

Memorandum

TO: THE INTERNATIONAL TOUCH COMMUNITY
FROM: TOUCH FOOTBALL AUSTRALIA (TFA) – HOST NATION
SUBJECT: 2015 FIT TOUCH WORLD CUP EVENT OVERVIEW / EOI – NOVEMBER 2013
DATE: 22 NOVEMBER 2013



2015 TWC Event Overview / Expression of Interest (EOI)

Please find enclosed the Event Overview for the 2015 Federation of International Touch (FIT) World Cup (2015 TWC), aligned with the attached Expression of Interest (EOI) form.

With under 18-months to go till the event, this Event Overview/EOI is provided to the international Touch community for information and specifically to canvass feedback and interest on specific event format and logistics which will assist in the planning and preparation for the event. More information will be distributed to Member Nations in regular intervals in the lead-up to the 2015 TWC.

Outlined below are the specific Mandatory and Optional EOI items we are seeking feedback from Member Nations with details and indicative timeframes for responses.

Mandatory Items

The five EOI items highlighted in bold are **mandatory** and require confirmed responses from each participating nation by **11 December, 2013 (Wednesday)**.

1. Cover Sheet	<ul style="list-style-type: none"> Details of individual completing form for verification purposes.
2. 2015 TWC Divisions	<ul style="list-style-type: none"> Details of divisions your Member Nation expects to enter at this stage.
3. 2015 TWC Launch	<ul style="list-style-type: none"> Whether you will be in Sydney to attend an official launch of the 2015 TWC.
4. ANZAC Day Activities	<ul style="list-style-type: none"> Whether you would be interested in attending an Australian sporting event such as an NRL game.
5. ANZAC Welcome (Trial Matches)	<ul style="list-style-type: none"> Whether you are interested in trial matches against international or local teams to occur in Sydney.

The information above is vital for the conduct of the event and therefore we are seeking information of your intentions at this stage.

Optional Items

There are other **optional** EOI information including travel, accommodation to be confirmed/completed as specific and relevant to your Member Nation's requirements. This information is also required by **11 December 2013 (Wednesday)** so that bulk purchasing options can be investigated. TFA is obliged to assist in some areas such as accommodation as soon as EOI details are received and specifically whether Member Nations:

School Clinics	<ul style="list-style-type: none"> Are interested in assisting with School Clinics in Coffs Harbour, the host venue.
Accommodation	<ul style="list-style-type: none"> Require assistance in organising accommodation in Sydney and/or Coffs Harbour
Transport	<ul style="list-style-type: none"> Require assistance in organising international and/or domestic transport.
Medical	<ul style="list-style-type: none"> Would like to use Australian-based Medical Staff and/or utilise combined recovery areas.
Meals	<ul style="list-style-type: none"> Would be interested in packed lunches for competition days in Sydney and/or Coffs Harbour.
Uniforms	<ul style="list-style-type: none"> Would like to enquire about purchasing uniforms, compression garments or boots from a TFA/FIT provider.
Tour Liaison	<ul style="list-style-type: none"> Would like assistance from Australian based individuals for touring or other aspects.
Development Conference	<ul style="list-style-type: none"> Would be interested in attending a Development Conference, post event.

Many thanks in advance and we look forward to working closely with you in making this a memorable, world class Touch Football showcase and event and experience.

Yours sincerely,

Mark Spear
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 2015 FIT Touch World Cup Host Nation
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2015 TWC Event Overview

TFA Vision for 2015 TWC: To be the Biggest and Best Touch World Cup to Date – Building on the TWC Experience and Legacy

As the TWC host nation for the third time, TFA is honoured to build on the traditions and prestige of the event in staging the seventh playing of the Touch World Cup in 2015. TFA will strive with FIT and Member Nations to conduct the biggest and the best event in its decorated 25-year history. As host nation, it is TFA's aim that the 2015 TWC event is as much about the experience of both our culture and country and building on the event's legacy, as it is about the international sporting showcase and competition/event schedule.

There will be several external activities promoted to visitors to present the uniquely Australian experience for participants and entourage. The whole event will be staged over one week's duration (**24 April – 5 May, 2015**) and will also include various social elements to support those taking the opportunity to tour with families and extended supporters/groups (see below for the tournament schedule overview).

