



## **MEDIA RELEASE**

Tuesday, 12 October, 2004

### **NEW CHAMPIONS REIGN AS PERTH HANDS OVER THE GAMES TO BRISBANE**

The University of Melbourne has taken over the reign as Australian University Sport champions after breaking a five-year strong hold by the University of Sydney at the Australian University Games held in Perth recently.

Over 3200 competitors bore witness to the University of Melbourne run in consistent top ten results in all sports to take out the Overall University Champion trophy. The University celebrated with first place finishes in Mixed Netball, Women's Tennis, Overall Team Cycling, Diving and Swimming.

Hosted by Perth for the second time in five years, the Games have injected more than \$3million into the local economy over the six day event. The presence of a host of sponsors indicated strong support for the Games by local and national businesses.

"The support of sponsors like Red Bull, Carlton & United Breweries, Marsh Insurance, Track n Field and Sports Moves has been overwhelming and very much appreciated. I believe the Australian University Games is a perfect vehicle for our commercial partners to reach a large, relatively untapped market," said Mick Cronan, Australian University Sport Commercial Manager.

Support for the Games was further strengthened by a host of high profile sporting personalities by becoming ambassadors for the individual sports. In 2004 AUS pay tribute to all ambassadors including ex-Essendon AFL team captain, Mr Graham Moss; Order of Australia Medal recipient's for their respective sports, Australian Badminton representative Mr Peter Cooper OAM and Sydney Olympic women's waterpolo gold medal winner, Mrs Danielle Woodhouse OAM; ex-Olympian and international basketball player of the year, Mr Andrew Vlahov and three-time Olympic hockey gold medal winner Ms Rechelle Hawkes.

With the Australian University Games wrapped up for another year, preparation is already underway for the 2005 Games to return to its original host city, Brisbane, Queensland.

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