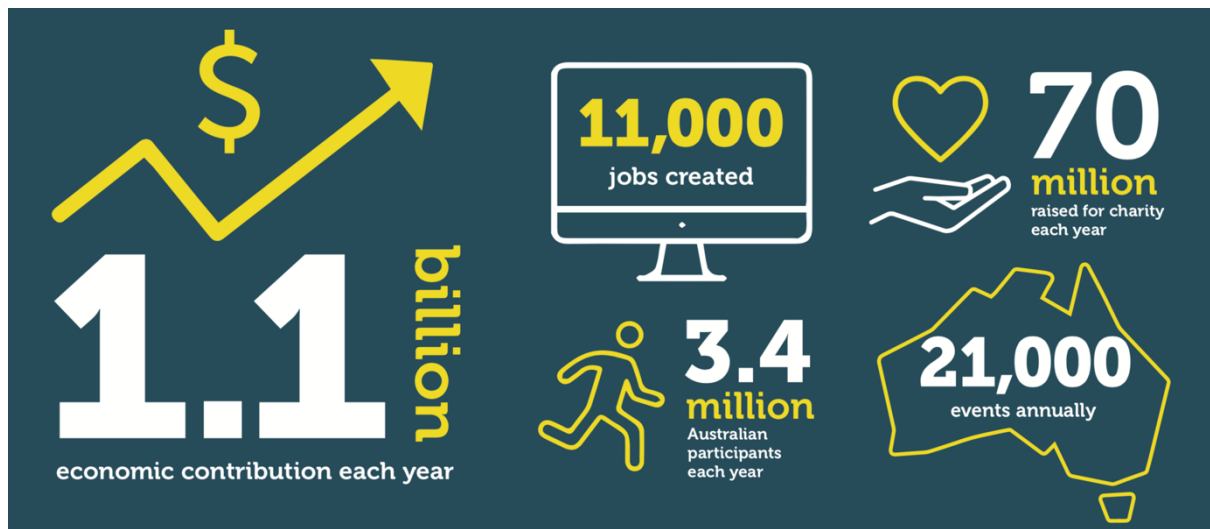


AMPSEA is seeking a \$48 million stimulus package from Government to support an industry in crisis and to deliver benefits for Australia, in the form of local jobs, community health and critical cash flows for regional economies and charities.

Our industry supports local jobs and regional economies

The Mass Participation Sporting Event industry punches above its weight for Australia, contributing **\$1.1 billion to the economy** each year and **employing over 11,000 people**. The 21,000 mass participation sporting events held each year deliver health benefits for participants, provide critical cash flows for local economies and raise \$70 million for charity.



Most event operators will not survive this financial crisis

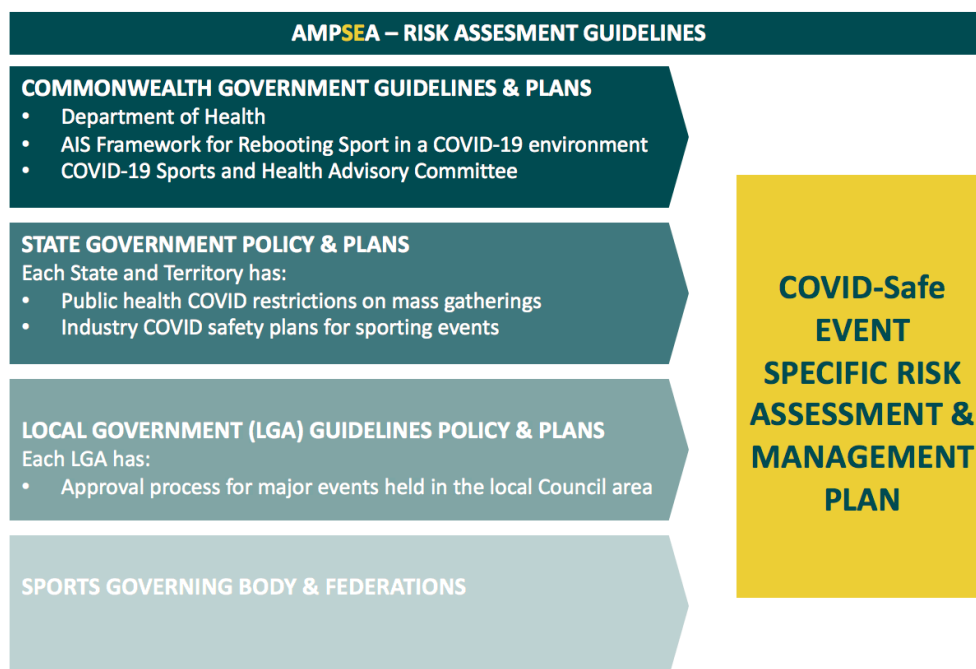
Research conducted in the June Quarter by AMPSEA, shows our industry - event operators, suppliers and service providers - are in financial crisis. The restrictions on mass gatherings completely shut down our industry when the pandemic hit and we anticipate being among the last to reopen. With over 8,500 mass participation sporting events cancelled or postponed, we are seeing a near 100% loss of revenue for thousands of businesses. Our industry has survived extreme weather, terrorist attack and the black summer bushfires, but the current COVID-19 situation is unprecedented.

