



IVF Va'a World Sprint Championships 2016  
Sponsorship Proposal

# The world is coming to the Sunshine Coast

To deliver major economic benefits through showcasing the natural advantage and businesses across the Sunshine Coast to a significant global audience.







# Promote your business to a national and global audience

**3000 participants, spectators and supporters will boost the Sunshine Coast economy over 10 days of competition.**

- The Sunshine Coast has successfully bid to host the 2016 World Outrigging Sprint Championships which will be held at Lake Kawana.
- The Australian Outrigging Canoe Racing Association (AOCRA) in partnership with the Sunshine Coast Council are developing plans to leverage and promote the event and the sport of outrigging prior to 2016 and beyond.



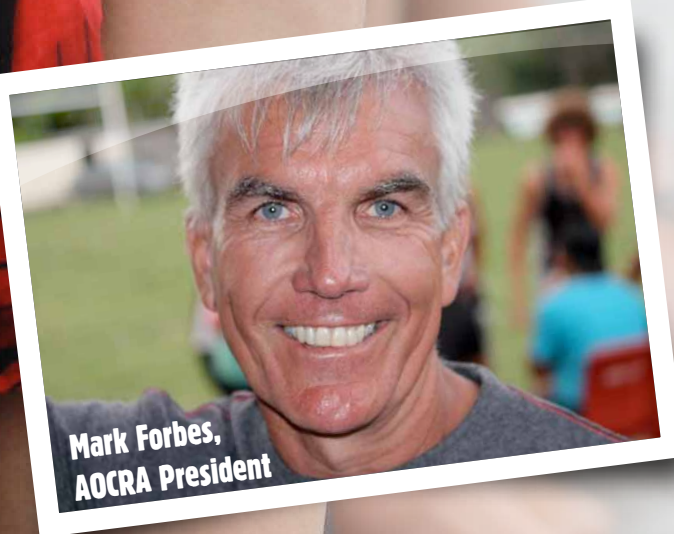


- The 2015 Annual General Meeting of IVF (International Va'a Federation) will be held on the Sunshine Coast.
- The International Aussie Aito and National Marathon Titles will precede the World Sprints and will be held at Mooloolaba.



## 35 Participating Countries

- American Samoa
- Argentina
- Australia
- Brazil
- California
- Canada
- Cook Islands
- Eastern USA
- Fiji
- France
- Germany
- Great Britain
- Guam
- Hawaii
- Hong Kong
- Hungary
- Italy
- Japan
- Malaysia
- Mariana Islands
- Marshall Islands
- New Caledonia
- New Zealand
- Niue
- Pacific North West
- Palau
- PNG
- Peru
- Rapa Nui
- Russia
- Samoa
- Switzerland
- Tahiti
- Tonga
- Wallis and Futuna



**...there is plenty to see and do for our international guests. This, combined with Lake Kawana's world class facilities, makes Australia an ideal choice for the 2016 World Sprint Titles.**

- Lake Kawana is located one hour north of the Brisbane International and Domestic Airports with the Sunshine Coast Airport just 15 minutes away, making the site easily accessible for international travellers.
- The 2000 metre buoyed Lake Kawana world-class facility is perfect for flat water competitions with eight canoe or kayak lanes or seven rowing lanes that host triathlons, dragon boat racing, surf ski paddles, stand up paddle boards, open water swimming and much more.
- Lake Kawana will be heavily used as a training ground by international teams competing at the 2018 Commonwealth Games to be held in Australia.
- The staging of the 17th IVF Va'a World Sprint Championships at Lake Kawana on the Sunshine Coast will ensure the continued growth of the VI discipline throughout Australia and the development of VIs in emerging countries such as Malaysia.
- Queensland's Sunshine Coast is centrally located between Sydney, with its spectacular harbour, and Cairns boasting one of the World's Seven Wonders, the Great Barrier Reef, and presents a number of the best beaches on the east coast of Australia. The Sunshine Coast is also home to Australia Zoo, the legacy of the late and great Crocodile Hunter Steve Irwin. Less than an hour away is Moreton Island with the tallest sand dunes in the Southern Hemisphere and Fraser Island, one of the last frontiers of beach and island exploration that is already a popular international camping destination.

**Here is a truly global event set to promote the Sunshine Coast to a world audience.**



# Contents

<b>Your invitation to be a World Sprint Titles sponsor</b>	<b>8</b>
<b>1.0 Status of Outrigger Sprint Racing</b>	<b>10</b>
<b>1.1 Race history of the member area</b>	<b>14</b>
<b>2.0 Event Location</b>	<b>16</b>
<b>2.1 Attractions</b>	<b>19</b>
<b>2.2 20 Must Do's on the Sunshine Coast</b>	<b>20</b>
<b>2.3 Sunshine Coast Areas</b>	<b>22</b>
<b>2.4 Community Selected</b>	<b>24</b>
<b>2.5 Message from the Mayor of the Sunshine Coast</b>	<b>25</b>
<b>2.6 Message from Queensland Premier Campbell Newman</b>	<b>26</b>
<b>2.7 Accommodation</b>	<b>28</b>
<b>2.8 Transportation</b>	<b>29</b>
<b>2.9 Accessibility</b>	<b>30</b>
<b>2.10 Fast Travel Facts</b>	<b>31</b>
<b>2.11 Sunshine Coast Weather</b>	<b>32</b>
<b>3.0 Dates and Duration</b>	<b>34</b>
<b>4.0 Site Planning and Infrastructure</b>	<b>36</b>
<b>4.1 Stockland Park Precinct, Lake Kawana</b>	<b>40</b>
<b>4.2 Course Map</b>	<b>42</b>
<b>4.3 Spectator Areas</b>	<b>43</b>
<b>5.0 Sponsorship Proposal</b>	<b>44</b>
<b>5.1 Pre-Event Sponsorship Benefits</b>	<b>46</b>
<b>5.2 Event Sponsorship Benefits</b>	<b>47</b>
<b>5.3 Post-Event Sponsorship Benefits</b>	<b>48</b>
<b>Conclusion</b>	<b>49</b>





# Your invitation to be a World Sprint Titles sponsor

The 2016 IVF World Sprint Titles (WST) promises to be the largest WST yet and will set a benchmark for future events.

- This event provides a unique opportunity for businesses to leverage off a huge national and international audience in the form of spectators and competitors and also media broadcasting nationally and internationally.
- The Australian Outrigger Canoe Racing Association (AOCRA) is seeking to partner with companies and brands that are a natural fit with the WST and sport of outriggering, and importantly its target audience.
- Sponsorship will involve more than just the event in 2016. In 2014 AOCRA plan to start working with sponsor partners, leveraging the Va'a Annual General Meeting in 2015 and the event across 35 countries. A number of other outriggering events including the Outrigger Canoe National Regatta Titles and Gubbi Gubbi Outrigger Titles, both held at Mooloolaba will continue to promote the sport and the Sunshine Coast.
- Outlined in detail further on in this proposal are the specific sponsorship benefits available for your consideration.





