November 2016

Marketing and promotions

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MEMORANDUM

DATE: November 12th, 1996
TO: Triathlon Queensland Committee Members
FROM: Jacqui Smith (Marketing/Publicity)
RE: Monthly Update

PUBLICITY:
1. Standard press release format has been used to fax results from:
   - Optus Vision Junior Selection Race
2. Now issuing Triathlon Calendar releases to media with events for upcoming two months as well as 1996 - 7 TA Tour.
3. Coverage is increasing.

Problem:
Not receiving any results from race directors now that there are different people doing the timing.

Solution:
Letter sent out to all race directors and triathlon clubs outlining the benefits of increased media exposure (see attached).
   - Results can be faxed or e-mailed.
   - Any other suggestions?

MARKETING:
No answer from sponsor yet. Graham Nowland assisting me here with his contacts. Key individual is overseas at the moment.

No time to work on anything else until December as I’m in my busiest time at work with US financial year end approaching, my apologies.

Duncan has forwarded his excellent work with regards to sponsorship. This will be of great help. Will look into more sponsorship possibilities as soon as time permits.
November 11th, 1996

Dear Race Director,

The 1996-97 triathlon season is upon us. With the Olympics fast approaching, we are heading into the most exciting years triathlon has ever seen. As a result, there is an increasing interest in our sport from the various media venues.

As your Director of Marketing / Publicity with Triathlon Queensland, my job is to capitalise on this interest and get as much exposure as possible for triathlon in the areas of radio, television and print media. To achieve this I need the following:

1. Race results faxed to me on a DAY/EVENING (07-3870-0292 phone/fax; e-mail: jbsmith@mail.entre."

2. Notes on the event with any outstanding performances etc. Anything that you deem to be newsworthy. Feel free to be creative here!

2. I will fax the PRESS RELEASE directly to all our media contacts.

With regards to results I need:

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Placing</th>
<th>Name</th>
<th>Hometown</th>
<th>Time</th>
</tr>
</thead>
</table>

Age group results are good, but elite and juniors are most likely to get the coverage we are hoping for. Knowing where someone is from is great for my outside Brisbane media contacts.

**PLEASE NOTE: I NEED THE INFO THE SAME DAY OF THE EVENT.**

OLD NEWS IS NO NEWS!!! - ESPECIALLY TO THE MEDIA

More media coverage means greater exposure for potential sponsors, so we both win. More exposure also means your costs are reduced, so, we all win! Let's work together for the best season yet for triathlon coverage.

Sincerely,

TRIATHLON QUEENSLAND

Jacqui Smith
Director Marketing / Publicity

cc: Allan Voss, Brian Chapman

Financially assisted by the Queensland Government through the Queensland Sports Development Scheme
Triathlon Queensland Monthly Report - Marketing/Publicity

DATE: October 8, 1996
FROM: Jacqui Smith

MARKETING ACTIVITIES:
Followed up with prospective sponsors, still waiting to hear from key sponsor for race judge program
Another sponsor possibly interested in youth program. Need to know current status of sponsorship from Duncan
Possible to set-up simple home page through my account with Enternet. Will look into this further. May be an economical way to start.

PUBLICITY:
Press releases have begun to be sent out.
Bribie Island first release to go.
Does anyone have any media contacts to add to the list?

GENERAL BUSINESS:
TA or TQ should have a bereavement policy in place to assist National Team Members in the event of a death in the immediate family. TA should act on behalf of the athlete in securing any refunds from ITU Championship Race Organisers. In reference to this happening to an athlete in Canada.
Can Paul Binnie suggest an amendment to ITU Technical Committee regarding Competition Rules. Perhaps reading as follows:

That Race Organisers will refund the entry fee in the event of a death in the family of a competitor. The NGB will apply on behalf of the athlete, once the athlete had provided necessary information to the NGB as to the nature of the request for refund.

ACTIVITIES PLANNED FOR OCTOBER:
Investigate sponsorship opportunities for the association.
Follow up possibility of Web Page
Finalise any pending sponsorship issues
Approach Channel 9 re coverage of non-St. George races, ie. Qld State Title events (note: Win Television gives good coverage to regional events)
DATE: September 10, 1996

MONTHLY REPORT

PUBLICITY:

1. Press releases will begin with Angus’s race on the 15th September.

2. Suggest for 1996-7 season, purchase of a mobile phone for TQ. 4KQ will broadcast our race results from all events if we phone them from the event itself. It will go live on the air. I did this at Mooloolaba, ad they broadcast it throughout the afternoon and evening.

4KQ has a larger number of listeners than Triple M or B105.

Brian could be in charge of the mobile and ensure one of us has it at the various events.

All other releases will be faxed as usual on Sundays after each event.

MARKETING:

STATIONARY:

1. Getting quotes from Panther Printing for follow-on pages, business cards, sticky labels

   Follow-on page: follows front page letterhead and only has the TQ logo on it

   Business Cards: TQ logo, address, phone/fax number, write our own names on them

   Sticky Cards: TQ logo, address, phone/fax number. Used on folders etc. for presentations

WEB PAGE / E-MAIL:

2. Company ESPC writes and sets up web pages. Rough costs as follows:

   $100.00 per page
   $250.00 register domain name (example: www.triqld.org/triqld.com.au)

Standard Web Page: 1. Entrance screen - logo, main headings etc.
                    2. Race Results
                    3. TQ News
                    4. Membership forms

Don’t have to register a domain name, we can work under someone else’s.


Why do we do this? To get info out to our members. Triathlon NSW has a web page, ITU, Triathlon Canada also have one. TA does not have one.

Get race results to members.

Give our sponsors better exposure (logos can be added to the Web Page)

Media has easy access - increases our exposure to “Australia and the World”!
MEMORANDUM

DATE: November 14th, 1995
TO: Triathlon Queensland Committee Members
FROM: Jacqui Smith (Marketing/Publicity)
RE: Monthly Update

PUBLICITY:
1. Standard press release format has been used to fax results from:
   ITU Women's Triathlon
   Powerade Summer Triathlon, Robina
2. results/comments from events must be given or faxed to me that day.
3. I will forward these results to radio, print and television on Sunday night.
4. Media contact list is being updated. See latest list attached. Thanks to Bria.. for his list.
5. Elite and Junior athlete profiles are essential for media releases - work with Elite Athlete Committee on this.
6. Please see press releases and articles from the Courier Mail attached. The ITU Women's race received brief coverage on the Channel 7 Evening News and full coverage the following Saturday at 12:30pm on SBS.
7. Please save any articles/news you see and mail them to me. I would like to keep a running file on our "publicity ranking". It is particularly important for people outside Brisbane to assist me in this area - Gold Coast, Sunshine Coast, Northern Qld Region.

MARKETING:
1. Still working on the proposal. Should be finished by next meeting.
2. Will work with Duncan on Australia Post.
MEMORANDUM

DATE: March 12th, 1995
TO: Triathlon Queensland Committee Members
FROM: Jacqui Smith (Marketing/Publicity)
RE: Monthly Update

PUBLICITY:
1. Standard press release format has been used to fax results from:
   - New Challenge, Race 3, Redcliffe
   - Powerade Race 6, Raby Bay
   - Enticer Series Race 2, Currumbin
   - Fay Richwhite/BRW Corporate Teams Triathlon
   - Feb/March Race Calendar

   Now issuing Triathlon Calendar releases to media with events for upcoming 2 months as well as 1996 TA Tour.
3. Coverage is increasing.
4. Need help in gathering anything that appears in the newspapers. I don’t always get my hands on them.
5. Race director for Gondwana phoned me and gave me contact details. He will stay in touch for next year’s event.
6. Hervey Bay has also forwarded press releases to me. They will go out shortly to media contact list.
6. Toowoomba Chronicle and Win TV Toowoomba now receives all press releases.

MARKETING:
1. Have we heard from Sunrice Australia?
3. Letter sent to General Motors to establish possible sponsorship interest. Their initial interest was with our Race Judges both statewide and nationwide. Will follow up by phone.
4. Will start to investigate other sponsorship areas for 1996-7 season.

ACTIVITIES FOR MARCH:
1. Send calendar update to media.
2. Press releases for remaining events in March
3. Pursue General Motors sponsorship prospect
4. Follow up Sunrice opportunity
MEMORANDUM

DATE: April 8, 1997
TO: Triathlon Queensland
FROM: Jacqui Smith
RE: Monthly Report - Marketing/Publicity

PUBLICITY:
1. Press releases done for Bribie Island, Hervey Bay, Elanora and Raby Bay.
2. Still not getting information on the same day as the race from all race directors.
3. Could Michael ask race directors at next meeting to forward any articles from local papers. thanks to Steve Mentiplay for articles from Stanthorpe papers. Please ensure I know which paper it is, who wrote the article and when it appeared.
5. I will determine costs, if any, for being "on-line" with the rest of the world. South Australia, and ACT have Web Pages. As do Vic, NSW and the AIS.
6. I will continue to monitor these and the ITU page for relevant information
7. Note: TA Rules are not yet on the Vic and NSW Web Pages as stated in TA minutes (Feb).

MARKETING:
1. No activity to report.
2. Will be meeting with Bronwyn to hand over details of possible sponsors to pursue sponsorship opportunities.
3. We could sell TQ paraphernalia on our Web Site if we wanted too.
4. Benefit to sponsors to have a Web Page - greater coverage for them

MISCELLANEOUS:
1. Brian Hinton is e-mailing the TA Rule Book for me so we can produce our own. We should try to get a sponsor to help cover costs. I expect this by the end of the week.
Section 8

Marketing, Promotions and Finish-Line Services

These companies make races their business: They specialize in sponsorship procurement, athlete representation, event marketing and management, database maintenance, event registration, announcing, finish-line timing, race results and publicity.

AUSTRALIA

Auto / Focus
Collaroy Plateau, New South Wales
*Company focus:* Public relations, event and triathlon-product representation
*Address:* 21 Aubreen St., Collaroy Plateau, NSW 2097, Australia
*Tel.:* +61 2/9971-1575
*Fax:* +61 2/9971-5042
*Mobile:* +61 412/228-409
*E-mail:* nrm@ozemail.com.au
*Internet:* www.ozemail.com.au/-nrm
*Directors:* Nick and Ali Munting
*Details:* Media liaison for Ironman Australia, publishers for Ironman magazine (TriAngle), webmasters for Ironman Australia and Triathlon NSW, Australian distributor for UltraCoach training software, sponsorship consultant for Eyeline triathlon division.

