

**CONFIDENTIAL**  
**CABINET DECISION**

No. .... 4403 .....

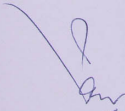
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Submission No.: 3765

Title: CENTRAL AUSTRALIAN MASTERS GAMES -  
ALICE SPRINGS OCTOBER 1986

Cabinet approved -

- (a) the staging of the Central Australian Masters Games in Alice Springs during October 1986;
- (b) the allocation of up to \$150,000 to underwrite operational costs of the Games on behalf of the organising committee; and
- (c) the Department of Youth, Sport, Recreation and Ethnic Affairs, in consultation with the Northern Territory Tourist Commission and other Northern Territory Departments/Authorities as appropriate, immediately activate the proposal.



A. G. MORRIS  
Secretary to Cabinet.

3 December 1985

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FOR CABINET

SUBMISSION No: ..... 3765

Title:	CENTRAL AUSTRALIAN MASTERS GAMES ALICE SPRINGS OCTOBER 1986.
Minister	THE HON. RAY HANRAHAN, MINISTER FOR YOUTH, SPORT, RECREATION AND ETHNIC AFFAIRS
Purpose:	ESTABLISH AGREEMENT IN PRINCIPLE TO SUPPORT THE STAGING OF THE GAMES IN THE NORTHERN TERRITORY
Relation to existing policy:	IN ACCORDANCE WITH EXISTING POLICIES
Timing/ legislative priority:	FOR CONSIDERATION BY CABINET AS SOON AS POSSIBLE
Announcement of decision, tabling, etc:	MINISTERIAL ANNOUNCEMENT APPROPRIATE WHEN GAMES COMMITTED TO THE NORTHERN TERRITORY
Action re- quired before announcement:	NIL
Staffing implications, numbers and costs, etc:	ONE PROFESSIONAL FULL-TIME GENERAL MANAGER. ONE ADMINISTRATIVE ASSISTANT
Total cost:	\$200,000

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HEALTH AAB5011  
NTTOURS AAB1170

HO LS 251185

TO: RJ NORMAN  
SECRETARY, DEPT YOUTH SPORT RECREATION + ETHNIC AFFAIRS

FROM: CHAIRMAN  
N.T. TOURIST COMMISSION

RE: DRAFT CABINET SUBMISSION - CENTRAL AUSTRALIAN VETERANS  
GAMES

CC: VIC CONRICK

YOUR LETTER, REFERENCE 83/4366 OF 30 OCTOBER 1985 REFERS.

THE COMMISSION ENDORSES THE APPROACH ADOPTED BY THE SUBMISSION FOR THE STAGING AND ADMINISTRATION OF THE GAMES AND WOULD WELCOME THE OPPORTUNITY OF WORKING IN CLOSE CONSULTATION WITH YOU TO THAT END.

IN PARTICULAR I WOULD BE GRATEFUL FOR YOUR COOPERATION IN MAINTAINING LIAISON WITH MY MARKETING DIRECTOR, MR VIC CONRICK, WHO AS YOU ARE AWARE WAS A PRIME MOTIVATOR IN DEVELOPING THE INITIAL CONCEPT AND WILL BE RESPONSIBLE FOR COORDINATING THE COMMISSION'S ASSOCIATED MARKETING ACTIVITIES.

ERIC POOLE

HEALTH AAB5011  
NTTOURS AAB1170

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Department/Authority.....

NORTHERN TERRITORY TREASURY

COMMENT ON CABINET SUBMISSION No. ....

TITLE: .....

CENTRAL AUSTRALIAN MASTERS GAMES

COMMENTS:

The submission is not supported.

There are significant costs to the NT Government associated with this proposal and it is not clear that there is sufficient interest or infrastructure to ensure the project is a success. It should be further investigated before the Government commits any funds.



SIGNED:

R C MADDEN

DESIGNATION:

UNDER TREASURER

DATE:

26.11.85

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Department/Authority ..... OFFICE OF THE PUBLIC SERVICE COMMISSIONER

COMMENT ON CABINET SUBMISSION No. ....

TITLE: ..... CENTRAL AUSTRALIAN MASTERS GAMES .....

COMMENTS: The submission is supported provided that a "sunset Provision" is included for additional staffing.