While the Touch World Cup event is essentially an elite tournament showcasing the sport's best athletes and teams, we understand for some nations it is also very much about participation, development and the overall experience. With several international teams arriving in Australia through the Sydney gateway, the proposed approach is to conduct a special, tournament eve 2015 TWC welcoming ceremony/reception in Sydney, at a prominent and iconic tourism venue (TBC – Friday, 24 April 2015).

The timing of the event in 2015 also holds a very special significance in the 'ANZAC' context (Australian and New Zealand Army Corps).

TFA is proposing to link the 2015 TWC event with the 100-year anniversary of the ANZAC Day celebrations scheduled for 2015. The 100-year anniversary commemorates the landing of Australian and New Zealand troops at Gallipoli during the Great War (WW1). The 100-year ANZAC Day anniversary falls on the Saturday (25 April), preceding the 2015 TWC event and is also an annual public holiday in Australia. Stay tuned for updates on the proposed ANZAC Day ceremony/activities to elevate the promotion and profile of the 2015 TWC event.

Following the opening ceremony and proposed ANZAC Day activities there will be the opportunity for international teams to conclude their various preparations and training in Sydney with some trial matches against Australian-based club teams on the ANZAC Day weekend (25-26 April, 2015), prior to teams' departing for the short trip north to Coffs Harbour for the TWC event.

The 2015 TWC Host Venue – Coffs Harbour, NSW ('Coffs Coast')

TFA announced in August 2013 that Coffs Harbour on the Mid-North Coast of New South Wales will host the prestigious 2015 TWC event. For more information on the 2015 TWC venue announcement see the attached [media release](#).

Easily accessible from Sydney via plane, train or road, Coffs Harbour is well positioned to host this prestigious event. With a population of 70,000, the Coffs Coast is a key NSW holiday and tourism hub and regional destination, featuring a sub-tropical climate and renowned for its golden beaches and lush hinterland.

In addition to an influx of tourists in recent years, welcoming sporting teams from across the globe is something Coffs Harbour has grown accustomed to, becoming a sporting and tourism destination in its own right. In

September 2011 and 2013, Coffs Harbour hosted the World Championship Rally involving hundreds of drivers, officials and support staff, and attracting 13,000 visitors. In addition to the thousands of fans at trackside vantage points, it attracted an estimated cumulative international television audience of 50 million. Coffs Harbour is now seen, without question, as a world-class sporting destination.

This success is due in part to the natural beauty and climate of the region and the broad range of tourist amenities and activities available to sporting teams and accompanying supporters/visitors. As an established tourism destination, the breadth of Coffs Harbour's uniquely Australian attractions and activities is certain to add a positive and memorable dimension to 2015 TWC visitors' trip Down Under. For more information visit [Coffs Coast Tourism](#).

Coffs Harbour is also home to the 2015 TWC venue, the C.ex Coffs International Stadium which has built a strong reputation as a key regional NSW sporting amenity, hosting a number of major sporting events in recent years, including:

- The 2007 and 2013 City vs Country Rugby League representative fixtures
- National Rugby League pre-season fixtures
- Domestic One Day Cricket Matches (limited overs' format)
- Australian Women's Football Matilda's Olympic Qualifiers 2007
- National Youth Football Championships for Boys and Girls 2004-2013
- 2008 Australian Police and Emergency Services Games.

Coffs Harbour was also the domestic home and training base of the Australian Rugby Union Wallabies team throughout the 2000s.

Building on the success of the above key fixtures in recent years is the prominent footprint that Touch has established on the Coffs Coast from the late-1990's through to today.

Coffs Harbour has hosted a number of major Touch events, including:

- The National Touch League (NTL) in 2013 and from 1997 to 2008
- The 2013 NTL event attracted for the first time international teams from Scotland, Papua New Guinea and Hong Kong.
- The National Youth Championships (NYC) from 1996 to 2008
- The Opens Trans Tasman Test Series in 2002 (Australia v New Zealand).

A number of pre event activities are being planned in the lead-up to the 2015 TWC around the Coffs Coast region to engage the broader business, media and general community and promote this international showcase. For further general information about Coffs Harbour, please visit the [Coffs Coast website](#).