Creative Event Group, The
Melbourne, Victoria
*Company focus:* Triathlon marketing, event staging
*Address:* 578 City Road, South Melbourne, VIC 3205, Australia
*Tel.:* +61 3/9696-0095
*Fax:* +61 3/9696-0283
*Director:* Ken Murray
*Details:* Has staged more than 250 events over 11 years, many of them specialized TV and corporate productions. Willing to assist any international triathlete with arrangements for a triathlon training/racing vacation in Victoria.

Endurance Sports Promotions
Cronulla, New South Wales
*Company focus:* Event organization and management
*Address:* PO Box 67, Cronulla, NSW 2230, Australia
*Tel.:* +61 2/9523-2598
*Director:* John Holt

Key races: Brooks Triathlon Series, EZ4U Triathlon Series, Jindabyne Long-Course Triathlon

IMG - Australia
Sydney, New South Wales
*Company focus:* Sports marketing and management
*Address:* 281 Clarence St., Sydney 2000, Australia
*Tel.:* +61 2/9261-1777
*Fax:* +61 2/9261-1465
*E-mail:* ghannan@imgworld.com
*Vice-president, multi-sport:* Graeme Hannan
*Details:* Holds Ironman license for Australia.

ITU Properties / Pacific Sports International Pty Ltd
Sydney, New South Wales
*Company focus:* Commercial development, plus television marketing and production, for International Triathlon Union
*Address:* PO Box 100, Strawberry Hills, NSW 2012, Australia. Also, Level 5, Wilson House, 46-56 Kippax St., Surry Hills, NSW 2010, Australia
*Tel.:* +61 2/9288-1160
*Fax:* +61 2/9288-1162
*E-mail:* twatts@newsCorp.com.au
*Managing director:* David McCann
*Manager, marketing and promotions:* Terri Messingham
*Manager, finance and administration:* Tracey Watts
*Details:* Handles commercial aspects for all the ITU properties.

OnLine Sports International
Manly, New South Wales
*Company focus:* Production of both St.
George Triathlon Grand Prix (Australia) and International Triathlon Grand Prix (worldwide)

Address: PO Box 500, Manly, NSW 2095, Australia
Tel.: +61 2/9977-7433
Fax: +61 2/9977-7176
E-mail: andrewfraser@msn.com
Internet: www.trigrandprix.aust.com
Managing director: Adam Bray
Director: Haydon Bray
Sales director: Damien Bray
Public relations director: Andrew Fraser
Event director: Scott Barry
Key series: International Triathlon Grand Prix (ITGP), St. George Triathlon Grand Prix (Australia).

Split Second Timing
Croydon Park, New South Wales
Company focus: Timing and results
Address: PO Box 255, Croydon Park, NSW 2133, Australia
Tel.: +61 2/798-5388
Fax: +61 2/798-4565
E-mail: birdman@zip.com.au
Details: Complete computer-based results.

Total Triathlete Supplies
Coffs Harbour, New South Wales
Company focus: Mobile retail outlet
Address: 2 Amber Close, Coffs Harbour, NSW 2450, Australia
Tel.: +61 66/52-8077
Fax: +61 66/52-8979
E-mail: totaltr@midcoast.com.au
Owners: Dale and Cheryl Coleman
Details: Onsite sales outlet at regional NSW triathlons ("taking product to the races!"). Sponsorship of prizes offered to race directors.

BELGIUM

Winning Time By IPTA
Brussels, Belgium
Company focus: Event timing and results
Address: 22. rue de la Concorde, 1050 Brussels, Belgium
Tel.: +32 2/513-9510
Fax: +32 2/513-2306
Details: Provides timing using the transponder system for some of the sport's biggest events (Quelle Ironman Europe, Bardolino, ETU final in Alanya, Laguna Phuket).

BRITAIN

Maclaren, Ken
Bath, England
Company focus: Race announcing, television commentary
Address: Eastwood, Lodge 3, University of Bath, Bath, BA2 7AA, England
Tel./fax: +44 1225/826-947
E-mail: 106456.2153@compuserve.com
Details: Announces most of Britain's major races (Bath, Ironbridge, Windsor, etc.). Announced the St. George Triathlon Grand Prix in Australia in 1997. Does some TV commentary for Eurosport telecasts.

Runaway Productions
Ludlow, Shropshire, England
Company focus: Television production and commentary
Address: New House Cottage, Wyson, Brimfield, Ludlow, Shropshire, SY8 4NN, England
Tel.: +44 158/471-1509
Fax: +44 158/471-1575
E-mail: 101451.743@compuserve.com
Director: Ian Sweet
Details: Produces Sport on the Edge, for extreme sports; works with EuroSport for TV coverage of international triathlons.

CANADA

Ryder, Don
Vancouver, British Columbia
Company focus: Race announcing
Address: 1423 Howe St., Vancouver, BC, Canada V6Z 1R9
Tel.: 604/240-2600
Fax: 604/263-2721
Key races: Hawaii Ironman, Ironman Canada, Wildflower Triathlon Festival, Mrs. T's Chicago Triathlon
Details: Also provides television commentary; can emcee for carbo and awards parties, press conferences and sponsor/VIP functions.

Shepley, Barrie
Toronto, Ontario
Company focus: Race announcing
Address: 164 Merton St., Suite 302, Toronto, ON, Canada
Tel.: 905/951-6071
Fax: 905/951-6062
Key races: Canadian triathlon championships at Corner Brook; previously (1988-1996) announced the President's Choice series.

SportStats
Montreal, Quebec
Company focus: Timing and results
Fax: 613/673-4909
E-mail: sportstats@cyberus.ca
Owners: Marc Roy and Isabelle Fradette
Key races: President's Choice Series, Corel Triathlon Series, Triathlon Esprit

CHILE
Olimpo Sports and Marketing
Santiago, Chile
Company focus: Sports promotions, race organizing
Address: Bilboa 3008, Santiago, Chile
Tel.: +56 2/225-6482
Fax: +56 2/223-4742
E-mail: rsm@cmet.net
Race organization: Scarlett Carter
Details: Organizes Triathlon Series Olimpo, November to March.

FRANCE
Gauthier, Laurent
Bennecourt, France
Company focus: Athlete representation for Olivier Marceau and Alexandre Manzan
Address: 1 bis, rue Coquerie Aux Monts, 78270 Bennecourt, France
Tel.: +33 1/30 42 21 45
Fax: +33 1/30 42 24 96
Details: Gauthier is also the publisher for 220 magazine. See page 281.

IPITOS
Parthenay, France
Company focus: Sports timing, running numbers
Address: 109-111 rue du Bourg Belais, BP 112, 79203 Parthenay Cedex France
Tel.: +33 5/49 64 04 45
Fax: +33 5/49 95 28 26
Director: Marc-Antoine Guion

GERMANY
Blaschke, Hannes
Durach, Germany
Company focus: Athlete representation for Thomas Hellriegel and Lothar Ledar
Address: Bgm. Batzer Strasse 19, D87471 Durach, Germany
Tel.: +49 831/66136
Fax: +49 831/69887
Contact: Hannes Blaschke
Details: Company also promotes training camps and trips. See page 275.

ChampionChip - Germany
Drebber, Germany
Company focus: Timing using the ChampionChip technology
Address: Sport Team, Zur Drebber Hahe 1, D-49 457 Drebber, Germany
Tel.: +49 5445/987 50
Fax: +49 5445/987 540
E-mail: ChampionChip@T-online.de
Director: H. Maschmeyer

Dewe Datavision
Berg-Aufkirchen, Germany
Company focus: Event marketing, television production
Address: Farchacherstr. 13, 82335 Berg-Aufkirchen, Germany
Tel.: +49 8151/96250
Fax: +49 8151/962 599
Project manager: Peter Mayerlen
Key races: Best of the Alps triathlon series

ISY-Timing
Erlangen, Germany
Company focus: Timing, result evaluation and presentation
Address: Dompropst Str. 72, D-91056 Erlangen, Germany
Tel./fax: +49 9131/490 952
E-mail: 100125.2334@compuserve.com
Internet: www.isy-timing.de
General manager, sales/PR: Reinhard Gaemlich
General manager, technical: Ludwig Maul
Key races: German championships in '96 and '97; Medical World Championships in '96; ITGP-Koblenz in '96; many other triathlons in Germany
Details: Special software solutions for multi-sport events. Information and actual race results for announcers and spectators.

MIC Informations-systeme GmbH
Leipzig, Germany
Company focus: Timing and results (data and graphic-service company)
Address: Engertstr. 31, 04229 Leipzig,
Marketing, promotion and finish-line services

**Germany**

*Tel.: +49 341/483-0210*

*Fax: +49 341/483-0214*

*E-mail: mic.leipzig@t-online.de*

*Internet: www.mic-leipzig.de*

*Managing director: Dr. Ulrich Heilfart*

*Director, TV and data service: Blance Quietzsch*

*Marketing director: Andreas Todzzi*

*Marketing assistant: Eric Brecht*

*Key races: Quelle Ironman Europe, Ironman Lanzarote, Powerman Germany*

*Details: Also does TV-graphics, scoreboards, accreditation, commentating and announcing, printing of start lists and results.*

**Redaktionsburo Walchshofev**

*Roth, Germany*

*Company focus: “Press office” for several races (on-the-day information; press conferences. awards ceremonies as well)*

*Address: Gustav-Adolf Str. 34, 91154 Roth, Germany*

*Tel.: +49 9171/1020*

*Fax: +49 9171/99881*

*E-mail: walchshoefer@t-online.de*

*Press coordinator: Alice Walchshofer*

*Assistant: Manfred Krispin*

*Computers. phones coordinator: Uli Doeifke*

*Race announcer: Herbert Walchshofer*

*Key races: Quelle Ironman Europe, Powerman Germany, Rothsee Triathlon, Triathlon Viernheim*

