



## MEDIA RELEASE



Friday, 16 January 2004

### **PLANNING FOR 2004 AUSTRALIAN UNIVERSITY GAMES BEGIN**

PLANNING for the 2004 Australian University Games got underway yesterday with key stakeholders of the event gathering at the Western Australian Department of Sport & Recreation to begin formal preparations for the five-day sporting spectacular.

Representatives from Australian University Sport (AUS), the peak governing body of university sport in Australia, the City of Perth, the Western Australian Institute of Sport, the University of Western Australia, the University of Notre Dame, Edith Cowan University, Curtin University and Murdoch University met to formulate plans that will ensure the successful delivery of the Games.

The Games, which will be held in Perth from 26 September to 1 October this year, will feature a 22-strong sporting competition and a not-to-be-missed social program and are expected to attract close to 4,500 students from 40 university campuses throughout Australia.

Such an influx of students from around the country means good news for the City of Perth.

"Based on previous year's events, Perth can expect a direct injection of more than \$5 million into the local economy over the week of the Games and even far greater long-term benefits for the region amounting to more than \$10 million," AUS's Chief Executive Officer Mr Daniel Marsden said.

"Accommodation providers, food and beverage operators, retailers and tourist operators are set to be among the greatest beneficiaries from the Games."

Perth has already hosted one of AUS's premier events - the 1999 Australian University Games - with that being heralded a great success.

"The 1999 Australian University Games was very, very successful and a great way to prepare for this year's Australian University Games," Ron Alexander, Chair of the Games Advisory Board, said.

"We learnt a lot from that event which will allow us to prepare for the greater number of students that will be in town for the Games and hopefully allow us to stage one of the greatest university games to date".

"Putting on an event of this magnitude is never easy - we have a lot of planning to do - but with the collaboration of the city's key organisations I am certain that the Games in Perth will be a memorable one, not just for the students but also the local community".

The sports to be contested at this year's Games are: athletics, Australian rules football, badminton, baseball, basketball, cycling, diving, hockey, judo, kendo, netball, rugby union 7s, soccer, softball, squash, swimming, taekwondo, tennis, touch, ultimate frisbee, volleyball and water polo.

Since their inception in 1993, the Games have grown to be Australia's largest annual multi-sport event and the highlight on the university sporting calendar.

"We are particularly pleased that the Western Australian Minister for Sport & Recreation the Hon. Bob Kucera is the patron for the 2004 Games" Mr Alexander said.

**Media Information:** Paul Massingham  
Australian University Sport  
0404 010 003; (07) 3832 9874  
[paul.massingham@unisport.com.au](mailto:paul.massingham@unisport.com.au)  
[www.unigames.com.au/aug](http://www.unigames.com.au/aug)