**Our aim is to partner with you, to meet your company brand and marketing objectives so you can achieve the greatest return on your investment.**



# 1.0 Status of Outrigger Sprint Racing



- The Australian Outrigger Canoe Racing Association (AOCRA), was formed in 1988
- The sport has enjoyed rapid growth in recent years with 11 clubs in 1990 expanding to over 84 clubs across Australia today
- AOCRA oversees and organises racing throughout Australia, with rules based on those created by the Hawaiian Canoe Racing Association. AOCRA also nurtures respect for the heritage and cultures from which these craft originate
- Racing takes on two forms, marathons and sprints, both in six person canoes (OC6) and solo and two man canoes (OC1/OC2/VI)
- Sprint races are held over 250 - 1500 metres, whilst marathon races vary in distance between 10 and 45 kilometres
- Age divisions include Junior divisions from 8 to 19 years old, Open Men and Women to Golden Master Men and Women over 60



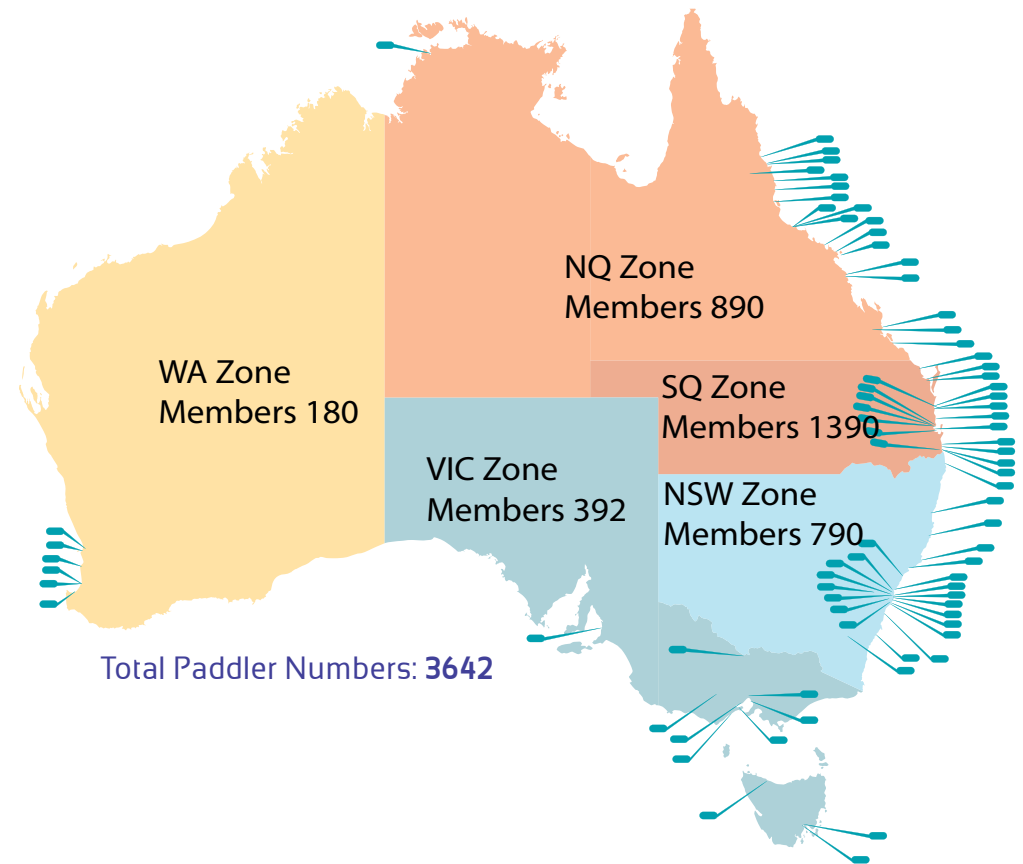


# AOCRA

The primary governing body of the sport in Australia, responsible for the administration of the sport on a national level. It oversees such issues as rules, regulations, legalities (including insurance and duty of care) and liaising with similar sporting organisations and government bodies. AOCRA's aim is to instigate and foster the growth of the sport both at junior and senior levels.

## AOCRA Zones & Paddler Numbers

AOCRA was established as a result of the rapid growth of the sport, as it spread from Queensland into other states. Within each state, a zone committee acts on behalf of the Zone to administer and run the sport within that state. These committees play the part of handling the day to day running of the sport, by adhering to the guidelines and rules set by AOCRA. They oversee regattas, registration and weighing of canoes, and making decisions on behalf of the zone to ensure its growth and continued success. Zones currently exist in New South Wales, Victoria (encompassing South Australia and Tasmania), South Queensland, North Queensland (encompassing the Northern Territory) and Western Australia.





## AOCRA Affiliated Clubs

Within each state, clubs are established by groups of individuals in specific locations wishing to participate and foster the growth of the sport within their immediate neighbourhood. These clubs affiliate with the governing body AOCRA, and then proceed to maintain a working relationship with their Zone Management Committee. The clubs, once established, have the opportunity to plan and run their own regattas (adhering to the rules and regulations set down by AOCRA).

## Registered AOCRA Paddlers

Each paddler has the responsibility of paying club membership fees (set by their club) and AOCRA insurance fees (set by AOCRA) to the club they choose to join. Paddlers, once insured, may either paddle socially as a means of keeping fit and meeting new people, or compete at the various regattas around Australia. Whichever path they choose, paddlers are encouraged to uphold and respect club protocols and rules, ensuring good sportsmanship is maintained, and work together to ensure the future of their club.



## 1.1 Race History of the Member Area

- Annual National OC1, OC2, V1 Championships – In 2011 this event was also recognised as an ICF World Series race and formed part of the ICF World series racing structure
- Annual National Sprint Regattas Lake Kawana
- Annual National OC6 Marathon Regattas Mooloolaba
- Internationally acclaimed Hamilton Island Cup ( Clash Of The Paddles) now in its 30th year
- Mandurah Dual Western Australia
- Cold Water Classic Tasmania
- Great Barrier Reef Challenge North Queensland
- Internationally renowned Gold Coast Cup TTGGWA (Trans Tasman Gubbi Gubbi Waka Ama) International Junior Sprint and Marathon Championships 2011, 2012, 2013
- South Queensland Sprint Championships 2011, 2012, 2013







## 2.0 Event Location



- Lake Kawana on Queensland's Sunshine Coast, Australia
- World class 2000 metre buoyed ideal flat water racing course
- 1 hour to Brisbane International and Domestic Airports and 15 minutes to Sunshine Coast Airport
- Surrounded by pristine beaches, shopping, accommodation and activities including the world-renowned Australia Zoo
- Positioned in the heart of the Kawana health hub with the new \$2 billion Sunshine Coast University Hospital just minutes away