**ITALY**

**Triathlete Italy**

*Ferrara, Italy*

*Company focus: Race announcing for major Italian triathlons*

*Address: Via Antonio Meucci, 11, 44100 Ferrara, Italy*

*Tel./fax: +39 532/51375*

*Contact: Renato Locatelli*

*Key races: Ligano, Bibione*

*Details: Locatelli is also editor for Triathlete Italy magazine.*

**JAPAN**

**ChampionChip - Japan**

*Tokyo, Japan*

*Company focus: Event timing using the ChampionChip technology*

*Address: The Runners Inc., 2-4-6 Higashiyama, Megru-ku, Tokyo 153, Japan*

*Tel.: +81 3/3714-1441*

*Fax: +81 3/3714-5455*

*Director: Jiro Hashimoto*

**NEW ZEALAND**

**IMG - New Zealand**

*Auckland, New Zealand*

*Company focus: Sports marketing and management*

*Address: 17 Anzac St, Takapuna, Auckland, New Zealand*

*Tel.: +64 9/489-5799*

*Fax: +64 9/489-5754*

*Key personnel: Allan Dumbleton*

*Project coordinator: Nicholas Finch*

**SOUTH AFRICA**

**ChampionChip - Africa**

*KwaZulu-Natal, South Africa*

*Company focus: Event timing using the ChampionChip technology*

*Address: PO Box 1332, Westville 3630, South Africa*

*Tel.: +27 31/266-9860*

*Fax: +27 31/867-038*

*Managing director: Colin Hegtor*

*Project coordinator: Nicholas Finch*

**SWITZERLAND**

**BK SportPromotion GmbH**

*Ottikon, Switzerland*

*Company focus: Marketing agency for sports and triathlon events*

*Address: Kyburgstrasse 1, CH-8307 Ottikon, Switzerland*

*Tel.: +41 52/345-2545*

*Fax: +41 52/345-3444*

*Directors: Peter Boll, Martin Koller*

*Key races: Ironman Switzerland*

*Details: Marketing agency for Allego and Swiss Racing bike lines. Also organizes travel for Hawaii and various training camps. Publishes Finisher magazine.*

**Datasport DS AAG**

*Zollikofen, Switzerland*

*Company focus: Event timing and results*

*Address: Industriestr. 65, CH-3052*
Zollikofen, Switzerland
Tel.: +41 31/915-5511
Fax: +41 31/915-5512
Director for triathlon: Mr. Galasso
Details: Works with Powerman Zofingen and Ironman Switzerland; handles all Alpine Cup (duathlon) and Credit Suisse (triathlon) races.

ChampionChip - Switzerland
Oensingen, Switzerland
Company focus: Event timing using the ChampionChip technology
Address: Ethno Timing SA, Bitterlenstrasse 15, Postfach 321, 4702 Oensingen, Switzerland
Tel.: +41 62/388-2578
Fax: +41 62/388-2523
E-mail: fuerholz@isoe.ch

THAILAND

IMG - Thailand
Bangkok, Thailand
Company focus: Sports marketing and management
Address: 50/2 Sukhumvit Soi 24 (Metinivej), Bangkok 10110, Thailand
Tel.: +66 2/258-8724 or 661-0089, 8311m 927-9264
Fax: +66 2/661-0320
E-mail: colindun@mozart.inet.co.th
Triathlons: Colin Dunjohn
Key races: Thai Airways Laguna Phuket Triathlon

UNITED STATES

AA Sports Ltd.
Portland, Oregon
Company focus: Sports marketing and management
Address: 4840 SW Western Ave., Suite 400, Portland, OR 97005
Tel.: 503/644-6822
Fax: 503/520-0242
E-mail: aasports@racecenter.com
Internet: www.runningnetwork.com/racecenter
Owner, president: Carol Andersen.
Owner, vice-president: Jon Atherton.
Key races: GI Joe’s Multisport Summer Series (11 events), one all-women’s triathlon, two sprint/Novice triathlons, Pacific Crest Triathlon (half-Ironman)
Details: Our timing system allows us to post splits right after the race, and to provide full reports of race results and statistics within a couple of hours of the event’s completion. We can provide all the equipment necessary to put on a multisport event (bike racks, cones, signage, tables, tents, etc.).

A Change of Pace
Davis, California
Company focus: Sports marketing, promotion, management and timing services.
Address: 221 G St., Suite 205, Davis, CA 95616
Tel.: 916/757-2012
Fax: 916/758-1850
E-mail: ACOP@wheel.dcn.davis.ca.us
Co-founders, owners: Dave and Jennifer Miramontes
Timing director: Ron Cowden
Booths: Jason Jacques
Sponsorship, PR: Jeannie Briggs
Key races: Wildflower Triathlons, San Jose International Triathlon, South Bay Triathlon, all for timing; Donner Lake Triathlon, Great North Triathlon for event management, timing
Details: ACOP services include strictly-timing through full-event management.

Alan Taylor Communications
New York, New York
Company focus: Public relations
Address: 225 W. 34th St., Suite 610, New York, NY 10122
Tel.: 212/714-1280
Fax: 212/695-5685
E-mail: Mark@alantaylor.com
Contact: Mark Beal
Details: Beal handles public relations accounts for both USA Triathlon Federation and World Triathlon Corp. (Ironman).

Alta Vista Sports
Deland, Florida
Company focus: Timing, full race management
Address: PO Box 1700, Deland, FL 32721
Tel./fax: 904/736-0002
E-mail: bwilson@aug.com
Owner: John Boyle
Operations manager: Heath Wells
Technical director: Georgette Hoover
Key races: Lighthouse Triathlon, Beaches Sprint Series, Elephant Walk Triathlon, FAU Wellness Triathlon, etc.
Marketing, promotion and finish-line services

Details: We do it all (equipment, personnel, promotion, scoring): No event is too big or too small.

BKB Ltd.
Denver, Colorado
Company focus: Race announcing, event management
Address: 7223 S. Ulster St., Englewood, CO 80112
Tel.: 303/694-2030
Partner: Creigh Kelley
E-mail: cjk@ix.netcom.com
Details: Announces for Danskin Triathlon Series, some Pacific Sports events.

Burns Computer Services
Ann Arbor, Michigan
Company focus: Event timing using ChampionChip technology
Address: Burns Computer Services, 3580 Wagner Ridge Court, Ann Arbor, MI 48103
Tel.: 313/665 7052
Fax: 313/665-9003
E-mail: CoachJake@aol.com

CFT / Sommer Sports
Clermont, Florida
Company focus: Event management, sports marketing
Address: PO Box 121236, Clermont, FL 34712
Tel.: 352/394-1320
Fax: 352/394-1702
E-mail: cftsports@aol.com
Internet: www.gate.net/~cftri
President: Fred Sommer
Vice-president, operations: Steve Meckfessel
Key races: Great Floridian Triathlon, Florida Challenge Triathlon, Gooding’s Triathlon Series and Great Clermont Triathlon (all our own events); contract work for St. Anthony’s, Gulf Coast, Cypress Gardens, Siesta Key, Santa Rosa Island, Pirate’s Week
Details: Event management, consulting, equipment rental, 25,000+ database.

CS Sports Marketing Group
Santa Monica, California
Company focus: Event management
Address: 3026 A Nebraska Ave., Santa Monica, CA 90404
Tel.: 310/453-5191
Fax: 310/453-3391
E-mail: escape@earthlink.net
Key personnel: Sean Hackney, Rick Tyner, Carolyn Sato
Details: Organizes the 24-Hour Fitness Escape From Alcatraz triathlon.

Chriss & Company
New York, New York
Company focus: Consulting
Address: 300 Mercer St., New York, NY 10003
Tel.: 212/673-4113
Fax: 212/673-2203
E-mail: chrissco@superlink.net
President: Alvin Chriss
Key clients: World Triathlon Corp., USA Triathlon, OnLine Sports International

DMSE / Dave McGillivray Sports Enterprises
Middleton, Massachusetts
Company focus: Event management, athlete representation
Address: 4 Greystone Drive, Middleton, MA 01949
Tel.: 508/774-3842
Fax: 508/774-8893
Owner: Dave McGillivray
Key races: ITU-Bermuda World Cup Triathlon, 1998 Goodwill Games Triathlon, Boston Marathon
Athletes represented: Karen Smyers, Katie Webb

Dillon Productions
Chicago, Illinois
Company focus: Organizes the Saucony Powerman duathlon series
Address: PO Box 577017, Chicago, IL 60657
Tel.: 773/929-5978
Fax: 773/929-6047
President: Susan Nicholl
Key races: Saucony Powerman Series

Event Marketing Inc.
Honolulu, Hawaii
Company focus: Event marketing, television production
Address: 100 Bishop St., Pauahi Tower, Suite 880, Honolulu, HI 96813
Tel.: 808/521-4322
Fax: 808/538-0314
E-mail: emisport@emisport.com
Internet: www.emisport
President: Tom Kiely
Vice-president, operations: Dave Nicholas
Vice-president, administration: Lois Tasaki
Vice-president, marketing: Janet Clark
Director, sales and operations: Chris Dey
Key races: Aqua Terra, Hawaiian Sports Adventure, Outrigger Hotels Hawaiian Mountain Tour; Outrigger Hotels Hawaiian Oceanfest

Event Media
Del Mar, California
Company focus: Event design and production
Address: 13765 Mira Montana Drive, Del Mar, CA 92014
Tel.: 619/259-9595
Fax: 619/259-8121
E-mail: JMCurl@aol.com
President: James M. Curl
Key accounts: Quintana Roo, Island Outpost, Jamaica Tourist Board

International Management Group
New York, New York
Company focus: Sports marketing and management
Address: 22 E. 71st. St., New York, NY 10021
Tel.: 212/772-8900
Fax: 212/772-2617
Vice-president, athletics and fitness (including triathlon): Steve Lindecke

JTL Timing Systems
Kona, Hawaii
Company focus: Timing and results
Address: PO Box 5316, Kailua-Kona, HI 96745-5316
Tel.: 808/326-1623
E-mail: m_gleaf@ilhawaii.net
Owner: Mark Greenleaf
Key races: Hawaii Ironman, dozens of other Hawaii multi-sport events

Lakeshore Athletic Services
Chicago, Illinois
Company focus: Event management; timing and results
Address: 2300 W. Touhy, Chicago, IL 60645
Tel.: 773/274-6792
Fax: 773/274-2322
Owner: Tom Cooney
Key races: Mrs. T's Chicago Triathlon, Galena Triathlon, mountain bike duathlon

Lin-Mark Computer Sports Inc.
Mantua, New Jersey
Company focus: Transponder timing for races up and down the East Coast
Address: 7 Westwood Drive, Mantua, NJ

MacNeil Event Support
Mesa, Arizona
Company focus: Race announcing, etc.
Address: 2246 W. Jacinto Circle, Mesa, AZ 85202
Tel.: 602/491-2990
Fax: 602/491-0576
Key races: Buffalo Springs, Columbus Classic, Fairmount Park, Gulf Coast, Milkman, Muncie, Powerman Colorado, Schu's, Springfield Ironhorse, etc.
Details: Can also provide race-flyer distribution, pre- and post-race publicity, freelance writing (800 stories published since 1982).

