



**Invites Expressions of Interest  
For the  
2019 SOUTH AUSTRALIAN  
MASTERS GAMES**

**Sport SA**

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**All Bids to be received by  
Monday 2<sup>nd</sup> October 2017  
(Close of Business - 5.00pm)**

**Supported by:**



**Government of South Australia**  
Office for Recreation and Sport



## 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 160 members and affiliated bodies in the industry. We are a non-government, not for profit organisation and our members are:

- State Sporting organisations
- Sporting Industry bodies and organisations
- Local government
- Commercial sports industry organisations
- Sporting clubs
- Other organisations associated with the industry

As a member service organisation to our 160 members with almost 1 million participants involved in their activities, we have continued to advocate with all levels of government on crucial sport and recreation industry issues.

The South Australian Masters Games is an integral part of sport and the rights are owned by Sport SA. The Masters Games is a valuable tool in building regional sport and the community and is an excellent pathway to promote sport and a healthy lifestyle for everyone.

Sport SA has a commitment to assisting our members to provide sport at all levels including Masters as it is an excellent vehicle to promote and support the sporting industry. As “the leader for sport in SA” we seek to achieve our strategic direction with the following 4 pillars; Advocacy, Industry and Workforce Capability, Infrastructure and Promotion. The South Australian Masters Games provides strong links across all these key areas.

## The Games

The Masters Games is a multi-sport event designed to allow sportspersons opportunities to participate in the sports of their choice and to compete with their age peers.

The opportunity to participate, to compete and to be physically active is the main motivation of the athletes and whilst winning is important, it should not dominate the event. Social interaction is also a very important feature of Masters Games for the participants.

## The History

The Masters Games concept was first suggested by the Australian Sports Commission in the early 1980s. It was a concept that saw the beginnings of the World Masters appearing in Toronto in 1985 as well as the Alice Springs Masters in 1986. Since then Masters events have supplied the world’s mature age athletes with a host of opportunities in sharing a common philosophy of engaging in some form of activity and mixing it with a social occasion. The South Australian Masters Games have been held annually since 1996.

Venues for the games have been:

1996	Riverland	2004	Port Pirie	2012	Port Pirie
1997	Adelaide	2005	Riverland	2013	Orroroo
1998	Mt. Gambier	2006	Port Pirie	2014	Naracoorte
1999	Riverland	2007	Murray Bridge	2015	Clare
2000	Port Pirie	2008	Port Pirie	2016	Murray Bridge
2001	Port Lincoln	2009	Ceduna	2017	Clare
2002	Port Pirie	2010	Port Pirie	2018	Murray Bridge
2003	Whyalla	2011	Naracoorte		

## Objectives of the South Australian Masters Games

- Promote lifelong active participation in sport and recreation
- Provide an incentive for athletes to renew, maintain or commence their active participation in sport
- Provide a focus for sporting organisations to identify and recognise mature age participants, establish communication and encourage involvement in sport
- Encourage sporting organisations to address the development of the mature aged component of their sport
- Stimulate and promote community interest and participation in sport
- Encourage 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 opportunity
- Encourage retail and commerce to support the local development of sport in their region

## Bid Process Summary

- Right to host the South Australian Masters Games is awarded to a selected region after all bids are considered
- EOI are to be forwarded to the Sport SA by Monday 1<sup>st</sup> October 2017
- EOI will be measured against the selection criteria to determine the host region for the 2019 South Australian Masters Games



## Masters Games Organisational Structure

Sport SA is the licence holder of the South Australian Masters Games.

### Sport SA Masters Games Committee (SSAMGC)

The SSAMGC oversees the running of the South Australian Masters Games and provides the following support:

- Consultancy and advice on the managing of the event
- Assistance in promotion and media coverage
- Gaining endorsement from the State Sporting Associations of participating sports
- Supply a copy of the competitor database from previous Masters Games
- Visit the host region prior to the games

#### **Please Note:**

The SSAMGC will not be responsible for any debt incurred by the host region or its subsidiary groups nor will it seek any profits

#### **The Sport SA Masters Games Committee includes representatives from:**

- Sport SA Staff and Board
- State Sporting Associations

### Regional Organising Committee (ROC)

The ROC is set up by the Host Region to oversee the organising of the Games and should consist of the following people:

- Chairperson (Council Appointment)
- Event Director
- Promotional group e.g. Major Sponsor rep, etc.
- Council staff (ex Officio)
- Representatives selected from the Regional Sports Committee

### Regional Sports Committee (RSC)

The RSC should consist of the Sports Co-coordinator and Assistant Coordinator from each sport represented in the Games



## **Income Streams**

Listed below are possible sources of income for local organisations.