  
SIGNED: KEITH FLEMING  
DESIGNATION: Public Service Commissioner  
DATE: 25 November 1985

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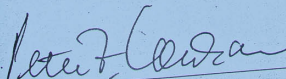
Department/Authority ..... LAW

COMMENT ON CABINET SUBMISSION No.

TITLE: ..... CENTRAL AUSTRALIAN MASTERS GAMES

COMMENTS:

There appear to be no constitutional or legal barriers to the proposal.



SIGNED: P. F. Conran

DESIGNATION: Director, Executive and Policy Unit

DATE: 20 November 1985

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CENTRAL AUSTRALIAN MASTERS GAMES

THE ISSUES

1. That a sports festival, to be known as the Central Australian Masters Games, for mature age athletes be conducted in Alice Springs during October 1986, and possibly thereafter on a bi-annual basis.
2. That the Northern Territory Government agree to under-write the operational costs associated with the staging of the Games, currently estimated at \$200,000.

BACKGROUND

3. A preliminary feasibility study has been undertaken by the Confederation of Australian Sport (CAS) on behalf of the Northern Territory Tourist Commission (NTTC), to determine the economic and logistical viability of the Northern Territory hosting a Masters Games. Details of the CAS proposal and conditions relative to the conduct of the Games are provided at Attachment A. A number of amendments are proposed, notably that CAS should not be the controlling body.

4. Alice Springs was identified as a suitable venue because of climate and economic advantages.
5. The Department of Youth, Sport, Recreation and Ethnic Affairs has had preliminary discussions with National, Northern Territory and Alice Springs Sporting organisations.
6. This will be the first Masters Games of its kind to be held in Australia.

CONSIDERATION OF THE ISSUES

7. New visitor markets and attractions are required to support the substantial increase in accommodation capacity developed throughout the Northern Territory in recent years. The NTTC has identified sport as providing the potential for a substantial impetus to visitor growth patterns.
8. The staging of the Games in October 1986 will serve to attract additional visitation to the Territory during a 'shoulder period' of the tourist year. The southern section of the Stuart Highway, should be largely completed by October 1986.

9. The Games are expected to embrace approximately twelve different sports and involve approximately 2,000 competitors, including 300 locals. The following sports have indicated willingness to participate: Lawn Bowls; Tennis; Ten Pin Bowling; Shooting; Netball; Table Tennis; Indoor Cricket; Badminton; and Volley Ball. Baseball; Swimming; Basketball; Athletics; Hockey & Rugby Union are also likely to take part.
10. Tasmania have recently indicated an interest in staging a Masters Games in October 1986.

OPTIONS

10. The options for consideration are:
- (a) To reject the CAS invitation
  - (b) To accept the CAS invitation in principle for the Territory to host the Central Australian Games in Alice Springs during October 1986, and to devote the necessary resources for that purpose.

- (c) To adopt the concept, but with the NT Government being convenor and principle organising authority in conjunction with CAS. This is the preferred option.

PUBLIC IMPACT

11. Generally favourable public and tourist industry reaction can be anticipated. However, as it is possible that the festival will be conducted on a bi-annual basis in Central Australia due to more favourable economic considerations, criticism of this aspect may be forthcoming from industry operatives located in other major Territory centres, notably Darwin. This could be offset by the proposed North Australia Games which would be held in Darwin, in alternate years. It is expected that the North Australia Games will be a bigger event including Asian country's involvement.

FINANCIAL CONSIDERATIONS

12. CAS has estimated the direct economic impact of the Games as approximately \$1.4m. Operational



costs, for which the Territory would be required to under-write, have been estimated by the Department at \$300,000 (Attachment B). However, it can be reasonably expected that these costs will be largely off-set by corporate sponsorship, marketing and licencing rights, direct sales of approved products and registration fees. Funds may also be sought from the Sports Commission of the Federal Department of Sport, Recreation and Tourism.

13. Under this scenario, preliminary estimates of costs, for which the Territory would be required to guarantee, is \$200,000.

#### EMPLOYMENT AND STAFFING

14. The CAS Report advocates the appointment of a professional sports administrator on a full-time basis with responsibility for the overall administration of the Games organisation and conduct. This notion is supported. However, it is suggested that suitable candidates, other than those available from CAS, may possess greater suitability for the position and that the Games would be more appropriately organised by the Northern Territory Government in conjunction with CAS.

