



Ocean Race Around Australia – 2014

Proposal To the City of Greater Geraldton

Seeking support for an entry in the race under the banner:

‘Spirit of Greater Geraldton’

With citizens and employees of Greater Geraldton organisations and scholars attending Greater Geraldton learning institutions being offered training to qualify for:

‘Citizen Crew Positions’

and

‘Ambassador of Greater Geraldton’

Roles in the event.

A Life-Changing Opportunity for Greater Geraldton Citizens A Strategic Marketing Opportunity for the City of Greater Geraldton

A powerful and cost effective way for the City of Greater Geraldton to link Greater Geraldton to the sea through the power of sport, provide opportunity to people associated with Greater Geraldton and achieve national and international media exposure of the attributes of Greater Geraldton

November 2013



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1. Ocean Race Around Australia - 2014 Overview



The 'Ocean Race Around Australia' is the brainchild of North Fremantle based company, Ocean Events Pty Ltd. Over 5 years of race development has been invested by Ocean Events to create a major national and international event to be staged every two years, broadcast to national and international audiences.

The event is based on an anti-clockwise circumnavigation of Australia for high performance monohull and multihull offshore racing yachts. It is the longest coastal yacht race in the world and is destined to become a major event on the national and international sporting calendar.

Western Australia plays a prominent role in the event. The event provides four ports from which competitors in the event can start and finish their participation in the event; Fremantle, Port Lincoln, Melbourne and Sydney. International entrants must choose either Fremantle or Sydney as their 'home-port'.

Participating race boats from Europe, Africa, the Middle East and Asia will become a regular sight on the Western Australia coast creating business opportunities for maritime related and hospitality businesses in Western Australia

The overall event duration is around 88 days. For individual competitors the event duration is around 55 days,

Starting in August 2014 Fremantle' boats are the first to finish their circumnavigation of Australia when the full race fleet arrives in Fremantle in early October 2014.



Ocean Race Around Australia Race Track

ayc.net.au

**OCEAN RACE
AROUND
AUSTRALIA**

- Optional Start/Finish Port
(International Entrants choose either Fremantle or Sydney as 'Home Port').
- Stopover Port (subject to change)



2. ***'Spirit of Greater Geraldton'*** Strategic Marketing opportunity for City of Greater Geraldton

This strategic marketing opportunity for the City of Greater Geraldton is based on the City of Greater Geraldton financially supporting a race boat entry in the 2014 'Ocean Race Around Australia' with the branding ***'Spirit of Greater Geraldton'***

The ***'Spirit of Greater Geraldton'*** entry will enjoy months of pre-event media exposure and constant national and international media attention for the duration of the race.

Opportunities exist for the City of Greater Geraldton and participating Greater Geraldton organisations to expose the attributes of the City and its services to on-the-ground audiences in seven stopover ports around Australia.

Example of a race boat that would be extensively branded ***'Spirit of Greater Geraldton'***





3. *'Citizen Crew' Project*

This proposal includes for citizens of Greater Geraldton, employees of Greater Geraldton organisations and scholars attending Greater Geraldton learning institutions to be offered the opportunity to apply, train and be selected to join the ***'Spirit of Greater Geraldton'*** race boat entry as crew for all or part of the circumnavigation of Australia.

This is potentially a life-changing experience for men and women who are 18 years and older as at August 2014.



It is an excellent way to learn the value and necessity of teamwork, boat handling skills in all weather conditions, to gain self confidence and experience the camaraderie and beauty of nature that only comes from being at sea for extended periods of time on a race boat. The successful crew candidates will set a fine example to their peer group

back home.

Crew Selection, Crew Training, Safety Provisions.

There is no adventure without some risks involved. Long distance yacht racing has highly developed incident management protocols comparable to any other major sport in the world.

Australia in particular has developed 'world-best-practice' yacht racing safety-training programs for crewmembers and safety audit procedures for race boats competing in long distance ocean races. Full advantage is taken of latest technology to prevent accidents at sea and provide location of crew at all times.