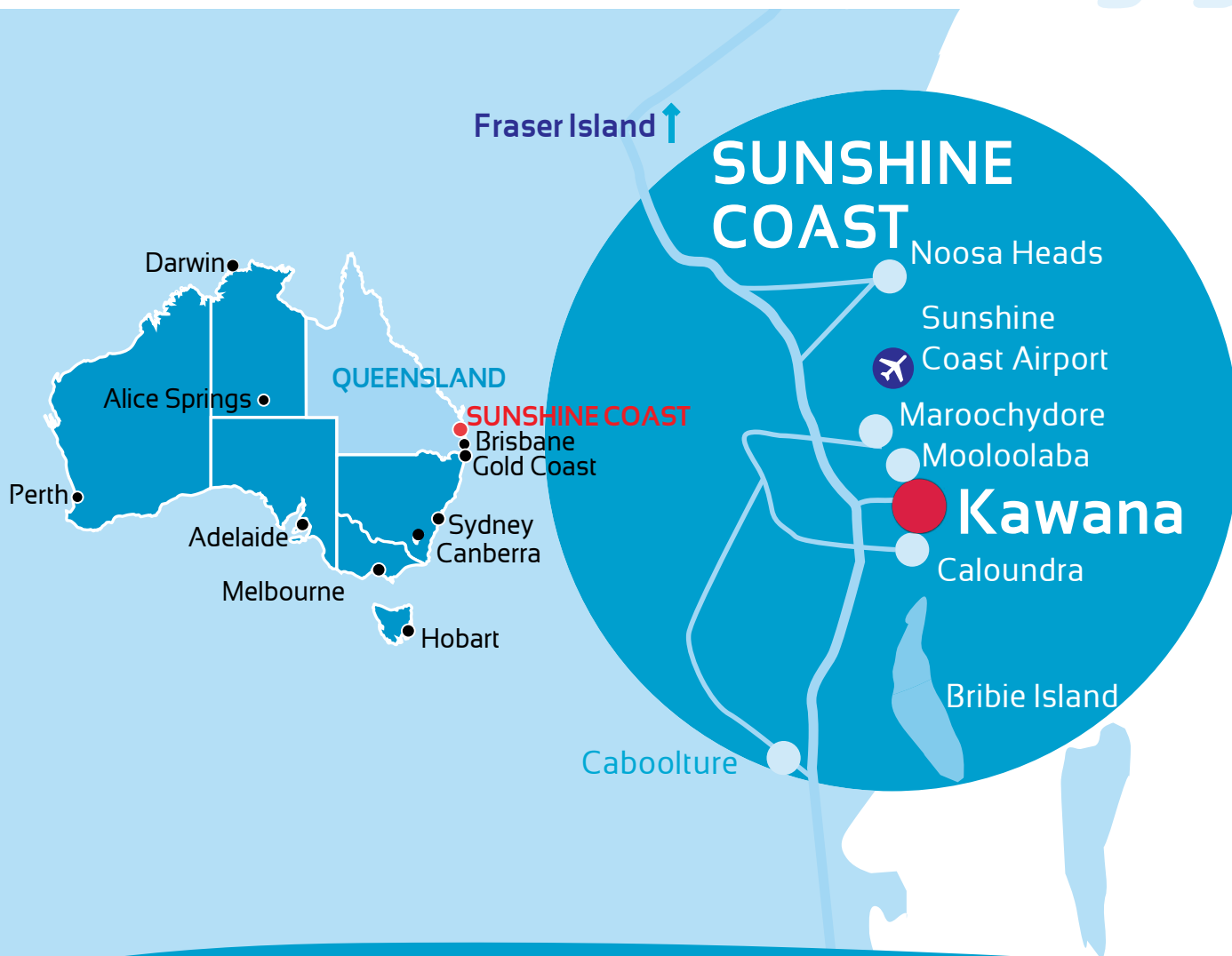


## Queensland's naturally refreshing Sunshine Coast offers a unique and relaxed coastal experience.

The Sunshine Coast name says it all. This region averages seven hours of sunshine daily, one of the highest ratings in the world, and enjoys more than 300 days of sunshine each year.

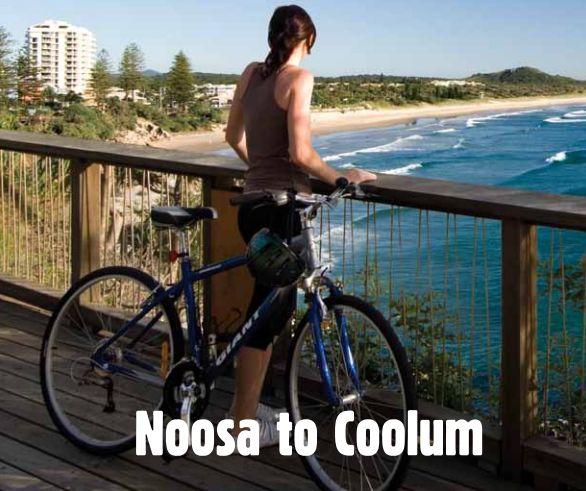
Located approximately one hour north of Brisbane International Airport, Queensland's Sunshine Coast offers a unique blend of relaxed coastal lifestyle alongside lush subtropical rainforest. The iconic Glass House Mountains mark the beginning of the region which also includes over 100 kilometres of pristine sandy beaches surrounded by coastal hubs such as Caloundra, Mooloolaba, Maroochydore and Noosa Heads. Recently awarded UNESCO Biosphere status, Noosa Heads is one of the most well-known coastal towns on the east coast of Australia.

From safe, clean coastal towns to the character filled hinterland hamlets and the gateway to World Heritage listed Fraser Island, diversity in the region is abundant.





## 2.1 Attractions



### Noosa to Cooloom

This iconic northern section of the Sunshine Coast - from Noosa Heads south to the beachside village of Cooloom - offers unmatched experiences for all to enjoy.

Flush with contemporary eateries, galleries and decadent day spas, this area also offers a vast array of accommodation options from Backpackers to luxury hotels to an exclusive private island. This area encompasses Queensland's first UNESCO Biosphere Reserve, so expect to be immersed in world-class nature.



### Mooloolaba to Marcoola

This central area - from Marcoola south to Mooloolaba, with Maroochydore at its core - is the hub of the Sunshine Coast. As the beating heart, this area fully embraces the region's famous relaxed beach culture. It is known for its clean waterways, stunning swimming beaches and great dining, with favourite spots being Cotton Tree, Alexandra Headland and Mooloolaba.

The casual atmosphere for which the Sunshine Coast has become so popular for is also reflected in villages like Marcoola and Yandina, while Twin Waters boasts one of the destination's internationally renowned golf courses - perfect for social activities or something more competitive.



### Caloundra to Kawana

One of Australia's favourite affordable destinations offering a comforting mix of "the old" and "the new", this area is in easy reach of Brisbane and extends from Caloundra north to Kawana.

The ever-friendly Dicky Beach, Bulcock Beach and Kings Beach line this stretch of the Sunshine Coast and are perfect for beach games, water sports and group activities. For the golfing enthusiast, Pelican Waters has a spectacular Greg Norman-designed golf course, which is located in a special place where you can watch the sun set over the Glass House Mountains.



### The Hinterland

"A nation's culture resides in the soul of its people": Mahatma Ghandi. Nothing could better describe the personalities behind the Sunshine Coast hinterland. The collection of delightful towns that these characters inhabit are the perfect places to gain an insight into a naturally refreshing life.

Activities on offer tie in with the idyllic scenery of mountain panoramas, ancient rainforests, rural vistas and the iconic Glass House Mountains. Hidden, luxury retreats around Flaxton, Maleny, Mapleton and Montville provide a calming environment perfectly suited to that getaway experience where you can enjoy the peace and quiet of the surrounds.



## 2.2 20 Must Do's on the Sunshine Coast

### 1. Australia Zoo

Steve Irwin Way, Beerwah  
[www.australiazoo.com.au](http://www.australiazoo.com.au)

Crikey! There is no other zoo like Australia Zoo. With plenty of wildlife action and exciting croc shows, knowledgeable zoo keepers to chat with and lots of drop-dead gorgeous animals that can't wait to get up close and personal with YOU! Check out the African savannah and visit the Australia Zoo Wildlife Hospital, it's as WILD as LIFE gets!  
Open daily from 9am-5pm, 1:30pm-5:30pm Anzac Day (25 Apr) closed Christmas Day (25 Dec).

### 2. Bag a Bargain at the Markets

Bring a recyclable bag and enter shopping heaven at one of our local, hinterland or seaside markets. Stock up on fresh local produce, specialty fare and original creations. "Make it, bake it, grow it or sew it". It is the ethos of the famous original Eumundi Market, held on Wednesday and Saturday mornings.

