



**BUSINESS**  
PORT AUGUSTA



**Expression of Interest Document  
For the license to host the  
SOUTH AUSTRALIAN  
MASTERS GAMES**

Generally, expressions of interest are called in September/October and need to be received by the end of December. The winning bid is usually announced late January/February.

## Sport SA

The South Australian Sports Federation Incorporated (Sport SA) was established in 1991 as the peak sports industry professional association, providing industry advocacy, training and professional support to its members and affiliated bodies in the industry. Sport SA is a non-government, not for profit organisation with a membership including:

- State Sporting Organisations
- Sporting Associations and clubs
- Commercial sports industry organisations
- Local government
- Other organisations and individuals associated with the industry.

The South Australian Masters Games (Games) is an integral part of sport and the Games license is owned by Sport SA. The Games is highly valuable in building regional and urban sport, communities and the SA sporting culture. It is also an excellent vehicle to support the sporting industry, promote sport and a healthy lifestyle for everyone as well as helping Sport SA achieve its strategic direction.

Sport SA is committed to assisting its members to provide sport at all levels including Masters. As the leader for sport in SA, Sport SA strives to achieve its strategic direction through 4 pillars: Advocacy, Connection, Tools and Resources and Reward and Recognition. The South Australian Masters Games provides strong links across all these pillars.

## Games values

The Games is a multi-sport event designed to provide sportspeople opportunities to participate in sports of their choice, to compete with their age peers and to improve physical activity. The opportunity to participate, to compete and to be physically active is the main motivation of the athletes. While winning is important, it should not dominate the event. Social interaction is also a very important feature of the Games for participants.

## Games History

The Games concept was first suggested by the Australian Sports Commission in the early 1980s. The World Masters was held in Toronto in 1985 and the first Alice Springs Masters in 1986. Since then Masters events have supplied the world’s mature age athletes with many opportunities to share a common philosophy of engaging in sport in a friendly, social atmosphere. The tradition of the South Australian Masters Games is growing. It is one of the most important events on the SA yearly sport calendar. It has been held annually since 1996 in the following locations:

1996	Riverland	2008	Port Pirie	2020	Tatiara (Postponed due to Covid)
1997	Adelaide	2009	Ceduna		
1998	Mt. Gambier	2010	Port Pirie	2021	Copper Coast
1999	Riverland	2011	Naracoorte	2022	Tatiara
2000	Port Pirie	2012	Port Pirie		
2001	Port Lincoln	2013	Orroroo		
2002	Port Pirie	2014	Naracoorte		
2003	Whyalla	2015	Clare		
2004	Port Pirie	2016	Murray Bridge		
2005	Riverland	2017	Clare		
2006	Port Pirie	2018	Murray Bridge		
2007	Murray Bridge	2019	Port Pirie		

## Objectives of the South Australian Masters Games

- Encourage and promote lifelong active participation in sport and recreation.
- Provide incentives for athletes to renew, maintain or commence their active participation in sport.
- Provide a focus for sporting organisations to identify, establish communication with and recognise mature age participants.
- Encourage sporting organisations to address the development of the mature aged component of their sport.
- Stimulate and promote wide-ranging community interest and participation in sport.
- Encourage and develop the partnership of tourism and sport in regional areas.
- Encourage more people to participate in mature age sports activities from your region and the rest of South Australia.
- Provide an annual South Australian State Masters Games opportunity.
- Encourage retail and commerce to support the local development of sport in their region.



## Bid Information and Process

### Introduction

- The right to host the South Australian Masters Games is awarded to a selected regional council(s) after all bids are considered.
- Regional council(s) submitting Games bids must be Sport SA members.
- EOI will be measured against the selection criteria to determine the host region for that particular year of the South Australian Masters Games.