### **Host Regional Council**

- Major and Supporting Sponsors
- State Government
- Office for Recreation and Sport Funding programs
- Events SA
- Sports Centre to be the sole supplier of merchandise with no risk policy with a negotiable rebate.
- Registration fees

### **Local Sport Association**

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 visitors for tourism

### **The Games Registration Fee**

The Host Region Organising Committee to determine the fee which 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.
- Athletes and officials Personal Accident Insurance
- Games licence fee to Sport SA

### **Licence Fee of \$15,000 (excluding GST)**

- **3-5 day event maximum (Thursday to Monday)**
- **To be staged between Easter and Anzac Day (3<sup>rd</sup> to 24<sup>th</sup> April 2019)**



## Masters Games Sports Program

Your selection of sports for your bid must come from the Sport SA members listed below. If you are looking to have another sport included that sport must be a member of Sport SA by the 1<sup>st</sup> October 2017.

<p>           Archery SA            Athletics SA            Australian Ind. Dirt Kart Assn            Australian International Pedal Prix            Australian Underwater Federation            Badminton SA            Baseball SA            Basketball SA            Bicycle SA            BMX SA            Bowls SA            Boxing SA            Broomball SA            Calisthenics Association of SA            Canoe SA            Confederation of Australian Motor Sport            Croquet SA            Cycling SA            Darts SA            Diving SA            Dogs SA            Dragon Boat Association of SA            Drill Dance SA            Equestrian Federation of Australia (SA)            Fencing SA            Football Federation SA Inc.            Gaelic Football and Hurling Association of SA            Golf SA            Gymnastics SA            Handball            Hockey SA            Horse SA            Ice Hockey SA            Inclusive Sport SA            International Practical Shooting Confed.            Judo Federation of Australia (SA)            Kodokan Judo SA            Korfbal SA            Lacrosse SA         </p>	<p>           Masters Swimming SA            Model Aerosport SA            Motorcycling SA            Netball SA            Polocrosse Association SA            Pony Club Assn SA            Powerlifting Aust.            Riding for the Disabled Association SA            Rowing SA            SA Amateur Soccer League            SA Clay Target Association            SA Cricket Association            SA Field and Game Association            SA Ice Skating Association            SA Masters Squash Association            SA Men's and Mixed Netball Association            SA National Football League            SA Rifle Association            SA Rugby League            SA Rugby Union            SA Snow Sport Assn            SA Water Polo            SA Weightlifting Association            Skate SA            Softball SA            Sporting Shooters Association of Aust. (SA)            Squash SA            Surf Life Saving SA            Swimming SA            Table Tennis SA            Target Rifle SA            Tennis SA            Tenpin SA            Touch Football SA            Triathlon SA            Volleyball SA            Wheelchair Sports SA            Wrestling SA            Yachting SA         </p>
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## Expression of Interest Document

Application 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. The following selection criteria must be addressed in your submission to host the 2019 South Australian Masters Games:

### Selection Criteria

Expression of Interest documentation should be in the following order.

1. The name of the Host Region and Host Organisation
2. Confirmation that the Host Organisation will underwrite the event
3. Clarify the dates of your proposed event (max 5 days)
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. Regional benefits and outcomes
6. Marketing and promotion strategy including key dates for completed actions
7. Sports Program (include the following) – Do Not Nominate a Sport that is not a member of Sport SA (if not a member as of October 1st 2017 please include correspondence to confirm future Sport SA membership)
  - 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
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, you are required to include an endorsement from the affiliated local sporting club
  - Local Councils in regional boundaries
  - Key community stakeholders
  - Local members of Parliament
10. Venue for the Opening and Closing Ceremony
11. Event Management experience
12. Local community involvement in the event
13. Regional tourism (please include regional map showing tourism destinations in relation to host city)