The AMPSEA June Quarter survey found that 45% of event operators did not have the capacity to survive this level of shut down without support. With the COVID-19 situation in Victoria worsening and no major events in NSW able to gain COVID-Safe approval to date, this percentage continues to increase.

AMPSEA events are critical to Australia’s recovery process

Once lockdown measures are eased, we believe mass participation sporting events have a critical role to play in bringing Australian communities back together, restoring community and mental health, and supporting the recovery of local and regional economies.

In preparation for the easing of restrictions, AMPSEA has worked closely with health experts on risk protocols that will ensure the safety of participants, volunteers and employees during our events. AMPSEA has developed best practice guidelines for the operation of COVID-Safe mass participation sporting events ensuring all government and Health Authority directions and guidelines are followed and met.



Roadmap to recovery for mass participation sporting events

As an industry we want to emerge from this crisis in a position to support Australia’s recovery. The Australian Government’s economy-wide measures to support businesses and jobs, in particular the now extended JobKeeper Payment, are a lifeline to the industry and will support the retention of jobs during the business survival phase. Despite this critical support, our industry is in trouble and, without a stimulus package, will not be able to recover from this crisis.

AMPSEA has identified the key challenges that need to be overcome for the recovery phase and is seeking to work with the Government to fill the gaps that are not alleviated by the existing stimulus and support measures.

The AMPSEA roadmap to recovery aims to:

- Maintain skills, experience and capacity in the mass participation sporting event sector
- Redesign mass participation sporting events to ensure COVID-Safe operation and facilitate government approval
- Rebuild community confidence in hosting and being part of mass participation sporting events, and
- Sustain the commercial viability of “locals only” events, noting that for major events 30% of participants typically come from interstate and 15% from overseas.

AMPSEA is seeking to partner with Government to run events that will support economic recovery, particularly in regional areas. We are seeking a **\$48 million stimulus package** to support the industry return to the delivery of mass participation sporting events and get as much investment and employment occurring as quickly as we can.

It is proposed that this stimulus would be provided through a matched funding grant program allocated on a merit basis for COVID-Safe events. With a minimum lead time of 3-6 months for major events, this **stimulus is needed this year** to enable event operators to commit commercially to the delivery of mass participation sporting events in 2021. This investment in future events would go straight into the economy supporting job creation, service providers and event suppliers throughout Australia, including in regional areas.

The \$48 million industry stimulus package along with the existing JobKeeper stimulus provides the industry with \$220 million in support over the next 12 months, which is the total amount calculated for the industry to survive.

AMPSEA – PROPOSAL FOR GOVERNMENT SUPPORT FOR MASS PARTICIPATION SPORTING EVENTS		
<p>SURVIVE</p> <p>Objective: To keep workers employed during COVID restrictions that prevent mass gatherings / events.</p>	<p>REVIVE</p> <p>Objective: To partner with Government to run events to support economic recovery, particularly in regional areas.</p>	<p>THRIVE</p> <p>Objective: To keep the community safe while providing outstanding mass participation sporting events.</p>
<p>\$172 million</p> <p>Government support through the extension of Job Keeper from September 2020 – March 2021 for 11,000 employees in the AMPSE industry at \$1200 per fortnight.</p>	<p>\$48 million</p> <p>Government to provide matching grant funding for events on a merit basis to support the resumption of mass participation sporting events once safe to do so.</p>	<p>Economic and Health Returns</p> <p>AMPSEA will provide ongoing support to the industry to ensure events operate in a COVID-Safe way and rebuild community confidence in attending events.</p>
<p>BENEFITS:</p> <p>A recent AMPSEA survey of the mass participation sporting event organisers, suppliers and service providers found that:</p> <p>45% of businesses will not survive the current financial crisis without support. The extension of Job Keeper from September- March would therefore protect an estimated:</p> <p>4,950 jobs.</p>	<p>BENEFITS:</p> <p>Mass participation sporting events support the COVID recovery by engaging 3.4 million Australians.</p> <p>Benefits include:</p> <ul style="list-style-type: none"> • bringing the community together • supporting fitness and mental health • raising \$70 million per year for charities. <p>Importantly, mass participation sporting events support recovery by stimulating regional economies.</p>	<p>BENEFITS:</p> <p>Assuming the industry is fully operational again from 1 July 2021, Australian mass participation sporting events will deliver:</p> <p>\$1.1 billion to local economies</p> <p>each year as well as sustaining:</p> <p>11,000 jobs.</p>