Proposed Dates

An overview of the proposed 2015 TWC Event Schedule is outlined below:

Date	Activity	Location
24 April 2015 (Friday)	2015 TWC Launch	Sydney
25 April 2015 (Saturday)	ANZAC Day Activities	Sydney
26 April 2015 (Sunday)	ANZAC Weekend Activities (Trial Games)	Sydney
27 April 2015 (Monday)	Tournament Briefing and FIT AGM	Coffs Harbour
28 April 2015 (Tuesday)	Schools Clinics and Opening Ceremony	Coffs Harbour
29 April 2015 (Wednesday)	Day One of tournament	Coffs Harbour
30 April 2015 (Thursday)	Day Two of tournament	Coffs Harbour
1 May 2015 (Friday)	Day Three of tournament	Coffs Harbour
2 May 2015 (Saturday)	Day Four of tournament	Coffs Harbour
3 May 2015 (Sunday)	Finals Day and Finals Function	Coffs Harbour
4 May 2015 (Monday)	Recovery Day	Coffs Harbour
5 May 2015 (Tuesday)	Development Conference	Coffs Harbour

Some details may change but TFA/FIT will keep everybody well informed on changes/updates.

Fees Schedule

TFA and FIT have determined the levies and accompanying payments' due dates for the 2015 TWC. They have been calculated as estimates based on the 2011 FIT Touch World Cup rates and converted to Australian Dollars. Please note:

- All figures are in Australian Dollars
- All fees will have a GST component which refers to Goods and Services Tax. It is a value added Australian Government imposed tax of 10% on most goods and services.

Details on the Team Fees and Individual Levies are listed briefly below:

- **Teams Fees**
 - Is set at \$467.50 (GST inclusive) per team
 - 50% is due by 30 September, 2014
 - Remaining 50% is due by 30 November, 2014
 - Team fees are non-refundable unless in the instance that a 2015 TWC division is cancelled due to lack of team nominations
 - Team nominations will only be accepted if Member Nations are financial with FIT.

- **Individual Fees**
 - Is set at \$220 (GST inclusive) per individual
 - All teams will be invoiced for 15 participants per division (being an approximate rate of 14 players and one coach per team)
 - If teams anticipate that they will have more than this number, they are to indicate this so it can be included in the invoicing process
 - Teams will be invoiced in January 2015 for \$3,300 (GST inclusive) per team (for 15 participants) or additional if previously indicated with fees due 31 January, 2015
 - The Online Registration process will conclude on 31 March, 2015 and all participants will need to be registered at this stage. Team lists will be audited and teams invoiced for any participant that has not been accounted for with payments due prior to the Tournament Briefing.
 - There may be the opportunity to register participants after this time but will incur a late payment fee and must be paid at the Tournament Briefing.

Below is a summary of the above/fee/payments information:

Item	Cost	Due Date
Team Fees Deposit Due (50%)	\$233.75 (GST inclusive) per team	30 September, 2014
Remaining Team Fees Due (50%)	\$233.75 (GST inclusive) per team	30 November, 2014
Additional Participants To Be Notified		31 December, 2014
Individual Fees Due	\$220 (GST inclusive) per individual	31 January, 2015
Online Registration Information Due		31 March, 2015
Final Individual Fees Due	\$220 (GST inclusive) per individual	27 April, 2015 (At Tournament Briefing)

Please note that Member Nations must bear any international transaction fees i.e. the amount of money that TFA receives must be the full levy amounts.



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2015 TWC EXPRESSION OF INTEREST (EOI) FORM (Attached)

In order to assist in the planning of the event, TFA would like to canvass interest and feedback from participating Member Nations on a number of event-related logistics and activities. This is not an official Nomination process and Member Nations will not be penalised financially if they express interest indicatively, and don't officially nominate for the various items offered. All Member Nations will be informed of developments in the lead-up to the 2015 TWC.

We would appreciate if the Excel EOI form could be returned by **11 December 2013 (Wednesday)** to Mark Spear, Manager, TFA Events and Competitions via email – [mark.spear@austouch.com.au](mailto:mark.spear@ austouch.com.au)

Alternatively, you may wish to complete an online process which can be accessed from <http://www.surveymonkey.com/s/2015-TWC-EOI>

Below outlines further information on the various EOI segments which will assist in coordinating and confirming the required information. If you have any issues or queries in completing it, please contact Mark Spear, as above.

We understand that international touring can be complicated and as the host nation, TFA are hoping to provide as much assistance as possible to ensure record attendance and a positive experience for all teams and individuals at the 2015 TWC.

Please complete the attached Excel EOI form in conjunction with reading this Overview Document as accompanying details are included.