#### Market Guide:

**Wednesday:** Eumundi Markets

**Thursday:** Cooroy Community Market RSL Hall, Maple Street

**Saturday:** Eumundi Markets, Kawana Waters Farmers' Markets, Landsborough Markets, Caloundra Bazaar Markets, Pomona Country Markets (2nd & 4th Saturday), Yandina Country Markets, Big Pineapple Growers and Artisans Market.

**Sunday:** Caloundra - Bulcock Street and Country Farmers' Markets, Cotton Tree Street Market, Imbil, Maleny, Maroochydore Sunday Markets, Noosa Farmers' Market, Noosa Marine Village Market, Peregrine Beach Markets (1st and 3rd Sunday).

### 3. Visit a World Heritage Listed Icon

[www.thediscoverygroup.com.au](http://www.thediscoverygroup.com.au)  
[www.fraserislandadventuretours.com.au](http://www.fraserislandadventuretours.com.au)

Rich in diversity and natural beauty, Fraser Island begins just north of the Sunshine Coast and is accessible as a day or overnight trip. Join a tour that departs from Noosa or hire a 4WD and navigate the sandy roads. As the world's largest sand island and with a World Heritage listing, a visit to Fraser Island is a must on any itinerary.

### 4. Visit a Surf Club

Situated along the beachfront and securing some of the best vantage points on the Sunshine Coast, plan a visit to an iconic surf club starting in Caloundra through to Mooloolaba, Alexandra Headland, Maroochydore, Coolum, Sunshine Beach and Noosa. Enjoy a cool beverage and a delicious meal while watching the surf roll in from your perch on the balcony.

### 5. Improve your Culinary Skills

Impress friends at your next dinner party with skills learned from one of the Sunshine Coast's famous cooking schools, Spirit House, Freestyle Escapes, The Long Apron at Spicers Clovelly Estate and Tamarind Cooking School at Spicers Tamarind.

### 6. Dine Out in Style

With surf, sun and tranquil hinterland as the backdrop, the pursuit of fabulous food is high on the agenda on a Sunshine Coast holiday. Try an award winning restaurant, seafood fresh from the trawlers or enjoy a classic Aussie meal at one of the many Surf Clubs. Whatever your taste buds crave, you are sure to be satisfied.

### 7. Kayak and Canoeing Adventures

[www.kayaknoosa.com](http://www.kayaknoosa.com)  
[www.kanukapersaustralia.com](http://www.kanukapersaustralia.com)  
[www.thediscoverygroup.com.au](http://www.thediscoverygroup.com.au)

The Sunshine Coast's pristine waterways and beaches provide a perfect playground to venture out on a kayak or canoe. Take a guided tour of Caloundra's Pumicestone Passage Marine Park, the Noosa Everglades, Noosa River or open oceans around the Noosa National Park or hire your own and follow the Maroochy River Trails map.

### 8. Glass House Mountains

[www.npsr.qld.gov.au/parks/glass-house-mountains](http://www.npsr.qld.gov.au/parks/glass-house-mountains)

Climb, abseil or simply take in the spectacular view of the Glass House Mountains. Steeped in Aboriginal legend, the Glass House Mountains are a series of craggy volcanic plugs rising dramatically from the coastal plain. There are a number of panoramic lookouts as well as accommodation and dining options where you can sit and soak up the mystical beauty.

### 9. Whale Watching

The Wharf, Parkyn Parade, Mooloolaba

[www.whaleone.com.au](http://www.whaleone.com.au)  
[www.storeylinetours.com.au](http://www.storeylinetours.com.au)

From July to November experience the majestic migration of some 8,000 Humpback Whales. Join Whale One whale watching tours that depart from Mooloolaba, or join Liquid Getaway that run tours twice a day from Mooloolaba. Alternatively join Storeyline Tours for a day trip to see the whales at Hervey Bay. You can also view the migration from various headlands across the Sunshine Coast including Point Cartwright, Noosa National Park and Coolum.



## 10. GoWake Cable Park and Barra Fishing

David Low Way, Bli Bli  
[www.gowakesunshinecoast.com.au](http://www.gowakesunshinecoast.com.au)  
[www.suncoastbarrafishing.com](http://www.suncoastbarrafishing.com)

Master knee boarding, skurfing, skiing or wakeboarding in a safe and friendly environment with qualified instructors or endeavour to catch one of the most sought after fish in the world - The Barramundi. Suncoast Barra Fishing Park offers two fishing lakes, Barra Creek and Mixed Species lakes.

## 11. Spot a Koala in Noosa National Park

[www.visitsunshinecoast.com.au](http://www.visitsunshinecoast.com.au)  
[www.nprsr.qld.gov.au/parks/noosa](http://www.nprsr.qld.gov.au/parks/noosa)

A short stroll from Noosa's fashionable Hastings Street you will find the sublime Noosa National Park, one of Queensland's few coastal National Parks. Stroll through the park and spot resident koalas dozing in the trees, swim or surf at coves and beaches found around the scenic headlands, and retreat into the cool forests of the inland tracks.

## 12. The Ginger Factory and Nutworks

Ginger Factory, Nutworks and The Chocolate Factory  
Pioneer Road, Yandina  
[www.nutworks.com.au](http://www.nutworks.com.au)  
[www.gingerfactory.com.au](http://www.gingerfactory.com.au)

Educational tours, shopping, taste testing and rides... the Superbee Live Bee Show, The Overboard ride and Panny's Chocolate factory has it all at the Ginger Factory; while across the road is Nutworks, boasting the health benefits of the macadamia nut, as well as putting chocolate and confectionary production on display, with delicious samples on offer.

## 13. UnderWater World

The Wharf, Mooloolaba  
[www.underwaterworld.com.au](http://www.underwaterworld.com.au)

UnderWater World is a multi-award winning all-weather tourist attraction where you can walk amongst thousands of marine and freshwater animals as you explore 11 amazing zones over three levels. View four exciting new themed zones, including Shark Shipwreck, Coral Cove, Bay of Rays and Turtle Temple in our new 80 metre long ocean walk through. Enjoy more than 14 live and interactive presentations daily. Interact with animals daily in a seal photograph, seal encounter, seal swim or shark dive. Open : 9am - 5pm (last entry 4pm).

## 14. Dive the Ex-HMAS Brisbane

[www.scubaworld.com.au](http://www.scubaworld.com.au)  
[www.sunreef.com.au](http://www.sunreef.com.au)

Dive the site of one of Australia's most distinguished warships, the ex-HMAS Brisbane. The area has grown into an impressive artificial reef and lies at a depth of 27 metres. Certified divers can book direct with Scuba World and Sunreef, or through Visitor Information Centres. Another world renowned dive site is Wolf Rock, a formation of four volcanic pinnacles where you can dive with large schools of Grey Nurse sharks.

## 15. Go Deep Sea Fishing

[www.fishncrabcharters.com](http://www.fishncrabcharters.com)

Don't be at the next barbecue talking about the one that got away! Head out on a deep sea fishing charter in the company of experienced crew members and chase snapper, coral trout, marlin and mackerel.

## 16. Horse Riding on the Beach

[www.equathon.com](http://www.equathon.com)

The experienced and the beginner horse riders can enjoy riding on stunning Noosa North Shore and along the shallow waters of Lake Weyba. Other options for a unique adventure are extended horse riding tours through hinterland trails.