The 'Ocean Race Around Australia' safety regulations exceed the requirements and recommendations of Yachting Australia.

'Citizen Crew' applicants will be required to confirm that they are in good health before embarking on the crew selection process. Those applicants that are considered physically and mentally capable of completing the 'citizen crew' training regime will be introduced to long distance offshore yacht racing leading to completing a 'Sea Safety Survival Course' conducted under the governance of Yachting Australia.



By the time the 'citizen crew' are ready to join the crew of the '*Spirit of Greater Geraldton*' they will have obtained seamanship, boat handling and safety skills comparable to most crew that compete in races such as the Sydney-Hobart Race.

The 'citizen crew' will be kitted out with smart uniforms for wearing ashore and will be expected to represent their city as 'ambassadors'.

Promotion of the 'Citizen Crew' Opportunity

The following flyer is for circulation through the Greater Geraldton community:



Seeking an Adventure of a Lifetime?

Be part of a history making event and one of the world's great adventures

A life changing experience and opportunity to learn skills in boat handling, teamwork, race tactics, safety at sea and living aboard a racing yacht for several days experiencing the excitement of offshore yacht racing and the wonders of nature.

If you are 18 years old by August 2014, male or female, are in good health and are prepared to participate in rigorous crew training you could qualify and be selected to join the race crew and sail in all or a number of the race legs as the race circumnavigates Australia.

(For race information visit www.ayc.net.au)

Experience in sailing offshore whilst is an advantage is not essential.

The commitment is several weekends' skills training before August 2014 and two, four or seven weeks as a crewmember in the race between August and October 2014. Training and all necessary equipment and crew-associated costs will be provided.

At the end of the race you will be qualified as an offshore crewperson eligible to crew in other great offshore yacht races in Australia and around the World.

You may become a media-star, as there will be extensive film coverage of crew training and the boat and crew during the event!

**Express Your Interest Now!
Be a Crew Member and
'Ambassador' for your city
aboard a special boat in the
'Ocean Race Around
Australia' In 2014**



Example of race boat to be branded
'Spirit of Greater Geraldton'

Express your interest now by going to www.ayc.net.au/Geraldton

Proudly supported by:



A formal application process will be made available in December 2013 to people who have registered interest.
For more information contact admin@ayc.net.au

Ocean Events Pty Ltd ABN 83097516044 in conjunction with
Australia Yacht Club Inc. ARB 153419660
admin@ayc.net.au +61 (0) 413 057 559
PO Box 31, North Fremantle, WA 6159



4. Opportunity and Strategic Marketing Benefits to the City of Greater Geraldton

Engaging the people of Greater Geraldton with the sea and the significance of the sea to Greater Geraldton is made possible by the City of Greater Geraldton embracing the opportunity to support a race entry in the 2014 'Ocean Race Around Australia' under the banner '*Spirit of Greater Geraldton*'.

The strategic marketing benefits to the City of Greater Geraldton that will be derived from supporting the '*Spirit of Greater Geraldton*' race entry project are twofold:

- The advertising of the brand 'Greater Geraldton' will be extensive, nationally and internationally, not just as place to visit, but also as a vibrant, progressive and exciting community where people are about doing exciting things.
- Facilitating the opportunity for people connected with Greater Geraldton, male and female, young and old, to participate in an adventure that likely would otherwise never have been made available to them.



Strategic Marketing of Greater Geraldton via International Media broadcasters

Ocean Events has engaged London based Boulder Creek International as the international media distributor for the 'Ocean Race Around Australia' event.

The event is scheduled to generate 10,000 broadcast minutes targeted at live broadcasters, mostly sports, lifestyle and travel channels and business channels.

The audiences the event will reach across both sports and business channels will mainly be A-1, high earning, with a propensity to travel frequently on business and pleasure.

The gross media value of media content generated by the event as calculated by Boulder Creek International is \$25million+.