Michael Epstein Sports Productions (MESP)
Agoura Hills, California
Company focus: Five events for the “MetRx Day at the Beach” Series
Address: 29397 Agoura Road, #109, Agoura Hills, CA 91301
Tel.: 818/707-8867
Fax: 818/707-8868
Internet: www.mesp.com

Pacific Sports
Anaheim, California
Company focus: Sports marketing, athlete representation
Address, Anaheim office: 1500 S. Sunkist St., Suite E, Anaheim, CA 92806
Tel., Anaheim: 714/978-1528
Fax, Anaheim: 714/978-1505
Address, Cleveland office: 1900 E. Ninth St., Loc. 7000, Cleveland, OH 44114
Tel., Cleveland: 216/575-3138
Fax, Cleveland: 216/575-3167
Internet: www.pacificsports.com
Partners: Mike Bone, Jack M. Caress
Can establish triathlon tours from Japan to various races.

**Reilly, Mike / MJR Sports**  
San Diego, California  
**Company focus:** Race announcing, etc.  
**Address:** 16496 Bernardo Center Drive, Suite 310, San Diego, CA 92128  
**Tel.:** 619/485-9688  
**Fax:** 619/485-9612  
**E-mail:** Mikejpr@msn.com  
**Key races:** Hawaii Ironman, Ironman Australia, Laguna Phuket  
**Details:** Is also consultant for OnLine Sports.

**Sports Management Associates**  
Milwaukee, Wisconsin  
**Company focus:** Timing and finish line, some full-event management  
**Address:** 8420 W. Lisbon Ave., Milwaukee, WI 53222  
**Tel.:** 414/536-1377  
**Fax:** 414/536-9577  
**E-mail:** sma@execpc.com  
**President:** Mike Proctor  
**Key races:** Danskin-Milwaukee, Ken MacKenzie’s Madison Athletic Series

**Timberline Timing**  
Fort Collins, Colorado  
**Company focus:** Finish-line timing, event registration, database services  
**Address:** 612 Smith St., Fort Collins, CO 80524  
**Tel.:** 970-221-5109  
**Fax:** 970/221-4196  
**E-mail:** ttsmoore@aol.com  
**Owners:** Mark Moore, Gail Moore  
**Key races:** Mrs. T's Chicago Triathlon, National City Triathlon, Danskin Triathlon Series, USA Triathlon membership database  
**Details:** Utilize both manual and electronic systems, up to and including the Champion Chip system. Additional services provided as requested by race directors.

**Time Out! Productions**  
Forestdale, Massachusetts  
**Company focus:** Production and management of the Mrs. T’s New England Triathlon Tour  
**Address:** PO Box 543, Forestdale, MA 02644  
**Tel.:** 508/477-6311.
Fax: 508/477-6334  
**President:** Rich Havens  
**Details:** Coordinates sponsorship and execution of six races in Massachusetts, Vermont and New Hampshire.

**Triathlantic Association**  
**Triathlantic North:** PO Box 1172, Sayreville, NJ 08871  
**Triathlantic Central:** PO Box 28477, Baltimore, MD 21234  
**Triathlantic South:** PO Box 1369, Charlotte, NC 28706  
**Tel.:** 410/882-6103  
**Internet:** www.triath.com  
**Executive director:** Brad Jaeger  
**Assistant director:** Denise Jaeger  
**Assistant race directors:** Tom Sacker, Dan Linthicum  
**Associate race director:** Dave Kemp  
**Graphics coordinator:** Christine Kelley  
**Details:** Formerly Tri-Maryland Triathlon Club, the Triathlantic Association offers a series of non-USAT-aligned biathlons (23 in all) and triathlons (7 in all) with prize money at the series’ end.

**Universal Triathlon Alliance**  
**Focus:** National club featuring homestay program, national race “ranking” service  
**Address:** c/o Mike Greer, PO Box 93726, Lubbock, TX 79493  
**Tel.:** 806/763-0907; 800/882-3331  
**Fax:** 806/762-0898  
**E-mail:** mikeg82617@aol.com  
**President:** Mike Greer  
**Details:** Publishes annual guidebook.

**World Triathlon Corporation / Ironman Properties**  
**Tarpon Springs, Florida**  
**Company focus:** Licensing, television production and event management for Ironman races worldwide  
**Address:** PO Box 1608, Tarpon Springs, FL 34688-1608  
**Tel.:** 813/942-4767  
**Fax:** 813/942-1987  
**Internet:** http://Ironman.sportsline.com  
**President:** David Yates  
**Executive vice-president:** Ken Murrah  
**Vice-president, licensing/marketing:** Ken Strominger  
**Vice-president:** Joyce Taylor  
**Hawaii race director:** Sharron Ackles  
**Advertising/communications director:** Rob Perry  
**Details:** Owner of the Ironman Triathlon trademark, producer of the Ironman series of triathlons worldwide.

**X/L Management Inc.**  
**Knoxville, Tennessee**  
**Company focus:** Sports management and athlete representation  
**Address:** PO Box 9083, Knoxville, TN 37920  
**Tel.:** 423/579-6279  
**Fax:** 423/579-0061  
**E-mail:** ASEpstein@aol.com  
**President:** Dr. John Hladczuk  
**Vice-president:** Adam Epstein, Esq.  
**Vice-president:** Jason Epstein, Esq.  
**Athletes represented:** Lars Jorgensen, Victor Perini, Siri Lindley, Barb Lindquist
WHY GET INTO TRIATHLON?

* Personal health and fitness. Lifestyle based on cardiovascular endurance, strength and skill. Great recreation activity.
* Social contacts through 7000 plus triathletes Australia-wide.
* Competition opportunities from novice to professional, all ages.
* Mass participation and club events through to Olympics 2000.
* Fun activity for the family - racing, officiating, coaching or helping your club.
* Distances from 300m swim/10km cycle/2km run, up to Ironman (3.8/160/42).

WHY LICENSE WITH TQ?

* Personal Accident and Injury Insurance Cover 24 hours per day while training or racing in sanctioned events (superior cover to normal one day race permit).
* Public Liability Insurance Cover while training or racing in sanctioned events.
* Discounts up to $5.00 on entry fees for most sanctioned races.
* Bi-monthly magazine Ultimate Challenge including race calendar.
* Eligible for State and National Championship medals, ranking and team selection (All ages).
* Eligible to race in "restricted" events (e.g. Forster Ironman, National Championships, etc.).
* Air travel, etc. discounts.
* Licence card recognised internationally.
* Handbook, courses, squads and seminars.

OFFICIATING

To discover the benefits of being a Race Judge (travel subsidies, clothing, close to action, Olympics 2000), contact: (07) 3282 3961

COACHING

To become accredited or to obtain coaching advice, contact TQ's coaching D/O on Tel/Fax: (075) 534 4043

RACE SANCTIONING

To ensure safety, good organisation and fair competition, TQ sanctions all significant races. If you wish to conduct a triathlon contact: (07) 3371 6287

LICENSING

* Assist Triathlon's development through Government funding.
To secure your 1995/96 licence, fill out the application overleaf and mail with fee (cheques/money orders payable to Triathlon Queensland) to -

Triathlon Queensland, P.O. Box 5510, GOLD COAST M.C. 4217.

FEES

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<tr>
<td>Under 14</td>
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Enquiries:
Triathlon Queensland Ph/Fax (07) 5536 5586
WOMEN/GIRLS

THERE'S PLENTY OF GREAT REASONS TO 'TRI' IT
TRIATHLONS:
* are great news for your health, fitness,
appearance, well-being, self-confidence and esteem.
* provide an achievable challenge.
* come in all different forms, shapes and sizes (as do
athletes!).
* don't need to be expensive.
* are easy to fit around your lifestyle and/or family
commitments.
* can be for young and not-so-young, fit and not-so-fit.
* are a great social opportunity.

