



Sydney 2009 World Masters Games Pre and Post visitor survey

A market research report

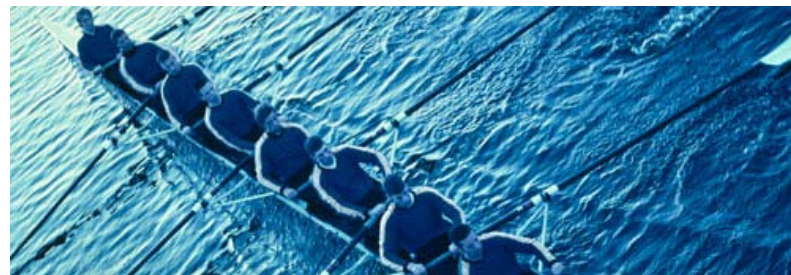
November 2009
INSIDE **STORY** project number
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Prepared for:



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- This year, Sydney hosted the seventh World Masters Games from 10-18 October 2009
- The Games have been held every four years since they began in Toronto, Canada in 1985
- Australians have always had a strong Masters sport presence and the 2009 event will be the third time that the World Masters Games have been staged in Australia
 - ➔ Previous Games have been in Brisbane (1994) and Melbourne (2002)
- The World Masters Games are the world's largest multi-sport event, attracting twice as many competitors as the Olympic Games
- A fundamental difference between the World Masters Games and the Olympic Games is that World Masters Games are open to people of all abilities and most ages rather than just elite athletes, with the emphasis on participation
- 28,292 competitors from close to 100 countries competed across 29 sports at more than 70 venues throughout Sydney
 - ➔ Total registrations, including accompanying people, team sport personnel and officials was 31,885
 - ➔ In October, Sydney Airport's passenger numbers rose 6% to 3.1 million, compared with 2.9 million in October 2008. International traffic rose 13% to 973,000; domestic traffic rose 4% to 2.1 million and is attributed to school holidays and the World Masters Games
- A volunteer workforce of approximately 5,000 people assisted the Organising Committee in delivering the Sydney 2009 World Masters Games



- Specially, the focus of this programme of research commissioned by the Sydney 2009 World Masters Games Organising Committee (SWMGOC) was to:

Pre Games survey	Post Games survey	Pre and Post Games survey
<ul style="list-style-type: none"> • Obtain feedback from competitors on how key components of the World Masters Games were delivered 	<ul style="list-style-type: none"> • Determine the economic impact of the Games 	<ul style="list-style-type: none"> • Produce findings to be passed on to stakeholders (eg sport associations, NSW Government, IMGA and future host cities) as legacy items • Provide credible, independent and robust analysis • To allow the World Masters Games to be compared to other events in NSW on set criteria



- This report covers the results from both the pre and post surveys
- The surveys were incentivised to ensure large enough samples were achieved
 - ➔ Survey participants went into the draw to win one of five Amazon gift vouchers to the values of \$US100 each
- Both surveys were soft launched to ensure they ran smoothly
- The surveys were primarily completed online – 90% of Games participants had provided SWMGOC with their email addresses
- Responses were reviewed at the end of the study in accordance with our quality control procedures

Pre Games survey

- A multi modal approach was used for the pre Games survey
 - ➔ Online survey via email invitation
 - ➔ Online survey via onsite recruitment (the Games Centre set up computers which housed an open link to the survey)
 - ➔ Self complete surveys (handed out at the Games Centre)
- Data at the end of the pre Games survey were examined to ensure there were no duplicate responses
- Field was from 7th to 12th October 2009
- Average length of time to complete was 9 minutes

Post Games survey

- The post survey was an online survey via email invitation
- Field from 22nd October to 4th November 2009
- Average length of time to complete was 16 minutes

Response rates

	Pre	Post
Self complete questionnaires completed	n=194	
Open link online surveys completed	n=174	
Number of online email invitations	n=26 849	n=26 849
Emails failed or bounced back	n=2232	n=2232
Number of completes (via online invitations)	n=1934	n=3939
Response rate (via online invitations)	8%	16%
Responses removed for quality control purposes	n=0	n=6
Final sample size	n=2302	n=3933
Final response rate (via online invitations)	8%	16%



OVERVIEW OF RESULTS

Sydney World Masters Games was a success on many levels

- Of the survey participants, Australians were the primary attendees of SWMG, particularly Sydney residents with around 1 in 5 from overseas
 - Strong representation from North America, particularly Canada
- Survey participants were mainly in the age range 40 to 69 in line with a Masters event (around 8 in 10). There was a diverse range of survey participants:
 - Equal representation of males and females
 - Diverse range of income levels
 - Wide range of sport participants
- Communications performed well
 - Awareness of the Games among the Australian community increased over time as the event drew nearer
 - Positive media exposure in NSW across TV, radio and print
 - Despite positive media exposure, 3 to 4 in 10 survey participants believe that there could have been greater visibility of the Games within the community and their own sports networks
 - Specific SWMG communications well received by survey participants – though less more so among Australians rather than International visitors
 - Strong patronage for the website
- Registration process went smoothly and the process was perceived as either excellent or good with few negative experiences
- Poor rating of the accreditation process – the only real downside of the Games
- 8 to 9 in 10 survey participants enjoyed the SWMG experience - a great result
 - Not affected by the poor rating of the accreditation process
- Around 2 in 3 survey participants are likely to consider taking part in the next WMG event in Turin, Italy

From a tourism point of view, SWMG were successful

- The Games attracted many people to Sydney who otherwise would not have come
- Good likelihood of overseas survey participants returning to Australia
- Strong advocacy for Sydney and NSW – many will encourage friends and family to visit
- Majority stayed in paid accommodation – with obvious economic benefits to Sydney



- Prior to the Games, estimated revenue for NSW from the 2009 games was \$50 million
- This research shows visitor expenditure in NSW was estimated at \$1,889 per registration
 - ➔ Visitor expenditure in NSW from non NSW residents (ie interstate and international visitors) was \$2,720 per registration
- Based on total registrations of 31,885 (NSW, interstate and international) the total estimated revenue for NSW was \$60.2 million
 - ➔ It should be borne in mind that for the Sydney 2009 Games:
 - SWMGOC employed 60 people
 - Had an operating budget of \$30 million
 - ➔ Direct expenditure by visitors in Victoria (excluding Victorian residents) at the Melbourne 2002 games reached \$27.6 million
 - Operations impact was \$1.9 million





WHO ATTENDED?

Australians dominated SWMG attendance

Survey participants are primarily Australian

- The majority of our survey participants were from Australia (82% in the pre event survey and 75% in the post event survey)
 - International visitors comprised nearly 1 in 5 in the pre event survey, and in the post event survey, 1 in 4 were from outside Australia

Country of origin Base: all survey participants	Pre n=2302 %	Post n=3933 %
Total Australia	82	75
→ Sydney residents	46	31
→ Regional NSW	13	10
→ Rest of Australia	24	34
International	18	25

Domestic visitors mostly from Eastern Seaboard

- Of the Australian survey participants, over half were from NSW
 - Of the other states and territories, Victoria and Queensland represented around 1 in 4 of the survey participants

Where live in Australia Base: Australian residents	Pre n=1892 %	Post n=2966 %
Sydney	55	41
Regional NSW	15	14
Melbourne	8	12
Regional Victoria	3	4
Brisbane	4	6
Regional Queensland	3	5
Perth	3	5
Regional Western Australia	1	1
Canberra	3	4
Regional ACT	0	0
Adelaide	2	4
Regional South Australia	0	1
Hobart	1	1
Regional Tasmania	1	1
Darwin	0	0
Regional Northern Territory	0	0

Q1a Where do you normally live?

Q1b Where do you normally live in Australia?

Source: pre and post surveys

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Strong participation from Canada

Large contingent from North America

- Among the international visitors participating in the surveys, Canadians comprised the biggest visitor group
 - 28% in the pre event survey and 36% in the post event survey
- New Zealand and the USA comprised the next highest visitor groups
 - New Zealand comprised 17% in the pre and 25% in the post event survey
 - USA comprised 21% in the pre and 15% in the post event survey
- Much lower participation in the surveys from visitors from Europe and Asia

Country of origin Base: international visitors	Pre n=410 %	Post n=967 %
North America	50	51
→ Canada	28	36
→ USA	21	15
→ Other North America	1	0
Europe	20	16
→ UK	6	6
→ Germany	3	1
→ France, Belgium	1	1
→ Italy	0	1
→ Other Europe	8	8
New Zealand	17	25
Asia	4	4
→ Japan	1	0
→ Singapore	0	1
→ Other Asia	1	1
Africa	2	2
South America	1	2
Middle East	1	1
Pacific Islands	0	1
Other country	0	1

Q1c Where do you normally live outside Australia?

Source: pre and post surveys

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- 8 out of 10 survey participants were aged between 40 and 69 years
- 8 out of 10 are working either full or part time
 - International visitors are more likely to be aged 50 to 69 years and not in the labour force

Demographics	Pre n=2302 %	Post n=3933 %
Age		
Under 25 years	0	0
25 to 39 years	12	11
40 to 49 years	36	36
50 to 69 years	47	48
70+ years	5	4
Gender		
Male	54	51
Female	46	49
Employment status		
Employed full time	63	66
Employed part time	18	18
Unemployed	1	1
Not in the labour force	17	15

- Wide spread of income groups
 - Around one in three people came from households whose income was between \$50,001 and \$100,000

Household income	Pre n=2302 %	Post n=3933 %
\$1-\$5,000	1	1
\$5,001 to \$10,000	1	1
\$10,001 to \$25,000	3	2
\$25,001 to \$50,000	8	9
\$50,001 to \$75,000	14	14
\$75,001 to \$100,000	16	16
\$100,001 to \$125,000	11	10
\$125,001 to \$150,000	8	8
\$150,001 to \$175,000	15	5
\$175,001 to \$200,000	21	3
\$200,001 and over	2	9
Not prepared to say	1	20
Don't know	na	1

C1 Which age group do you fall into? C2 And are you male or female? C3 Which of the following best describes what you are mainly doing at present?
C7 Which what is your approximate total household income per year, before tax is taken out?

- Over 9 in 10 pre event survey participants were competitors in sporting events

Registered as:	Pre n=2302 %	Post n=3933 %
Total Competitor, Team personnel/official	96	97
→ Competitor in a sporting event	93	95
→ Team sport personnel	3	3
→ Team official, technical official	4	0
Accompanying person	4	2
Spectator*	1	-

Q2a In what capacity have you registered for the Sydney 2009 World Masters Games?

Source: pre and post surveys

* Not asked in post evaluation

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Regular sports activity

- Around a third of survey participants claim to participate in organised sport one or two times per week
 - ➔ International survey participants are more likely to be regular participants in organised sport – that is, 3 or more times per week

Participation in organised sport: survey participants	Total pre event n=2302 %	Australian n=1789 %	International n=359 %
Play regularly	38	37	52
➔ 5 or more times per week	10	10	14
➔ 3 to 4 times per week	28	27	38
Play irregularly	51	54	38
➔ One or 2 times per week	32	33	26
➔ Up to once a week	19	21	12
I don't participate in organised sport	9	7	8
Don't know/not sure	2	1	2

Note: significant differences at 95% between Australian and international survey participants are highlighted in red

Q3a Including any practice or training, approximately how many times do you participate in organised sport (ie in an official competition)?

Q3b/d Which of the following statements best describes you as a participant in the Sydney 2009 World Masters Games?

Source: pre survey

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- One in four has competed previously in a World Masters event – this is regardless of sports participation
 - ➔ 1 in 2 international competitors have competed in a previous World Masters event

Note: regular participation is defined as 3 or more times a week

Base: those participating in organised sport more than three times a week	Total pre event n=893 %
I regularly participate in organised sport but I have never competed in a multi sports Masters event	50
I regularly participate in organised sport and I have competed in a multi sports Masters event but not the World Masters Games	23
I regularly participate in organised sport and I have competed in the World Masters Games before	27
Base: those not participating in organised sport or participating once or twice a week	Total pre event n=1366 %
I do not regularly participate in organised sport and I have never competed in a multi sports Masters event	53
I do not regularly participate in organised sport but I have competed in a multi sports Masters event other than the World Masters Games	22
I do not regularly participate in organised sport and I have competed in the World Masters Games before	25

Many are new to the World Masters Games

- Around 3 in 4 of survey participants had not attended a previous World Masters event
 - ➔ 2 in 3 Australians attended Melbourne in 2002, as did 1 in 5 international survey participants
 - ➔ Half of the international survey participants competed in Edmonton Canada in 2005

Games previously attended (in order of Games occurring)	Total sample n=2302 %	Those who have attended a previous WMG n=588 %	Australians - attended a previous WMG n=389 %	International - attended a previous WMG n=199 %
1985 in Toronto Canada	0	1	0	3
1989 in Aalborg, Aarhus and Herning Denmark	0	1	1	3
1994 in Brisbane Australia	4	15	20	5
1998 in Portland USA	1	5	3	9
2002 in Melbourne Australia	13	50	65	21
2005 in Edmonton Canada	8	30	17	54
Other location	0	2	3	1
No, not attended any previous World Masters Games	73	-	-	-

Q3c/e Which previous World Masters Events have you participated in?