CNBC EUROPE is a committed broadcaster as is AMERICA ONE and EUROSPORT with many others interested including ESPN. At the time of the start of the event the number of broadcasters committed will be around 50.

By the City of Greater Geraldton supporting the 'Spirit of Greater Geraldton' project the City of Greater Geraldton is not just buying into a role in a major national and international yacht race event it's buying into a strategic marketing opportunity worth millions of dollars to the City of Greater Geraldton and the people and business community of Greater Geraldton.



5. *'Spirit of Greater Geraldton'* Race Entry Management Structure

Ocean Events is taking a role as initiator of the *'Spirit of Greater Geraldton'* project bringing together core Greater Geraldton organisations such as the Mid West Chamber of Commerce and industry and the Geraldton Sailing Club to provide practical and administrative support.

When a boat has been identified as the participating boat to be branded *'Spirit of Greater Geraldton'* with a core crew compliment provided it would be a condition of the boat 'sponsorship' that the boat owner assumes a role in the selection and training of the 'citizen crew' members to an agreed training regime.

It would be essential that a member of the City of Greater Geraldton Creative Communities Department be part of the *'Spirit of Greater Geraldton'* management team to ensure that the objectives of the City of Greater Geraldton are fully met.



6. Cost Components

There are three components to the cost of the '*Spirit of Greater Geraldton*' project:

1. The participation of a suitable offshore race boat with a core crew compliment to enter the race and include 'citizen crew' as members of the boat crew for all or part of the race.
2. Selecting, training and equipping the 'citizen crew' members. Providing transportation and accommodation associated with crew joining the crew at various ports. Providing insurance cover.
3. Filming the '*Spirit of Greater Geraldton*' project and ensuring the film content is incorporated in the overall media program for the 'Ocean Race Around Australia' and the documentary to be produced and broadcast at the end of the event.

Budgets for the three components are:

1. \$150,000
2. \$50,000
3. \$50,000

Total budget: \$250,000
(subject to change)

7. Basis for Raising Funds to Cover Campaign Costs

The concept for raising the sum of \$250,000 is as follows:

\$75,000 to be provided by the City of Greater Geraldton.

\$25,000 to be provided by some of the 'citizen crew' applicants that express willingness to contribute to their costs.

\$150,000 to be raised from a combination of private donations and donations from Greater Geraldton business organisations in exchange for advertising.



8. Support Requested from City of Greater Geraldton

The City of Greater Geraldton is requested to contribute \$75,000 to the *'Spirit of Greater Geraldton'* project with the following timing:

\$25,000 spread across Q3 & Q4, FY13-14

\$50,000 spread across Q1 & Q2, FY14-15

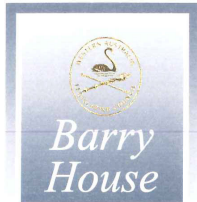
The contribution from the City of Greater Geraldton is subject to the balance of the funds being raised from private donations and donations from business organisations in Greater Geraldton to make up the overall *'Spirit of Greater Geraldton'* project budget sum.

9. Supporting Organisations and Letters of Support for the *'Spirit of Greater Geraldton'* Project

The following organisations are lending support to the race entry *'Spirit of Greater Geraldton'* project.

- Geraldton Yacht Club
- Hon Ian Blayney MLA Member for Geraldton
- TBA
- TBA
- TBA

The following are letters of support including a letter from the Hon Barry House MLC, Member for the South West Region in connection with the 'Ocean Race Around Australia' event:



MEMBER FOR THE SOUTH WEST REGION

157 Bussell Highway
Margaret River W.A. 6285
Tel (08) 9757 9555
Fax (08) 9757 9599
Email Barry.House@mp.wa.gov.au

8 August 2013

TO WHOM IT MAY CONCERN

I wholeheartedly support the proposed "Ocean Race around Australia".

Bob Williams has relentlessly recorded, organised and promoted this proposal in recent years. I am convinced the concept, complemented by the "West Coast Cup" and the "West Coast Media Tour", will bring significant promotion and economic benefits to Western Australia.