FOR FURTHER INFO, CONTACT TQ'S EQUITY OFFICER
BIANCA VAN WOESIK ON (07) 5535 1388

JUNIORS

BECOME LICENSED AT REDUCED FEE and receive extra
benefits:
* special monthly junior prize draws
* junior squads and camps
* junior race series and championships
* junior newsletter
* have a clinic at your school
Call TQ Junior Development Officer Steve Manning on
(07) 3371 7811

NORTH QUEENSLAND

To find out about the special opportunities (mid-year
races, clubs and development) contact on (070) 322 302

BAYSIDERS 07 - 3843 1375 (W)
BODYWORKS 07 - 3343 5011 (W)
BONAPARITES 07 - 3341 7661 (H)
HELLMAN RACING 019 - 491 251 (M)
INTRAINING 07 - 3371 7811 (H)
IPSWICH 07 - 3202 4578 (H)
LOGAN AQUATIC 07 - 3208 2340 (H)
NORTHERN DISTRICTS 07 - 3289 7235 (H)
PINE RIVERS TRI-SPORTS P.O. BOX 190, STRATHTHEPINE
REDCLIFFE 07 - 3264 5384 (H)
REDLANDS 07 - 3207 1255 (H)
RUN INN 07 - 3354 3425 (W)
S.G.R.A.M. 07 - 3207 4778 (H)
TRI-STYLE 07 - 3891 5337 (H)
TRI-WORLD 07 - 3263 9970 (H)
VIRGINIA 07 - 3265 6383 (H)
YERONGA 07 - 3376 2167 (H)
GOLD COAST 075 - 534 4043 (W/H)
GOLD COAST 075 - 535 4349 (W/H)
PALM BEACH-CURR. RATS 041 - 110 8656 (H)
SPOTTI DOG SURFERS PARADISE 075 - 576 4741/015 - 401 398 (H)
TEAM ELITE 075 - 575 2551 (W)
SUNSHINE COAST 074 - 826 868 (H)
GYMPIE TRI & RUN 074 - 438 441 (H)
MAROOCY TRIATHLETES 074 - 424 546 (W)
MOOLOOLABA T.A. 076 - 712 353 (W)
NOOSA TRIATHLETES 076 - 724 504 (H)
SUNSHINE COAST WIDE BAY/BURNETT 076 - 724 504 (H)
BUANDABERG TRIATHLETES P.O. BOX 5199, BUANDABERG
HERVEY BAY 071 - 242 066
KINGAROY 071 - 242 066
WEST P.O. BOX 18, KINGAROY
GUANAMULA 10 KING ST, GUANAMULA.
GATTON 076 - 712 353 (W)
GOONDINWINDI 076 - 724 504 (H)
TOOWOOMBA 076 - 724 504 (H)
NORTH QUEENSLAND CAIRNS 070 - 311 409 (H)
CAPRICORN 079 - 261 863 (W)
COOPER CITY 077 - 435 556 (W)
EMERALD 079 - 822 006 (W)
GLADSTONE R.R. 079 - 722 266 (W)
MACKAY 079 - 424 370 (H)
MORANBAH 079 - 417 158 (W)
TOWNSVILLE 077 - 713 871 (H)
NORTHERN N.S.W. 066 - 251 793 (H)
FAR NORTH COAST 066 - 424 719 (H)
GRANTON 066 - 424 719 (H)
MURWILLUMBH 066 - 723 457 (H)

CHIEF OFFICE

SOUQON

TRIATHLON QUEENSLAND LICENCE APPLICATION
1 JULY 1995 TO 30 JUNE 1996

Did you hold a 1994/95 licence? Y N
Previous Licence No.: 
Mr/Mrs/Ms (surname)
(given names)
Address:
TelephoneNumber: (h) (w)
Sex M F
Age at 01 July 1995: yrs
Occupation:
Indicate race category: Pro
Age Group:
If accredited, indicate level: Coach Race Judge Official
Club:

Declaration: I agree that whilst engaged in any of the
activities of the Association and the Club that I do
so at my own risk, whose signature appears on
this application form, in consideration of, and as a
condition of acceptance of my Application for myself,
my heirs, executors and administrators, hereby waive
all and any claim, right, or cause of action which I
or they might otherwise have for or arising out of loss
of my life or injury, damage or loss of any
description whatsoever which I may suffer or sustain
in the course of my membership of the Association. I
will abide by the Association rules when competing at
sanctioned events.

Signature (Parent/Guardian if under 18)

Date / /
17 October 2000

ATT: Brian Chapman
Triathlon Qld
Fax: 3369 9400

Dear Brian

RE: 2000 GATORADE MULTI SPORT & FITNESS EXPO

Thank you for your booking at the 2000 Gatorade Multi Sport & Fitness Expo as part of the 2000 Noosa Triathlon Multi Sport Festival. We look forward to welcoming you to Noosa!

As we now draw closer to the event, please find following information for your reference. Please read this carefully as some action is required. A full Festival information package has also been mailed to you today.

There have been a few changes this year – firstly Registration will take place out in the Carpark area not in the tent creating more space and maximising flow in the Expo; Major Festival sponsors will be trading on Sunday (those located on the northern end and back wall) and the stage area shall be located at the southern end of the tent.

1. BOOTH

We confirm that your booth is No. 45 (as per attached map) and is 3 metres wide x 3 metres deep with partition boards on three sides. Your booth will be supplied with 2 x chairs and one trestle table (2.4m long). It will have a single electricity outlet (you will need to supply your own power boards) Your nameboard will read “TRIATHLON QUEENSLAND”. Should you need to hire additional equipment for your display, we recommend the following:

Northside Party Hire 073 856 1198 for all furniture, lighting and displays
Noosa Colour Rentals 0754 473 194 for videos and televisions
Noosa Business Machines 0754 471 418 for cash registers etc

2. PAYMENT

Sponsorship.

3. EXPO TIMES

The Gatorade Health & Fitness Expo will open at 11am on Friday 3 November until 7pm. It will reopen at 9am on Saturday 4 November and close at 7pm. Access to set up for booths will be from 10am – 10pm Thursday 2 November and from 6 – 10am on Friday 3 November. All booths must be totally set up by 10am on Friday 3 November – absolutely no bumping in will be allowed after 10am.
All equipment must be removed from the site by 11pm on Saturday night and it would be appreciated if noise level could be kept to a minimum as the Vetta Pasta Party will be taking place from 6.30pm.

4.  PASSES

You will be provided with an Expo Exhibitors’ Pass which you will need to collect from the Information Booth which is located in the Expo from 9am on Thursday. Please advise how many passes you will require for your staff members on the attached form. These passes must be worn at all times during the Expo and to grant you access after hours. You will also be provided with an Expo Exhibitor Vehicle Pass which must be displayed on your dashboard. You will be allowed access to bump in and bump out, however, all vehicles must be removed from the carpark after this time – there is absolutely no parking available in the Village Carpark.

5.  SECURITY

General security of the park will be provided from 5pm on Thursday night to 6am Friday and from 7pm Friday to 5am Saturday. You will be responsible for your own security if you require it specifically for your booth, we can arrange through our security company if you require. Insurance will be your responsibility and you are advised to notify your insurance company that you are taking part in the Expo and extend your insurance cover.

6.  NO CONFLICTING SPONSORS

Gatorade, PB Sports, Ironman Wetsuits, Eyeline are major sponsors of this year’s Festival. While we welcome all products, conflicting sponsors are limited to a single booth and signage/visual merchandising must be no greater than 300mm x 500mm in total.

7.  INVITATION TO OFFICIAL OPENING CELEBRATION

We invite you to attend our Official Opening Celebration on Thursday 2 November at 6.30pm At Noosa Blue Resort (on Noosa Hill). Please advise if you will be attending on the attached RSVP sheet.

We also have tickets available for sale for the Seven Sport Australia Golf Cup to be held on Thursday 2 November at Tewantin Noosa Golf Club, let us know if you would like to join in this great fun day.

Should you have any further queries regarding the Expo, please feel free to contact us and we look forward to working with you.

Kind regards

[Signature]

DONNA CROFT
EVENT MANAGER

Ps. Stage time allocated at 3.15pm on Saturday as requested.
DATE: 

TO: UNITED SPORTS MARKETING

FAX: 0754 490 828

RE: 2000 GATORADE HEALTH & FITNESS EXPO

EXHIBITOR NAME: Triathlon QLD

1. NO OF PASSES REQUIRED: 2

2. ATTENDING OFFICIAL OPENING CELEBRATION:
   NAME: Rachel Phillips
   NAME: 

Event Co-ordinators: United Sports Marketing
1st Floor, Cnr Mary & Weyba Streets, NOOSAVILLE QLD 4568
PO BOX 1345, NOOSA HEADS QLD 4567 AUSTRALIA
Ph: 0754 490 711 Fax: 0754 490 828 International Code 61
Email: usasport@optusnet.com.au
Website: www.noso4.com.au
### 2000 GATORADE MULTI SPORT & FITNESS EXPO

#### Layout

- **Race HQ**
- **Exit (Pass Only)**
- **Media Centre**
- **Zoot Official Merchandise**
- **Cannibal**
- **Info.**
- **Entry**
- **Kitchen**
- **Stage**
- **Bar**

#### Exhibitor List

<table>
<thead>
<tr>
<th>Entry</th>
<th>Exhibitor</th>
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<tr>
<td>1-4</td>
<td>Eyeline</td>
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<tr>
<td>5-7</td>
<td>Ironman Wetsuits/Aquashop</td>
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<tr>
<td>8/9</td>
<td>Cannondale</td>
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<td>10/11</td>
<td>Ericsson</td>
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<td>12/13</td>
<td>PB Sports</td>
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<td>14</td>
<td>Polar Heart Rate Monitors</td>
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<td>15</td>
<td>De Grandi Cycle</td>
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<td>16/17</td>
<td>Yamaha</td>
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<td>SEAM</td>
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<td>Triathlon &amp; Multi Sport Magazine</td>
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<td>20</td>
<td>Biketology</td>
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<td>21</td>
<td>Ultrafit Magazine</td>
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<td>Inner City Cycles</td>
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<td>Ryders Eyewear</td>
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<td>Apollo Bicycles</td>
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<td>Aquamark</td>
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<td>Scody Performance Wear</td>
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<td>GO2 Altitude Hypoxicator</td>
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<td>47</td>
<td>Optimal Life Australia</td>
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<tr>
<td>48/49</td>
<td>Jones Cycles</td>
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</table>
Dear Triathlon Queensland Supporter

As in the past, Triathlon Queensland has been allotted a display booth at Noosa Expo. We plan to have a video monitor, racing guides to hand out, bicycle on wind-trainer, posters, other give away's, etc.

To lighten the load, we ask you to consider volunteering 1-2 hours to man the booth to answer any questions and provide a friendly and helpful presence.

Please place your name below beside any of the time slots listed and return to Triathlon Queensland by October 31 if you can help out.

**Friday November 3**
- 11am - 1pm
- 1pm - 3pm
- 3pm-5pm
- 5pm-7pm

**Saturday November 4**
- 9am - 11am
- 11am - 1pm
- 1pm - 3pm
- 3pm-5pm
- 5pm-7pm

Thank you.

Yours sincerely

Brian Chapman
REPLY IN CAPS

----- Original Message ----- 
From: Triathlon Queensland
To: Donna Croft
Sent: Wednesday, October 11, 2000 8:50 PM
Subject: Noosa

Dear Donna

Following the General Meeting last night, we would ask you to confirm the booking of a booth at the Expo for Noosa, is this gratis? and is power available for a TV/Video? Any restrictions and so forth. YES IS FREE!! POWER AVAILABLE FOR TV AND VIDEO, ALL DETAILS RE SET UP, TIMES ETC HOPEFULLY SENT BY END OF WEEK!