Source: pre survey

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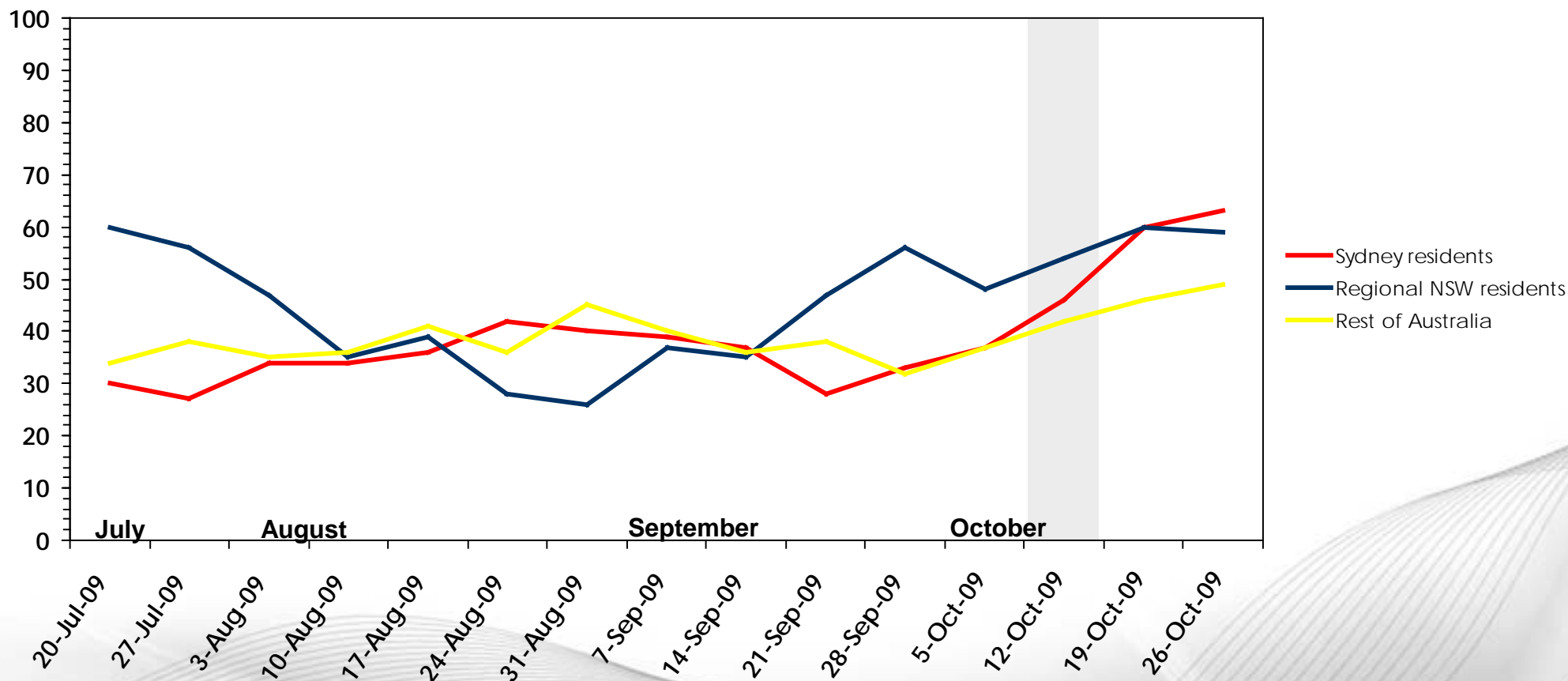


AWARENESS OF SWMG AMONG AUSTRALIANS

Growth in awareness of SWMG

- Awareness of Sydney World Masters Games started to lift in mid September and remained high after the event finished

Prompted awareness of Sydney World Masters Games



Which of the following events and festivals have you heard of before today?

Source: continuous tracking data from TNSW BHT

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COMMUNICATIONS

Different influences on awareness

Awareness of the event came through many different channels

- Australian survey participants are most likely to have heard about SWMG through their sports association, club or team, and through advertising
- International survey participants were aware of the Sydney Games through previous attendance at World Masters Games

Where heard about SWMG	Total n=2302 %	Australian survey participants n=1892 %	International survey participants n=410 %
Through sport network	49	52	33
→ Through my sports association	25	26	20
→ Through my club or team	30	33	16
From friends/family	26	25	28
Traditional media	20	23	7
→ Saw or heard an advertisement about it	15	18	4
→ Read or heard news bulletin	8	8	3
Attended a previous World Masters Games	18	13	38
Online	9	9	8
→ Saw something on the internet	9	9	8
→ On Twitter, Facebook, MySpace or other social networking site	0	0	0
Other multi sport events	3	3	2

Q5 How did you hear about the Sydney 2009 World Masters Games?

Source: pre survey

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Note: significant differences at 95% between Australian and international survey participants are highlighted in red

Good media exposure for the SWMG

Radio, TV and Print equally represented

- 4 in 5 NSW survey participants claim to have seen something about the SWMG in the media
 - Regional NSW survey participants are more likely to have seen something about the event in a local newspaper and on television
 - Half of Sydney survey participants heard something on radio

Seen anything about the Sydney 2009 World Masters Games in the following...	Total NSW n=1339 %	Total Sydney n=1048 %	Total Regional NSW n=291 %
Total seen any media	74	73	76
Radio	47	51	35
Total print	47	46	51
→ A major metropolitan newspaper	35	35	38
→ Your local newspaper	25	24	30
Television	44	41	56
None of these	22	22	21
Don't know/not sure /not established	4	5	3

Note: significant differences at 95% between Sydney and Regional NSW survey participants are highlighted in red

Q8 The Sydney 2009 World Masters Games has been promoted through different media. Have you seen anything about the Sydney 2009 World Masters Games in the following...

Source: pre survey

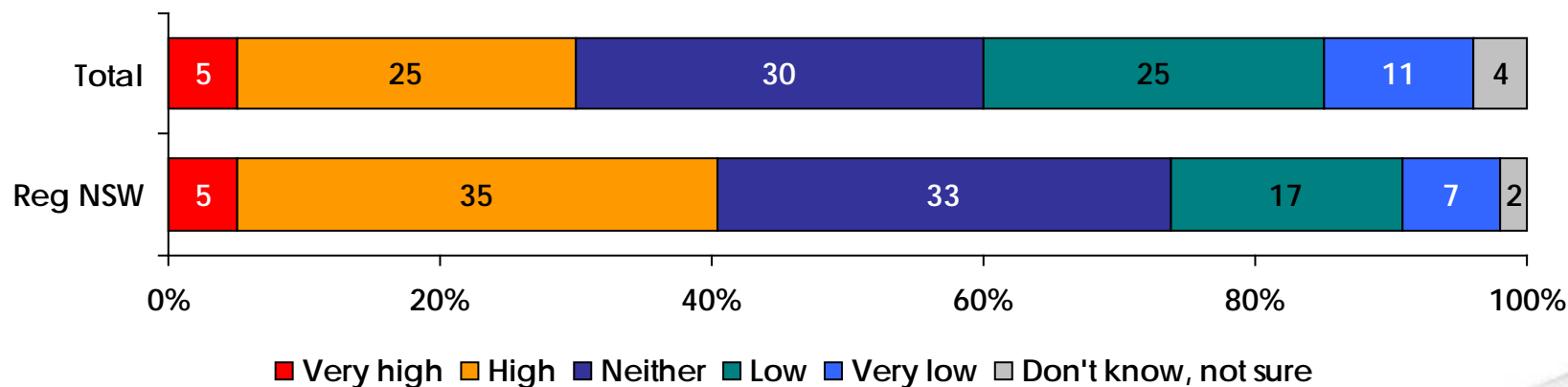
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Despite good media exposure greater public visibility required

Opinion on the visibility of the SWMG was divided

- 30% rated the public visibility of the event as high or very high and 36% rated in low or very low
- Survey participants from regional NSW were more likely to rate public visibility as high or very high – influencing the high level of awareness of the event in regional NSW

Public visibility of the Sydney World Masters Games



Base: total pre sample n=2302

Regional NSW n=291

Q6a How would you rate the level of public visibility of the Sydney 2009 World Masters Games?

Source: pre survey

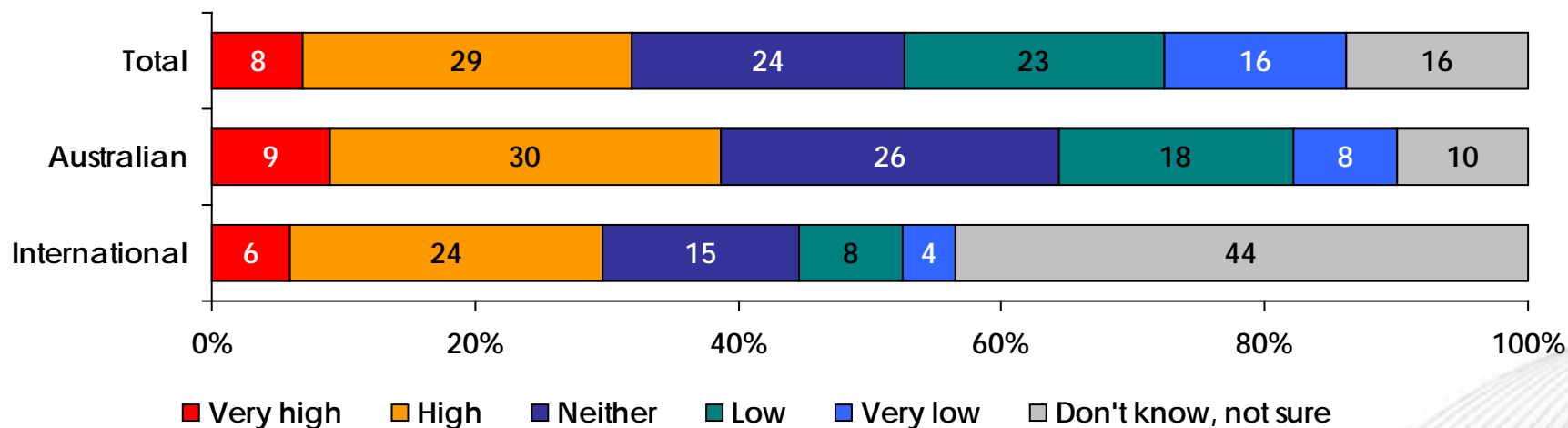
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Opportunity to increase visibility within international sports communities

Only moderate visibility among international sporting networks

- Australian survey participants were more likely to rate visibility within their own sports networks as high or very high
 - Nearly half (44%) of international survey participants didn't know or were not sure

Visibility of the Sydney World Masters Games within own sport network



Base: total pre sample n=2302

Australian n=1892

International n=410

Q6b How would you rate the level of visibility of the Sydney 2009 World Masters Games within your own sports network?

Source: pre survey

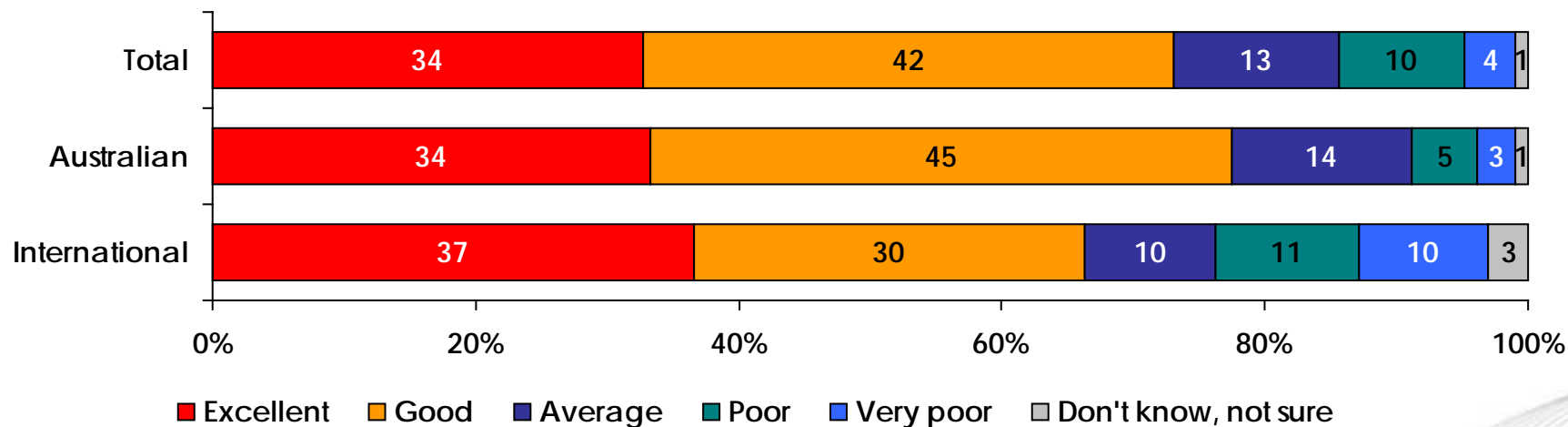
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SWMG communications performed well

High levels of approval

- As many as 3 to 4 in 10 rate the communications as 'excellent' – a high approval rating
- 3 out of 4 (76%) survey participants were positive about the level of communications received from the Sydney World Masters Games
 - International survey participants were less positive – 1 in 5 (22%) rated communications as poor or very poor

Perceptions of communications received from the Sydney World Masters Games



Base: total pre sample n=2302

Australian n=1892

International n=410

Q7 How would you rate the level of communications you received from the Sydney 2009 World Masters Games? (eg Masters Mails and other updates)

Source: pre survey

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Good patronage for the SWMG website

High proportion (44%) visited the website once a week or more

- Team personnel and officials were likely to visit the website more than once a week
- It should be noted that around 90% of SWMG participants had provided an email address implying there is high internet connectivity among Games participants

Website visits	Total n=2302 %	Team personnel n=61 %	Team official n=101 %
Once a week or more	44	52	59
More than once a week	17	26	31
Once a week	27	26	28
Once a fortnight	25	20	16
Once a month	21	16	19
Once every 3 months	4	5	3
Less than once every 3 months	2	5	0
I haven't visited the website	2	2	4

Note: significant differences at 95% from total highlighted in red

Significant differences at 90% from total highlighted in blue

Q12a On average, in the lead-up to the Sydney 2009 World Masters Games, how often did you visit the official Games website? If you are not sure, please provide your best estimate

