



XVIII AUSTRALIAN
MASTERS GAMES
PERTH
9-16 OCTOBER 2021

2021 AUSTRALIAN MASTERS GAMES

City of Kalamunda Partnership Opportunity

Join the Home Team

In October 2021, Perth will become the playground for the largest mass participation, multisport event the city has even seen – the Australian Masters Games (AMG).

The 2021 AMG invites the City of Kalamunda to join the ‘home team’ of local businesses and industry leaders coming together to showcase the city and ensure an event, and destination, to remember for the 8000+ Games participants.

It’s time to pull on the home team jersey, in the position of ‘City Partner’ and connect with 8,000+ inspirational Australian adults aged 30 - 90+ years, in town for the Games period, and potentially extended stays, and looking to maximise their time in Perth and Western Australia.

Together, we’ll encourage 2021 AMG participants to visit and explore the City of Kalamunda, in particular the Perth Hills, which offer a glorious mix of natural bushland, wildflowers, creeks and waterfalls, vineyards, fabulous views, art galleries, restaurants and cafés and more, just 30 minutes from Perth.

October 2021 is play time in Perth.

Come join our team!




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‘Don’t hold back, get out there and join in!’

Tracey Zakazakaarcher | AMG Participant

The Event

The Australian Masters Games (AMG) is one of the largest multi-sport events in Australia that brings together weekend warriors from around Australia, and the world, 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 18th 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.

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 joining the home team, 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
- Up to 1,000 volunteers
- 8-day sport and social program
- 50+ sports
- 18th edition of the Games
- First held in 1987
- \$10 million economic impact to WA anticipated



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.

Demographic Variables

The 2019 AMG participants:

- 7,810 registered participants comprising:
 - 7005 competitors
 - 805 non-competing officials and supporters
- 2,109 non-accredited accompanying persons
- 368 international participants from 25 countries
- Average age – 54
- Largest age group – 50-59 (30.51% of participants)
- Oldest male competitor – 96 in the sport of tennis
- Oldest female competitor – 92 in the sport of athletics
- 54% female and 46% male participation

The 2017 AMG participants:

- 43% of participants earned in excess of \$60,000 per annum, including 15% who earned over \$100,000. Note: 21% preferred not to say.
- Spent a total of 47,000 bed nights in Tasmania's North West.

Target Audience

Psychographic Variables

The top five participant motivators for the 2019 AMG were:

- 60% - To remain physically active and healthy
- 59% - To experience the fun and pleasure of a mass participation event
- 57% - To compete against other athletes
- 55% - To play with my team
- 46% - Socialise with my family, friends and meet new people

Behavioural Variables

The 2019 AMG participants:

Expenditure

- It was estimated that participants spent an average of \$1,241 whilst in South Australia

Distance travelled

- 61.3% of participants travelled from outside of the host state to attend the Games

Accommodation types

- 29% of participants stayed in an Airbnb / Stayz
- 25% of participants stayed in a serviced apartment
- 16% of participants stayed in a hotel
- 13% of participants stayed in a cabin/caravan
- 8% of participants stayed in a motel

Target Audience

Exploration

- 71% of non-SA residents visited areas other than the city
- Of those who visited at least one other area, average number of areas visited was 2.1

Information sources

In the lead up to the Games:

- 33% of participants relied most on AMG e-newsletters / emails for information on the Games
- 25% of participants relied most on the AMG website for information on the Games
- 11% of participants relied most on the AMG social media pages (Facebook, Twitter or Instagram) for information on the Games

During the Games:

- 69% of participants used the Games Guide as a source of information
- 73% of participants used the Australian Masters Games website as a source of information
- 41% of participants used Facebook as a source of information

Sponsor recognition

- 82% could recognise at least one AMG sponsor when prompted
- Of those who could recall at least one sponsor, average number recalled was 3.3



MARKETING PLAN & AUDIENCE REACH

Marketing Plan & Audience Reach

The 2021 AMG will develop and deliver a comprehensive marketing and communications plan to ensure maximum attendance and engagement. This plan consists of a blended mix of traditional and digital elements across both paid and unpaid media and promotion.

Below is an overview of the planned event marketing efforts and their reach based on 2019 AMG results:

- Electronic direct mail campaigns to a qualified and highly engaged AMG database of 32,000+ contacts with open rates averaging 8.23% above the sports industry standard
- A new, recently launched AMG website set to generate in excess of 1.2million + website page views across the campaign
- Direct marketing campaigns (collateral distribution, website, eDMS, event activations) through the state and national sports network of the 50+ participating sports and through the Games partner channels in Western Australia, including Tourism Western Australia, Destination Perth, City of Perth etc
- Media opportunities delivering local, state and national coverage across sport, current affairs, health and lifestyle, and travel
- Highly engaged Facebook audience of over 15,000, and over 2.3 million combined impressions across social media platforms (Facebook, Instagram and Twitter) across the campaign duration
- National advertising campaign across digital, print and radio, as well as potential media partnerships in Western Australia
- Extensive story telling of the 8000+ Games participants who inspire and influence simply by their decision to participate in the Games

Fast Facts

- 32,000+ Games database
- 1.2million+ website page views across the campaign
- Highly engaged audience across social platforms
- Extended networks through sport channels
- Local and national media campaign



THE OPPORTUNITY

Partnership Objectives

As part of the home team, we believe in working together to meet the partnership objectives whilst enhancing the participant experience.