Tanya De Boer - is approved to Race Junior Elite at Noosa.
THANKS

Thanks for the copy of the article re Monday.
NO WORRIES
Regards Michael
As a member of TRIATHLON QUEENSLAND you will receive:

- Discounted entry fees for all sanctioned races.
- 24 hour personal accident and injury insurance.
- Bi-monthly magazine with a calendar, results and entry forms.
- Licence card recognised internationally.
- Access to discount airfares.
- Eligibility to win State & National Championships, earn a State ranking and State selection.
- Eligibility to race in “restricted” events (e.g. Forster Ironman).
- Rulebook.

Telephone Triathlon Queensland on 07 3369 9600 or call in at the TQ office at Sportshouse, Cnr of Caxton and Castlemaine Sts, Milton.
## THE 1997/98 adidas NEW CHALLENGE TRIATHLON SERIES

*Race 6: Pelican Waters, Golden Beach*

**Sunday, 5 April 1998**

### ADULT INDIVIDUAL (Unofficial Result)

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Page 8
MEMO

To: Business Managers and Proprietors

From: Brian Chapman - Development Officer

Re: DISCOUNTED PRICES FOR TRIATHLON QUEENSLAND MEMBERS

Date: 26 March 1998

Triathlon Queensland is currently attempting to consolidate into one list those stores, suppliers, service providers and other businesses that offer our members a discount on purchases.

The intention is to include businesses offering such discounts on our colour promotion brochure (circulation 15,000) and in our bimonthly magazine - Ultimate Challenge (circulation 2,000.)

If you do not already offer such a discount to our members, we urge you to consider doing so because of the purchase power of our 2,000 members.

If Triathlon Queensland members are eligible for any discount or other advantage, please fill out the attached form and return to the above address.
Name of Store/Business/Distributor/Service Provider: .............................................
........................................................................................................................................
Address: ..........................................................................................................................
.......................................................................................................................... Postcode: .................................................................
Phone: ..................................................................................................................................
Describe the discount or other benefit you offer to Triathlon Queensland members:
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31st December, 1990

All Triathlon Clubs

For Information

TAQ Executive
TAQ Committee Chairpersons
Triathlon Federation of Australia

TAQ PROMOTIONAL LEAFLET

Enclosed are some copies of the TAQ Promotional Leaflet, "Join The Winners". It is intended that this leaflet be used to assist clubs in recruiting new members and to make widely known the advantages of becoming a "Licenced Triathlete".

If each club places a small stock of leaflets in triathlon, cycle, sports etc. shops in your immediate area and also uses the leaflets in mail contact with prospective members, hopefully the result will be quite beneficial throughout the state and TAQ area of responsibility.

As of this date there are 32 clubs in the TAQ of which 22 are fully affiliated (ie. 13 members or more) and 10 clubs with a membership below 13. I find it disappointing that several of these 10 clubs have between 9-12 members and have made little or no effort to increase membership. Some of these 10 clubs are also in quite remote areas however I am sure that an increase in membership is possible. In line with our Constitution a provision is made for a decreased number of members for clubs in remote areas to become fully affiliated with the TAQ, however this has never been defined. It is intended that this be discussed and resolved at the next TAQ Meeting but at this point should not be used as an excuse not to increase club membership.

I also find it a little disappointing that there are several "clubs" and "groups" which have been in existence for some time but have made no effort to join the TAQ or register any financial members. Up to this point these "clubs" and "groups" have been receiving all correspondence etc. etc. on the same basis as all TAQ Clubs; this will cease as from this letter as it is felt that TAQ members are subsidising these areas with no income from these areas to cover postage, production costs etc.

This issue of the leaflet is based on small quantities to gauge reaction. There is a stock held at the TAQ and thus if MORE LEAFLETS ARE REQUIRED, PLEASE CONTACT THE TAQ.

Yours in triathlon,

(BARRY HAWKINS) President

PO Box 687, Palm Beach, Queensland, 4221. Phone: (075) 35 6477, Fax: (075) 35 2164.
TO: TELADS Communications  
ATT--Harry Roberts

FROM: Brian Chapman  
DEVELOPMENT OFFICER

RE: USAGE OF TQ's INFORMATION LINE

DATE: 6 July

Harry, I'm just following up a verbal request I made 10 days ago for a report on the usage of TQ's information line number to be provided.

Since this request was directed to me by the president and I anticipate that the matter will be raised at our executive meeting on Tuesday, there is some urgency.

We are specifically interested in the number of calls that have been made to the number since commencement plus the revenue generated.

Regards

[Signature]
Brian Chapman
BRIAN

Paul requested the following:

Can you please do an analysis on the viability of the 1900 number.

Times taken (your hours booked) against the number of calls and revenue collected.

He thinks it may be a wasted resource which could be replaced by the web page (to be).
31 May 2001

Mr Michael Sanderson
Administrator
Triathlon Queensland
Suite 1.13 Sports House
Cnr Castlemaine & Caxton Streets
MILTON QLD 4064

Dear Michael

Please find enclosed a copy of correspondence received from the 2006 Commonwealth Games Organisation in Melbourne regarding the Commonwealth Heads of Government Meeting, which will be held this year in Brisbane and the plans by them to have a presence at the Commonwealth People's Centre.

CHOGM will be held from 6-9 October at the Brisbane Convention and Exhibition Centre. As you will read the People’s Centre is a fairly new initiative and will supplement the Heads of Government Meeting.

The Melbourne 2006 Commonwealth Games Organising Committee is seeking the support of the Australian Commonwealth Games Association (Queensland Division) to coordinate some activities at the People’s Centre to draw attention to the 2006 Commonwealth Games in Melbourne. It will also help to promote the next Games in Manchester.

The purpose of this correspondence is to invite your sport to be part of the planned activities at the People’s Centre from Tuesday 2 to Monday 8 October.

As you will notice from the enclosure they are suggesting "Come and Try" activities. It is my belief that most sports have some program for prospective new members, which could easily be incorporated in the plan to promote the next two Commonwealth Games during CHOGM.

As you will also notice from the suggested program they have allocated one-hour time slots for "Come and Try" activities. We would be looking for some young athletes to demonstrate your sport and assist with "Come and Try". If there were some high profile athletes available to sign autographs, or even some young hopefuls for Melbourne in 2006, it would be ideal. Of course each sport would need some officials to oversee the activities and provide information to the public.

Enclosed is a registration form for your sport and I ask that you fax or post it back to me ASAP. I will be in touch in the near future on 2002 Commonwealth Games fundraising matters and I will speak to you then about the above.

Yours sincerely,

Mike Victor
PRESIDENT.

Supporting Sport & Recreation
Melbourne 2006 Commonwealth Games
Commonwealth Heads of Government Meeting
October 2001
Proposed Commonwealth Games Presence

Introduction

The Commonwealth Heads of Government Meeting (CHOGM) is held every two years and moves around the Commonwealth. The most recent CHOGM’s were held in Durban, South Africa in 1999, and Edinburgh, Scotland in 1997. Australia is hosting CHOGM from 6 - 9 October 2001 in Brisbane.

There are two primary activities during the period of CHOGM:

- The Commonwealth Heads of Government Meeting, and associated meetings of Government leaders, Ministers and beauracrats.
- The Commonwealth People’s Centre for the non-Government Organisations

The CHOGM meetings are closed to the public and media, and involve significant security measures.

The Commonwealth People’s Centre (CPC) has only been incorporated into the past two CHOGM meetings, so has not established a presence like CHOGM. The CPC is coordinated by the Commonwealth Foundation. The CPC is a public expo, open free of charge as a way to engage the broader community into the CHOGM activities.

Brisbane has broadened the CPC for the 2001 CHOGM to become the People’s Festival. The People's Festival will be widely promoted and will include a number of public activities.

The CPC is a combination of displays, cultural exhibits, artistic performances etc. It will be one part of the People’s Festival.

The Commonwealth People’s Centre

The CPC will be located in the Brisbane Convention and Exhibition Centre opening from Tuesday 2 to Monday 8 October.

The CHOGM will also be held with the Brisbane Convention and Exhibition Centre in the Great Hall, at the far end of the complex to the CPC.

The Commonwealth Foundation, based in London that controls the CPC, has established an Organising Team, with representation in Brisbane to organise the Centre. Brochures have recently been prepared calling for expressions of interest in booth/display space in the CPC. They have been sent to Commonwealth Organisations, like the Commonwealth Games Federation, and the organisers of the 2002 and 2006 Commonwealth Games and related organisations, like the ACGA and the National Sports Federations of the sports in the 2002 Games. They expect several hundred displays in two bays of the Brisbane Exhibition Centre (10,000m2).
Commonwealth Games Presence

The Commonwealth Games are one of the most significant activities of the Commonwealth, and as such there is an expectation of a significant and interesting presence by the Games in the CPC.

Manchester had space in the inaugural CPC when it was held in Durban in 1999, and learnt some significant lessons from the experience:

- The Commonwealth Games needs a major presence in a prominent location
- A display requires interactivity
- There should be athlete visits
- Book and plan early to ensure the support of the organisers to get suitable space and location.

Commonwealth Games Plans

Following the 1999 experience by Manchester, and the experience of the Australian organisers in Durban to learn from the 1999 CHOGM, both the CHOGM organisers and Manchester 2002 have lobbied for Melbourne 2006’s support and assistance.

Melbourne 2006 and Manchester 2002 are negotiating with the organisers for space of around 400m² (24 x 18m). Melbourne 2006 is proposing to develop interactive sports tests, for the public to test their skills or strength/speed etc. and compare their results with Commonwealth Games athletes’ scores/performances. There may be three to six tests.

The objectives of the display are to educate the public and CHOGM attendees about the Commonwealth Games and Commonwealth Games sports. There will be sports science information about the physical attributes of athletes and skills required for each sport. There will also be historical information about the Commonwealth Games and information about the up-coming Manchester Games, less than twelve months away, and the Melbourne Games in 2006.

The Manchester organisers may also have merchandise available for sale, and other promotional material to engage the Australian public in the next Games.