Source: pre survey

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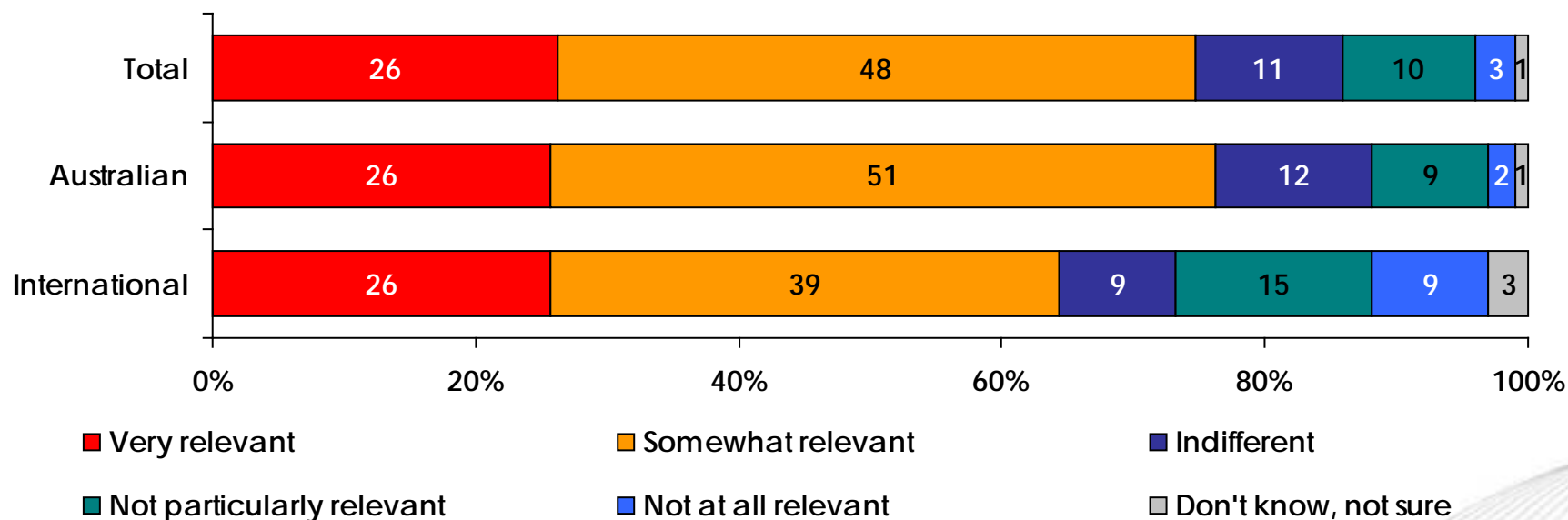
Games provided relevant information

3 in 4 (74%) saw the information provided as relevant

● Opportunity exists to improve the relevance of information provided to international visitors

➔ 1 in 4 (24%) found the information *not particularly* or *not at all* relevant

Relevance of the information provided on the Sydney World Masters Games



Base: total pre sample n=2302

Australian n=1892

International n=410

Q12b Overall, how would you rate the relevance to you of the information provided on the Sydney 2009 World Masters Games?

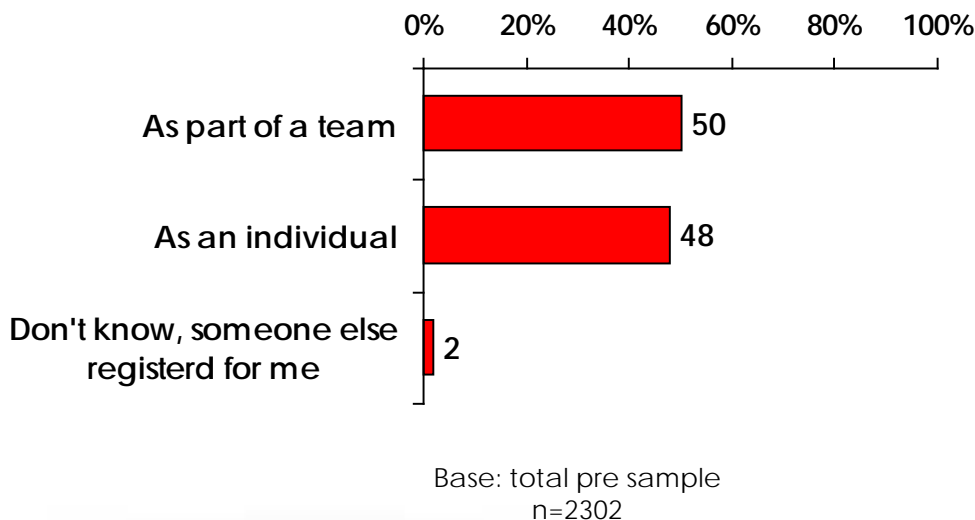
Source: pre survey

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REGISTRATION AND ACCREDITATION

- Survey participants were equally likely to be registered individually or as part of team
 - Those more likely to be registered as individuals:
 - International survey participants – 57%
 - Regional NSW survey participants – 56%
 - Males – 56%
 - Females were more likely to be registered as part of a team – 58%

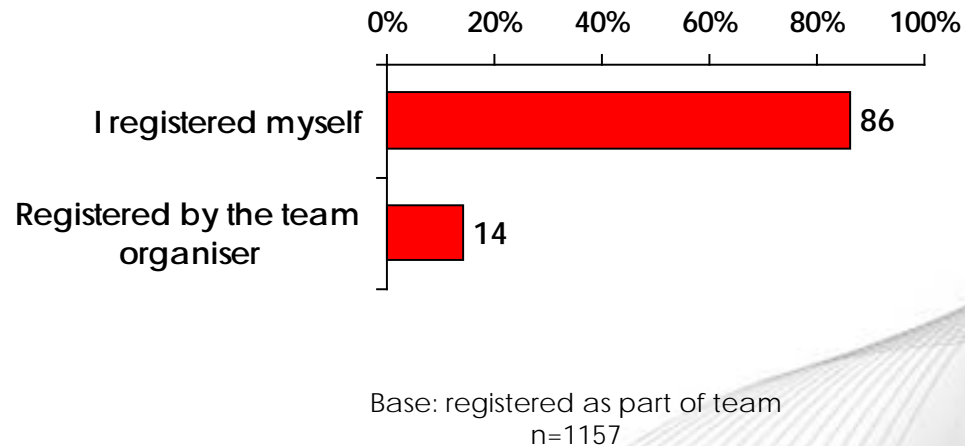


Q9a Did you register as part of a team or as an individual?

Source: pre survey

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- Most of those who were part of a team did their own registration
 - 27% of international survey participants were registered by the team organiser

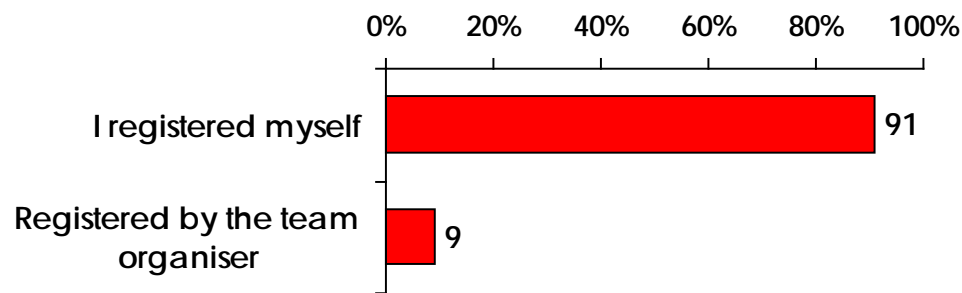


Q9b Were you registered by your team organiser, or did you register yourself?

Source: pre survey

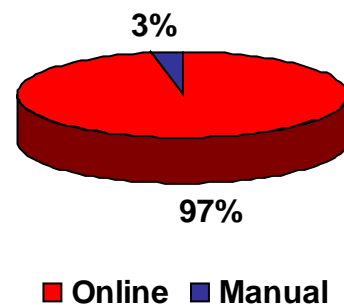
Registration process

- Of all survey participants, 9 in 10 registered themselves regardless of whether they were part of a team or not



Base: total pre sample
n=2302

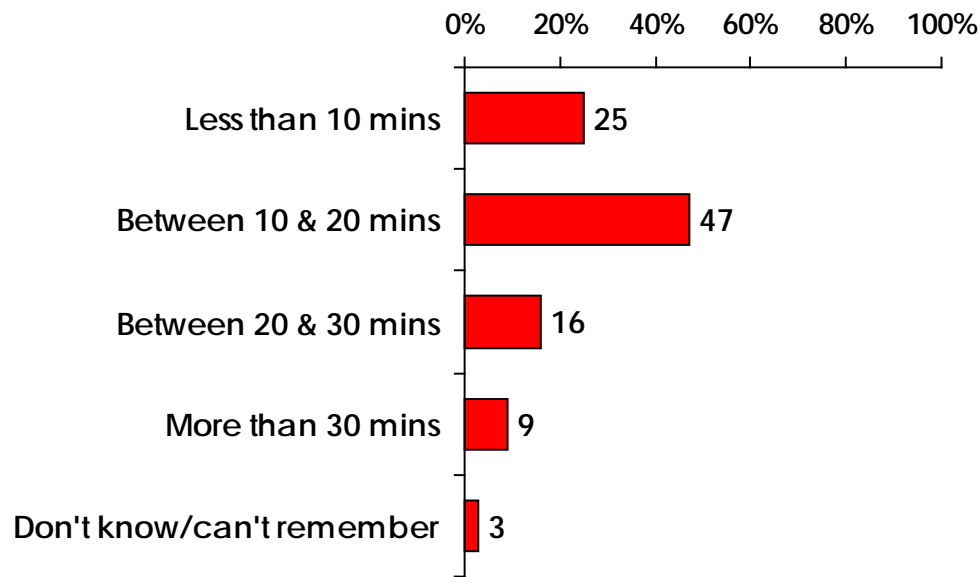
- Of those who registered themselves, most survey participants registered online
 - Those over 70 years of age were more likely to register manually (16%)



Base: registered myself
n=2096

Most positive about the registration process

- Most registrations took between 10 and 20 minutes to complete
 - Manual registrations took longer to complete – 32% took more than 30 minutes



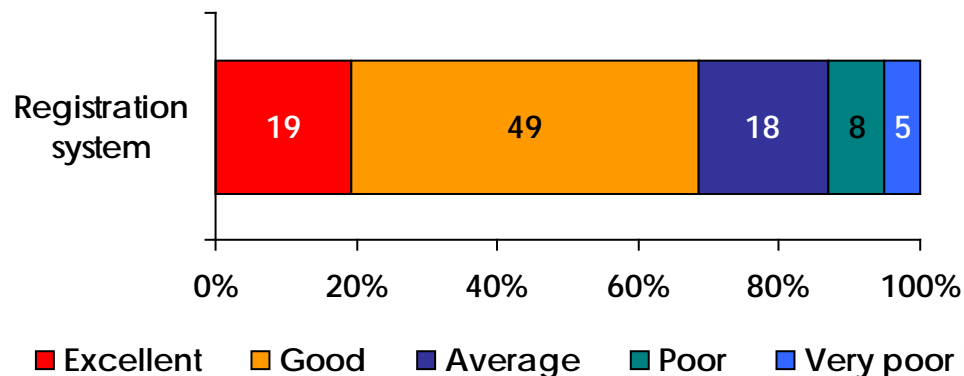
Base: registered as an individual or the team
n=2096

Q10 How long did it take you to register? If you are not sure, please provide your best estimate

Source: pre survey

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- 2 in 3 (68%) rated the registration system excellent or good
 - This is likely to be due to online aspect of registration, as those who completed it manually were more likely to rate it poor or very poor (35%)



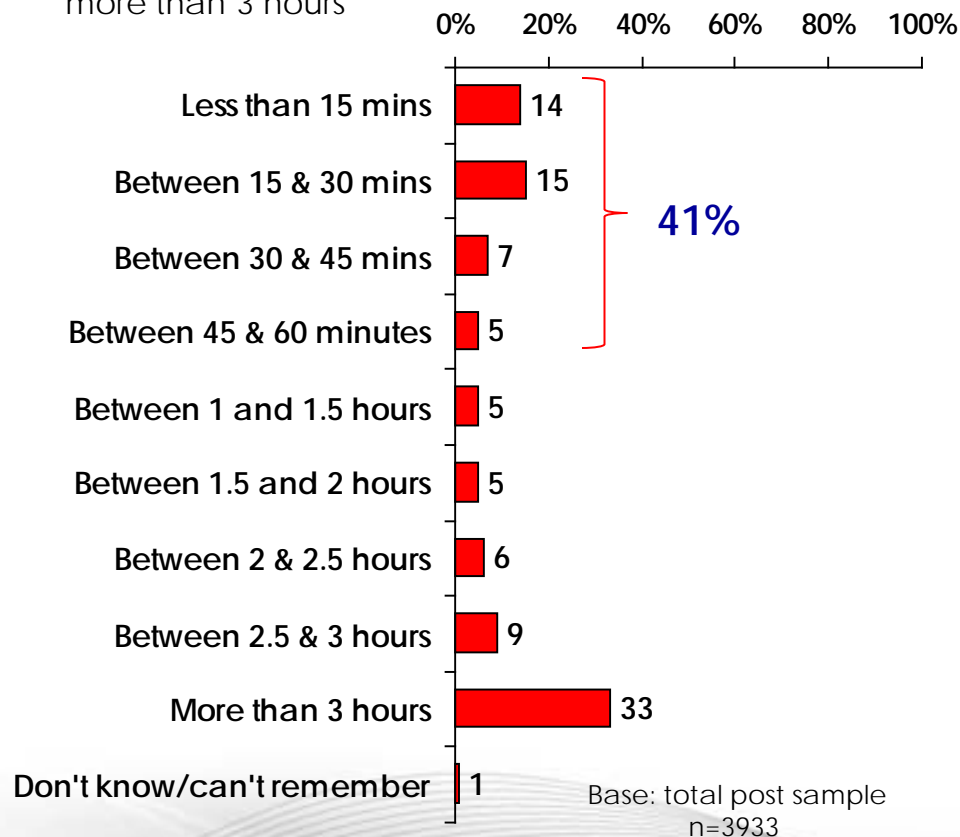
Base: registered as an individual or the team
n=209

Q11 Overall, how would you rate the registration system?

