



## MEDIA RELEASE



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### PERTH'S PEOPLE SHOW THEIR SUPPORT

Perth's sporting, education and business communities came together today for the Launch of the 2004 Australian University Games, to be held in Perth from 26 September to 1 October.

Ron Alexander, the Director of the Department of Sport and Recreation Western Australia, officially launched the Games, saying the event was a tremendous opportunity for the Perth community.

"With an estimated 4500 people attending the Games, most from interstate, the Games will have a significant benefit for Western Australians – with an estimated economic impact of \$10.5 million for the local economy," Mr Alexander said.

"Local businesses will certainly benefit from this event, which is in turn good news for the state, so there is a tangible reward for the community getting behind the Games," he said.

Speaking on behalf of the five Partner universities – Curtin University of Technology, Edith Cowan University, Murdoch University, The University of Notre Dame Australia and The University of Western Australia (UWA) – Vice Chancellor of UWA, Professor Alan Robson AM, said he was delighted the five universities of Western Australia have formed a strategic relationship to partner the 2004 Australian University Games

"This clearly demonstrates the spirit of cooperation between the Western Australian universities in delivering a complete educational experience for students."

"I believe University life is significantly enriched for students who combine involvement in sport, clubs, music, cultural and social activities with their academic pursuits. Students benefit from the camaraderie, the sense of achievement and the experience of commitment when they are involved in sport," he said.

National under 20 representative, Amity Campbell, from the University of Western Australia women's water polo gold medal team at the Australian University Sport regional championships, which were held today prior to the Launch, said today's qualifiers have amped the girls for what is sure to be an awesome elite sporting experience on home turf.

Madeleine Bertelli, Executive Director EventsCorp said the Games also presented an opportunity for the local community to demonstrate to interstate participants Western Australia's world-renowned relaxed lifestyle, friendly hospitality and an awesome natural environment.

"For these athletes coming from interstate this could be their first opportunity to visit Western Australia and we want their visit to be so enjoyable they will revisit time and time again," he said.

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.

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