



MEDIA RELEASE



Wednesday, 18 February 2004

PLANNING FOR 2004 SOUTHERN UNIVERSITY GAMES BEGIN

PLANNING for the 2004 Southern University Games got underway yesterday with key stakeholders of the event gathering at the Deakin University Waterfront Campus in Geelong to begin formal preparations for the four-day sporting spectacular.

Representatives from Australian University Sport (AUS), the peak governing body of university sport in Australia, Games Partners Deakin University and their Student Association, the City of Greater Geelong, the Central Geelong City Management Committee, met to formulate plans that will ensure the successful delivery of the Games.

The Games, which will be held in Geelong from 5 to 8 July this year, will feature a 15-strong sporting competition and a not-to-be-missed social program and are expected to attract close to 2,500 students from university campuses throughout Victoria, South Australia and Tasmania.

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

"Based on previous year's events, Geelong can expect a direct injection of more than \$1 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 \$2 million," AUS's Chief Executive Officer Mr Daniel Marsden said.

The Council considers that the Games will provide substantial benefits for the local community; Mayor Cr Barbara Abley went on to say,

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

"We believe that the investment in this event will easily be returned to the community during the four day event".

The sports to be contested at this year's Games are: AFL, badminton, baseball, basketball, hockey, netball, rugby union 7s, soccer, softball, squash, table tennis, tennis, touch, ultimate frisbee and volleyball.

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

Media Information:

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