Source: pre survey

Many were unhappy with the accreditation process

- For 41% of survey participants, the accreditation process took an 1 hour or less
 - For 29% it took 30 minutes or less
- Yet, for a third of survey participants, accreditation took more than 3 hours

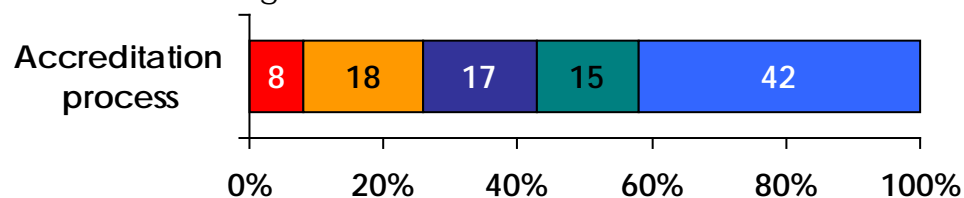


Q9a How long did it take you to complete your accreditation process?
If you are not sure, please provide your best estimate

Source: post survey

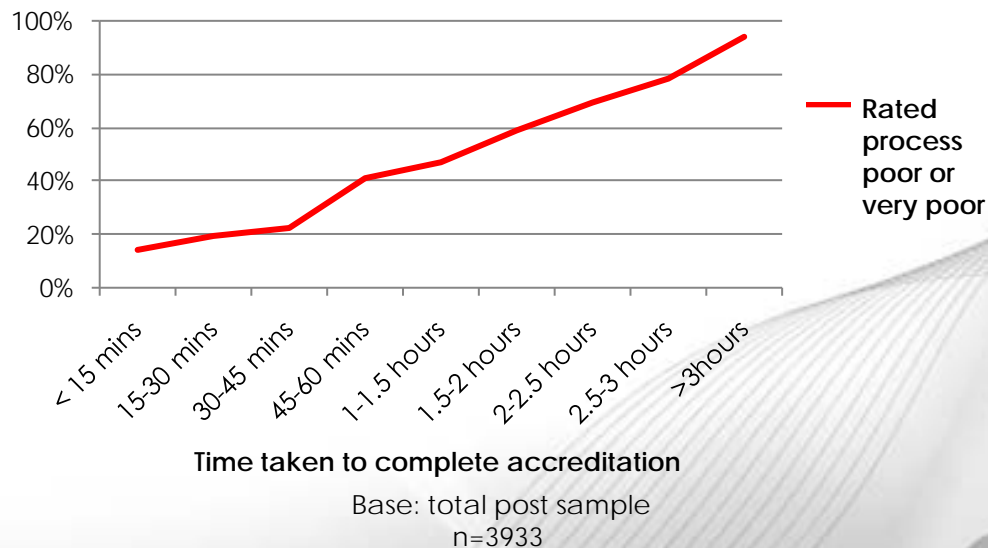
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- Consequently, more than half (57%) rated the process as poor or very poor
 - The longer the time taken to complete the process, the higher the dissatisfaction



■ Excellent ■ Good ■ Average ■ Poor ■ Very poor

Rating the accreditation process



Q9b Overall, how would you rate the accreditation process?

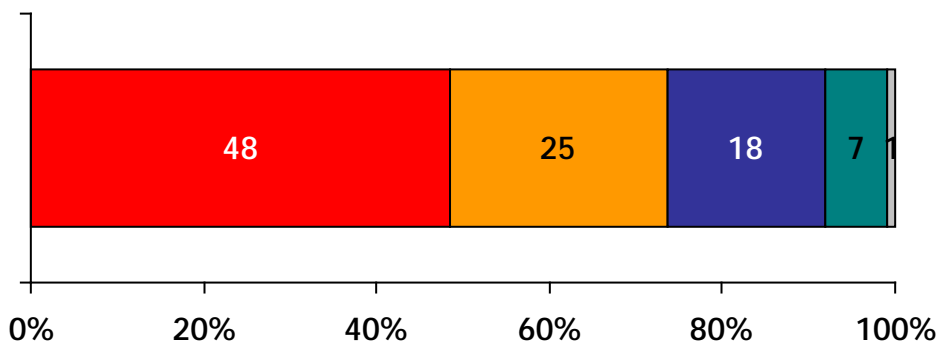
Source: post survey



REASON FOR VISITATION – WILL THEY COME AGAIN?

Games a major driver of visitation

- The Games were the main reason survey participants came to Sydney
 - For nearly half it was the most important factor, for 1 in 4 it was a major factor
- For 55% of international survey participants, it was the most important factor
- This is similar to other Sydney based events



- Most important factor
- Major factor
- Influence but not a major factor
- Little or no influence
- Not sure

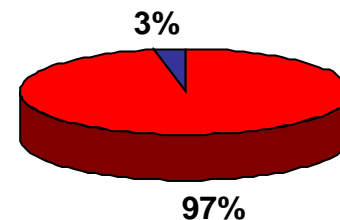
Base: non Sydney residents n=1254

Q4 How important was the Sydney 2009 World Masters Games in your decision to go to Sydney this year?

Source: pre survey

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- After the event, nearly all (97%) agreed it was the main reason to visit Sydney
 - Higher than for other Sydney based events



- Yes, main reason
- No, not main reason

Base: non Sydney residents n=2706

Q1d Was the Sydney 2009 World Masters Games the main reason for your visit to Sydney?

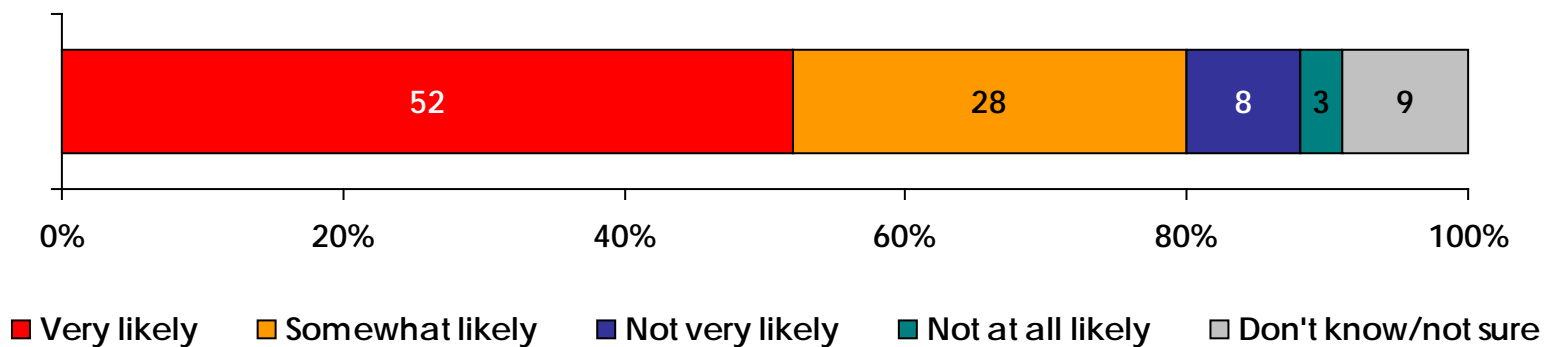
Source: post survey

Many are likely to return to Australia

High likelihood of return visitation

- 4 in 5 say they are likely to return to Australia for a holiday in the future
- Very similar result to other Sydney based events

Likelihood of returning to Australia



Base: international residents n=967

Q7 After participating in the Sydney 2009 World Masters Games, are you likely to return to Australia in the future for a holiday?

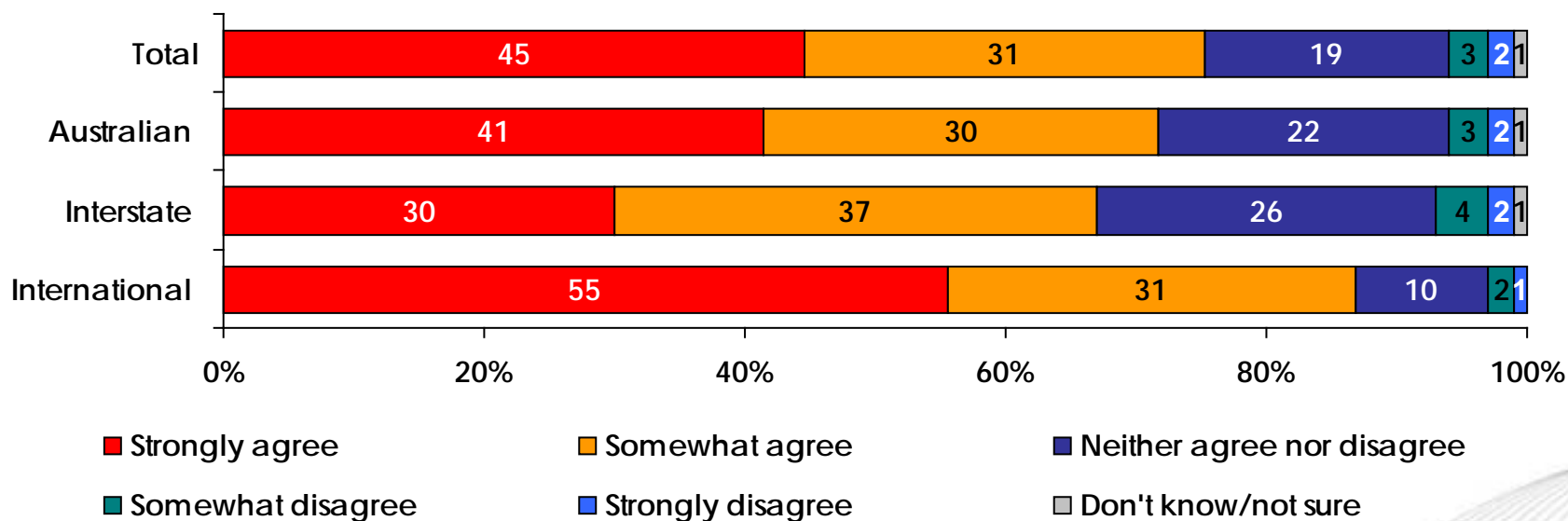
Source: post survey

Commercial in confidence

Strong advocacy for Sydney and NSW

- Three quarters (76%) of survey participants would encourage friends and family to visit Sydney and NSW
 - International visitors are more likely than Australians to be advocates
 - Australians who live outside of NSW are less likely to encourage friends and family to visit

Likelihood to encourage others to visit Sydney and NSW



Base: total post sample n=3933
 Australia n=2966
 Interstate (not NSW) n=1334
 International n=967

Q8a Please rate you much you agree with the following statement: "After having attended the Sydney 2009 World Masters Games I would encourage interstate and international friends and family to come to Sydney and NSW"

Source: post survey

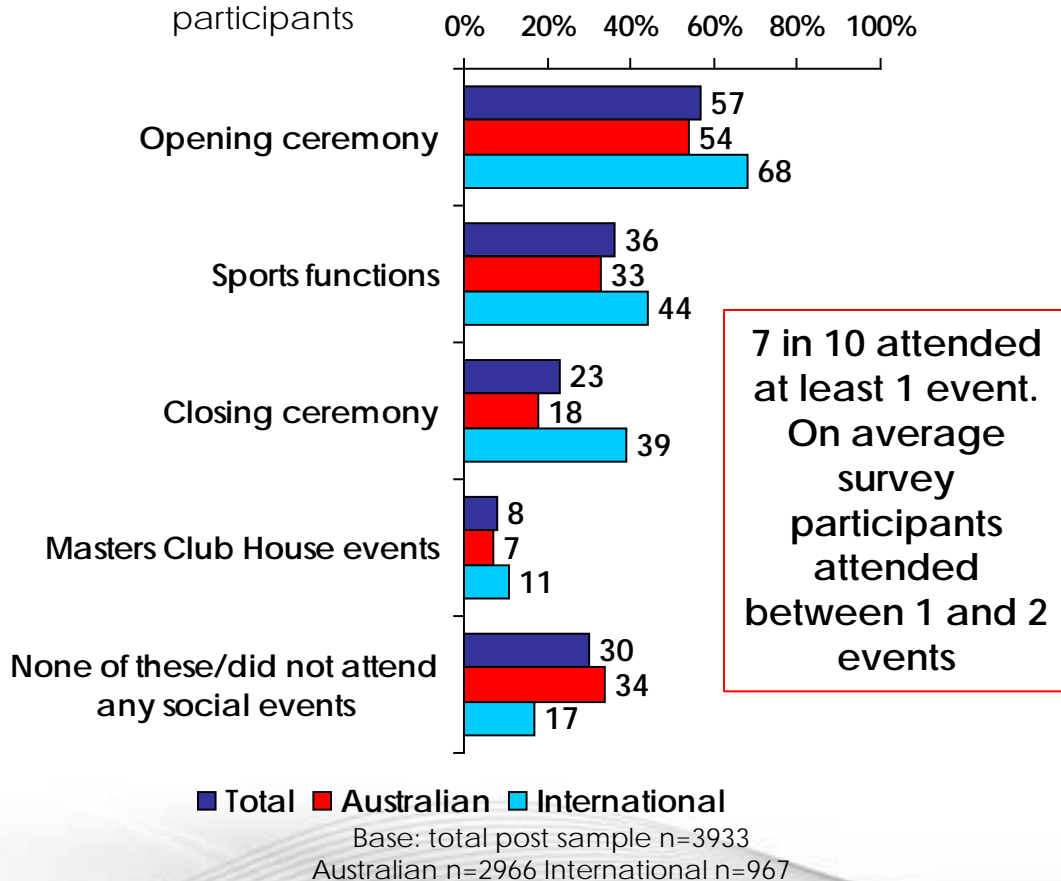
Commercial in confidence



SOCIAL EVENTS

Social events participated in

- The opening ceremony and sports functions had the highest attendance
 - International survey participants were more likely to attend social events than Australian survey participants



Q10b Which of the following 2009 Sydney World Masters Games social events did you participate in?

Source: post survey

Commercial in confidence

- Although only 8% of survey participants attended the Masters Club House events, most popular were the Opening Ceremony After Party and Oktoberfest

Masters Club House events attended: Base: total Masters Club House event participators n=314	Masters Club House event participators n=314 %
Total attended club events	83
→ Sunday 11th October - Opening Ceremony After Party	47
→ Friday 16th October - Oktoberfest	25
→ Wednesday 14th October - Rhythm and Blues Night	18
→ Friday 9th October - Welcome to Sydney	17
→ Tuesday 13th October - 70s Night	17
→ Saturday 10th October - Rock n Roll	15
→ Saturday 17th October - Italian Night	13
→ Monday 12th October - Masters Networking Night	10
→ Thursday 15th October - Australiana	9
None of these	13
Don't know/cant remember	3

Q10c Which of the following Masters Club Events did you attend?