Roadmap for Easing Restrictions

It is clear that the easing of restrictions on mass gatherings will be staggered across Australia and extend well into 2021. AMPSEA predicts that when it is safe to hold mass participation sporting events, there will be a preference for participation to be, in the first instance, generated locally.

The commercial model for major events that relies on an average of 30% of event participants from interstate and 15% from overseas will need to be supplemented through the stimulus package during Steps 3 and 4, and for some events Step 5. Further, the social distancing requirements in Steps 3 and 4 reduce participant numbers by half, impacting on the commercial viability of holding events.

AMPSEA – ROADMAP FOR A RETURN TO COVID SAFE MASS PARTICIPATION SPORTING EVENTS A SIX-STEP PATH TO EASING RESTRICTIONS						
STATE	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
	<ul style="list-style-type: none"> Outdoor sport limited to gatherings of up to 10 people Mass Participation Sporting Events can be undertaken virtually. 	<ul style="list-style-type: none"> 20 people allowed to participate in outdoor sports Maintain an average density of 4 square metres per person. 	<ul style="list-style-type: none"> Gatherings of up to 100 people allowed. Ticketed sporting events at 25% capacity with maximum of 10,000 considered. Mass participation sporting events considered. 	<ul style="list-style-type: none"> Mass Participation Sporting Events with an approved COVID Safe Plan can proceed with <u>local</u> participants. Consistency with the AIS Framework for Rebooting Sport. 	<ul style="list-style-type: none"> Mass Participation Sporting Events can proceed with <u>interstate</u> participants. 	<ul style="list-style-type: none"> Mass Participation Sporting Events can proceed with <u>international</u> participants.
	COMMERCIALLY VIABLE EVENTS					
WA				WA is currently at Step 4 with borders closed		
NT				NT is currently at Step 4		
QLD				QLD is currently at Step 4 with events planned		
TAS				TAS is currently at Step 4 with MPSE held		
SA			SA is currently at Step 3 with no events held			
ACT			ACT is currently at Step 3			
NSW		NSW is currently at Step 2 with no MPSE				
VIC	VIC is currently at Step 1 with full lockdown					

AMPSEA is a new peak body with 370+ members

The Australian Mass Participation Sporting Events Alliance (AMPSEA) was formed in May 2020 to support our industry as we battle through the financial impacts of the COVID-19 pandemic. AMPSEA represents more than 370 event managers, suppliers and service providers and brings together the industry that delivers fun runs, marathons, ocean swims, community cycling events, triathlons and challenging obstacle course racing throughout Australia.

AMPSEA Executive Board Members

- Chris Heverin – Spartan Australia & NZ
- Wayne Larden – Sydney Running Festival & Marathon
- Richard Welsh – Epic Events & Marketing
- Craig Sheridan – Sheridan Consulting
- Lisa Dowsett – Northern Beaches Council
- Matt Bisset – Register Now
- Joe Stevens - Race Director City-Bay Fun Run
- Simon Allatson – Sportscover Australia
- Dave Beeche – Ironman Oceania
- The Hon Nathan Rees – Premier Outcomes – Former Premier NSW
- Cameron Hart – Gold Coast Marathon
- Shannan Gove – Rosterfy
- Susan Calvert – Bungan Partners
- Dave Budge – The Event Team
- Mark Emerton – Elite Energy Events
- Stuart Oldham – Active Network

AMPSEA Ambassadors

- Steve Moneghetti AM – Deputy Chair Sports Australia, Olympian and Commonwealth Games gold medallist
- Robert de Castella AO – Olympian, World Champion and World Record Holder
- Benita Willis – Four-time Olympian and World Cross Country Champion
- Andrew Reid – Bondi Lifeguard TV personality, Splash Series Event Director.