The partnership objectives include:

- Generate awareness of the City of Kalamunda, in particular the Perth Hills, as well as its offerings, amongst 2021 AMG participants and accompanying persons
- Encourage visitation to the City of Kalamunda, in particular the Perth Hills, by 2021 AMG participants and accompanying persons
- Encourage engagement by 2021 AMG participants and accompanying persons with businesses in the City of Kalamunda, in particular the Perth Hills

Partnership Benefits and Investment

The 2021 AMG is delighted to invite the City of Kalamunda to join the home team as a City Partner.

We would be pleased to work with the City of Kalamunda to develop a comprehensive benefits package, but as a starting point we propose the following opportunities:

Benefits

Events / activations

- A minimum of two (2) sports to be held within the City of Kalamunda (Potential sports: Rugby Union and Cycling)
- One (1) existing City of Kalamunda event to be promoted as part of the 2021 AMG Social Program (excluding evening events held on the following dates: Saturday 9, Wednesday 13 and Saturday 16 October 2021) *Example: Perth Hills Spring Festival*
- Dedicated space to carry out an on-site pop-up activation at the Games Village

Product sales and sampling

- Coupon, information or sample/gift in participant kit bag
- Opportunity to provide a prize for event promotions
- Opportunity to promote the Games Entertainment Club to members, thereby facilitating participant access to discounted products / services within the Perth Hills

Branding

- City of Kalamunda or the Experience Perth Hills logo on sponsor banner on website home page
- City of Kalamunda or the Experience Perth Hills profile (with link) on sponsor page on website
- City of Kalamunda or the Experience Perth Hills logo on digital Games Guide (distributed to all participants)
- City of Kalamunda or the Experience Perth Hills logo / mention in post-event email / survey
- Use of 2021 AMG electronic brand stamp on City of Kalamunda's (or the Experience Perth Hills) website - Official Games Partner
- Opportunity to display City of Kalamunda or Experience Perth Hills signage at sport venues within the City of Kalamunda

Partnership Benefits and Investment

Advertising

- Half page advertisement in digital Games Guide (distributed to all participants)
- Destination specific page on the website (under Destination menu)
- Destination content in three (3) eDMs in the lead up to the Games
- Three (3) social media posts (Facebook, Instagram & Twitter feed) in the lead up to the Games
- A Perth Hills video (provided by City of Kalamunda) posted to AMG YouTube channel

Signage

- Games Village venue signage (size and format to be negotiated)

Corporate hospitality and participation

- Two (2) invitations to the 100 Days to Go Event, ceremonies and Games VIP functions
- Games participation for up to three (3) staff FOC
- The opportunity for staff or members to volunteer at the 2021 AMG

Research

- Bespoke question added to post event participant survey

Partnership Benefits and Investment

Investment

- The proposed partnership term is from January – October 2021.
- The partnership is valued at \$15,000 ex GST.
- The City of Kalamunda to:
 - Assist with permits and approvals for road closures for cycling events held within the City of Kalamunda
 - Communicate with relevant authorities and council departments including WA police and Main Roads as required
 - Communicate with local residents in advance of the event (i.e. community engagement)
 - Promote volunteer opportunities through existing communication channels
 - Promote the Games Entertainment Club EOI to local businesses via eDM
 - Promote the event to residents and businesses within the City of Kalamunda via eDM and social media

Leverage Ideas

Some examples of activations that may leverage the partnership include but are not limited to:

- Interactive installation for development of destination related content for social media within the Games Village
- Games-time social media competition (e.g. post an image of yourself in the Perth Hills with the hashtag #XXX to go into the running to win XXX)

Note: Activation arrangements and costs will be the responsibility of the City of Kalamunda.



HOW WE WORK

How We Work

The 2021 AMG will provide the City of Kalamunda with agreed activities and measurable return on investment. The following activities will be carried out throughout the partnership term:

- **Contract** – The relationship will be documented in a contract between the City of Kalamunda and the 2021 AMG
- **Servicing schedule** – The City of Kalamunda will be provided with a servicing schedule containing a list of all agreed partnership benefits and critical dates for the execution and measurement of those benefits
- **Media distribution list** – The City of Kalamunda will be added to the 2021 AMG EDM distribution list to ensure that you are well informed in the lead up to and during the event
- **Idea generation** – The 2021 AMG will look for opportunities to leverage / expand the City of Kalamunda’s returns
- **Regular communication** – The 2021 AMG Partner Relationship Manager will communicate with the City of Kalamunda regularly
- **Reporting** – At the end of the contract period, the City of Kalamunda will be provided with a comprehensive fulfilment report that outlines how each benefit was executed and the outcomes achieved via the partnership

Critical Dates

Registrations Open	TBC
100 Days to Go Event	1 July 2021
Event Period	9 - 16 October 2021
Opening Ceremony	Saturday 9 October 2021
Mid-week Function	Wednesday 13 October 2021
Closing Ceremony	Saturday 16 October 2021



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For further information on partnership opportunities with the 2021 AMG, or to join the home team, please contact:

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