15. The positions should be contracted to the Department of Youth, Sport, Recreation and Ethnic Affairs at the Executive E2 Level and Administrative Class A6 Level. These positions would also cover the proposed North Australia Games, the subject of another Cabinet Submission to be considered in the near future. Further Secretariat support could be provided from existing Departmental resources.
  
16. In addition, a small 5-7 person organising committee would also be required with nominees drawn from appropriate Territory Government Departments/Authorities, sporting groups, and including suitable persons from private enterprise.

COMMONWEALTH, STATE AND LOCAL GOVERNMENT RELATIONS

17. The Commonwealth Government, through the Department of Sport, Recreation and Tourism, could be expected to support the proposal. The Alice Springs Town Council is fully supportive.

CO-ORDINATION AND CONSULTATION

18. This submission has been prepared in consultation with the Department of Law, Treasury, The Public Service Commissioner and the Northern Territory Tourist Commission.
  
19. All Departments consulted, were in support of the proposal except the Department of Treasury, who suggested that the financial implications had not been thoroughly researched. It is acknowledged there is an element of risk, however without Cabinet endorsement investigation cannot proceed further.

PUBLICITY

20. A decision is required as soon as possible in order to take full advantage of available publicity opportunities and to provide sufficient lead-time for the organisation mechanisms and facilities to be set in place, if the proposal is to be implemented.

RECOMMENDATIONS

22. It is recommended that Cabinet approve:
- (a) The staging of the Central Australian Masters Games in Alice Springs during October 1986.
  - (b) Allocation of the funds necessary to under-write the operational costs of the Games on behalf of the organising committee.
  - (c) The Department of Youth, Sport, Recreation and Ethnic Affairs in consultation with the NT Tourist Commission and other Northern Territory Departments/Authorities as appropriate, immediately activate the proposal.

*Rae Hawelka*  
28/11/85

OBJECTIVES

The objectives of a Masters Sports Festival are to:

- provide an effective incentive for mature age athletes to renew or maintain their active participation in a sporting discipline
- provide a focus for national sporting associations to identify mature age athletes, establish communication with their groups and to encourage their involvement in the mainstream of Australian sport
- establish a communication link with mature age athletes in order to determine their needs, to keep them appraised of activities of interest to them and to maximise participation in all sporting activities for them
- to stimulate and promote community interest and participation in sport.

HIST

The Confederation of Australian Sport proposes to establish the concept of sports festivals for mature age athletes in Australia.

As the Australian Secretariat for the International Board of Governors for Masters Games the Confederation is keen to encourage Australian cities to host such festivals.

At its 1984 Annual General Meeting, the Confederation was directed by its Member Associations to pursue the objective of a National Masters Sports Festival.

It is therefore committed to encourage and promote sporting competitions for mature age athletes through a national sports festival open to participants in as many sports as possible within the limits of economic and logistical viability.



GENERAL RULES

Name

The festival will be known as the Central Australia Masters Games or such name as is mutually agreed by the Northern Territory Government and the Confederation of Australian Sport.

Relationship to other events

Central Australia Masters Games will be an independent sports festival. They will not include the national veterans championships of any sport unless they are open to any competitors and be approved by the Confederation of Australian Sport.

Eligibility

Athletes may participate in as many sports as they wish. The Games shall be open to all competitors who qualify for each sport entered under the eligibility provisions of the international governing body for the relevant sports. It is expected that the total competitors will not exceed 1500, and the total will approximate 1800 including 300 locals.

Registration

Each participating national sports association shall appoint a Sport Coordinator responsible for liaison with the Organising Committee and Games Manager for the organisation of its sports programme within thirty days of being accepted as a participating sport.

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Each participant will be required to pay a registration fee to the Organising Committee at least 60 days before the first day of competitions. The relevant national sporting association will receive the entry fee component of the fee but no entrant will represent any club, association or other group.

The entry fee component will be \$15.00

Each participating national sporting association will be required to submit details in respect to the numbers of officials to the Organising Committee 180 days before the first day of the Games. They will also be required to submit a listing of all competitors, officials and VIP guests at least 30 days before the first day of the Games.

### Medals

Gold, silver and bronze medals especially made for the Central Australia Masters Games will be awarded to individual competitors and/or each member of a team having competed in an activity and achieved a placing as follows:-

First place	-	Gold
Second place	-	Silver
Third place	-	Bronze

Mementoes

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The Organising Committee will present each competitor and official participating in the Central Australia Masters Games with an appropriate memento of the Games.