MANDATORY FIELDS

1. Cover Sheet

TFA would like to collate details of the individual submitting the Indicative Expression of Interest Form in order to keep a record of information for verification purposes. These details will be used as the primary contact to communicate initial details such as ideals outlined through the Expression of Interest process. We understand that the preferred contact may change in the lead-up to the 2015 TWC.

2. 2015 TWC Divisions

TFA would like Member Nations to indicate what Divisions they are interested in nominating for at this point in time to assist in planning as well as to communicate current interest levels on various Divisions to all Member Nations.

The following Divisions were offered for the 2011 FIT Touch World Cup and intend to be offered at the 2015 TWC:

- Men's Open, Women's Open, Mixed Open, Men's 30's, Women's 30's, Men's 35's, Men's 40's and Senior Mixed.

In addition to above, TFA are seeking for the 2015 TWC event expressions of interest from Member Nations for the following division:

- Men's 50's.

There is no guarantee that this division will be offered during the official nomination process.

3. 2015 TWC Launch

TFA is proposing to host an official 2015 TWC Welcome/Reception on tournament eve at a prominent, iconic Sydney venue (TBC). The reception is intended to welcome the international Touch community to Australia and indeed, Sydney as the major arrival centre for participants and entourage from overseas. TFA anticipates having most participating nations involved in the welcoming function which will also have some media launch elements.

The reception will also afford the international Touch community a great opportunity to experience the uniquely Australian tourism delights including visiting the Sydney Opera House, climbing the Sydney Harbour Bridge or enjoying the many and varied harbourside/other activities synonymous with Australia's largest city.

Therefore, TFA would like to get an indication whether (or otherwise); your nation will be in Sydney on 24 April, 2015 (Friday) and willing to attend the Welcome/Reception.

4. ANZAC Day Activities

Australia has a very rich and proud sporting culture and tradition that extends the breadth of sporting pursuits; none more popular than the National Rugby League (NRL) and Australian Football League (AFL) premiership matches and particularly with commemorative matches hosted by both codes on the ANZAC Day weekend.

If sufficient numbers are confirmed for the above or other events, TFA, through our partnership with the NRL may be able to negotiate some bulk discounted tickets.

If you are interested in attending a live NRL or AFL game, please indicate intention and possible numbers.

5. ANZAC Welcome (Trial Games)

As noted earlier, the embodiment of the ANZAC spirit was shown on the battlefields and extends across major sporting events. TFA would like to welcome the international Touch community by replicating the ANZAC qualities of endurance, courage, ingenuity, good humour, larrikinism and mateship.

Specifically, TFA will host a tournament day where international teams will come together and participate in friendlies with other Member Nations as well as Sydney/Regional-based teams. By hosting this event, we can ensure the matches occur at the best possible facilities, with quality staff, medical and referees to support the event and ensure that FIT policies are adhered to.

If you are interested in participating in this day of friendly matches in Sydney, please indicate so.

OPTIONAL FIELDS (VOLUNTARY)

Schools Clinics

To be a successful event, community involvement is essential and we would look to have 2015 TWC representatives assist with the running of a clinic with local school children. This clinic would occur in Coffs Harbour on 28 April 2015 (Tuesday).

If you are interested in participating in this clinic please indicate so.

The Opening Ceremony is likely to occur later in the day on 28 April 2015 (Tuesday).

Accommodation

Previous Touch World Cup events have showcased an Olympic Village type element which has generally been well received by participants. With the timing of the event during semester and the Coffs Harbour venue chosen, TFA will be unable to source university accommodation. However, we are confident that we can adopt methods to replicate this type of environment and other optional initiatives to make the trip as enjoyable and stress free as possible to all. We are also confident that accommodation prices offered will be competitive as compared to figures from the 2011 FIT Touch World Cup.

Although we cannot have all participants staying in the same accommodation location, we can look to offer different accommodation types to suit the needs of each team. Organising accommodation in potentially two different cities for different parts of the event can be an issue and we are able to provide assistance in this area. Therefore, we would look to canvass interest of accommodation preferences in both Sydney and Coffs Harbour as outlined in the EOI Form.

If you wish to enquire directly about accommodation in Coffs Harbour, the best central point is the Coffs Harbour Visitor Information Centre (VIC). Contact details are below:

- Website – www.coffsc Coast.com.au
- Email – tourism@coffsc Coast.com.au
- Phone – +61 2 6648 4990

The region offers approximately 18,000 beds within 30 minutes of the venue. To assist with any enquiry please supply player numbers, dates of stay and requirements for accommodation. If you are having difficulties with organising accommodation through the VIC, please advise Mark Spear and he may be able to assist on your behalf.

