

EVENT LEGACY

Maximising the benefits of hosting a major sporting event

Date: Wednesday 17 June 2015
Time: 9:30am to 1pm (followed by a light lunch)
Venue: Ian Thorpe Theatre, NSWIS Building, 6B Figtree Drive, Sydney Olympic Park
Cost: FREE



Hosting a major event on home soil offers fans the opportunity to watch the game live and the sport to connect with fans, engage the wider community and leave a lasting legacy.

Australia has played host to a number of major sporting events this year including the AFC Asian Cup, ICC Cricket World Cup, Australian Open Tennis, Touch Football World Cup and the Netball World Cup (to come).

This seminar will explore how organisers planned for community legacy, what they achieved, what they learnt and will showcase successful fan engagement strategies.



PRESENTERS

- **Michael Brown**, CEO, Local Organising Committee, AFC Asian Cup Australia 2015
- **Cameron French**, Chief Executive, Cricket ACT
- **Marne Fechner**, CEO, Netball World Cup 2015
- **Karen Clydesdale**, Manager Community, Tennis Australia
- **Colm Maguire**, CEO, Touch Football Australia



FACILITATOR

- **Tiffany Cherry**, Sports Broadcaster

WHO SHOULD ATTEND

This is a FREE event for all NSW and National Sporting Organisation staff.

Also suitable for people responsible for coordinating or delivering sporting events or staff responsible for fan engagement and participation growth.



Places are limited. Please register by Wednesday 10 June 2015.

Email pam.ireland@sport.nsw.gov.au or call (02) 8754 8812.