Flag

Only the official Australian Masters Games flag as approved by the Confederation of Australian Sport is to be used to represent the Games or the Organising Committee.

Ceremonies

Official functions will be hosted at each Games by:-

- Opening Ceremony - Organising Committee
- Medal Presentations - Organising Committee
- Closing Ceremony - Confederation of Australian Sport and Organising Committee

The costs associated with each function are to be borne by the Organising Committee.

APPLICATION TO HOST CENTRAL AUSTRALIA MASTERS GAMES

On behalf of its Member Associations, the Confederation of Australian Sport extends an invitation to the Northern Territory Government to host the Central Australia Masters Games.

If wishing to respond affirmatively to the invitation, the Government will need to indicate agreement to the following conditions:-

1. The Government guarantees that the Games will be conducted in accordance with the policies, rules and regulations of the Masters Games Board of Governors, the relevant International Sports Federations and of the Confederation of Australian Sport.
2. A legal entity form acceptable to the Confederation of Australian Sport will be given to the Organising Committee.
3. The Government will financially provide for a Games Manager, a Games Secretariat and suitable office accommodation.
4. The Government will contribute financially to the income of the Games and underwrite them on behalf of the Organising Committee.
5. The Government will assist in negotiations with other Governments individuals or organisations from the private sector to ensure the successful conduct of the Games in terms of competitor satisfaction and financial viability.
6. Comprehensive transportation facilities are available and the support of local transport authorities will be forthcoming.
7. The Government will assist the Organising Committee to ensure adequate accommodation facilities for participants, officials and accompanying persons are available.

8. The Government will assist in ensuring that adequate sporting facilities are available for the agreed sports and numbers of participants.
9. Adequate accommodation and facilities will be available for the media.
10. That the financial objectives of the Games will be :-
  - (a) That the total income exceeds total expense.
  - (b) Any surplus of income over expenditure to the Confederation of Australian Sport for the propagation of the Central Australian Masters Games at the direction of its Member Associations.
11. That, immediately upon acceptance of the invitation, the Government will :-
  - (a) Assist with the formation of the Organising Committee
  - (b) Make available such funds as are necessary to ensure that preparations for the Games will proceed with all reasonable speed.
12. That the Government will assist, as far as is possible, the Organising Committee to reduce the operational costs of the Games.
13. That the Government will support the Games by providing advertising and promotional support through its own resources e.g. the Northern Territory Tourist Commission, Territory Information Centre, signage on transport and the like.

Basj - guidelines

The Central Australia Masters Games will be open to all masters athletes. Often referred to as veterans or seniors. The masters are mature sportsmen and women competing in age related groups. Most become masters at 35 for women and 40 for men although some sports have divisions that start at earlier ages but almost all are classified in five year ranges.

Masters may be amateurs or professionals. Some may have been international champions, others will become champions among masters. Some are latecomers to their sport; others play solely for the pleasure of beating their age.

Participants in the Central Australia Masters Games will be there to meet others, compete, have fun and to enjoy the contacts, companionship and excitement of a festival of sport.

They will enjoy the variety of events and functions that surround a national sports festival and will compete as individuals and wear the colours and uniforms of their sport.

The Sports

A range of sports will be selected by the Confederation of Australian Sport in consultation with the Organising Committee.



The number and type of sports will depend upon the availability of facilities, the total accommodation capacity of Alice Springs, the financial viability and the enthusiasm and capability of the sporting organisations. It is expected that the festival will embrace approximately eight sports.

As a guide, the following sports are nominated for consideration: Lawn Bowls, Tennis, Ten Pin Bowling, Shooting, Netball, Table Tennis, Touch, Cricket, Badminton, Orienteering, Volleyball, Archery, Billiards and Snooker, Darts.

#### Organisational Structure

It is suggested that a company limited by guarantee be formed by the host state to act as the Organising Committee.

The company would accept the invitation of the Board of Directors of the Confederation of Australian Sport to conduct the Games.

A Federal Directorate will be established which will provide the administrative link between the Confederation and the Organising Committee. The expenses of the Directorate are to be met by the Organising Committee.