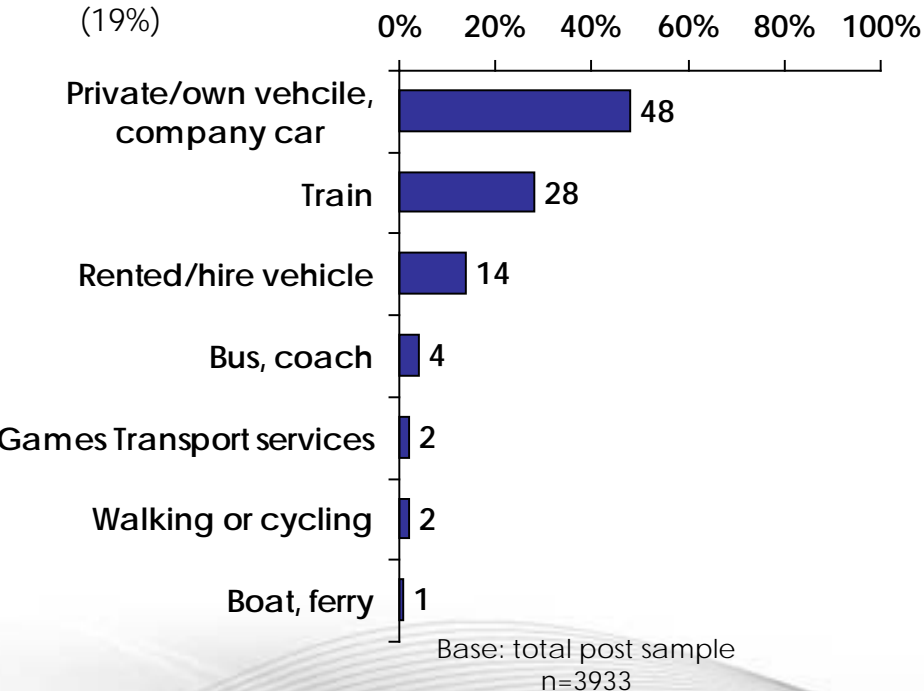
Source: post survey



TRANSPORT AND ACCOMMODATION

Private cars largely used

- Nearly half of survey participants used their own private vehicle
 - This is significantly higher among NSW residents (Sydney 88%, regional NSW 75%)
- Train was the most popular form of public transport
 - Two in three international visitors were likely to use the train (61%)
- Those renting vehicles tended to be international visitors (19%)

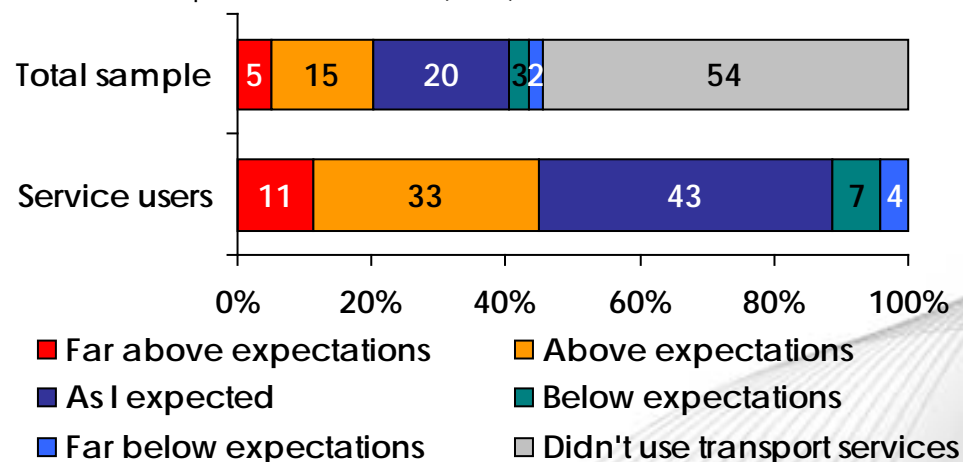


Q12a During the Sydney 2009 World Masters Games, what was your main mode of transportation?

Source: post survey

Commercial in confidence

- More than half of survey participants did not use the transport services
 - This tended to be NSW residents (Sydney 79%, regional NSW 65%)
- Among those who did use the transport services, 44% found the transport services to exceed their expectations and 43% feel their expectations were met
- International visitors who used the service are more likely to rate the service as being far above expectations (16%) while Sydney residents were more likely to have their expectations met (61%)

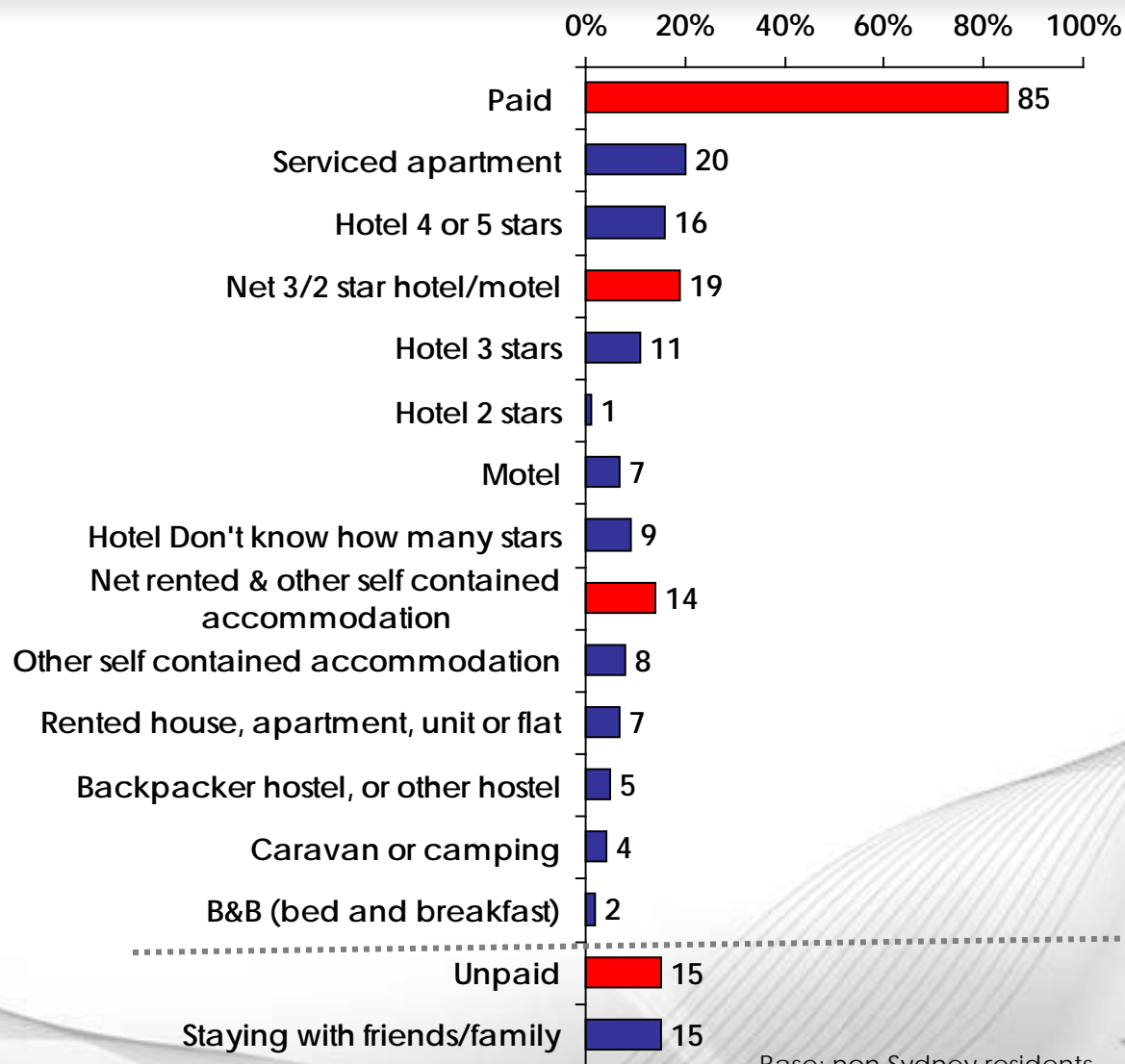


Q12b If you used the Games Transport Services (ie shuttle buses between rail stations and venues), please rate the services provided?

Source: post survey

Majority of visitors stayed in paid accommodation

- Majority of visitors stayed in paid accommodation – the most popular being serviced apartments
- Those staying in serviced apartments tended to be international residents (23%), females (25%) and aged between 40 to 49 years (24%)
- Visitors staying in either 4 or 5 star hotels are more likely to be international visitors (21%), male (19%) and be travelling with others (18%)
- Unpaid accommodation (those staying with family or friends) is higher among regional NSW residents (31%)



Q3 What type of accommodation did you stay in during the 2009 Sydney World Masters Games?

Source: post survey

Commercial in confidence

Base: non Sydney residents
n=2706



TRAVEL PARTY AND NIGHTS STAYED

- More than four in ten survey participants had at least 1 other person with them in their travel party to the Games
- This was higher among regional NSW and international survey participants

Travel group	Post n=3933 %	Sydney residents n=1227 %	Regional NSW n=405 %	International residents n=967 %
Travelled on my own	56	64	43	48
Travelled with others in my party	44	36	57	52

Q1ei Did you travel to the Sydney 2009 World Masters Games on your own or with family or friends?

Source: post survey

- On average, travel party size among all survey participants is 3.6

Average travel party size	Post n=3933	Sydney residents n=1227	Regional NSW n=405	International residents n=967
Average number of additional travelers	2.0	1.7	2.0	2.3
Average number of total travel party size, including Games participant	3.6	3.7	3.3	3.7

Q1eii How many people were in your personal travel party, excluding yourself, for the Sydney 2009 World Masters Games?

Source: post survey

Commercial in confidence

Nights stayed by regional NSW visitors

- Survey participants from regional NSW spent an average of 5.8 nights in Sydney before, during and after the games
- Specifically, they spent an average of:
 - ➔ 0.8 nights in Sydney before the games
 - ➔ 4.7 nights in Sydney during the games
 - ➔ 0.3 nights in Sydney after the games

Base: regional NSW n=405	Before the Games – total nights stayed	During the Games – total nights stayed	After the Games – total nights stayed	Total nights stayed
Sydney	0.8	4.7	0.3	5.8

Q4a During your visit, how many nights before the 2009 Sydney World Masters Games did you stay in...

Q4b During your visit, how many nights during the 2009 Sydney World Masters Games did you stay in...

Q4c And how many nights after the 2009 Sydney World Masters Games did you stay in...

Source: post survey

Commercial in confidence

Nights stayed by interstate visitors

- Survey participants from interstate spent an average of 9.4 nights in Sydney and regional NSW before, during and after the games
- Specifically, they spent an average of:
 - 1.3 nights in Sydney and regional NSW before the games
 - 7.4 nights in Sydney and regional NSW during the games
 - 0.7 nights in Sydney and regional NSW after the games

Base: interstate survey participants n=1334	Before the Games – total nights stayed	During the Games – total nights stayed	After the Games – total nights stayed	Total nights stayed
Sydney	1.0	6.6	0.5	8.1
Regional NSW (outside of Sydney)	0.3	0.8	0.2	1.3
Total stay in Sydney and regional NSW	1.3	7.4	0.7	9.4

Q4a During your visit, how many nights before the 2009 Sydney World Masters Games did you stay in...

Q4b During your visit, how many nights during the 2009 Sydney World Masters Games did you stay in...

Q4c And how many nights after the 2009 Sydney World Masters Games did you stay in...

Source: post survey

Commercial in confidence

Nights stayed by international visitors

- International survey participants spent an average of 15.8 nights in Australia before, during and after the games
- Specifically, they spent an average of:
 - 3.4 nights in Australia before the games
 - 8.6 nights in Australia during the games
 - 3.8 nights in Australia after the games

Base: international survey participants n=967	Before the Games – total nights stayed	During the Games – total nights stayed	After the Games – total nights stayed	Total nights stayed
Sydney	1.9	7.4	1.2	10.5
Regional NSW (outside of Sydney)	0.5	1.0	0.9	2.4
Rest of Australia (outside of NSW)	1.0	0.2	1.7	2.9
Total stay in Australia	3.4	8.6	3.8	15.8

Q4a During your visit, how many nights before the 2009 Sydney World Masters Games did you stay in...

Q4b During your visit, how many nights during the 2009 Sydney World Masters Games did you stay in...

Q4c And how many nights after the 2009 Sydney World Masters Games did you stay in...

Source: post survey

Commercial in confidence

Nights stayed by visitors overall

- Non Sydney resident survey participants spent an average of 13.3 nights in Australia before, during and after the games
- Specifically, they spent an average of:
 - 2.7 nights in Australia before the games
 - 7.7 nights in Australia during the games
 - 2.9 nights in Australia after the games

Base: non Sydney residents survey participants n=2706	Before the Games – total nights stayed	During the Games – total nights stayed	After the Games – total nights stayed	Total nights stayed
Sydney	1.3	6.6	0.7	8.6
Regional NSW (outside of Sydney)	0.4	0.9	0.5	1.8
Rest of Australia (outside of NSW)	1.0	0.2	1.7	2.9
Total stay in Australia	2.7	7.7	2.9	13.3

Q4a During your visit, how many nights before the 2009 Sydney World Masters Games did you stay in...

Q4b During your visit, how many nights during the 2009 Sydney World Masters Games did you stay in...

Q4c And how many nights after the 2009 Sydney World Masters Games did you stay in...