### Sport SA Masters Games Support

Sport SA provides the following support to the Regional Organising Committee:

- Consultancy and advice on the managing of the event, including at minimum one visit to the region prior to the Games
- Assistance in promotion and media coverage
- Gaining endorsement and involvement from the State Sporting Associations of participating sports
- Supply the competitor database from previous Masters Games
- Supply a Games participant's registration system for Games operations
- Connection and liaison with Games merchandise contractor
- Support with invitations to VIP attendees
- Support with engaging a Games ambassador

### Regional Organising Committee (ROC)

The ROC is set up by the Host Region to manage the Games planning, organisation and conduct. It should consist of the following people at minimum:

- Chairperson (Council Appointment)
- Games Director
- Sport Manager(s)
- Promotions and marketing group
- Volunteer Manager.

Plus any others the Host region deems necessary to conduct a successful Games.

### ROC Roles and responsibilities

#### Chairperson

The Chairperson heads the ROC and has overall responsibility for every aspect of successful Games conduct.

- Is responsible for community engagement and involvement to create a mass participation regional festival atmosphere for the Games.
- Has a focus on marketing, promotion and obtaining sponsorship for the Games.
- Is responsible for linking with Regional Development and Tourism authorities to maximize the benefits (financial, sport, social, cultural and otherwise) to the region resulting from the Games and reporting those benefits.
- Will provide the final Games report to the host council and Sport SA.

### **Games Director**

- Is responsible for the Games planning, organisation and conduct including all services, operations, venues, competition schedules and successful competition conduct.
- Works closely with the Chairperson to create a mass participation regional festival atmosphere for the Games.
- Directs the activities of the Sport Managers and Promotions and Marketing group.

### **Sport Managers**

- Works closely with the Games Director to plan and organise the Games.
- Establishes the network of Sport Coordinators and Assistant Sport Coordinators in Sport Committees (SC's) for each Games sport.
- While working closely with SC's members, manage activities to ensure all aspects of each sport competition are organized and conducted successfully and to a high standard.

### **Promotions and Marketing group**

- Is responsible for the development and execution of the Games Marketing and Promotions strategy under the guidance of the Games Director and Chairperson.
- Will focus on website, social media, activations, linked events and creating a unique, lively and engaging Games atmosphere.

### **Volunteer Coordinator**

- Is responsible for coordinating the recruitment, training and well-being of volunteers during the Games.
- Will work closely with the individual Sport Committees to ensure:
  - Adequate numbers of volunteers in all required positions to help conduct a successful competition
  - Volunteer shifts are fair and reasonable but adequate for Games purposes
  - Volunteer entitlements are organised and reaching every volunteer.

## **Sports Committees (SC's)**

Shall consist of the Sport Co-coordinator and Assistant Coordinator for each sport represented at the Games. The SC's role is to lead all aspects of the planning, organisation and successful conduct for their individual sport, at all times working closely with but under the overall direction of their Sport Manager.

## **Benefits to the Region**

Hosting a Games is an honour for a region. The benefits to the Region are many. They include:

- increased sporting opportunities for all members of the region
- promotion of healthy lifestyles and physical activity
- increased participation in physical activity with resulting health benefits and reduced burden on health services
- sporting infrastructure gains for the region
- increase support for local sport clubs and associations through income, exposure and increased membership
- increased capability for sporting organisations in the region to run programs and activities.
- extensive and invaluable media coverage for the region

- further exposure of the region through merchandise sales
- increased potential to attract and conduct future major competitions and events to the region
- increased financial input into the region from tourism and the flow on to local businesses
- social and community cohesion from the region coming together to run a successful Games
- increased potential to host a future Masters Games.

## Games Registration Fee

The host ROC will determine the Games Registration Fee for each participant. This is subject to approval by Sport SA. The fee is to assist in payments for:

- Administration, marketing, promotion, printing, postage etc.
- Processing of entries
- Programs, flyers and expressions of interest
- Certificates and medals
- Souvenir bags, pads, pens etc.
- Insurance
- Games license fee to Sport SA
- Participant Administration fee.