## Terms of Agreement

- Sport SA is the licence holder of the South Australian Masters Games and owns the intellectual property rights to the South Australian Masters Games and all related properties
- Sport SA accepts the staging of the South Australian Masters Games by the Host Council for the agreed licence fee.
- It is strictly stipulated and agreed upon that the database forwarded to the Host Council is to be used solely for the 2019 South Australian Masters Games. It is accepted that this database is the property of Sport SA and the misuse of the data list will be a breach of this Agreement.
- The Sport SA Masters Games Committee and the Host Council agree to activities and processes described in the attached schedule for the purposes of accomplishing the goals and the requirements of the Sport SA Masters Games Committee which are also attached.
- The parties are recording the terms and conditions in writing as attached.
- It is hereby expressly agreed and declared by and between the Sport SA Masters Games Committee and the Host Council that the relationship between them is that of independent contractors and that nothing contained in this agreement or otherwise shall be deemed to create the relationship of employer or employee.
- The Sport SA Masters Games Committee will not be responsible for any debt incurred by the Host Council in staging the Games nor will it seek any profit or other fees apart from the Franchise Fee and any negotiated Fees for requested visits.





## **Schedule of responsibilities in respect to the 2019 South Australian Masters Games**

### **Sport SA Masters Games Committee on behalf of Sport SA agrees to:**

- Provide advice on the event structure and direction on organising the event where required and assist with state government liaison as required
- Provide the Host Council 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.
- Supply a copy of the competitor database compiled from the previous South Australian Masters Games.
- 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.
- Supply copies of documents, forms, event handbook and pro-formas developed to assist with the organisation and conduct of the South Australian Masters Games.
- Ensure that all questions and concerns raised by the Host Council be addressed by the Sport SA Masters Games Committee in a timely manner
- Allow the Host Council to utilise Sport SA Intellectual Property in line with Policy Guidelines
- Provide the above services for an agreed amount for the franchise to successfully stage the 2019 South Australian Masters Games. (Please see Schedule of Payments)

### **The Host Council agrees to pay the agreed licence fee under the following Schedule of Payments**

- 1. Installment One Payment of \$5,000 by November 24<sup>th</sup> 2017**
- 2. Installment Two Payment of \$5,000 by March 30<sup>th</sup> 2018**
- 3. Installment Three Payment of \$5,000 by October 26<sup>th</sup> 2018**

## **Schedule of responsibilities in respect to the 2019 South Australian Masters Games (cont.)**

### **The Host Council agrees to:**

- Use the competitor database solely for the purposes of the 2019 South Australian Masters Games only and return the database to Sport SA at the conclusion of the Games in line with Privacy Principles
- Commit to hosting and conducting this multi- sport event in accordance with event requirements
- 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 your original submission.
- Ensure the availability of a suitable range of accommodation options at the time of the event as set out in your original submission
- Ensure Sports Centre is the sole supplier of all merchandise required for the SA Masters Games. (Note that this includes a No risk policy to the Host Council.)
- Ensure all volunteer merchandise is purchased through Sports Centre.
- Include Sports Centre in the tendering process for the supply of all signage for the SA Masters Games.
- Ensure sports coordinators purchase all SA Masters Games merchandise through Sports Centre.
- 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
- Ensure Sports Centre is included in all SA Masters Games social media, such as Website, Facebook, Twitter and Instagram.
- Provide each competitor with a welcome kit.
- Ensure that all Games marketing collateral and any other promotional material is approved by Sport SA and includes appropriate recognition of Sport SA
- Enhance and further the concept of the South Australian Masters Games in line with the Sport SA Strategic Plan and so retain its status as the most significant regularly conducted multi-sports festival in South Australia.
- 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.
- Ensure that all activities will be carried out in accordance with the WHS Act and all other applicable acts and legislation with the guidance of the Sport SA Masters Games Committee.
- 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.
- Provide suitable accident/injury insurance for participants and games volunteers.

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

- Provide a risk management plan for their sport and assume responsibility for the planning, organisation and presentation of the competition and any associated activities.
- 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.
- Set minimum age requirements in consultation with the Host Council that is consistent with previous South Australian Masters Games and current Masters Sport guidelines.



## Expression of Interest Format

Expression of Interests must be received by **Monday 2<sup>nd</sup> October 2017**.  
Please send 3 unbound copies of your document and 1 copy on a USB.  
Late bids will not be accepted.

Announcement of the successful region will on 9<sup>th</sup> October 2017.

If you require any further information please contact:

Jan Sutherland (CEO) or Peter Spry, Business Manager,

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[business@sportsa.org.au](mailto:business@sportsa.org.au)

Phone: (08)3537755

Please address all Expression of Interest documents to:

Expression of Interest  
2019 South Australian Masters Games  
Sport SA,  
PO Box 103,  
West Beach  
SA 5024