The Organising Committee will appoint a Games Manager to oversee all operational aspects of the Games and to coordinate the activities of the various sub-committees.

The Federal Directorate will be ex officio to the Organising Committee and attend meetings on matters of finance and sponsorship but will

not be involved on a day to day basis with the Organising Committee although providing consultation as required.

In respect to conduct of the Central Australia Masters Games, the Northern Territory Government through the Organising Committee will need to abide by the policies and rules nominated by the Confederation of Australian Sport and by the rules and regulations applicable to each participating sport in respect to competitions and competitors.

The Confederation of Australian Sport will also need to be satisfied with the legal entity form given to the Organising Committee.

and any other matters deemed appropriate by the Organising Committee.

As part of their obligations the Northern Territory Government and the Organising Committee will develop a financial budget which will cover all income and expenses relating to the festival. The budget which is subject to approval by the Confederation of Australian Sport will also be:-

- 1. ensure that the festival is conducted on a profitable basis
- 2. seek to ensure that the participating national associations have their venue costs met plus receive the entry fee portion of sport registration pertinent to their sport
- 3. provide the Confederation of Australian Sport with a contribution towards the post-festival servicing and development of master athletes.

On acceptance of the financial budget, the Organising Committee will retain financial responsibility for the Games.

Sources of funding

The Central Australia Masters Games will be funded by income from the following sources :-

- Northern Territory Government
- Commonwealth Government (if requested by the Northern Territory Government)
- Sponsorship
- Marketing of the approved logos and trade marks
- Interest on invested funds
- Sales of publications and licensed products
- Rental of signage sites

and any other sources deemed appropriate by the Organising Committee.

As part of their obligations the Northern Territory Government and the Organising Committee will develop a financial budget which will cover all income and expenses relating to the festival. The budget which is subject to approval by the Confederation of Australian Sport will aim to:-

1. ensure that the festival is conducted on a profitable basis
2. seek to ensure that the participating national associations have their venue costs met plus receive the entry fee portion of each registration pertinent to their sport
3. provide the Confederation of Australian Sport with a contribution towards the post-Games servicing and development of masters athletes.

Upon acceptance of the financial budget, the Organising Committee will assume financial responsibility for the Games.

RESPONSIBILITIES

1. Confederation of Australian Sport
  - (a) Determination and interpretation of all policy matters relating to the Central Australia Masters Games
  - (b) Act as the Federal Directorate for the Central Australia Masters Games
  - (c) Assist in the establishment of an Organising Committee
  - (d) Determine in consultation with the Organising Committee the participating national sporting associations
  - (e) Determine the terms and conditions under which the national sporting associations will participate and ensure that appropriate agreements are consummated
  - (f) Arrange for the ongoing marketing of the corporate and promotional logos of the Central Australia Masters Games
  - (g) Review the proposal and plan of the Organising Committee and, by a process of consultation and negotiation, agree on all aspects with the Committee
  - (h) Require the Organising Committee to be responsible for the financial viability of the Games
  - (i) Approve and control all official symbols, flags, medal insignia etc.
  - (j) Accept the Official Games Report from the Organising Committee and distribute the report
  - (k) Be involved in medal presentations

2. Northern Territory Government

- (a) The establishment, in conjunction with the Confederation of the Organising Committee in a legal form to the satisfaction of the Confederation
- (b) The provision of competition and training venues at an appropriate standard for the participating sports
- (c) Provision of a Games Manager and Games Secretariat along with appropriate office accommodation
- (d) Provision of the support and resources of the Northern Territory Tourist Commission
- (e) Appointment of representatives to various designated committees of the Organising Committee and will render every assistance to ensure the success of the Games.
- (f) Cooperate with the Organising Committee and the Confederation of Australian Sport in promoting and publicising the Games
- (g) Contribute financially to the conduct of the Games and underwrite them on behalf of the Organising Committee.