## Additional funding and income Streams

Listed below are possible sources of income for the Games organisations.

### Host Regional Council

- Major and supporting sponsors
- State Government agencies
- Office for Recreation and Sport Funding programs
- Events SA
- Registration fees
- Special event fees e.g. opening and closing celebrations
- Selling rights for mini festivals e.g. food and wine at main venues.

### Local Sport Associations and Organisations

- The sports fee
- Local business support (cash or in kind)
- Canteen and bar sales
- Food stalls at the games venues and ceremonies

### Local Business

- Increased revenue from Games participants and their families and friends.

## Games License Fee

- Sport SA is the license holder of the SA Masters Games. The license fee is \$18,000 (excluding GST).
- In addition a participant administration fee of \$5 per participant is payable upon completion of the Games.

## Games Timing

- The Games will be conducted on agreed days and dates but must be held in April.
- The Games should be a 3-5 day event (Thursday to Monday is suggested).
- Flexibility on this is by agreement between Sport SA and the successful bidder.

## Games Sports Program

A wide variety of sports is available for inclusion in the Games. The selection of sports for the bid should come from the sports listed below. If the host region wishes to include any other sports not on this list, it will be by agreement with Sport SA and subject to that sport joining Sport SA a minimum of six months before the Games.

Archery	Ice Skating
Athletics	Inclusive Sports
Pedal Prix	Judo
Badminton	Korfball
Baseball	Lacrosse
Basketball	Model Aerosport
Bicycle	Motorcycling
BMX	Netball
Bowls	Polocrosse
Boxing	Powerlifting
Broomball	Riding for the Disabled
Calisthenics	Rowing
Canoe	Rugby League
Carriage Driving	Rugby Union
Clay Target and Target Rifle	Skating
Confederation of Australian Motor Sport	Snow Sports
Cricket	Softball
Croquet	Sporting Shooters
Cycling	Squash
Darts	Surf Life Saving
Dirt Kart	Swimming
Diving	Table Tennis
Dogs	Tennis
Dragon Boat	Tenpin
Equestrian	Touch Football
Fencing	Triathlon
Football (soccer)	Volleyball
Golf	Walking football
Gymnastics	Water Polo
Handball	Weightlifting
Hockey	Wheelchair Sports
Ice Hockey	Wrestling
	Yachting

## Expression of Interest (EOI) Document

Comprehensive applications to host the South Australian Masters Games will be considered from any Local Government Authority or associated groups. EOIs from individuals will not be considered.

## Selection Criteria

Applications for the South Australian Masters Games will be assessed on the strength and merits of the following which forms the selection criteria and must be addressed in the submission.

The EOI documentation should be in the following order:

1. The name of the Host Region and Host Organisation.
2. Confirmation that the Host Region/Organisation will underwrite the event.
3. Dates of the proposed Games (3- 5 days, unless otherwise negotiated with Sport SA).
4. Estimate the number of individual participants you expect to compete in your Games and include an estimated figure for local and visiting participants. These figures must match up with your estimated participants per event.
5. Expected regional benefits and outcomes.
6. Marketing and promotion strategy including key dates for completing actions.
7. Sports Program:
  - Event Schedule
  - List sports to be included and estimated participants
  - List the local sporting organisation that will be responsible for overseeing each sport
  - Local Map showing actual position of all sporting venues
  - Venue address for each sport
  - Facility to be used for each sport including parking, seating and canteen facilities
  - Include current access for people with a disability.

Note: Do not nominate a sport that is not on the list of sports on Page 8. Sports additional to this list are by agreement with Sport SA and are required to become Sport SA members at least six months prior to the Games start date.