Source: post survey

Commercial in confidence



EXPENDITURE

- On average, each survey participant spent \$1,889 within NSW on their SWMG trip
 - International survey participants' average spend was higher at \$3,476
- Accommodation, meals food and beverages and event registration fees were the biggest spend items

	Total n=3,933 \$A	Sydney residents n=1,227 \$A	Regional NSW n=405 \$A	Rest of Australia n=1,334 \$A	Total Australia n=2,966 \$A	International n=967 \$A
AVERAGE PER PERSON	1,889	560	1,204	2,174	1,374	3,476
Accommodation including any meals and drinks where you were staying and any amounts prepaid as part of a package	585	37	352	669	364	1,264
Domestic airfares	152	2	18	242	112	276
Vehicle hire	75	4	9	102	49	157
Shopping (including duty free)	140	21	71	147	84	311
Meals, food & beverages – all purchases made apart from any you included in your accommodation	255	79	213	312	202	418
Event registration fees	224	227	222	222	224	224
Eating out (cafés, restaurants, food outlets)	165	49	124	188	122	296
Tour services & tourist attractions	54	3	11	34	18	164
Entertainment activities (eg cinema, nightclubs etc)	35	15	30	38	27	61
Event merchandise & retail purchases	88	62	83	84	75	130
Car expenses, petrol, toll, parking	12	15	24	14	16	1
Taxi transport	26	5	13	30	17	51
Personal services (hair dressing, laundry, massages)	18	17	11	19	17	20
Tickets to any SWMG event requiring purchased tickets	17	11	11	15	13	27
Other transport (buses, trains etc)	12	8	6	9	8	25
Other	16	3	6	7	5	50

Q6 Thinking about your recent visit for the 2009 Sydney World Masters Games, could you please estimate your total expenditure on yourself only (including cash, 'cash passports', cheque, travellers cheques, credit card and debit card) during your stay in NSW (including Sydney)? If you were travelling with a personal party, please separate out your individual expenditure. Please give your best estimate in Australian Dollars. Source: post survey

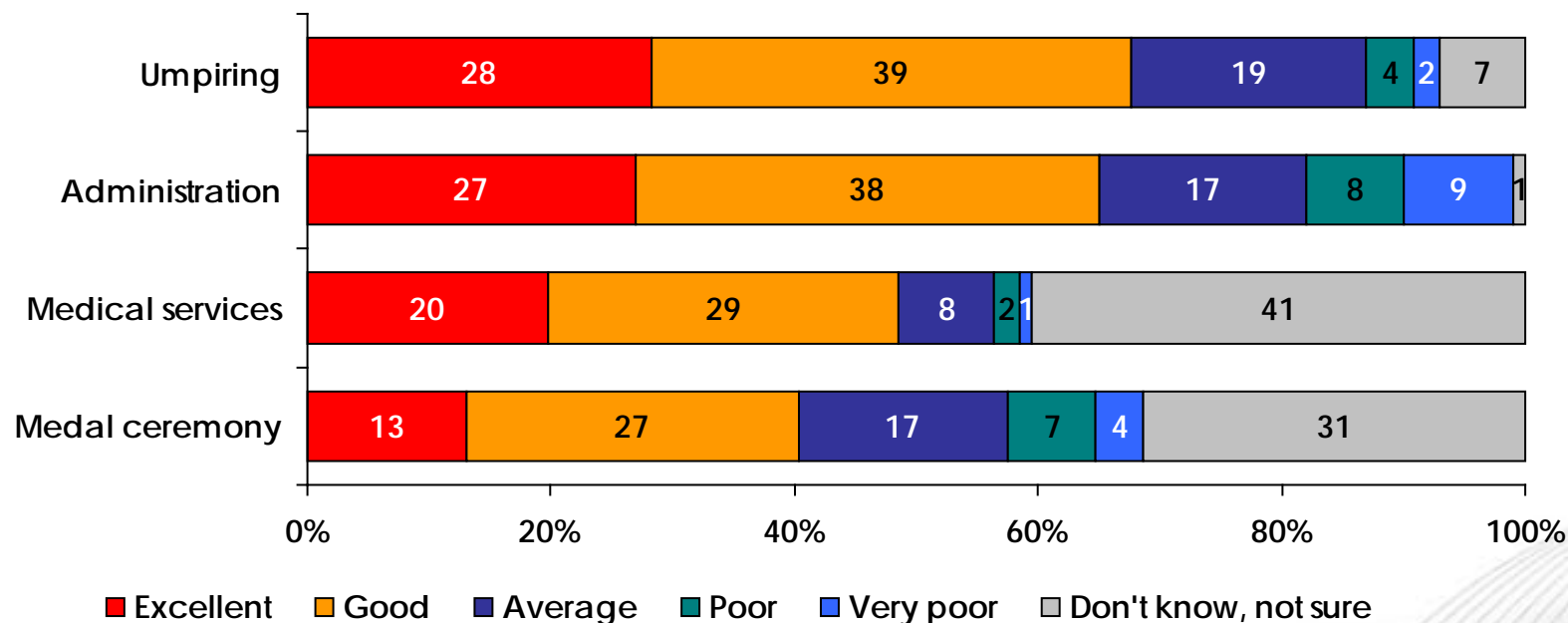


RATING THE EXPERIENCE

SWMG services performed well

- By and large, those who encountered umpiring, administration services, medical services and the medal ceremony perceive the SWMG to have performed well
 - The least successful is administration with nearly 2 in 10 having a poor experience and the medal ceremony with 1 in 10
- Those rating negatively are more likely to not have enjoyed the Games overall

Rating of services



Base: total post sample
n=3933

Q13 How would you rate the organisation of each of the following aspects of your sporting event?

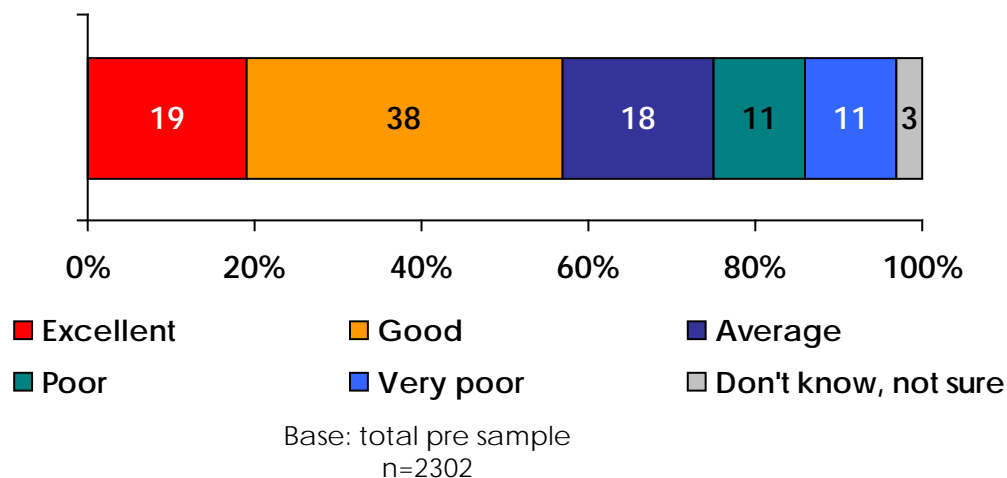
Source: post survey

Commercial in confidence

Positive ratings of services

- Prior to the Games starting, 5 to 6 in 10 survey participants perceived the Games to be either excellent or good
- Around 1 in 5 had a negative experience – and this may be attributed to the poor experiences encountered during the accreditation process (the pre survey was in field, during accreditation week)

Rating experience prior to Games



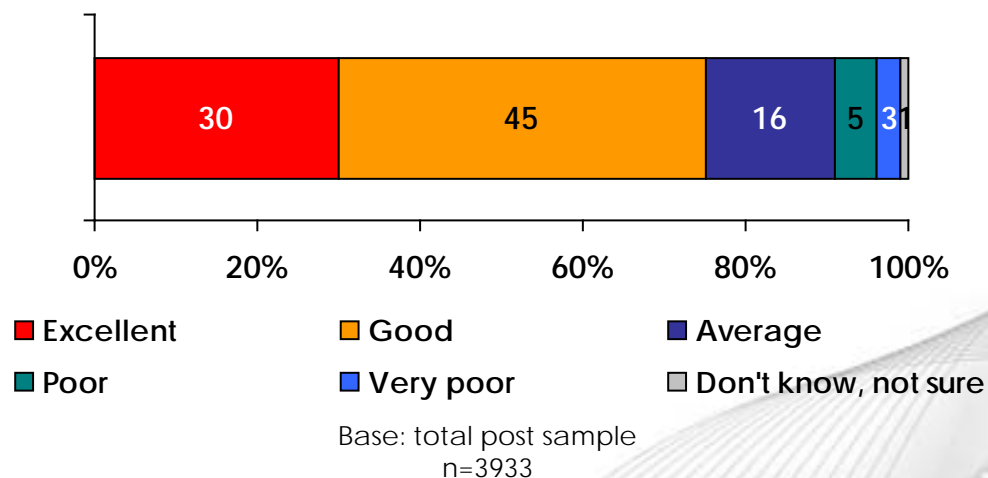
Q13 Overall, how would you rate your experiences so far with the Sydney 2009 World Masters Games? Experiences such as dealing with Sydney 2009 World Masters Games staff, the registration process, the accreditation process (if applicable)

Source: pre survey

Commercial in confidence

- The overall service provided at the Games is a good result with 75% perceiving service as either good or excellent
- Those more likely to rate service levels as either good or excellent are survey participants who found the Games to be enjoyable, future Games participants and Games advocates

Rating of service overall



Q14 How would you rate the overall level of service you received from the Sydney 2009 World Masters Games workforce from first contact until the completion of the Games?

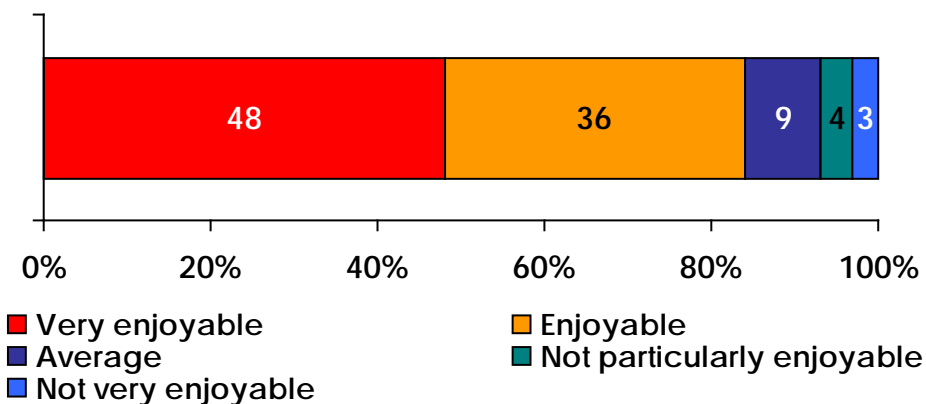
Source: post survey

SWMG and enjoyable experience

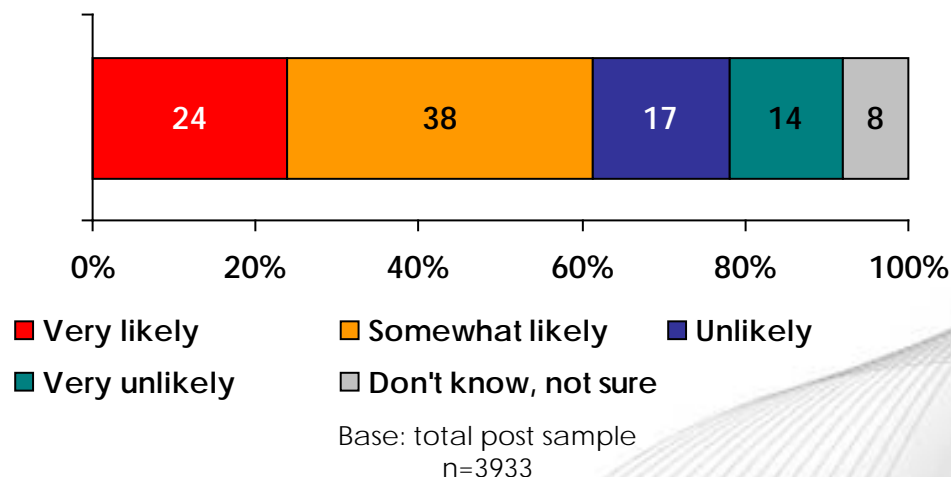
- The majority of survey participants had either an enjoyable or very enjoyable experience at the World Masters Games
- Sydney residents were more likely to have a very enjoyable experience than the interstate visitors

- Around 2 in 3 survey participants are likely to consider participating at the next World Masters Games in Turin
- This is higher among international residents and team sports personnel and lower among those who did not enjoy the Games experience

Rating of the experience



Likelihood of future participation



Q15 Overall, how would you rate your Sydney 2009 World Masters Games experience?

Source: post survey

Commercial in confidence

Q16 How likely are you to complete at the 2013 Turin World Masters Games in Italy?

Source: post survey



APPENDIX

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3175 SWMG Pre-event Survey Final

QUESTIONNAIRE:

Time started

Hi. We are conducting a survey about the Sydney 2009 World Masters Games. The survey will take about 5 minutes to complete and we would very much like your input.

Everyone who completes this survey will be in the draw to win one of five Amazon gift vouchers to the value of US\$100.

For full terms and conditions visit www.insidestory.com.au/surveys/3175SWMGTC.htm
NSW PERMIT NUMBER LTPS/09/08870

This market research is carried out in accordance with Australian National Privacy Principles. Please be assured the information and opinions you provide will not be linked with your name but reported together with all the other responses.

Privacy Statement

The Sydney 2009 World Masters Games Organising Committee, 6 Figtree Drive, Sydney Olympic Park, NSW 2127 ("SWMGOC"), a division of Communities NSW, collected and stored the information you provided to enable processing of enrolments for this program. Your name and e-mail address will only be provided to organisations directly connected with SWMGOC.

Your name and email address was provided to Inside Story Knowledge Management, Level 5, 2 Barrack Street, Sydney NSW 2000 who will collect the following survey information on behalf of SWMGOC for market research purposes. Any information provided by you is voluntary and will be stored on a database and will only be accessed by authorised personnel.

Any information provided by you to Inside Story or SWMGOC can be accessed by you during standard office hours and updated by writing to us or by contacting us on 61 2 9299 9979

If you have any questions about this survey, including the validity of the research, please call **Dr Phil Hamdorf**, Director, Strategy and Policy, Sport and Recreation Communities NSW on 61 2 9006 3832

How to complete this survey?