## 17. Find a Hole in Your Diary

Tee off against spectacular scenic backdrops at one of the Sunshine Coast's five championship golf courses. Choose from Greg Norman designed Pelican Waters Golf Club in Caloundra, Twin Waters, Palmer Coolum Resort - the former home of the Australian PGA championship, or Noosa Springs Golf and Spa Resort.

## 18. Sunshine Coast Hinterland Great Walk

[www.nprsr.qld.gov.au/parks/great-walks-sunshine-coast](http://www.nprsr.qld.gov.au/parks/great-walks-sunshine-coast)  
Experience 58km of world class walking trails in the scenic Blackall Range on the Sunshine Coast Hinterland Great Walk. Designated as one of the six Great Walks in Queensland, you can choose from a half-day stroll to full-day walks and extended overnight adventures. Some local bed and breakfast operators offer drop off/pick up services for overnight walkers. Maps can be purchased at the Visitor Information Centres.

## 19. Visit the Calm Behind the Coast

Explore quaint villages along the Blackall Range, through the Glass House Mountains and the scenic Mary Valley. Charming townships such as Mapleton, Montville and Maleny, offer stunning views, rainforest walks, fresh produce, local wine, cheeses, fine arts and crafts, cosy Bed and Breakfasts and cottages.

## 20. Relax in a Day Spa

From Romanesque-inspired aqua treatment pools to exotic Balinese retreats, Sunshine Coast day spas provide a serene environment and quality use of products. Try onsite spas at Palmer Coolum Resort, Noosa Springs Golf and Spa Resort, Pelican Waters Golf Resort and Spa, Sheraton Noosa Resort, Spicers Clovelly Estate and Novotel Twin Waters. For a truly unique Balinese spa experience, visit Ikatan Spa at Doonan.  
[www.visitsunshinecoast.com.au](http://www.visitsunshinecoast.com.au)

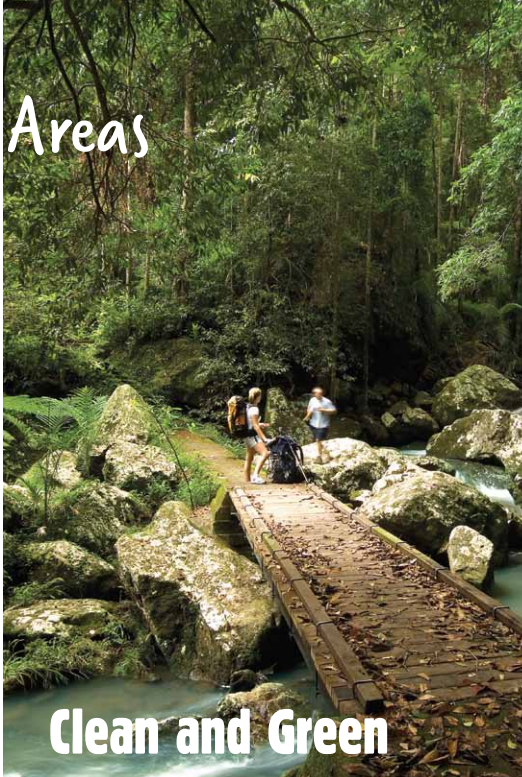


## 2.3 Sunshine Coast Areas



### Sunshine Coast Trails

For the real Sunshine Coast experience, follow the Trails.



### Clean and Green

#### MUST DO'S

Enjoy the serenity and spirituality of the untouched Glass House Mountains National Park from the lookout at dusk.

Experience a rainforest wonderland with waterfalls and to-die-for valley views at Kondalilla Falls National Park.

Enjoy an early morning walk, followed by a picnic breakfast in Noosa National Park, a stone's throw from Hastings Street.

Hire some kayaks and navigate Pumicestone Passage Marine Park which is frequented by turtles, dolphins and dugongs.



### Climatic Bliss

#### MUST DO'S

Enjoy a dip in the ocean on a winter's day.

Watch the sun set over the mountain range.

Feel a cool sea breeze at the end of a summer's day.

Sink your toes in the sand at dawn.



### Nature's Playground

#### MUST DO'S

Spot a Koala in Noosa National Park.

Explore the marine world in our lakes and rivers.

Discover the native flora and fauna of our surrounds.

Drive along the beach on the North Shore to discover the Coloured Sands.





## The Sunshine Coast, the Golf Capital of Queensland

### MUST DO'S

#### Palmer Cooloom Resort – [palmercooloomresort.com.au](http://palmercooloomresort.com.au)

The 72 par, 6137 metre course, designed by renowned golf course architect Robert Trent Jones Jr, offers contrasting landscapes, from coastal holes adjoining the Pacific Ocean to manicured fairways that weave their way through native bushland.

#### Noosa Springs Golf and Spa Resort – [noosasprings.com.au](http://noosasprings.com.au)

The golf course is a lot of fun to play and challenges both low and high handicappers. Each hole is unique and exhilarating.

#### Pelican Waters Golf Club – [pelicangolf.com.au](http://pelicangolf.com.au)

Bounded by lush bushland and scenic creek land, Pelican Waters has intelligently integrated the existing natural landscape and translated it to simply exhilarating golfing terrain. The closing four holes weave through thick native bushland and will test all level of players.

#### Twin Waters Golf Club – [twinwatersgolfclub.com.au](http://twinwatersgolfclub.com.au)

The links-style course has large greens and wide fairways and is suitable for golfers of any skill level. Designed by five times British Open Champion, Peter Thomson and partner Mike Wolveridge offers an attractive walk within a sanctuary where indigenous flora and fauna flourish.



## Gympie to Cooloola

### MUST DO'S

Watch the sun rise or set from the Carlo Sand Blow.

Visit The Great Sandy National Park showcasing long beaches, colourful wildflowers, mangroves, rainforests and tranquil lakes and waterways.

Head to the Gympie Music Muster for the very best of country music including blues, folk, bluegrass and gospel music.

Hand feed the rare Indo Pacific Humpback Dolphins. Tin Can Bay is one of the few places in Australia where dolphins can be hand fed in their natural environment.



## Fraser Island

### MUST DO'S

Indulge in a little eco-luxury at Kingfisher Bay Resort, winner of numerous environmental, tourism and architectural awards.

Take a dip in Lake McKenzie, one of over 100 freshwater lakes with blindingly white sand and iridescent turquoise water.

Discover the Island's precious eco-systems, unique wildlife and tranquility of one of the world's great natural playgrounds.

Take a scenic flight to Lady Elliot Island – the southern start of the Great Barrier Reef.

## 2.4 Community Selected

Hosting the World Va'a Championship on the Sunshine Coast will allow for incredible exposure for the sport of outrigger canoe racing and to world-class competition. The World Championships have never been hosted on the Sunshine Coast but you can be assured that this event will receive the full support of the Sunshine Coast community across residents, business, government, education and visitors to significantly expand the reach, awareness and popularity of the sport.

