
From: Thomas Wagner
Sent: Thursday, 31 October 2013 5:06 PM
To: Andrea Selvey
Subject: Feedback on Points

Hi Andrea,

I have now received the email with the points you were seeking clarification on. I will summaries as best I can the information requested of the 6 points:

1. Visitor Numbers

Here is a breakdown of the participant numbers along with key locations:

Registrations	464
12km Run	135
12km Walk	114
4km Run	92
4km Walk	104
4km Wheelchair	0

- Visitors to Geraldton: 16.59% (included people from Binnu, Chapman Valley, Mullewa, Exmouth, Morowa, Dongara, Chapman Valley, Perth and Halls Head)
- 10 CSA staff stayed in Geraldton for approximately 3-4 days.
- Confirmation of length of stay of participants is unfortunately unavailable, but we would expect a minimum of 1 night stay given the early morning start time of the event

2. Harriers Collaboration

In addition to receiving a letter of support from the Harriers in 2012, there was plenty of discussion with the Harriers prior to the event. We met with the organisers of Run Fest 'face to face' while on a site visit to Geraldton, and formally offered them a variety of opportunities attached to the event which they in turn presented to their board. Dialogue continued with the Harriers President via email and continued right up until the week of the Geraldton Event. We have already approached the Harriers about collaborating in 2014 and are keen to foster a long-term, mutually beneficial relationship with them, which they are fully aware of.

There was indeed a clash of dates with a Harriers Event in 2013. Unfortunately due to the scheduling of the Perth Event, we do not have the capacity to be flexible with the dates, but with an extended lead time we will be able to better manage the schedule with the Harrier, and hope that the Geraldton City to Surf becomes a feature of the Harrier Calendar.

3. Course Planning

I don't know whether a lack of understanding was the cause of issue surrounding the course, but we certainly acknowledge that 1st year planning is always the most difficult. With the success of the event and course in 2013 the planning of the course and the use of open space should be a relatively smooth process in 2014. We make no apology for pushing the barrier with respect to the course, as our objective is to provide the best possible course in Geraldton for a large number of participants, while bearing in mind significant operational limitations. The City and the Race Director all worked hard to finalise a course this year, and as I said, we were very pleased with the way the course ended up. We are more than happy to work collaboratively with the City on course adjustments moving forward, with our priority being to always

provide the best possible course for participants and the most accommodating from an overall event process perspective. We absolutely recognize the City must conduct its own review of the course with the broader stakeholders interests front and center, and we agree to work together to finalise a course that both parties are happy with.

Given the course in 2013, I suspect the next few years should see few changes, which will make this process far simpler.

4. Risk Management

The Risk Management Plan we have in place is independently approved, and is adequate to meet state government standards. As with all Risk Management Plans we intend to conduct a review into the Plan for 2014, and are happy to discuss any aspects the City feels are pertinent for inclusion. We do take Risk Management very seriously, and are more than happy to provide you with a copy of our Risk Management Plan as part of the approvals process.

5. Road Closure

We understand the position of the City and respect it. It is our goal to have 5,000 people participating in this event within 5 years, and so our planning was to accommodate future growth. We look to provide courses that can be sustainable over a long period of time, and with our expected growth, it is highly unlikely that the path network will support our numbers in coming years. When we feel the event will exceed this number set by the City, we will address the redesign of the course and potential road closures with you again. In 2014 we do expect to double numbers, which at this stage still falls below the 1,000 benchmark the City has set – meaning the existing course should be adequate.

6. Further Support

This is a worthy comment and one that we would love to explore. Without the support of local organisations and groups the event doesn't succeed. We would be more than happy to discuss key business segments and determine how we can best support them.

I hope these responses adequately address the points. I would be more than happy to provide additional information as and when required. Please don't hesitate to contact me on _____ if you have any additional queries you would like me to address.

Looking forward to chatting soon.

Regards

Thomas Wagner
Director of Events

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