Melbourne 2006 also proposes to invite Commonwealth Games athletes to make appearances for autograph signings etc. The experience in Durban highlighted the need for this sort of activity to encourage visitations and interest in the stand. The CHOGM and CPC organisers are also very enthusiastic about having athlete appearances so that these can be promoted in their media promotion of the CPC to the public.
Athlete Appearances

The following plans are very preliminary, especially considering that at this point the interactive display details are yet to be confirmed, and the space allocation and expo requirements are not confirmed. The strategies proposed are thoughts only and are subject to significant change based on the availability of athletes, and their preparedness to undertake the activities proposed, and the interest of the State or National Sports Associations to run “come and try” sessions or similar sport promotional activity.

Objective

The aim of having athletes attend the Commonwealth Games display is to involve the general public and raise the awareness of the Commonwealth Games display above the other displays in the CPC.

Involvement by the Commonwealth Games’ Sports Associations will provide an opportunity for their promotion in a broad public forum with significant media coverage.

Strategies

Autograph signings

Athletes will be invited onto an elevated stage area within the display where visitors can queue to have posters and other memorabilia signed by the athlete.

Interviews

For high profile athletes, interviews could also be conducted on the stage prior to signings. These interviews would focus on Commonwealth Games history, past performances, and preparations for Manchester. An MC would ask the questions.

Compete against an Athlete

Athletes could compete against members of the public (children) on the interactive display units or if not prepared to compete, help children improve their performance, or simply show them what to do.

Come and Try

Athletes and/or sport development officers could run small “coaching clinics” or try out sessions. This would require suitable safety measures, and possibly an enclosed or netted area within the display. Sports would have to provide their own equipment and M2006 would seek to have these sessions promoted to school groups through the mid week period of the CPC’s operation.
Commonwealth People’s Centre 2 – 8 October 2001, Brisbane
Proposed Commonwealth Games Presence

Program

Melbourne 2006 aims to have a high volume of activity on the display during the operating hours of the CPC, but especially in the evenings and weekend period. The volume of activity will be determined by the availability of athletes, but ideally Melbourne 2006 wants to implement the following program:

Possible Melbourne 2006 program:

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<td>9 – 10 am</td>
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Note:

* **Autograph Session:**

  - Athletes arrive on the hour to commence the autograph and/or interview session. The time taken will depend on interest and general crowd numbers, but no more than 1 hour. The athlete will then be requested to remain for the next hour on the stand, competing with or showing children how to perform the tests. Athlete groups will overlap on the midweek evenings.
  - Melbourne 2006 requests a minimum of two athletes at any time, preferably from different sports.

* **Come and Try:**

  - There are 16 proposed sports in the 2006 Commonwealth Games (aquatics, athletics, badminton, basketball, boxing, cycling, gymnastics, hockey, lawn bowls, netball, rugby 7’s, shooting, squash, table tennis, triathlon, weightlifting). The 2002 Games have judo and wrestling that are not included in the 2006 Games. There are therefore 18 sports, and 25 National Sports Associations involved across the next two Games. If each Association allocated one hour as a come and try session each sport and association could be represented. If Associations seek more than one session they could double up with autograph sessions in the evenings or weekend, or take the slots of Associations not able to attend.

  - Each session could run for 1 hour, with an allowance either side of 30 mins for set up and pack down – 2 hours total.

* **Subject to Change:**

  All the above details are subject to change depending upon the operating hours of the CPC, the promotional plan for the CPC, and concurrent activity by other Commonwealth groups.

11-0135-TH-OOSA-010423-TH
Australian Commonwealth Games Association (Queensland Division) Ltd
ACN 011 017 093

REGISTRATION for CHOGM “Come and Try”

SPORT ______ TRIATHLON ______

CONTACT PERSON

Surname. CHAPMAN ______ GivenName. BRIAN ______
Address. 113 SPORTS HOUSE Suburb Cor. CAXTON & CASTLEMAINE ST
City MILTON ______ Post Code 4064 ______
Phone 0733699600 (W) 0755361174 (H)
Fax 0755361174 ______ Mob. ______
E-mail address. __________________________

Please register the above sport as a participant in the “Come and Try” activities at the People’s Centre during CHOGM.

Signed B.R. Chapman ______ Position DEVELOPMENT OFFICER
Phone contact: 0755361174 ________________

XVII - COMMONWEALTH GAMES
Manchester July 25 – August 4 2002
This is the first of what we hope will be a regular news letter reporting the progress made by the Steering Committee towards the establishment of the Queensland Sports Museum.

A cornerstone in the successful foundation of any museum was the unqualified guarantee that memorabilia and artifacts on loan from sporting organisations and the public would be absolutely secure from theft or damage. That would be one of the priorities of the proposed Queensland Sports Museum, its Steering Committee heard at the 23rd meeting at the Redcliffe Leagues Club on July 12. The meeting was told it was essential that safety be guaranteed if the best articles of Queensland’s sporting history were to be given or loaned to the museum for permanent or temporary display.

The example was given of First World War digger, Eric Abraham recently wondering what he should do with an inscribed bugle he lost in 1915 but which turned up at his 103rd birthday party in June this year. He told former RSL national leader Dr W.B. “Digger” James he had been approached by many Queensland organisations, including RSL Clubs, which were very keen to obtain the bugle as a museum piece after he passed on. “Digger” James was insistent the bugle should go to the organisation that could guarantee its safety for future generations to be seen at the Canberra War Museum. Dr James stressed that security must be the first priority when donating articles to a museum.

The meeting agreed security of its displays would be of paramount importance in designs for the proposed Queensland Sports Museum. In this regard the Committee agreed to investigate future insurance coverage of the Museum and its contents.

Early designs for the QSM building on land presently included in the sprawling Redcliffe District Rugby League Football Club complex have been viewed by the Steering Committee and will be included in a high quality prospectus which is being prepared by the Committee for distribution to prospective sponsors and donors.

The QSM is at present negotiating with the Board of Redcliffe District Rugby League Football Club in attaining a large block of land within the Club’s grounds and ‘officially’ separating it from other land leased by the Club. Doubtless those negotiations will provide the Queensland Sports Museum with guaranteed tenure of its own land within the Redcliffe District Rugby League Football Club overall complex with full use of its abundant parking and club facilities.

The meeting heard from several members who, with Chairman Tom Maule, attended the Queensland Confederation of Sport fundraising function at which the guest speaker was Sports Minister, Terry Mackenroth. Apart from having a pleasant afternoon Committee members John Fallon, Henry Holder and the Chairman met with many sporting figures and sponsors of sport, promoting their project for the Queensland Sports Museum. It was suggested that the Steering Committee affiliate the QSM with the Confederation of Sport and this motion was unanimously carried at the last meeting.

The Chairman stressed the need for the QSM to recognise those athletes and sports which failed to gain appropriate media coverage, but which nevertheless gained international standing within their own disciplines. He introduced one such champion, Len Ransom, of trampoline fame, who is the subject of the committee’s first “Did You Know” feature, which appears with this newsletter.
This feature will appear with each future news letter and Liaison Officers are requested to send in material for this segment. The subject for the next news letter will be Alan Schulte of athletics, hockey and lawn bowls fame, so keep those nominations and letters rolling in. The appointment of Liaison Officers is proceeding satisfactorily and some sports already have set up their own sub-committees. The Queensland Rifle Association Inc. is prominent among these and Chairman, Tom Maule is to be the guest of their Chairman, Mr Bert Bowden at the presentations at the conclusion of the 111th Queens Prize Shoot at the Belmont Complex on August 18.

At the July 12 meeting Mr Edmond Scott, who conducted a feasibility study into a sports museum proposal for the Government in the early 90's, covered the problems of sports museums worldwide. He displayed a large selection of memorabilia, all in first class condition, which he would consider lending to the museum should it become a reality. Mr Scott also offered his services in any way practical to the Committee, which is now liaising with Mr Scott to ascertain the best way in which it can utilise his considerable expertise, experience and talent.

The Committee is still hopeful that it will be able to hold one of its near future meetings at the Queensland Museum and be given a guided tour of that progressive organisation.

A Certificate of Appreciation duly framed has been sent to Mr Mark Hohn of Hohn Business Technologies Pty Ltd for the donation of a Konica photocopier for the Committee's new temporary headquarters.

The Committee is especially pleased at the large number of letters of appreciation received from those who received invitations to visit the proposed site of the QSM and be briefed on its plans. This augurs well for the future.

If you have not already nominated a Liaison Officer for your sport, please forward your nominees name and address to:

Queensland Sports Museum
Steering Committee
PO Box 109
Redcliffe  Qld  4020
On behalf of the Triathlon NSW Executive and committee, welcome to the second edition of our NSW Racing Guide. We hope you put this Guide to good use as it is designed to help you find your way to all the best triathlon events around the State during the 1998-99 racing season.

One of our responsibilities at Triathlon NSW is to 'sanction', or make sure that triathlon and related events are safe and fair for all standards of competitors whether an elite performer or a complete beginner. All events promoted in this Guide have been 'sanctioned' for your fun and safety so make sure you enjoy as many of them as you can.

A SPORT FOR EVERYONE

As you know, Triathlon is a relatively new sport and in Sydney 2000 it will make its Olympic debut. However, despite its new higher profile, triathlon remains one of the very few sports where elite performers still mix with the 'weekend warriors' and novice competitors alike. You can compete alongside the best in the world, race against the clock or your best friend, or participate just for fun. Every person has their reasons to compete and is respected just for 'being there'. And it doesn't matter how old or young you are. Triathlon provides age categories from 12 to 65 and over, so you are always competing against people of a similar age.

Equity in Triathlon is also a priority, so whilst women usually compete in their own wave for fairness and safety reasons, they are on equal footing with the boys when it comes to distances, difficulty or prizes.

BEHIND THE SCENES

This unique sport is only possible because there is an underlying infrastructure and a very busy team of volunteers and employees. This infrastructure is the result of much hard work done by Triathlon NSW over many years. Without Triathlon NSW as a state body there would be no co-ordinated race programs, no junior development, no trained race officials, no coaching courses, no insurance program, and no race sanctioning procedures. For example, the local and NSW government authorities would not support the use of public areas such as roads if Triathlon NSW weren't part of the approval process. All these things take time and money, but are essential to ensuring that triathlon continues to grow not only within NSW but also throughout Australia and the rest of the world.