- AOCRA currently has a submission into the Commonwealth Games Association to assist in hosting the 2018 Commonwealth Festival Games. The submission is a collaborative approach from all Australian peak water sporting bodies including Australian Canoeing, Dragon Boating and Surf Life Saving Australia.
- AOCRA is also working closely with Australian Canoeing to ensure we have VI competitors in the 2016 Rio Para Olympic Games.
- Two years ago AOCRA launched a National VI program where clubs with Juniors could apply for an interest free loan to purchase VI canoes. The program has been very successful and the number of VIs in Australia has grown exponentially. This has taken our sport to a new level where last year, on the Sunshine Coast, we held our first Aussie Aito. This year's Aussie Aito will include competitors from Italy, New Zealand, the Cook Islands and all States of Australia. AOCRA sponsors the U19 Boy and Girl winners of our Aussie Aito to compete in Tahiti's Te Aito.
- Lake Kawana has also been the choice location for AOCRA's National Sprint Titles and World Qualifying events.
- AOCRA's Trans-Tasman Gubbi Gubbi Waka Ama event is now in its third year and has been combined with National Junior Championships to roll out a 5 day International Junior race program all to be held on Lake Kawana.
- The granting of the 17th IVF Va'a World Sprint Championships to Australia will ensure the continued growth of the VI discipline throughout Australia. AOCRA has been asked to assist Malaysia in establishing a VI outriggering culture and being successful in our 2016 bid we will work closely with Malaysia to ensure their participation. The inclusion of Malaysia would be a massive bonus for VI and outriggering internationally.



## 2.5 Message from the Mayor of the Sunshine Coast



MAYOR MARK JAMIESON

It is with pleasure that I offer my support, on behalf of the Sunshine Coast Council, for the Sunshine Coast to host the 2016 World Outrigger Canoe Sprint Championships. The Sunshine Coast Council, Stockland Park and Sunshine Coast Destination Ltd are working together on this outstanding opportunity for the World Championships to be held at Lake Kawana on the Sunshine Coast.

The Coast is renowned for holding world-class sporting events such as the Mooloolaba and Noosa Triathlons. Lake Kawana is a premier venue for rowing regattas, outrigger canoe racing championships (National & State) and dragon boat racing. The lake also serves as a training base for a multitude of other water craft activities.

The Sunshine Coast is a world-class destination that is within one hour north of the Brisbane International and Domestic Airports. A designated transport corridor and excellent transport services make this region very accessible for many high profile events.

The region is surrounded by natural beauty from the hinterland to the glorious beaches. There is an abundance of great food, wine, markets, world class attractions such as Australia Zoo, activities, shopping and so much more.

Our community has a long history of sporting achievements and we are enthusiastically looking forward to sharing this passion with the world's best outrigger canoeists, their families, officials and volunteers. We are honoured and privileged to host this event.

**The Coast is renowned for holding world-class sporting events such as the Mooloolaba and Noosa Triathlons. Lake Kawana is a premier venue for rowing regattas, outrigger canoe racing championships (National & State) and dragon boat racing.**

## 2.6 Message from Queensland Premier Campbell Newman



A handwritten signature in blue ink, appearing to read 'Campbell Newman'.

PREMIER CAMPBELL NEWMAN

On behalf of the people of Queensland, I welcome the International Va'a Association in holding their World Sprints Championships for outrigger canoes at Lake Kawana on the Sunshine Coast in May 2016.

Queensland's Sunshine Coast has a superb reputation for staging international sporting competitions. The Mooloolaba Triathlon in March and the Noosa Triathlon in November are two world-renowned events which have become annual fixtures on the global sporting calendar.

The Sunshine Coast offers great weather, friendly people, a safe environment, top-class sporting facilities and lots of choices in accommodation. After the championships, I would encourage competitors and officials to stay on and sample all that the Sunshine Coast has to offer.

It is home to Australia Zoo, run by the family of the late Steve Irwin, Australia's famous Crocodile Hunter, as well as being home to the renowned UnderWater World Aquarium at Mooloolaba where you can swim with sharks should you so desire!

The Sunshine Coast also features a beautiful hinterland as well as rainforest walks and glorious beaches stretching all the way from Noosa to Caloundra.

Competitors, officials and supporters from the 30 countries expected to compete in the World Sprints Championships in 2016 can be assured of a warm Queensland welcome.

**Competitors, officials and supporters from the 18 countries expected to compete in the World Sprints Championships in 2016 can be assured of a warm Queensland welcome.**



# Australia Zoo





## 2.7 Accommodation

Accommodation on the Sunshine Coast is renowned around the world for its superb quality, winning locations and incredible variety. Choose from hundreds of options along the coast with many boasting unforgettable water views. For an invigorating hinterland experience, there's a different style of accommodation, much of it encompassing sweeping country views or rainforest settings in close proximity to pretty hinterland villages, but still only about 30 minutes from the beach. Coastal towns like Noosa, Maroochydore, Mooloolaba, Coolum and Caloundra offer a mix of luxury resorts, stylish apartments, spacious holiday houses, beachside caravan parks and camping areas, as well as backpacker hostels.

### Group Accommodation and Services

A group specialist within the Sunshine Coast Destinations Visitor Information Services can assist with enquiries relating to accommodation, transport and general group visitor information.

E: [groups@scdl.com.au](mailto:groups@scdl.com.au) P: 1300 visit1

### Lake Kawana

Hotel and group dorm style accommodation, which will be located just minutes from the Lake Kawana event site, are due for completion by early 2016.



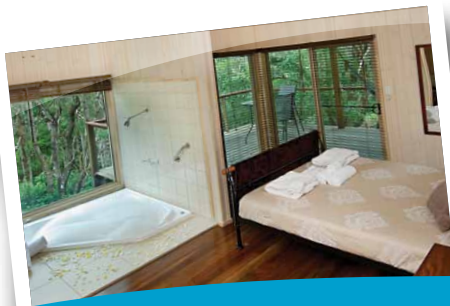
Group Accommodation	Time to Venue
Apex Camp Mudjimba	20 mins
Alexandra Park Conference Centre	15 mins
Currimundi Active Recreation Centre	5 mins
Luther Heights Youth Camp	25 mins
Maranatha Camp	25 mins

For a complete list of accommodation follow the links below:

[Explore Caloundra to Kawana accommodation](#)

[Explore Mooloolaba to Maroochydore accommodation](#)

[Explore Noosa to Coolum accommodation](#)



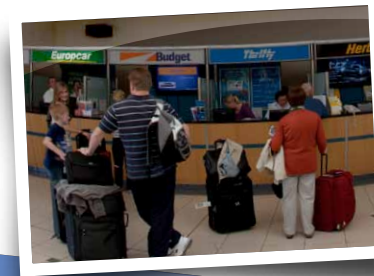


## 2.8 Transportation

The Sunshine Coast can be accessed via the Sunshine Coast Airport which is centrally located just 15 minutes from Lake Kawana with daily services from Sydney and Melbourne. Jetstar, Virgin Australia and Tiger Airways service the routes, linking the Sunshine Coast with flights to over 60 Australian destinations, allowing the region to be included as part of any Australian itinerary.

Sunshine Coast Airport now welcomes international flights, with Air Zealand scheduling twice weekly seasonal services from June to October. This allows for New Zealand visitors to fly directly from Auckland to the Sunshine Coast and provides connections from North America via Auckland into the region. Regular mini bus transfers, taxi and private car transfers are available door-to-door from the airport.

For those visitors accessing the Sunshine Coast through Brisbane's International or Domestic Airports, the destination is located approximately one hour's drive north of Brisbane on a well-signed national highway. Brisbane has a large international and domestic airport, with all major car rental companies represented at both terminals. Regular mini bus transfers and private car transfers are available door-to-door from both airports. Queensland Rail train services operate from Brisbane's Central Station to the Sunshine Coast with connecting bus services to coastal areas.



