



MEDIA



Wednesday, 11 February 2004

“Simply Irresistible”

Australia's largest annual multi-sport event is looming on the University Sport Calendar. Over 4,000 university athletes from across Australia will descend on Perth in late September. The combination of high calibre competition and a highly interactive social program have proven almost irresistible to the university sporting fraternity.

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. With a direct injection of more than \$5 million into the local economy and increased financial benefits over the longer term there is a great deal of excitement within the local community.

Planning is well under way with Australian University Sport close to completing the critical task of recruiting the Games Project personnel within the next two weeks. In addition to this Australian University Sport will commence Volunteer recruitment during 'O Week', so be sure to visit their stand and sign on for the ride of your life!

Australian University Games Project Manager Mr Tony Jermyn insisted that the contribution of volunteers was critical to the success of this year's Games.

“Volunteers play an integral role in the staging of an event like ours and we rely heavily on their enthusiasm, commitment and dedication to ensure a successful event.

“All volunteers will be rewarded and recognised for selflessly contributing their time, experience and expertise,” he said.

Universities such as Edith Cowan have proven to be a valuable resource for Games volunteers, their contribution being both highly regarded and sought after.

The sports to be contested at this year's Games are: athletics, AFL, 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.

Media Information:

Paul Massingham
Acting Commercial Manager
Australian University Sport
(07) 3832 9874 ext 17
paul.massingham@unisport.com.au
www.unigames.com.au/aug