SUPPORT YOUR SPORT

Triathlon NSW doesn't ask much of its members but we do ask you, the participants in triathlon, to support the organisation making it possible. The three most important ways you can provide this support are as follows:

1. Join Triathlon NSW and renew your membership annually. To provide the essential services to run triathlon, we need increased revenue from membership; thus, more members are really beneficial to our sport. Remember, as a member, you not only receive your annual race license, you receive training and racing insurance cover, Racing Guide and Triangle magazine free of charge, plus many other benefits.

2. Enter the NSW State Cup, Triathlon NSW Sprint Series at Kurnell and the Continental Club Championship races. All these events belong to you - the members of Triathlon NSW! You alone benefit if they are a success. Any money raised at these events benefits you directly as members of the Association, not any private entrepreneurs or any commercial organisations.

3. Very importantly, join an affiliated NSW triathlon club. The club structure is an essential part of triathlon. Besides, clubs are good fun and provide much of the social 'fabric' of the sport. Finally, I hope you benefit from the contents of The Racing Guide. Enjoy your racing.

David Burt
President, Triathlon NSW

Benefits of Joining Triathlon NSW

Triathlon NSW is responsible for governing and developing the sport in New South Wales, and this means doing all it can to help you, the competitor, enjoy the sport. The key benefits to you on joining Triathlon NSW include:

- Annual Race Licence
- 24 hour training and racing insurance...
- Subscription to TriAngle Magazine, five issues a year including the NSW Racing Guide and regular calendar updates
- Discounted State Cup entry
- Eligibility for Triathlon NSW Annual Awards
- Products and privileges

Triathlon has been accepted as an Olympic sport because nations such as Australia were able to prove by membership figures that the sport is rapidly growing. So let's keep that membership going up!

This is your triathlon association and your voice in the sport!
Did You Know

This is the first of a series on sporting achievers from disciplines that more often than not miss the headlines...come to think of it, sports that hardly make the newspapers, let alone the general media in these days when just a handful of high profile sports dominate sports pages and TV and radio time.
It is a foretaste of what the Steering Committee believes will comprise our Queensland Sports Museum...an organisation that will record and display the deeds of Queensland champions great and small.

Champions like our first subject, Len Ransom.

What? You’ve never heard of Len Ransom? You aren’t alone, and with very good reason. For Len is a former champion of a sport that rarely, if ever, makes the news, that of Trampolining.
Len took up the trampoline when he joined the Brisbane YMCA in 1961, soon after the first commercial trampoline apparatus appeared in Australia after the 1956 Olympics.
He went on to hold the Queensland title eight times and the national trampoline title twice. One of his marathon somersault feats on the trampoline is recognised in the Guinness Book of Records
After his competitive days were over he became a highly successful coach and sports official, representing Australia as a delegate and judge at the world titles Johannesburg in 1974, and in the United States in 1976.
Today Len is the managing director of Brisbane-based Action Sports Pty. Ltd., the international sports equipment manufacturing company he founded when his competitive days were over.
His company's gymnastic apparatus equipment is widely used in gyms, clubs, schools and government departments throughout Australia and has an extensive export market.
ENTRY

Entry fee $45 per race, teams $75 per race.
Your entry fee includes:
• An event singlet or T-shirt
• A swim cap
• A chance to win great lucky draw prizes
• National Park entry fee
• Post race refreshments
• Huge lucky draw
• Performance trophies for all categories
• Race results posted to each competitor

Race numbers are limited so it is advisable to enter early.

Any profits from the Triathlon NSW Sprint Series races are reinvested into the sport - for the benefit of Triathlon NSW members.

Please note:
1. Entries will only be accepted on the entry form or photocopy thereof, duly completed and signed by the entrant/s or parent or guardian.
2. Payment or credit card details must accompany the entry form.
3. Minimum age is 12 years on race day. Parent or Guardian must sign declaration for any competitor under the age of 18 years on race day.
4. Entries received after the Thursday 5pm prior to each race will attract a $10 late entry fee.
5. Entry fees will only be refunded (less $10 administration fee) if the entry is withdrawn more than 14 days before race day.
6. In the event of a race cancellation due to storm, rain, inclement weather, or other 'Act of God' conditions, entry fees shall be non-refundable.
7. Entries are not transferable. You may not sell or transfer your place to another competitor.
8. Triathlon NSW reserves the right to decline any entry and may disqualify any competitor who fails to comply with any reasonable request or direction from Triathlon NSW officials, Police, SES or other officers.

ABOUT TRIATHLON NSW

Triathlon NSW is the hub of triathlon in NSW, responsible for governing and developing the sport in this State. Triathlon NSW wants to help you enjoy the sport - whether for fun or as a serious competitor. Triathlon NSW is responsible for issuing annual race licences to people who participate regularly in triathlon, duathlon, aquathlon and other multisport events in NSW.

When you join Triathlon NSW for only $55 you will receive a number of benefits, such as:

• Annual Triathlon Australia race licence
• 24 hour insurance cover while training and racing
• TriAngle Magazine - 5 issues a year filled with news, views, race reports
• The NSW Racing Guide and regular calendar updates in each issue of Triangle
• Discounted NSW State Cup race entry
• Discounted merchandise and services from sponsors and supporters of TNSW
• Safe racing through sanctioned events

Triathlon is a developing sport and will debut as an Olympic Sport in Sydney 2000. We ask all triathlon participants, whether occasional or dedicated competitors, to support the sport by becoming members of Triathlon NSW.
**TRIATHLON QUEENSLAND**

**Why Register?**

- $5 Off the Entry Fee for every race you enter in Qld. (could pay for itself)
- 24 Hour Accident and Injury Insurance Cover
- 6 Editions of the Ultimate Challenge (Qld Produced Magazine) per year.

**Interested?**

Call the Triathlon Queensland booth at the Expo or call the Triathlon Queensland office on (07) 3369 9600

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**Polar**

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NOOSA TRIATHLON, OCTOBER, 1997 - Page 25
1997 NOOSA TRIATHLON
multi sports festival

Be your best at triathlon seminar

The seminar is coordinated by former elite triathlete Nick Croft and Steve Monghetti will be a special guest.

Date: Friday 31 October
Time: 9am to 1pm (Registration at 8.45am; morning tea at 11am)
Venue: Noosa 5 Cinemas, Sunshine Beach Road, Noosa Junction.

Cost: $30 adults/$20 students includes morning tea and seminar kit valued at over $50.

Special seminar lucky door prizes including a Polar Heart Rate Monitor valued at $185.

Register by Wednesday, October 29 to Noosa Triathlon Seminar, PO Box 1345, Noosa, Queensland 4567.

Water essential in tri heat

ALL triathletes understand the mental and physical challenges that a triathlon represents.

The ability to maintain exercise performance over 1.5 to 2.5 hours and three disciplines puts the body under tremendous stress.

Noosa Triathlon adds an extra challenge to this test of endurance: Heat!

Part of your race plan should include a fluid and energy replacement plan based on consuming enough fluid to offset that which is lost in sweat. Keep an eye out for the Gatorade drink stations.
Address: Level 3 Sports House South, 886 Main Street Wooloongabba Q 4102

Business Name: TRIATHLON QLD
Key Contact Name: BRIAN CHAPMAN
Address: 113 Sports House, CAXTON CASTLEMAINE, MILTON, 4064
Phone Number/s: 07 336 99600
                07 336 99400
Fax Number: admin@triathlonqd.com.au
Email Address: www.triathlonqd.com.au
Website Address: 

Description of proposed Activity/Display

1) Handouts (Race Guides, magazines, calendars, brochures, entry forms)
2) Bikes on wind trainers (stationary bikes) for trial and/or demo
3) Video Monitor screening Triathlon race highlights
4) Goody-BAG of gear to be drawn from anyone who signs in

Possible Story Angles for Media (ie What makes your activity stand out?)

Triathlon's first appearance as a medal sport at Commonwealth Games—Goody-BAG of gear to be randomly drawn. Action video; stationary bikes give all the opportunity to try a mini-"duathlon" (Run-Ride-Run)

Can you provide names of past or present athletes that may be available for autograph signing?

N.A. (Most if not all, will be racing overseas)
Can you provide information on any giveaways or prizes you maybe able to source for the day... **10 Water Bottles**

Can you provide an Information / Fact sheet or your sport or organisation for Channel 7 commentary prior to event: (NB: - this not televised) Yes ☐ No ☐

**NB:** It is important to have information about your event or demonstration in order to maximise crowd enjoyment, participation and publicity for your sport.

**LOGISTICAL REQUIREMENTS**

(Please be as specific as possible - incorporates staging, audio, tables, chairs, display boards, etc)

**Floor Space**

**Required:** 5m x 4m booth (surrounded on 3 sides)

2. Trestle tables & 2 chairs

Poster board (to stuck/pinned up posters)

**Video monitor & Machine (VHS), - let us know if we need to hire, access to power, leads**

**NB:** Please include a rough layout sketch of your proposed activity

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Equipment to be supplied by Participant (You)... **Handouts**, **Goody Bag**, **Bikes** and **Wind trainers**
Equipment to be hired by Participant:
A-V player and monitor ( if you do not supply )

Power / Water Required:
Access to power for video player ( if we need to provide leads, how long? )

Audio Required: No

Lighting Required: Normal

Preferred Performance time ( From 11-3 )
Start Display (No performance) We provide.

Signage:
Can you provide a "TRIATHLON" sign please?

Staffing:
The Development Officer will attend

Set up Time Required: 9.30-10.30 am ( an hour )

Pack Up Time Required: 30 minutes

Please note:
- The provision of all necessary equipment ( including electrical leads, etc ) is the responsibility of the Participant.
- All equipment must be clean and in good repair.
- All signage must be professionally presented.
- All staff should be dressed in a similar manner ( ie promotional t-shirt ) and name tags should be worn.
- Would you please supply South-Bank with a copy of Organisations public liability Insurance

Other Comments:
Thanks for Opportunity

Please fax or email this form back to the attention of Mathew Gane on (07) 3392 3392 4675. If you have any queries at all about this form or the event, please do not hesitate to call or email on (07) 38413839 / 0409413841