# 2.9 Accessibility



FROM BRISBANE AIRPORT TO (add 10-15 mins from Brisbane City)	TRAVEL TIME
Caloundra	1 hr
Kawana	1 hr 15 mins
Maroochydore / Mooloolaba	1 hr 15 mins
Coolum	1 hr 30 mins
Noosa	1 hr 50 mins
Moreton Island	25 mins
Fraser Island - via beach/vehicle ferry (tide dependent, 4 x 4 only)	3 hours

FROM SUNSHINE COAST AIRPORT TO	TRAVEL TIME
Caloundra	30 mins
Kawana	15 mins
Maroochydore / Mooloolaba	15 mins
Mudjimba	5 mins
Coolum	10 mins
Noosa	30 mins
Moreton Island	3 hr 30 mins
Fraser Island - via beach/vehicle ferry (tide dependent, 4 x 4 only)	2 hours

PUBLIC TRANSPORT	SERVICE
Sunbus - regular daily sevicees	<a href="http://www.sunbus.com.au">www.sunbus.com.au</a>



## 2.10 Fast Travel Facts



### TRAVEL TIME BY AIR

Sydney (SYD) to Sunshine Coast (MCY)	1hr 30 mins
Melbourne (MEL) to Sunshine Coast (MCY)	2 hr 20 mins
Auckland (AKL) to Brisbane (BNE)	3 hr 50 mins
Auckland (AKL) to Sunshine Coast (MCY) June - October 2013	3 hr 50 mins

### Medical Services

The Sunshine Coast University Hospital is due for completion by 2016. This facility is on the lake's edge and is 2 minutes by road from the event site. Public hospitals are located at Caloundra and Nambour. Private hospitals are located at Caloundra, Buderim, Noosa and Nambour, while 24 hour medical centres are located throughout the region. Many hotels and resorts have doctors on call. In Australia dial 000 for emergency services.

### Time Zone

Australian Eastern Standard Time is GMT + 10 hours. Daylight saving is not observed in Queensland.

### Population

The population of the Sunshine Coast is approximately 350,000.

### Surf Safety

Sunshine Coast beaches are beautiful, however, it's important to be alert to dangers of the surf and beach environment. Always advise clients to swim between the red and yellow flags at one of the many patrolled beaches.

### Voltage

50 cyc AC240V. All 110V appliances require transformers. Most hotels and resorts provide ACI 110 sockets.

### Disabled Services

Many public areas, shopping centres, hotels, apartments, attractions and restaurants provide disabled services and facilities.

### Currency

The currency is the Australian Dollar. Money changing facilities are available throughout the Sunshine Coast, and hotels and restaurants accept most major international credit cards.

### Tipping and Gratuities

Tipping is not widely expected in Australia. Gratuities are welcome after a particularly enjoyable meal, or for exemplary service.

### Taxes in Australia

A Goods and Services Tax (GST) of 10% is included in the price of all goods and services sold in Australia, with the exception of some basic items. It is automatically charged, so there's no need to add this to the bill. When leaving Australia within 30 days of buying goods, you may be exempt from paying GST. You can take advantage of the Tourist Refund Scheme (TRS) to claim back the GST you have paid. TRS only applies to goods that you can carry as hand luggage, and other conditions do apply. Further information: [www.customs.gov.au](http://www.customs.gov.au)

## 2.11 Sunshine Coast Weather

The Sunshine Coast enjoys plenty of sunshine with an average of seven hours each day. The region has a subtropical climate and is ideal for outdoor activities virtually year-round. The temperate climate ensures that swimming is also available year-round without the need for stinger suits which are often required in the tropics.

The Australian sun is very harsh and whilst we want visitors to enjoy our climate we recommend the use of sun block, hats and adequate clothing to guard against sun damage.

SEASON AVERAGES	LOW	HIGH
Summer (December - February)	20°C	28°C
Autumn (March - May)	16°C	25°C
Winter (June - August)	10°C	21°C
Spring (September - November)	15°C	25°C

The table shown provides an indication of the seasonal variations in the region.

\*For further climate information please refer to the Australian Bureau of Meteorology: [www.bom.gov.au](http://www.bom.gov.au)

**The Sunshine Coast averages seven hours of sunshine daily, one of the highest ratings in the world, and enjoys more than 300 days of sunshine each year.**







## 3.0 Dates and Duration



The proposed dates to host the championships are from May 5th to May 15th 2016, with practises and training scheduled in the days leading up to the opening ceremonies.

Ten full days of competition, with participants planning to arrive earlier and stay longer.

Between now and May 2016 much more is happening:

- International Aussie Aito
- National Marathon Titles
- Gubbi Gubbi Outrigger Titles
- 2015 Annual General Meeting of IVF

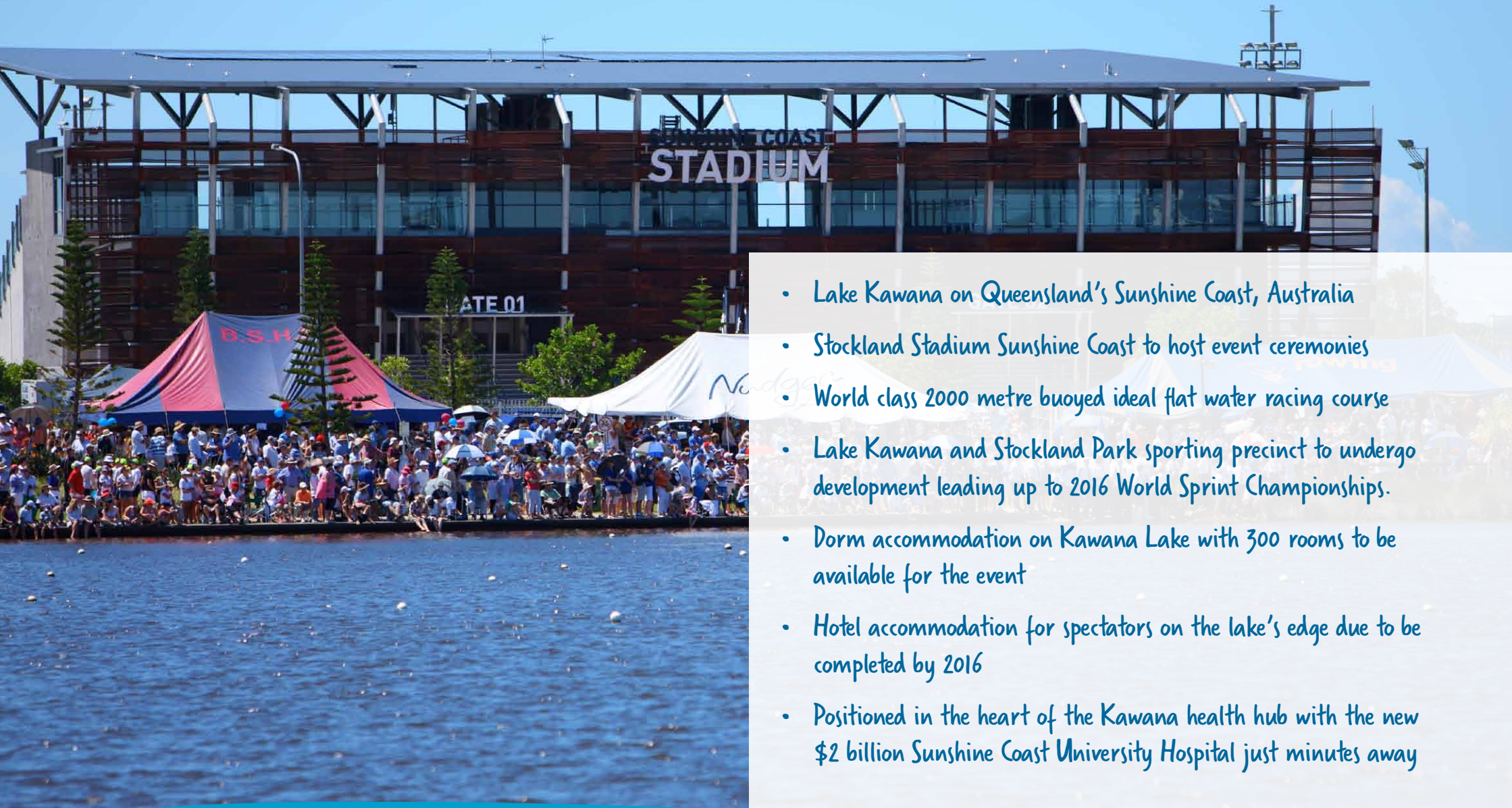
Lets start working together for 2016 now!