Use your mouse to "Click" the relevant circles or boxes to mark your selection with a tick

To move down the page use the scroll bar on the right hand side of your screen

Once you have completed the section you will need to click the "Next" button at the foot of the page

If there is an error or inconsistency you won't be able to move on to the next question

In order for your answers to be sent you must click the "Submit" button at the end of the survey

Q1a Where do you normally live? **SR**

In Australia	1	GO TO Q1b
Outside Australia	2	GO TO Q1c

ASK IF CODE 1 (AUSTRALIA) AT Q1a:

Q1b Where do you normally live in Australia? **SR**

Sydney	1
Elsewhere in NSW	2
Brisbane	3
Elsewhere in Queensland	4
Melbourne	5
Elsewhere in Victoria	6
Canberra	7
Elsewhere in ACT	8
Hobart	9
Elsewhere in Tasmania	10
Adelaide	11
Elsewhere in South Australia	12
Darwin	13
Elsewhere in Northern Territory	14
Perth	15
Elsewhere in Western Australia	16

ASK IF CODE 2 (OUTSIDE AUSTRALIA) AT Q1a:

Q1c Where do you normally live outside Australia? **SR**

New Zealand	17
Europe:	
UK	18
France, Belgium	19
Germany	20
Italy	21
Spain	22
Ireland	23
Other Europe	24
North America	
USA	25
Canada	26
Other North America	27
South America	28
Pacific Islands	29
Asia	
Philippines	30
China	31
Malaysia	32
Taiwan	33
India	34
Hong Kong	35
Japan	36
Singapore	37
Korea	38
Other Asia	39
Africa	40
Middle East	41
Other country: Please specify:.....	42

Q2a In what capacity have you registered for the Sydney 2009 World Masters Games? **MR**

Competitor in a sporting event	1	ASK Q2b
Accompanying person	2	ASK Q2d
Team sport personal eg Coach, assistant etc	3	ASK Q2b
Team official, technical official eg umpire, referee etc	4	ASK Q2b
Spectator	5	GO TO Q3a

- Q2b **ASK IF CODE 1, 3 OR 4 in Q2a:**
Which sport or sports are you participating in? **MR**
- Q2c **ASK IF CODE 1 in Q2a AND IF ANSWER >1 AT Q2B: ONLY SHOW SPORTS SELECTED IN Q2b**
Which sport is your main sport? **SR**
- Q2d **ASK IF CODE 2 IN Q2a**
Which sport or sports is the person or people you are accompanying participating in? **MR**

	Q2b	Q2c	Q2d
Archery	1	1	1
Athletics	2	2	2
Badminton	3	3	3
Baseball	4	4	4
Canoe/Kayak	5	5	5
Cycling	6	6	6
Diving	7	7	7
Football (Soccer)	8	8	8
Golf	9	9	9
Hockey (Field)	10	10	10
Lawn Bowls	11	11	11
Netball	12	12	12
Orienteering	13	13	13
Rowing	14	14	14
Rugby Union	15	15	15
Sailing	16	16	16
Shooting	17	17	17
Softball	18	18	18
Squash	19	19	19
Surf lifesaving	20	20	20
Swimming	21	21	21
Table Tennis	22	22	22
Tennis	23	23	23
Touch Football	24	24	24
Volleyball - beach	25	25	25
Volleyball - Indoor	26	26	26
Water polo	27	27	27
Weightlifting	28	28	28

ASK Q2E and Q2F IF CODE 1 AT Q2A

Q2e **ASK FOR MAIN SPORT SELECTED IN Q2c:**
At what age did you **start** playing your main sport? **SR**

Q2f **ASK FOR MAIN SPORT SELECTED IN Q2c:**
And at what age did you start **competing** in your main sport? **SR**

	Q2e	Q2f
1 to 4 years	1	1
5 to 9 years	2	2
10 to 14 years	3	3
15 to 19 years	4	4
20 to 24 years	5	5
25 to 29 years	6	6
30 to 34 years	7	7
35 to 39 years	8	8
40 to 44 years	9	9
45 to 49 years	10	10
50 to 54 years	11	11
55 to 59 years	12	12
60 to 64 years	13	13
65 to 69 years	14	14
70 to 74 years	15	15
75 to 79 years	16	16
80 to 84 years	17	17
85 to 89 years	18	18
90 to 94 years	19	19
95 to 99 years	20	20
100 years and over	21	21
Prefer not to say	22	22

ASK ALL:

Q3a Including any practice or training, approximately how many times do you participate in organised sport (ie in an official competition)? **SR**

I don't participate in organised sport	1	GO TO Q3d
Up to once a week	2	
One or 2 times per week	3	
3 to 4 times per week	4	GO TO Q3b
5 or more times per week	5	
Don't know/not sure	6	GO TO Q3d

ASK IF CODES 4 AND 5 AT Q3a:

Q3b Which of the following statements best describes you as a participant in the Sydney 2009 World Masters Games? **SR**

I regularly participate in organised sport but I have never competed in a multi sports Masters event	1	GO TO Q4
I regularly participate in organised sport and I have competed in a multi sports Masters event but not the World Masters Games	2	
I regularly participate in organised sport and I have competed in the World Masters Games before	3	ASK Q3c

Q3c Which previous World Masters Events have you participated in?
MR

1985 in Toronto Canada	1
1989 in Aalborg, Aarhus and Herning Denmark	2
1994 in Brisbane Australia	3
1998 in Portland USA	4
2002 in Melbourne Australia	5
2005 in Edmonton Canada	6
Other location	10
No, not attended any previous World Masters Games	11

ASK IF CODES 1, 2, 3 OR 6 AT Q3a:

Q3d Which of the following statements best describes you as a participant in the Sydney 2009 World Masters Games?

By 'regularly' we mean participate 3 or more times in an average week

I DO NOT regularly participate in organised sport and I have never competed in a multi sports Masters event	4	GO TO Q4
I do not regularly participate in organised sport but I have competed in a multi sports Masters event other than the World Masters Games	5	
I do not regularly participate in organised sport and I have competed in the World Masters Games before	6	ASK Q3e

Q3e Which previous World Masters Events have you participated in?
MR

1985 in Toronto Canada	1
1989 in Aalborg, Aarhus and Herning Denmark	2
1994 in Brisbane Australia	3
1998 in Portland USA	4
2002 in Melbourne Australia	5
2005 in Edmonton Canada	6
Other location	10
No, not attended any previous World Masters Games	11

ASK IF NOT CODE 1 (SYDNEY) AT Q1b

Q4 How important was the Sydney 2009 World Masters Games in your decision to go to Sydney this year? Was it: **SR**

The most important factor	1
A major factor	2
An influence but not a major factor	3
Little or no influence	4
Not sure	5

ASK ALL:

Q5 How did you hear about the Sydney 2009 World Masters Games? **MR**

Through my sports association	1
Through my club or team	2
From friends/family	3
Saw or heard an advertisement about it	4
Read or heard news bulletin	5
Saw something on the internet	6
On Twitter, Facebook, MySpace or other social networking site	7
Attended a previous World Masters Games	8
Other (please specify:.....)	9

Q6a How would you rate the level of **public** visibility of the Sydney 2009 World Masters Games?

SR

Very high	5
High	4
Neither high nor low	3
Low	2
Very low	1
Don't know/not sure	9

Q6b How would you rate the level of visibility of the Sydney 2009 World Masters Games within **your own sports network**?

SR

Very high	5
High	4
Neither high nor low	3
Low	2
Very low	1
Don't know/not sure	9

Q7 How would you rate the **level of communications** you received from the Sydney 2009 World Masters Games? (eg Masters Mails and other updates) **SR**

Excellent	5
Good	4
Average	3
Poor	2
Very poor	1
Don't know/not sure	9

ASK IF CODES 1 (SYDNEY) OR 2 (OTHER NSW) in Q1b

Q8 The Sydney 2009 World Masters Games has been promoted through different media. Have you seen **anything** about the Sydney 2009 World Masters Games in the following...

MR

Your local newspaper	1
A major metropolitan newspaper	2
Television	3
Radio	4
Don't know/not sure	5
None of these	6
Other Please specify:.....	7

About the Sydney 2009 World Masters Games registration process...

ASK ALL:

Q9a Did you register as part of a team or as an individual?

SR

As part of a team	1	ASK Q9b
As an individual	2	ASK Q9c
I don't know, someone else registered for me	3	GO TO Q12a

ASK IF CODE 1 (PART OF A TEAM) AT Q9a

Q9b Were you registered by your team organiser, or did you register yourself?

SR

I was registered by the team organiser	1	GO TO Q12a
I registered myself	2	ASK Q9c
Don't know/can't remember	3	GO TO Q12a

ASK IF CODE 2 (I REGISTERED MYSELF) AT Q9b OR CODE 2 AT Q9a

Q9c Did you use the online or manual registration system?

MR

Online	1	ASK Q10
Manual	2	
Don't know/can't remember	3	GO TO Q10

Q10 How long did it take you to register? If you are not sure, please provide your best estimate

SR

Less than 10 minutes	1
Between 10 and 20 minutes	2
Between 20 and 30 minutes	3
More than 30 minutes	4
Don't know/can't remember	5

Q11 Overall, how would you rate the registration system?

SR

Excellent	5
Good	4
Average	3
Poor	2
Very poor	1
Don't know/not sure	9

About the Sydney 2009 World Masters Games official website...

ASK ALL:

Q12a On average, in the lead-up to the Sydney 2009 World Masters Games, how often did you visit the official Games website? If you are not sure, please provide your best estimate

SR

More than once a week	1
Once a week	2
Once a fortnight	3
Once a month	4
Once every 3 months	5
Less than once every 3 months	6
I haven't visited the website	7
Don't know/can't remember	8

NEW SCREEN

Q12b Overall, how would you rate the relevance to you of the information provided on the Sydney 2009 World Masters Games?

Very relevant to me	5
Somewhat relevant	4
Indifferent	3
Not particularly relevant	2
Not at all relevant to me	1
Don't know/not sure	9

Q13 Overall, how would you rate **your** experiences so far with the Sydney 2009 World Masters Games? Experiences such as dealings with Sydney 2009 World Masters Games staff, the registration process, the accreditation process (if applicable) etc

Excellent	5
Good	4
Average	3
Poor	2
Very poor	1
Don't know/not sure	9

Now some questions about yourself

C1 Which age group do you fall into. **SR**

Under 15 years	1
15 to 17 years	2
18 to 19 years	3
20 to 24 years	4
25 to 29 years	5
30 to 34 years	6
35 to 39 years	7
40 to 44 years	8
45 to 49 years	9
50 to 54 years	10
55 to 59 years	11
60 to 64 years	12
65 to 69 years	13
70 to 74 years	14
75 to 79 years	15
80 to 84 years	16
85 to 89 years	17
90 to 94 years	18
95 to 99 years	19
100 years and over	20
Prefer not to say	21

C2 And are you male or female? **SR**

Male	1
Female	2

C3 Which of the following best describes what you are mainly doing at present? **SR**

Employed full time	1
Employed part time	2
Unemployed	3
Not in the labour force eg retired, home duties, home care, student	4

C4 DELETED

C5 Which of the following best describes your current marital status? **SR**

Married	1
De facto	2
Separated	3
Divorced	4
Widowed	5
Never married	6
Prefer not to say	7

C6 What is the highest level of education you have completed, or are currently undertaking? **SR**

Undergraduate university degree or higher (including post graduate diploma)	1
Undergraduate diploma or associate diploma	2
Certificate, trade qualification or apprenticeship	3
Highest level of secondary school	4
Did not complete the highest level of school	5
Never went to school	6
Still at secondary school	7
Other - Please tell us	8
Prefer not to say	9

C7 Which what is your approximate total household income per year, before tax is taken out?. **SR**

Annual income in Australia Dollars	
\$1-\$5,000	01
\$5,001 to \$10,000	02
\$10,001 to \$25,000	03
\$25,001 to \$50,000	07
\$50,001 to \$75,000	08
\$75,001 to \$100,000	09
\$100,001 to \$125,000	10
\$125,001 to \$150,000	11
\$150,000+	12
Not prepared to say	98
Don't know	99

Thank you for your participation in this survey. **Your feedback is very valuable.**

As you have completed this survey, your name will go into the draw one of five \$US100 Amazon Vouchers

C9a Please enter your Sydney 2009 World Masters Games registration number so that we can contact you if you win:

PLEASE ADVISE THE NUMBER OF DIGITS

C9b Please re-enter Sydney 2009 World Masters Games registration number

IS C9A = C9B? IF NOT ASK THEM TO REENTER C9a AND C9b

Thank you for your participation in this survey.

If you would like to understand more about the benefits of market research then please check out the website <http://cms.yourviewscount.com.au/>

Please press 'submit' for your name to be included in the draw....

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3175 SWMG Post-event Survey Final

QUESTIONNAIRE:

Time started

Hi. We are conducting a survey about the Sydney 2009 World Masters Games. The survey will take about 5 to 10 minutes to complete and we would very much like your input.

Everyone who completes this survey will be in the draw to win one of five Amazon gift vouchers to the value of US\$100.

If you have completed the pre event survey, you will get a double entry into the draw.

For full terms and conditions visit
www.insidestory.com.au/surveys/3175SWMGTC.htm
 NSW PERMIT NUMBER LTPS/09/08870

This market research is carried out in accordance with Australian National Privacy Principles. Please be assured the information and opinions you provide will not be linked with your name but reported together with all the other responses.

Privacy Statement

The Sydney 2009 World Masters Games Organising Committee, 6 Figtree Drive, Sydney Olympic Park, NSW 2127 ("SWMGOC"), a division of Communities NSW, collected and stored the information you provided to enable processing of enrolments for this program. Your name and e-mail address will only be provided to organisations directly connected with SWMGOC.

Your name and email address was provided to Inside Story Knowledge Management, Level 5, 2 Barrack Street, Sydney NSW 2000 who will collect the following survey information on behalf of SWMGOC for market research purposes. Any information provided by you is voluntary and will be stored on a database and will only be accessed by authorised personnel.

Any information provided by you to Inside Story or SWMGOC can be accessed by you during standard office hours and updated by writing to us or by contacting us on 61 2 9299 9979

If you have any questions about this survey, including the validity of the research, please call **Dr Phil Hamdorf**, Director, Strategy and Policy, Sport and Recreation Communities NSW on 61 2 9006 3832

How to complete this survey?

