



NSW Legislative Assembly Hansard

Sydney 2009 World Masters Games Organising Committee Bill

Extract from NSW Legislative Assembly Hansard and Papers Wednesday 25 May 2005.

Second Reading

Ms SANDRA NORI (Port Jackson—Minister for Tourism and Sport and Recreation, and Minister for Women) [10.07 a.m.]: I move:

That this bill be now read a second time.

On 13 June 2004 the International Masters Games Association announced that Sydney had been chosen to host the 2009 World Masters Games. I would like to congratulate the New South Wales Major Events Board on its successful bid for the games. The World Masters Games is the biggest mass-participation, multinational, multisport festival in the world. The event will be held in Sydney from 10 to 18 October 2009.

I should explain that the term "Master" is an age designation—it is certainly not a gender designation—and that it does not denote a level of sports proficiency or a particular sports achievement. The games are open to anyone, with participants competing as individuals and not in national teams. There are no qualification or selection criteria to compete at the games. The only entry requirement is that competitors satisfy the minimum age for competition specified in the technical rules of the respective international sports federations. For most sports, the minimum age is 30 to 35 years. Though past games have featured competitors over the age of 90 and centenarians, the largest group competing at the games is aged between 35 and 50.

Apart from the sports competition, the games offer social and cultural interaction for people from around the world who share similar attitudes towards lifelong sport, fitness and physical activity. Australia has previously staged the games, firstly in Brisbane in 1994 and then in Melbourne in 2002. The Brisbane and Melbourne Games were very successful, attracting nearly 25,000 participants each. Early estimates for Sydney 2009 indicate around 30,000 participants with 12,000 from overseas and 10,000 from interstate. On this basis, the Department of State and Regional Development has estimated an economic impact from the games of nearly \$60 million.

Given its mass participation nature and demographic profile, the games provide an opportunity to complement programs targeting community health, fitness and obesity, to drive messages about active and healthy living and promote the social and community benefits derived from participation in sport and physical activity. For aspiring Sydney 2009 competitors, there will be a maximum 27 sports on the games program, comprising 17 core sports and up to 10 optional sports. In terms of venues, it is proposed that games' competition uses many of the Olympic legacy facilities with the main sports hub at Sydney Olympic Park. Other Olympic venues proposed include the Sydney International Regatta Centre, Blacktown Olympic Park, the Dunc Gray Velodrome, the Ryde Aquatic Leisure Centre and the Sydney International Shooting Centre.

The games will also use soccer fields, baseball and softball diamonds, squash centres, tennis courts, golf courses, beaches, and indoor sports halls across metropolitan Sydney. In terms of the games budget, expenditure is currently estimated at just under \$A19 million. I am pleased to advise the House that the Government has committed \$A8.5 million funding support for the games spread over 2004-05 to 2009-10. The main non-Government revenue sources for the games are registration fees paid by each competitor and corporate sponsorship. Unlike the Olympics, World Masters Games participants also meet their own travel, accommodation and meal costs. I acknowledge the strong support of the State Chamber of Commerce and its chief executive officer [CEO], Margy Osmond, for the games. The chamber has indicated it will strongly advocate the commercial benefits of the games to the Sydney corporate community and drive corporate engagement with and direct participation in the games.

I now turn to the provisions of the Sydney 2009 World Masters Games Organising Committee Bill. Under the games host city contract, the Government is required to establish an organising committee as a legal entity under New South Wales law. Following analysis of a number of options, a limited-life statutory entity similar to the Olympic Co-ordination Authority was considered the best mechanism to deliver the Government's contractual obligations to the International Masters Games Association [IMGA] and protect its position as the games' underwriter. Accordingly, the bill constitutes the Sydney 2009 World Masters Games Organising Committee [SWMGOC] as a statutory corporation representing the Crown and sets out its objectives, functions and governance.

SWMGOC has been so titled to emphasise its exclusive focus on the games and to maximise commercial revenue opportunities. The bill acknowledges the contractual relationship between the State of New South Wales and the International Masters Games Association and requires SWMGOC to take into account the host

city contract and Sydney's bid commitments in the exercise of its functions. SWMGOC's objective is to plan, organise and stage the 2009 games in accordance with the obligations imposed and rights conferred under the host city contract. Its functions include: organising the sports competition and a program of associated events; procuring and organising the competition and non-competition venues; organising transport for participants and officials; marketing and promotion of the games; liaison with Treasury on the games' expenditure; and co-ordination of games-related activities with State and Commonwealth agencies and private organisations

Provision has been made for SWMGOC, with the consent of a landowner, to control certain land around venues to erect temporary structures, if required, for operational, merchandising or hospitality purposes. Temporary developments will have to meet normal statutory planning requirements. In the exercise of its functions, SWMGOC will be subject to the direction and control of the Minister for Tourism, Sport and Recreation. SWMGOC's affairs are to be managed and controlled by a CEO. The Director-General of the Department of Tourism, Sport and Recreation, Mr Bob Adby, will continue to act as SWMGOC's CEO until an appointment is made. A Games Advisory Committee will be appointed by the Minister to advise the Minister and the CEO on the achievement by SWMGOC of its statutory objectives and the facilitation and co-ordination of the conduct of the games.

The Games Advisory Committee will comprise the CEO and no more than 7 other members with expertise in sport, sports administration, commerce, tourism, event management, finance or the law. The advisory committee can create sub-committees to provide it with advice and assistance to carry out its functions. The CEO will manage the budget of both SWMGOC and the games. This is important in managing revenue from non-government sources such as corporate sponsorship, private donations, registration fees, sports participation fees, et cetera. SWMGOC's budget, the games budget and SWMGOC's corporate plan are subject to Ministerial approval. SWMGOC will be subject to the Public Finance and Audit Act and the Public Authorities (Financial Arrangements) Act and it will be subject to audit review by the Auditor-General. Pending SWMGOC's establishment, the Department of Tourism, Sport and Recreation is undertaking preliminary games planning. The department will also provide a range of administrative support services to SWMGOC once it is established. A special freedom of information [FOI] provision has been included to protect documents that are confidential to the IMGA.

The bill provides for SWMGOC's dissolution on 30 June 2010 and for the transfer of its assets, rights and liabilities to the State. On dissolution, SWMGOC staff employed under the Public Sector Employment and Management Act will be transferred to the Department of Tourism, Sport and Recreation. The SWMGOC Act will be repealed on 31 December 2010. The 2009 World Masters Games is an example of the Government's selective investment in major events that can deliver economic and social benefits for the State and, importantly, support our tourism industry. This follows beneficial investment in events such as Rugby World Cup 2003, the Edinburgh Military Tattoo, Easter in Sydney and the Super Series cricket test at the SCG this October. In September and October 2000, Sydney successfully delivered the world's biggest elite multisport festival—the Olympic and Paralympic Games.

Just five years ago, Olympic and Paralympic athletes competed in state-of-the-art venues in what were universally acclaimed as "the best Games ever". In a little over four years' time, masters' athletes from around the world will have the opportunity to compete in venues used for the 2000 Games. In delivering the Olympic Games and the key matches in Rugby World Cup 2003, Sydney demonstrated to a global audience its ability to plan, organise and stage major international sporting events. I am sure this event management excellence will ensure that Sydney delivers the "best ever" World Masters Games in October 2009. I commend the bill to the House.