# 4.0 Site Planning and Infrastructure



- Lake Kawana on Queensland's Sunshine Coast, Australia
- Stockland Stadium Sunshine Coast to host event ceremonies
- World class 2000 metre buoyed ideal flat water racing course
- Lake Kawana and Stockland Park sporting precinct to undergo development leading up to 2016 World Sprint Championships.
- Dorm accommodation on Kawana Lake with 300 rooms to be available for the event
- Hotel accommodation for spectators on the lake's edge due to be completed by 2016
- Positioned in the heart of the Kawana health hub with the new \$2 billion Sunshine Coast University Hospital just minutes away







## 4.0 Site planning and infrastructure

Necessary technical aspects will be installed to meet minimum IVF standards, however in many cases installations will surpass these standards. The venue itself has training facilities in addition to the competition space. All competitors, spectators and officials will be accommodated throughout the event with ready access to refreshments and seating.

- 2,500 metre course perfect for flat water competitions
- 9 canoe and kayak lanes or 6 rowing lanes
- Kitchens
- Gymnasium
- Assembly areas
- Corporate lounge
- Community parklands
- Change rooms

**Stockland Park Precinct was the perfect training ground for the Sydney 2000 Olympic Games gold medal-winning Women's Water Polo team.**









## 4.1 Stockland Park Precinct, Lake Kawana



The Sunshine Coast's premier sport, recreation and event precinct.

Stockland Park Precinct is a great place to host a range of events thanks to its many facilities.

Stockland Park Precinct has successfully hosted:

- World Dragons Abreast Dragon Boat Championship
- Australian National Outrigger Sprint Championships 2010–2013
- Trans Tasman Outrigger Challenge 2010–2013
- National Open Water Swimming Championships
- Queensland Open Water Swimming Championships
- Australian Masters Rowing Championships
- Greater Private Schools Rowing Championships 2007–2013
- National Dragon Boat Championships
- Queensland Dragon Boat Championships
- Queensland Kayak Sprint Championships







# 4.2 Course Map





## 4.3 Spectator Areas

The spectator experience is an important component of our hosting plan. An important objective is to reach as many in the Sunshine Coast region as possible by promoting the event through broadcast and an event website with visitor-friendly information. This event will be an opportunity to test our structure for athletes competing in the 2018 Commonwealth Games at the Gold Coast, approximately 2 hours south of the Sunshine Coast.

Lake Kawana accommodates large spectator crowds with a natural viewing amphitheatre, extending along the length of the course on both sides, providing multiple vantage points. The competition area is located in a well-frequented spot by the residents of the Sunshine Coast, which will provide visibility for the event.

**Lake Kawana accommodates large spectator crowds with a natural viewing amphitheatre.**





# 5.0 Sponsorship Proposal



- Launch at 2015 IVF Annual General Meeting
- Potential to communicate with all 35 member countries
- Partnership opportunities with AOCRA, Sunshine Coast Council and Queensland Events
- Signage at IVF VA'A events
- Complimentary tickets to all IVF VA'A events
- Company logo on home page of IVF VA'A website
- IVF VA'A merchandise
- Recognition in all IVF VA'A newsletters, magazines, ezines and advertising
- A commitment to working with you so your sponsorship investment works for your business



## **We are now seeking an exclusive Naming Rights Sponsor of the IVF VA'A World Sprint Championships to be held at Lake Kawana, Sunshine Coast, over ten days in May 2016.**

With a minimum of 35 countries set to participate this is a significant opportunity to promote your brand and business to a global audience.

To fully leverage your investment AOCRA is committed to promoting your company in the lead up to the event, at the event and post-event across all its 35 member countries.

The IVF VA'A Annual General Meeting, to be held on the Sunshine Coast in May 2015, where all member countries will be in attendance provides the perfect opportunity to launch the involvement of a Naming Rights Sponsor of the 2016 event.



## 5.1 Pre-Event Sponsorship Benefits



### **Naming Rights Sponsor benefits include, but are not limited to, the following:**

- Attendance at the IVF VA'A AGM being held on the Sunshine Coast in May 2015 to join 35 member countries and hosted by AOCRA, Sunshine Coast Council and Queensland Events.
- Announcement of Naming Rights Sponsorship at the above and global media opportunities associated with this.
- Promotion of Naming Rights Sponsorship across AOCRA, IVF VA'A websites and all associated country and club websites.
- Opportunity to engage with all 35 member countries via available databases.
- Promotion, publicity and signage at AOCRA events leading up to 2016 events.





## 5.2 Event Sponsorship Benefits

- Prime signage across the entire event i.e.: major branding and acknowledgement on all publicity, event website (including direct webpage link), event barrier signage, press backdrop, event merchandise and event broadcast commentary.
- Prime placement of logo on event race shirts (worn by all competitors during competition).
- Extensive local, regional and international media coverage including radio broadcast, TV (e.g. Creek to Coast), poster placement, newspaper and magazine presence.
- Live streaming of opening and closing ceremony, live streaming of race finals.
- Day highlight packages.
- Positive association with an international event that is economically beneficial to the local community and South East Queensland.
- Promote a healthy, active lifestyle to spectators and a vast national/international audience.
- Opportunity to entertain clients in the Stockland VIP Corporate Area.
- Exclusive invitations to opening and closing ceremony and associated social events throughout the competition.
- Opportunity to reach niche markets with both male and female appeal of all age groups as the WST's caters for 16U paddlers through to 70+ paddlers.
- Dedicated sponsor zone on site throughout the competition offering opportunity to sell and promote your company's range of products.
- Solid and consistent brand exposure with the addition of pre- and post-event publicity.
- Online advertisements played through live streaming to national/international audience.

**We also welcome the opportunity to work with the Naming Rights Sponsor to cater the package to suit individual requirements.**

## 5.3 Post-Event Sponsorship Benefits

- Full 'Post-Event Naming Rights Sponsor Evaluation' to highlight all areas of promotion and participation of naming rights sponsor pre-event and at the event.
- Opportunity for closing statement to all 35 member countries via available databases.
- Opportunity to explore further partnership with AOCRA, Sunshine Coast Council and Queensland Events.





# Conclusion



The IVF VA'A World Sprint Championships being held on the Sunshine Coast in 2016 provides a unique opportunity to promote your business to a national and global audience.

Through this event and the growing sport of outriggering here is a wonderful opportunity to partner your business and brand with an active, healthy lifestyle that the Sunshine Coast promotes.

We believe this event and your company is a natural fit to fully leverage the natural advantage the Sunshine Coast delivers.

Thank you for your consideration of our sponsorship proposal.



## Key Contact

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