The booking process through VIC is as follows:

- The VIC offers suitable accommodation options
- The Entity then confirms which property they would prefer and the VIC looks to secure the accommodation on their behalf
- A 20% deposit is required to secure the booking.

Transport

Organising transport in potentially two different cities for different parts of the event can be difficult and we are able to provide assistance in this area.

Therefore, we would like to canvass interest of transport requirements such as:

- International flights
- Domestic flights
- Hire vehicles
- Public transport.

Member Nations would be free to book their own travel arrangements but we can put you in contact with an external provider who in turn can pass on details of logistics and pricing.

Medical

It is anticipated that countries will be required to supply their own medical staff for the treatment of minor injuries through the course of the event. Member Nations must ensure that their medical staff have adequate qualifications and insurances.

It is also anticipated that TFA will ensure suitably trained medical staff are available for the diagnosis of all serious injuries occurring during the event.

TFA will look to offer a central Medical Assistance service, including Australian based physiotherapists and sports trainers to provide medical coverage for the event. This should reduce the cost of transporting and accommodating individuals as opposed to bringing in team specialists from their respective countries. Those Member Nations that wish to provide their own medical coverage are free to do so.

TFA will also look to offer a central Recovery service where ice baths and staff will be available ensuring proper recovery methods are utilised. Those Member Nations that wish to provide their own recovery services are free to do so although there are local water safety laws in place and teams should be aware of potential physical limitations to water access.

Meals

At the 2011 FIT Touch World Cup, meals were provided to the majority of participants with breakfast and dinners provided at Pollock Hall, Edinburgh and packed lunches also available at the fields. There is the opportunity to replicate this format with packed meals to be coordinated at the respective venues.

Uniforms

Uniforms can be difficult to organise and with inbound duties can be quite expensive to import through Australian Customs.

TFA would look to offer the opportunity for Member Nations to liaise with a preferred TFA/FIT supplier. A significant benefit of this arrangement is that uniforms would be available in location and bulk buying power could generate a good, competitive price for all involved.

We would also look to offer the opportunity for Member Nations to liaise with a local, preferred supplier for boots and custom compression garments.

Tour Liaison

We understand that even the simplest of tasks can be a lot more difficult in a foreign country with regard to language, custom etc. We will offer the opportunity for Member Nations to indicate whether they would be interested in having a Tour Liaison Officer (TLO) during the events.

The Tour Liaison Officer could be just for the period of the event. Liaison on many aspects can be handled through TFA and FIT in the lead-up to the event. Ideally the TLO would be able to provide some local, venue and general knowledge support.

If you would be interested in getting an Australian-based coach to assist you in Technical aspects including a Head Coach role, please indicate this.

If Member Nations are considering assistance from any Australian personnel they must follow TFA protocols. For example, if a Member Nation was intended to use fields that a TFA Affiliate uses, we would need to be aware of this for reasons such as insurance purposes. We encourage those that wish to seek assistance from Australian individuals but we need to be aware of intentions and activity in this regard.

Development Conference

As with previous TWC events, the appetite for administration and best practice knowledge is just as high as playing information. With competition over for another four years, the opportunity for TFA to provide the latest information on trends and insights in a workshop format pre or post event on areas including junior development and competition management, may be of interest to some individuals if sufficient notice period is provided.

Details of potential topic areas are included in the attachment.

Email List

In order to ensure the regular flow of official communication, we would like Member Nations to pass on email addresses of any individual(s) they would like to be informed of developments in the lead-up to the 2015 TWC, which will then be incorporated into the event email database.

KEEP IN TOUCH WITH TFA

The Touch Football Australia YouTube, Instagram, Twitter and Facebook accounts are extensively used in the promotion of all TFA events and activities. Make sure you keep in touch to not miss out on any 2015 TWC information.

	www.youtube.com/touchfootballaus
	www.facebook.com/touchfootballaustralia
	www.twitter.com/touchfootyaus
	www.instagram.com (search for Touch Football Australia)

The Touch Football Australia website is used extensively in the promotion of all TFA events and is available from www.touchfootball.com.au

Other

If you have any queries, do not hesitate to contact me.

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