There is increasing focus and concentration on Western Australia's geographical, cultural and economic links with South East Asia and the Indian Ocean Rim. This event will enhance these relationships and help to market our State to the world.

I urge anyone approached for assistance for this very worthy project to give the proposal prompt and positive consideration.

Kind regards

Hon. BARRY HOUSE MLC
Member for the South West Region
President of the Legislative Council



Ian Blayney MLA

Your State Member for Geraldton



Wednesday, 30 October 2013
Ref: 131030-2

Phone: 9964 1640
Facsimile: 9964 2892
Email: geraldton@mp.wa.gov.au
Mail: Shop 2, 5 Chapman Road Geraldton WA 6530
Website: www.ianblayney.com.au

Mr K Diehm
Chief Executive Officer
City Of Geraldton-Greenough
PO Box 101
GERALDTON WA 6531

Dear Ken,

I am writing in support of the proposal from Ocean Race Around Australia – 2014, for Geraldton to participate in this international event.

They are suggesting that a yacht, named the Spirit of Greater Geraldton, is financially supported by the City of Greater Geraldton in this race around the nation.

They have highlighted a number of advertising and marketing opportunities that exist for the City of Greater Geraldton, including months of media exposure.

I understand that the Geraldton Yacht Club is fully supportive of this proposal and the opportunity for citizens of Greater Geraldton having the opportunity to apply, train and be selected to join the boat as crew.

I hope you will give careful consideration to this proposal and the opportunities it presents for Geraldton, and that it receives your support.

Yours sincerely

Ian Blayney MLA
Member for Geraldton

Ian Blayney – Delivering 'Royalties for Regions' to Geraldton and the Midwest

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Geraldton Yacht Club Inc.

Phone: (08) 9964 1664
Fax: (08) 9921 2664
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Geraldton WA, 6531
Email: gyc@wn.com.au
ABN: 51 368 594 615

Ms Andrea Selvey
Director of the Creative Communities
City of Greater Geraldton

1st November 2013

Re: 'Ocean Race Around Australia – 'Spirit of Greater Geraldton' project

Dear Andrea

The Geraldton Yacht Club is supporting the efforts of Ocean Events Pty Ltd and the Australia Yacht Club to bring to fruition the 'Ocean Race Around Australia' event that will be based here in Western Australia.

The event is planned to be staged every two years after 2014 and is destined to be a major event on the national and international yachting calendar.

We are aware of the project to have an entrant in the race under the branding '*Spirit of Greater Geraldton*' with opportunity being given to Geraldton citizens over the age of 18 to apply, train and be selected to join the crew of the boat.

We fully support this initiative. Not only will it present potentially a life-changing experience to Geraldton people it will do a lot to help promote the sport of offshore sailing and the healthy lifestyle, teambuilding and camaraderie that the sport demands of all who participate in it.

The Geraldton Yacht Club will assist in the advertising of the 'citizen crew' opportunity and in the selection and training process where practical to do so.

We hope the City Of Greater Geraldton will support the '*Spirit of Greater Geraldton*' race boat entry project.

Yours faithfully

Bruce Semple
Commodore



10. Local Media Coverage

At all times assistance will be given to local newspapers, TV and radio stations and Internet sites to advertise and report on the '*Spirit of Greater Geraldton*' project.

11. Timelines

A decision by the City of Greater Geraldton to support the '*Spirit of Greater Geraldton*' project by early December 2013 will allow a program to seek community support in early 2014 to be implemented.

The start of the 'Ocean race Around Australia' will take place in Fremantle in first week of August 2014.

12. Further Information, Open Dialogue

Ocean Events welcomes questions and requests for clarification.

Given the timeline, Ocean Events wishes to work in close cooperation with the officers of the City of Greater Geraldton and agree a basis of keeping in touch as the officer's progress their review of this proposal.

Ocean Events looks forward to the opportunity to work with the City of Greater Geraldton as an active stakeholder in the '*Spirit of Greater Geraldton*' project.