### 3. Organising Committee

The Organising Committee will be functionally responsible for the administration and organisation of the Games as provided for in the proposal and plan accepted by the Confederation of Australian Sport which, inter alia, will include:

- (a) arrangements in respect to competition and training venues
- (b) arrangements of accommodation and meals for competitors, officials, VIP's and technical delegates
- (c) transportation between competition and training venues and accommodation
- (d) all administrative services related to the conduct of the sports festival other than those specifically withheld by the Confederation
- (e) provision and control of all media services
- (f) provision and control of all publicity and public relations functions
- (g) provision and control of all advertising and promotion functions in respect to the Games other than those specifically excluded, by the ongoing nature of certain marketing and licensing agreements entered into by the Confederation
- (h) provision and control of all accommodation facilities
- (i) provision and control of all medical and para-medical facilities and arrangements
- (j) liaison with and monitoring of arrangements with all participating national sports associations with appropriate authority to ensure observance of Confederation policies and guidelines
- (k) implementation and control of all protocol and ceremonial procedures
- (l) conduct of all marketing functions other than those exempted by virtue of a continuing agreement with the Confederation



- (m) establishment, management and control of all communication facilities other than those relating to continuing agreements with the Confederation
- (n) arrangement for and control of all security matters
- (o) arrangement and control of accreditation procedures
- (p) arrangement and control of Opening and Closing Ceremonies
- (q) arrangement and control of hospitality in respect to VIP's, competitors, officials, technical delegates and the media.

Functions, not specifically identified but which form part of the responsibilities of the Organising Committee include liaison with all levels of Government in respect to tourism, transportation, protocol, security, visas and the like.

ADMISSION OF SPORTS

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Admission of National Sporting Associations to the Central Australia Masters Games programme is based on an analysis by the Confederation of Australian Sport in conjunction with the Organising Committee of their capacity and preparedness to :

- (a) provide satisfactory competition opportunities
- (b) invite and secure the attendance of mature age competitors
- (c) provide officials and technical delegates to organise and conduct the competition
- (d) provide the management resolve and capability to conduct the competition within the financial and policy guidelines of the Confederation and the Organising Committee
- (e) accept the responsibility of conducting the events in return for the entry fees paid by competitors plus the cost of venues paid by the Organising Committee

All national Sporting Associations will be invited to submit applications to participate in the Central Australia Masters Games.

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CENTRAL AUSTRALIA MASTERS GAMES  
PARTICIPATING NATIONAL SPORTS FEDERATION

Responsibilities

National sports associations selected to participate in the Central Australia Masters Games will be responsible for the total organisation and conduct of the competition component for the Games. This will include responsibility for :-

- Submission of detailed proposals to the Organising Committee in respect to the nature, extent and costs of the competition to be held
- Arrangements of all officials and technical delegates necessary for the conduct of the competition
- Determination, in association with the Organising Committee of all awards to be presented to competitors.

Note: National sports associations selected for participation in the Central Australia Masters Games must guarantee to observe strict guidelines nominated by the Confederation of Australian Sport and the Organising Committee on such matters as submission of financial estimates, reports, observance of requirements in regard to television coverage, sponsorship and licensing, sale of approved items, the outfitting of competitors and officials and provision of access to all materials and documents for the confirmation of expenditures and the like.

In summary, participating sports associations will be autonomous in respect to the technical conduct of competitions but in all other respects must observe the policies of the Confederation of Australian Sport and the Organising Committee.

5. Staging

- Medals	6	
- Ceremonies	30	
- Venue rentals	12	367500
- Signage	8	210000
- Transportation	10	170000
- Uniforms	5	220000
- Participating sports 8x2K	16	87
Contingencies 5 per cent		13.5
<b>TOTAL</b>		<b>460</b>

1000 persons x 7 days x 225 per day	160000
1000 persons x 7 days x 200 per day	140000
1000 persons x 7 days x 150 per day	105000
1000 persons x 7 days x 125 per day	87500
1000 persons x 7 days x 100 per day	70000
<b>Sub Total</b>	<b>547500</b>

200 persons x 7 days x 225 per day	31500
200 persons x 7 days x 200 per day	28000
200 persons x 7 days x 150 per day	21000
200 persons x 7 days x 125 per day	17500
200 persons x 7 days x 100 per day	14000
<b>Sub Total</b>	<b>112000</b>

10 persons x 7 days x 225 per day	1575
10 persons x 7 days x 200 per day	1400
10 persons x 7 days x 150 per day	1050
10 persons x 7 days x 125 per day	875
10 persons x 7 days x 100 per day	700
<b>Sub Total</b>	<b>5595</b>
<b>Grand Total</b>	<b>1,206,500</b>

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ESTIMATE OF ECONOMIC IMPACT.

