

Event of the Year Award

The Event of the Year Award recognises best practice in the marketing and management of a sport and recreation event.

Masters Swimming In Australia, Tasmania

Masters Swimming in Australia is an association committed to encouraging adults, regardless of age and ability, to swim regularly to improve fitness and general health.

The AUSSI National Swim is an annual swim meet held in a different state or territory each year. In March 2005, it was Hobart's turn to host this prestigious event at the Tattersall's Hobart Aquatic Centre.



The event, managed entirely by volunteers, resulted in 575 competitors and approximately 800 family members and friends visiting Tasmania. Four hundred and fifty of the competitors travelled from interstate, while 12 came from overseas.

Social functions provided opportunities for competitors and their families to mingle at a range of functions, including a welcome reception at Government House and a presentation dinner.

The event also attracted significant support from businesses, with 20 organisations providing sponsorship.

Marketing and Communications Award

The Marketing and Communications Award recognises the importance of marketing and communications in promoting programs, activities and key messages within the sport and recreation sector and to the wider community.

AUSSI Masters Swimming Tasmania

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The organising committee sought to increase the level of corporate sponsorship and the number of competitors in this meet.

The event was promoted to all registered AUSSI members in Australia and to Masters Swimmers overseas. The communication strategy employed a number of tools, including information brochures, posters, newsletters, information booths at other swimming championships and website communication. Corporate sponsorships were targeted using direct marketing and face-to-face contact.



AUSSI Masters Swimming Tasmania demonstrated its capacity to successfully promote and manage this event, attracting 575 competitors, 450 of whom were from interstate and 12 from overseas. Corporate sponsorships also exceeded expectations.