together to showcase the city and ensure an event, and destination, to remember for the 8000+ Games participants and accompanying persons.

The opportunity exists to partner with the 2021 Australian Masters Games (2021 AMG) and in doing so, connect with 8,000+ inspirational Australian adults aged 30 - 90+ years, in town for the Games period, and potentially extended stays, looking to maximise their time in Perth and Western Australia.

October 2021 is play time in Perth and Western Australia.

Express your interest in joining the club [here!](#)



**THE OPPORTUNITY**

# Games Entertainment Club Summary

## Requirements

- Must provide hospitality, retail or tourism products / services relevant to Games participants (with the exception of accommodation discounts / offers)
- Must provide access to discounted products / services or a special offer to Games participants (e.g. a minimum of 10% off products / services)
- Must complete the EOI [here](#) by Friday 25 June 2021
- Must be a member of Destination Perth, or become one (at no cost) if selected to become a Games Entertainment Club member
- Must be able to honour the discount / offer for the period of 2-23 October 2021
- Must be able to provide the discount / offer to 2021 Australian Masters Games participants on provision of a specified Games booking code or upon sighting the participants' Games accreditation pass
- Must educate staff regarding discounts / special offers for Games participants prior to Games-time
- Must commit to a high level of service for Games participants

## Benefits

- Sponsor logo and profile (with link) on Passport to Perth webpage accessed via the Games website
- Hospitality businesses (i.e. restaurants, bars etc) will be invited to participate in the Dine Perth Program as part of the 2021 AMG Social Program
- Electronic brand stamp for sponsor's website (i.e. Official 2021 AMG Games Supporter)

## Investment

- Complimentary based on the following commitment:
  - Announcement of involvement with the Games via social media channels once confirmed
  - Welcome message to Games participants via social media channels at the commencement of the Games

## Benefits Explained

### Passport to Perth

Games Entertainment Club Members will be represented in the 2021 AMG Passport to Perth Program, a curated visitor's guide to Perth's best tourism, retail and hospitality experiences. This is an opportunity for you to attract curious new customers or provide return visitors with an exciting new experience, with 2021 AMG participant special offers and discounted rates encouraged.

### Dine Perth

Games Entertainment Club Members in the hospitality sector will have the opportunity to be involved in Dine Perth, a dedicated evening on the 2021 AMG social program for wining and dining across Perth. Businesses will be represented in the Dine Perth Program and have the opportunity to provide participants with a discounted dining experience, and Games participants encouraged to enjoy local cuisine at participating eateries. Dine Perth is likely to take place on Tuesday 12 October 2021 (TBC).



# THE EVENT

## The Event

The Australian Masters Games (AMG) is one of the largest multisport events in Australia that brings together weekend warriors from around Australia, to enjoy an extensive sporting and social program in an exciting holiday destination.

The AMG is the original masters event in Australia, first held in 1987 and attracting over 136,000 Games participants since its creation. 2021 will be the 18<sup>th</sup> edition of this established multi-sport, mass participation event and will take place in Perth, Western Australia from 9 to 16 October 2021. This is the second occasion that Perth has hosted the Games, the last time being in 1993.

The Games are owned by the Confederation of Australian Sport and conducted under their charter of “Sport for All”, providing participation and competition opportunities for people over the age of 30 years, regardless of background or ability, aimed at encouraging healthy active lifestyles and lifelong participation in sport.

Traditionally the 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.

The AMG has become well known for its festival style atmosphere that incorporates an opening and closing ceremony, central ‘Games Village’, and expansive sporting and social programs that deliver a terrific sense of community and camaraderie amongst Games participants. In 2021 the ‘Games Village’, known as Games Central, will be located in the heart of the CBD in Forrest Place.

The event generates a significant boost for the economy, with an estimated direct economic impact in excess of \$10 million anticipated. It will provide an opportunity to showcase all that Perth and Western Australia have to offer.

By expressing your interest in joining the Games Entertainment Club, you can help us 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.

## Fast Facts

- 9 - 16 October 2021
- 6,000-8,000 participants
- Participants aged 30+
- 2,000+ accompanying persons
- 1,000+ volunteers
- 8-day sport and social program
- Around 50 sports
- 18th edition of the Games
- First held in 1987
- \$10 million economic impact to WA anticipated



**TARGET AUDIENCE**

## Target Audience

Our participants are inspirational Australian adults aged 30 - 90+ years, who represent healthy, active lifestyles and showcase core values such as aspiration, belief, determination, dedication, sportsmanship and camaraderie.

They are hard-working achievers, leading households and making major purchasing decisions to support their families and their active lifestyles.

## Fast Facts

The following statistics are from the 2019 AMG in Adelaide:

- 7,810 registered participants
- 764 workforce members (including staff and volunteers)
- 2,109 non-accredited accompanying persons
- Average age – 54
- Largest age group – 50-59 (30.5% of participants)
- 54% female and 46% male participation
- 61.3% of participants travelled from outside of the host state to attend the Games
- 61% of participants indicated that they were returning or lapsed participants
- It was estimated that participants spent an average of \$1,241 whilst in South Australia
- 71% of non-SA residents visited areas other than the city and of those who visited at least one other area, average number of areas visited was 2.1

## Connect With Us

Website: <http://www.australianmastersgames.com/>  
Facebook: <https://www.facebook.com/AustralianMastersGames>  
Instagram: <https://www.instagram.com/ausmastersgames/>

For further information on partnership opportunities with the 2021 AMG, please contact the 2021 AMG team at [amg.admin@unisport.com.au](mailto:amg.admin@unisport.com.au).