1. Participants

Outside Alice Springs

1500 athletes x 7 days x \$35 pd accommodation	367500
1500 athletes x 7 days x \$20 pd meals	210000
1500 athletes x 7 days x \$5 pd other	52500
1500 athletes x \$150 entertainment Souvenirs	225000
Alice Springs	
300 athletes x \$100 entertainment Souvenirs	<u>30000</u>

Sub Total 885000

2. Accompanying persons

1000 persons x 7 days x \$15 pd accommodation	105000
1000 persons x 7 days x \$20 pd meals	140000
1000 persons x 7 days x \$3 pd other	21000
1000 persons x \$75 entertainment Souvenirs	<u>75000</u>

Sub Total 341000

3. Officials

Outside Alice Springs

200 persons x 7 days x \$35 pd accommodation	49000
200 persons x 7 days x \$20 pd meals	28000
200 persons x 7 days x \$5 pd other	7000
From Alice Springs	
200 persons x \$100 entertainment Souvenirs	<u>20000</u>

Sub Total 104000

4. Media

Outside Alice Springs

15 persons x 7 days x \$35 pd accommodation	3675
15 persons x 7 days x \$20 pd meals	2100
15 persons x 7 days x \$5 pd other	<u>525</u>

Sub Total 6300

Grand Total 1,336,300

Estimates of Expenditure

1. Management			
Federal Directorate (C.A.S.)			
- Director		30	
- Secretariat		30	
- Travel, Accom and general entertainment		13	
- Meetings		2	75
2. Games Organising Committee			
- Games Manager		37.5	
- Secretary		25	
- Promotions & Media Officer		25	
- Consulting and retainers		10	97.5
3. Headquarters			
- Accommodation		15	
- Signage		2	
- Honoraria		7	
- Insurance		8	
- VIP's - Meals, accom & travel		3	
- Organising Committee -Meals, accom & travel		12	
- Meetings		3	
- Telephone and télex		6	
- Accounting and audit		3	
- Postage		5	
- Office expenses		6	
- Bank charges		2	
- Equipment leasing		3	
- Meals and refreshments		4	79
4. Marketing			
- Printing		15	
- Graphics		6	
- Promotion		15	
- Advertising		60	
- Commissions		10	
- Sponsor entertainment		2	108

CENTRAL AUSTRALIA GAMES

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ESTIMATE OF REVENUE

	\$
	000's
Corporate sponsorship - major	50
- minor	25
Marketing rights - travel	40
accommodation	36
Licensing	10
Sales revenue	10
Governments	209
Participants registration 1800x50	90
TOTAL	<u>460</u>

ESTIMATES OF EXPENDITURE

Management	75
Games Organising Committee	176.5
Marketing	108
Staging and operation	87
- contingencies	<u>13.5</u>
TOTAL	460

E X P E N D I T U R E  
\* \* \* \* \*

Administrative Expenses

General Manager's Salary (to top of E2 level)*		36,474	
Administrative Assistant's Salary (to top of A6 level)*		24,139	
Organising Committee			
Travel and Accommodation			
Dept of YSR&EA representative	own expense		
Tourist Commission representative	own expense		
Aust Sports Commission rep.	own expense		
Confederation of Aust Sports rep	3,500		
NT representatives (3)	5,000		
Hospitality (Sports Reps, sponsors)	<u>3,000</u>		11,500
Other Travel & Accommodation			
Sports Directors (x12)			
Travel Interstate, and to Alice Springs	22,000		
President Confederation of Australian Sport	<u>1,500</u>		23,500
Insurance (Public Liability)		2,000	
Telephone/Telex (Games HQ)		2,000	
Office Expenses (Letterheads/Postage)		3,000	
Equipment Leasing		3,000	
Consultancy Fees (Accounting/Legal)		<u>5,000</u>	
			110,613

Marketing

Printing/Graphics		20,000	
Promotion/Advertising		50,000	
Sponsor Entertainment		<u>2,000</u>	
			72,000

\* as at 11/11/85

MB/9/ms



Staging

Medals	6,000
Ceremonies	30,000
Venue Rentals	12,000
Signage	8,000
Transportation	10,000
Uniforms	5,000
Participating Sports (share of fees)	24,000
Contingencies	<u>13,500</u>

108,500

\$300,000\*\*

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\*\* Approximate