8. Accommodation available in your region e.g. motel, caravan park, cabins, hotels, bed and breakfast and camping. Total number of rooms and beds should be stated for each of the above categories. Include showing all accommodation.
9. Support documentation from the following:
  - An endorsement for each sport you would like to include in the sports program from the affiliated local sporting club
  - Local Councils in regional boundaries
  - Key community stakeholders
  - Local members of Parliament
  - Local businesses.
10. Venue for the Opening and Closing Ceremony.
11. Multi-games management experience.
12. Proposed local community involvement in the Games.
13. Regional tourism (include regional map showing tourism destinations in relation to host city).



## Schedule of responsibilities for the South Australian Masters Games

### **Sport SA agrees to:**

1. Provide advice on the Games structure and direction on organising the Games where required and assist with state government liaison as required.
2. Provide the Host Region with assistance in event promotion and marketing, targeting all State Sporting Associations, National Sporting Associations and Masters Groups, State Government Sport and Recreation Departments and members of Sport SA.
3. Supply a copy of the competitor database compiled from the previous South Australian Masters Games.
4. Supply a Games Registration System.
5. Supply information compiled from the previous South Australian Masters Games to assist with planning, promotion and conduct with regard to sports, participation rates, economic impact and budgets.
6. Supply copies of documents, forms, event handbook and pro-formas developed to assist with the organisation and conduct of the South Australian Masters Games.
7. Ensure that all questions and concerns raised by the Host Region be addressed by the Sport SA in a timely manner.
8. Allow the Host Council to use Sport SA Intellectual Property in line with Policy Guidelines.
9. Provide the above services for an agreed amount for the franchise to successfully stage the 2021 South Australian Masters Games. (Please see Schedule of Payments).

## Schedule of responsibilities for the South Australian Masters Games

(continued)

### The Host Region agrees to:

1. Use the competitor database solely for the purposes of the South Australian Masters Games only and return the database to Sport SA at the conclusion of the Games in line with Privacy Principles.
2. Commit to hosting and conducting this multi-sport Games in accordance with event requirements.
3. Ensure the availability of suitable venues and facilities at the proposed locations for all sports, registration centre as well as venues for opening and closing ceremonies as set out in the original submission.
4. Ensure the availability of a suitable range of accommodation options at the time of the Games as set out in the original submission.
5. Ensure Blackchrome is the sole supplier of all merchandise required for the SA Masters Games. (Note that this includes a no risk policy to the Host Region). This includes signage, apparel and medallions.
6. Sport SA Masters Games Committee requires written evidence of the financial capacity of the host region and/or local government to financially assist and to underwrite the Games
7. Provide each competitor with a welcome kit.
8. Ensure that all Games marketing collateral and any other promotional material is approved by Sport SA and includes appropriate recognition of Sport SA.
9. Enhance and further the concept and reputation of the South Australian Masters Games in line with the Sport SA Strategic Plan and so retain and enhance its status as the most significant regularly conducted multi-sports Games festival in South Australia.
10. Agree to provide organisation and management during the term of this agreement in accord with the attached schedule, subject to terms and conditions as may be agreed between the parties.
11. Ensure that all activities will be carried out in accordance with the WHS Act (see: <https://www.legislation.sa.gov.au/LZ/C/A/WORK%20HEALTH%20AND%20SAFETY%20ACT%202012.aspx>) and all other applicable acts and legislation with the guidance of the Sport SA.
12. Agree to maintain Public Liability cover for the event and ensure that all presenting sporting organisations / clubs have appropriate Public Liability Cover for at least the duration of the South Australian Masters Games.
13. Provide suitable accident/injury insurance for participants and Games volunteers.

**The Host Region will also ensure that their sports associations / clubs / individuals confirm they will accept the following conditions:**

14. Provide a risk management plan for their sport and assume responsibility for the planning, organisation and presentation of the competition and any associated activities.
15. In consultation with the Host Council, set a sports fee for participants in their sport that allows them to cover the costs of staging the event and provides some benefit for registered members or affiliates of their association.
16. Set minimum age requirements in consultation with the Host Council that is consistent with previous South Australian Masters Games and current Masters Sport guidelines.



**If you would like further information, please contact**

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