Use your mouse to "Click" the relevant circles or boxes to mark your selection with a tick

To move down the page use the scroll bar on the right hand side of your screen Once you have completed the section you will need to click the "Next" button at the foot of the page

If there is an error or inconsistency you won't be able to move on to the next question

In order for your answers to be sent you must click the "Submit" button at the end of the survey

Q1a Where do you normally live? **SR**

In Australia	1	GO TO Q1b
Outside Australia	2	GO TO Q1c

ASK IF CODE 1 (AUSTRALIA) AT Q1a:

Q1b Where do you normally live in Australia? **SR**

Sydney	1
Elsewhere in NSW	2
Brisbane	3
Elsewhere in Queensland	4
Melbourne	5
Elsewhere in Victoria	6
Canberra	7
Elsewhere in ACT	8
Hobart	9
Elsewhere in Tasmania	10
Adelaide	11
Elsewhere in South Australia	12
Darwin	13
Elsewhere in Northern Territory	14
Perth	15
Elsewhere in Western Australia	16

ASK IF CODE 2 (OUTSIDE AUSTRALIA) AT Q1a:

Q1c Where do you normally live outside Australia? **SR**

New Zealand	17
Europe:	
UK	18
France, Belgium	19
Germany	20
Italy	21
Spain	22
Ireland	23
Other Europe	24
North America	
USA	25
Canada	26
Other North America	27
South America	28
Pacific Islands	29
Asia	
Philippines	30
China	31
Malaysia	32
Taiwan	33
India	34
Hong Kong	35
Japan	36
Singapore	37
Korea	38
Other Asia	39
Africa	40
Middle East	41
Other country: Please specify:.....	42

ASK IF NOT CODE 1 AT Q1B

Q1d Was the Sydney 2009 World Masters Games the main reason for your visit to Sydney? **SR**

- 1 Yes
- 2 No
- 3 Don't know/unsure

ASK ALL

Q1ei Did you travel to the Sydney 2009 World Masters Games on your own or with family or friends?
S/R

Please do not include any of your team mates

- 1 On my own – GO TO Q2a
- 2 With family or friends – GO TO Q1eii

Q1eii How many people were in **your personal travel party**, excluding yourself, for the Sydney 2009 World Masters Games?
Please **do not** include any of your team mates – only your family or friends

WRITE IN NUMBER _____

ASK ALL

Q2a In what capacity were **you** registered for the Sydney 2009 World Masters Games? **MR**

Competitor in a sporting event	1	ASK Q2b
Accompanying person	2	ASK Q2d
Team sport personal eg Coach, assistant etc	3	ASK Q2b
Team official, technical official eg umpire, referee etc	4	ASK Q2b

Q2b **ASK IF CODE 1, 3 OR 4 in Q2a:**

Which sport or sports did you participate in? **MR**

Q2c **ASK IF CODE 1 in Q2a AND IF ANSWER >1 AT Q2B: ONLY SHOW SPORTS SELECTED IN Q2b**

Which sport was your main sport? **SR**

Q2d **ASK IF CODE 2 IN Q2a**

Which sport or sports did the person or people you were accompanying participate in? **MR**

	Q2b	Q2c	Q2d
Archery	1	1	1
Athletics	2	2	2

Badminton	3	3	3
Baseball	4	4	4
Basketball	5	5	5
Canoe/Kayak	6	6	6
Cycling	7	7	7
Diving	8	8	8
Football (Soccer)	9	9	9
Golf	10	10	10
Hockey (Field)	11	11	11
Lawn Bowls	12	12	12
Netball	13	13	13
Orienteering	14	14	14
Rowing	15	15	15
Rugby Union	16	16	16
Sailing	17	17	17
Shooting	18	18	18
Softball	19	19	19
Squash	20	20	20
Surf lifesaving	21	21	21
Swimming	22	22	22
Table Tennis	23	23	23
Tennis	24	24	24
Touch Football	25	25	25
Volleyball - beach	26	26	26
Volleyball - indoor	27	27	27
Water polo	28	28	28
Weightlifting	29	29	29

ASK Q2E and Q2F IF CODE 1 AT Q2A

Q2e **ASK FOR MAIN SPORT SELECTED IN Q2c:**

At what age did you **start** playing your main sport? **SR**

Q2f **ASK FOR MAIN SPORT SELECTED IN Q2c:**

And at what age did you start **competing** in your main sport? **SR**

	Q2e	Q2f
1 to 4 years	1	1
5 to 9 years	2	2
10 to 14 years	3	3
15 to 19 years	4	4
20 to 24 years	5	5
25 to 29 years	6	6
30 to 34 years	7	7
35 to 39 years	8	8
40 to 44 years	9	9
45 to 49 years	10	10
50 to 54 years	11	11
55 to 59 years	12	12
60 to 64 years	13	13
65 to 69 years	14	14
70 to 74 years	15	15
75 to 79 years	16	16
80 to 84 years	17	17
85 to 89 years	18	18
90 to 94 years	19	19
95 to 99 years	20	20
100 years and over	21	21
Prefer not to say	22	22

ASK IF NOT CODE 1 (SYDNEY) AT Q1B

Q3 What type of accommodation did **you** stay in during the 2009 Sydney World Masters Games?

MR

Hotel – 4 or 5 stars	1
Hotel – 3 stars	2
Hotel – 2 stars	3
Hotel – Don't know how many stars	4
Motel	5
Serviced apartment	6
B&B (bed and breakfast)	7
Backpacker hostel, or other hostel	8
Rented house or apartment or unit or flat	9
Other self contained accommodation	10
Staying with friends/family	11
Caravan or camping	12
Other (please specify.....)	13
Don't know	14

SKIP Q4a, Q4b AND Q4c IF CODE 1 AT Q1B

Q4a During your visit, how many nights **before** the 2009 Sydney World Master Games did you stay in...

Please type in '0' if you did not stay in a location prior to the 2009 Sydney World Master Games

	Please write in	
Sydney		HIDE IF CODE 1 AT Q1b
NSW (outside of Sydney)		HIDE IF CODE 1 OR 2 AT Q1b
Australia (outside of NSW)		HIDE IF CODE 1 AT Q1a

Q4b How many nights **during** the 2009 Sydney World Master Games did you stay in...

Please type in '0' if you did not stay in a location during the 2009 Sydney World Master Games

	Please write in	
Sydney		HIDE IF CODE 1 AT Q1b
NSW (outside of Sydney)		HIDE IF CODE 1 OR 2 AT Q1b
Australia (outside of NSW)		HIDE IF CODE 1 AT Q1a

Q4c And how many nights **after** the 2009 Sydney World Master Games did you stay in...

Please type in '0' if you did not stay in a location after the 2009 Sydney World Master Games

	Please write in	
Sydney		HIDE IF CODE 1 AT Q1b
NSW (outside of Sydney)		HIDE IF CODE 1 OR 2 AT Q1b
Australia (outside of NSW)		HIDE IF CODE 1 AT Q1a

Q5 deleted

ASK ALL:

Q6 Thinking about your recent visit for the 2009 Sydney World Masters Games, could you please estimate your **total expenditure** on **yourself only** (including cash, 'cash passports', cheque, travellers cheques, credit card and debit card) during your stay **in NSW** (including Sydney)?

If you were travelling with a personal party, please separate out your individual expenditure

Please give your best estimate in Australian Dollars

Event registration fees	\$A	
Accommodation including any meals and drinks where you were staying and any amounts prepaid as part of a package	\$A	
Meals, food and beverage – all purchases made apart from any you included in your accommodation	\$A	
Taxi transport	\$A	
Vehicle hire	\$A	
Domestic airfares	\$A	
Tour services and tourist attractions	\$A	
Tickets – for any World Masters Games events that required purchased tickets	\$A	
Event merchandise and retail purchases – such as clothing, souvenirs, gifts etc	\$A	
Other transport (buses, trains etc)	\$A	
Entertainment activities (eg cinema, night clubs, concerts, shows)	\$A	
Personal services (eg hairdressing, laundry, massages)	\$A	
Shopping (including duty free)	\$A	
Eating out (cafes, restaurants, and food outlets)	\$A	
Other please write in:	\$A	
Total	\$A	<u>AUTO TOTAL</u>

ASK IF CODE 2 (OUTSIDE AUSTRALIA) AT Q1a:

Q7 After participating in the Sydney 2009 World Masters Games, are you likely to return to Australia in the future for a holiday?

Very likely	4
Somewhat likely	3
Not very likely	2
Not at all likely	1
Don't know/not sure	9

ASK ALL

Q8a Please rate you much you agree with the following statement:

"After having attended the Sydney 2009 World Masters Games I would encourage interstate and international friends and family to come to Sydney and NSW."

Strongly agree	5
Somewhat agree	4
Neither agree nor disagree	3
Somewhat disagree	2
Strongly disagree	1
Don't know/not sure	9

ASK CODES 1, 2 OR 9 AT Q8A

Q8b What has influenced your decision not to encourage friends and family to visit Sydney or NSW?

Please write in below

About the Sydney 2009 World Masters Games accreditation process...

ASK ALL:

Q9a How long did it take you to complete your accreditation process? If you are not sure, please provide your best estimate

SR

Less than 15 minutes	1
Between 15 and 30 minutes	2
Between 30 and 45 minutes	3
Between 45 and 60 minutes	4
More than 60 minutes	5
Between 1 and 1.5 hours	6
Between 1.5 and 2 hours	7
Between 2 and 2.5 hours	8
Between 2.5 and 3 hours	9
More than 3 hours	10
Don't know/can't remember	11

Q9b Overall, how would you rate the accreditation process?

SR

Excellent	5
Good	4
Average	3
Poor	2
Very poor	1
Don't know/not sure	9

ASK ALL
About the social events at the 2009 Sydney World Master Games...

Q10a DELETED (no more spectator option at Q2a)

Q10b Which of the following 2009 Sydney World Master Games social events did you participate in?

MR

Master Club House Events	1	ASK Q10c
Sports Functions	2	GO TO Q11
Opening Ceremony	3	
Closing Ceremony	4	
None of these/did not attend any social events	5	
Don't know/can't remember	6	

ASK THOSE CODE 2 AT Q10b

Q10c Which of the following Masters Club Events did you attend?

MR

Friday 9th October – "Welcome to Sydney"	1
Saturday 10th October – "Rock 'n Roll"	2
Sunday 11th October – "Opening Ceremony After Party"	3
Monday 12th October – "Masters Networking Night"	4
Tuesday 13th October – "70's Night"	5
Wednesday 14th October – "Rhythm and Blues Night"	6
Thursday 15th October – "Australiana"	7
Friday 16th October – "Oktoberfest"	8
Saturday 17th October – "Italian Night"	9
None of these	10
Don't know/can't remember	11

ASK ALL:

Q11 Are there any types of social events you would like to be included in future World Masters Games?

PLEASE WRITE IN:

.....

.....

.....

.....

Q12a During the Sydney 2009 World Masters Games, what was your **main** mode of transportation?

SR

Walking or cycling	1
Boat/ferry	2
Bus/coach	3
Train	4
Private/own vehicle/company car	5
Rented/hire vehicle	6
Taxi	7
Games Transport services	8
Other (SPECIFY.....)	9

Q12b If you used the Games Transport Services (ie shuttle buses between rail stations and venues), please rate the services provided?

SR

Far above expectations	5
Above expectations	4
As I expected	3
Below expectations	2
Far below expectations	1
Don't know/can't remember	9
I didn't use the Games Transport Services	10

Q13 How would you rate the organisation of each of the following aspects of your sporting event?

	Excellent	Good	Average	Poor	Very poor	Don't know/not sure
Administration						
Umpiring						
Medal ceremony						
Medical services						

Q14 How would you rate the overall level of service you received from the Sydney 2009 World Masters Games workforce from first contact until the completion of the Games?

SR

Excellent	5
Good	4
Average	3
Poor	2
Very poor	1
Don't know/not sure	9

Q15 Overall, how would you rate your Sydney 2009 World Masters Games experience?

SR

Very enjoyable	5
Enjoyable	4
Average	3
Not particularly enjoyable	2
Not very enjoyable	1
Don't know/not sure	9

Q16 How likely are you to compete at the 2013 Turin World Masters Games in Italy?
SR

Very likely	4
Somewhat likely	3
Unlikely	2
Very unlikely	1
Don't know/not sure	9

Q17 Are there any other comments you would like to make about your experiences with the Sydney 2009 World Masters Games?

Now some questions about yourself

C1 Which age group do you fall into. SR

Under 15 years	1
15 to 17 years	2
18 to 19 years	3
20 to 24 years	4
25 to 29 years	5
30 to 34 years	6
35 to 39 years	7
40 to 44 years	8
45 to 49 years	9
50 to 54 years	10
55 to 59 years	11
60 to 64 years	12
65 to 69 years	13
70 to 74 years	14
75 to 79 years	15
80 to 84 years	16
85 to 89 years	17
90 to 94 years	18

95 to 99 years	19
100 years and over	20
Prefer not to say	21

C2 And are you male or female? **SR**

Male	1
Female	2

C3 Which of the following best describes what you are mainly doing at present?
SR

Employed full time	1
Employed part time	2
Unemployed	3
Not in the labour force eg retired, home duties, home care, student	4

C4 **DELETED**

C5 Which of the following best describes your current marital status? **SR**

Married	1
De facto	2
Separated	3
Divorced	4
Widowed	5
Never married	6
Prefer not to say	7

C6 What is the highest level of education you have completed, or are currently undertaking? **SR**

Undergraduate university degree or higher (including post graduate diploma)	1
Undergraduate diploma or associate diploma	2
Certificate, trade qualification or apprenticeship	3
Highest level of secondary school	4
Did not complete the highest level of school	5

Never went to school	6
Still at secondary school	7
Other – Please tell us	8
Prefer not to say	9

C8 What is your approximate total household income per year, before tax is taken out? **SR**

Annual income in Australia Dollars	
\$1-\$5,000	01
\$5,001 to \$10,000	02
\$10,001 to \$25,000	03
\$25,001 to \$50,000	07
\$50,001 to \$75,000	08
\$75,001 to \$100,000	09
\$100,001 to \$125,000	10
\$125,001 to \$150,000	11
\$150,001 to \$175,000	12
\$175,001 to \$200,000	13
\$200,001 and over	14
Not prepared to say	15
Don't know	16

Thank you for your participation in this survey. **Your feedback is very valuable.**

As you have completed this survey, your name will go into the draw one of 5 \$US100 Amazon Vouchers

Remember, if you have completed the pre event survey, you will get a double entry into the draw

C9a Please enter your Sydney 2009 World Masters Games registration number so that we can contact you if you win:

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Please press 'submit' for your name to be included in the draw....



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