



Final Event Report 2011

Event Overview

The Cable Beach Invitational is a professional level, invitation only event for basketball teams from around the world. Teams were selected on the basis of compatibility for Tourism WA key markets.

Each team was selected based on their respective media presence within their home countries or cities.

Shanghai, Singapore, Indonesia and Perth were invited to participate in the inaugural year.

The inaugural event was held between the 29th September 2011 and the 2nd October, 2011 in Broome, Western Australia. This was not an ordinary basketball tournament.

The competition floor and grandstands were especially constructed for the event in a vacant car park area creating an incredible scene with Cable Beach as the backdrop.

Supporting events leading up to and including competition days were:

- A high profile media conference involving Yao Ming, Deputy Premier, CEO Tourism WA and CEO of Burswood
- VIP Dinner including the honouring of past Broome basketball legends attended by all players and officials with Yao Ming as guest of honour
- Primary schools tournament
- High school half time entertainment competition
- School clinics
- Open training sessions for the community
- Coaches breakfast
- TAFE student practicum at the event
- Volunteer information and training evening for local Broome volunteers

The event was a resounding success despite the timing over the AFL Grand Final weekend and some unexpected weather complications relating to early dew in the evenings.

The event was broadcast live and delayed on ESPN-Star Sports throughout Asia including China, Singapore and Indonesia.

Both days were a complete sell out and over 2500 attended the event over the 3 days.

International recognition, particularly in China was high due to the attendance of Yao Ming. Yao is the owner and chairman of the Shanghai Sharks and agreed to a limited number of appearances and one comprehensive interview with Xinhua journalists.



Planning and Objectives

This event was conceived, created and executed by Western Australians. The opportunity to combine such a picturesque location and a high profile international sporting event led to the concept of professional outdoor tournament.

There were 3 primary objectives:

1. Create a world first event in WA
2. Engage and excite people in the Kimberly so they could take ownership of the event
3. Deliver a media footprint that provided Year 1 with impact and high visibility in the key markets

This vision was achieved despite serious logistical and financial challenges by a combined effort from staff, contractors and volunteers taking significant pride in delivering this event "no matter what".

A 1500 seat grandstand was transported, constructed and de-constructed in the car park at Cable Beach. 25 tonnes of road base was laid, compacted and smoothed before a world class wooden floor was laid to international standards and specifications.

Key individuals involved in the event included:

Yao Ming	Shanghai Sharks owner
Jack Bendat	Perth Wildcats owner (re-scheduled Wildcats board meeting to occur during the tournament at Cable Beach and all directors were present)
Barry Felsted	Burswood CEO (hosted Yao Ming and the press conference at the Burswood Resort)
Mei Wen	Owner of Cable Beach Resort (hosted Yao Ming at the Resort for the duration of the tournament including a private lunch)
Haniff Kassim	Auzcorp Chairman (provided a corporate jet for Yao Ming)
Madame Wang	Consul General, PR of China in Perth (hosted Yao for dinner with Deputy Premier Kim Hames)

Outcomes

Key outcomes for the event were beyond original expectations.

- Yao Ming attended and endorsed the tournament on Chinese media
- Both days sold out prior to start of the event and it easily became the "hottest ticket in town".
- We secured a significant media deal with ESPN-Star Sports, providing live and delayed coverage in excess of contractual obligations for Tourism WA



Event Management

RV Sport managed the event with the assistance of Broome based volunteers.

Chronologically the Event had 4 phases.

Phase 1: Permission

- Permission from Yawuru people to hold the event on their land
- Application to Broome shire council

Phase 2: Preparation and construction

- Grand stand construction commenced 9 days prior to event
- Road base for court commenced 5 days prior to event
- Arrival of ablutions, on site tournament office 3 days prior to event
- Signage installation was completed 1 day before event

Phase 3: Competition

- Event VIP dinner
- Games on Friday 30th September and Saturday 1st October

Phase 4: Deconstruction

- Floor removal completed 1 day after the event
- Grand stand deconstructed 4 days post event

Visitor/Attendance Numbers

Broome Visitors centre confirmed on the 28th September that all tickets to both days had been sold.

Over the 3 days, more than 2500 people attended.

Marketing, Media & Promotions

As in inaugural event, marketing of the event was focused on building a strong attendance base locally and visibility in the key markets in Asia via television.

Highlights:

- Press conference with Yao Ming
- 4 week radio campaign
- 2 week television campaign (ESPN Star Sports and GWN)
- Local flyers and posters in all community locations in town
- Newspaper advertising in Broome Advertiser

Now the event has significant marketing collateral, a longer range programme will be implemented for future years.





Media Impact

The media impact was significant across China and SE Asia. A concise media report has been delivered to Tourism WA specific for China.

The total media value in China alone was A\$1.9M.

Sponsorship

The inaugural event did not have a principal sponsor, but we received some significant commercial contra benefits from suppliers.

Cable Beach Resort and Spa

Regal Transport

Skywest

Burswood Resort

Willie Creek Pearls

Broome Shire Council

Community Support

The Cable Beach Invitational received non-financial support from:

- Broome Shire Council
- NW Tourism
- Willie Creek Pearls
- Broome Visitors Centre
- Broome Chamber of Commerce
- St Mary's High School
- NW Girls Academy
- Broome TAFE
- Yawuru

Attendance VIP / Ministers

1. Deputy Premier the Hon. Dr. Kim Hames opened the event at the VIP dinner
2. Yao Ming
3. Jack Bendat
4. Mei Wen
5. David Van Ooran (CEO Eventscorp)

Signage

The Eventscorp / WA Tourism signage took up at least 80% of all available positions within the TV Arc.



Welcome to Country

A Welcome to country was performed by the traditional owners, the Yawuru people. It consisted of a short ceremony prior to the first game.

During the VIP dinner, members of the Yawuru people and legends of Broome basketball also welcomed all the players and guests to the first Cable Beach Invitational.

Evaluation

We consider the first Cable Beach Invitational to be a very successful event in its inaugural year. It achieved the following in its first year:

1. Created an "Extraordinary" event for Western Australia
2. Attracted a global superstar in Yao Ming
3. Activated an entire community including the Indigenous members of the Kimberly
4. Engaged at all levels within the community including young children, students, parents, businesses in Broome, prisoners, media and government at various levels in the lead up and execution of the event

We made the following mistakes:



1. Underpriced the financial support required in the first year to build the event contributing (both from government and corporate) that led to a significant financial loss in year 1
2. Construction timeline was under serious pressure for completion due to budget constraints
3. Timing of games in the evening was problematic with condensation as it became unsafe for players
4. Lead-time for international visitor marketing very short

Key Learnings:

1. Event timing must be away from AFL Grand Final weekend to attract greater corporate interest.
2. Ancillary corporate events (board meetings, conferences) should be added to event and accommodation offerings.
3. Event must be an afternoon event to avoid condensation issue and to capture the sunset for television.
4. Briefings for all participants must be written and verbal
5. Transport of key infrastructure must be brought forward by at least 72 hours
6. Assembly of all infrastructure must be brought forward by 24-48 hours
7. It is recommended that a separate company be retained for all marketing and PR activity within Western Australia.
8. A third back board (spare) must be considered as part of event contingency for equipment failure / damage.

Key Observations:

1. NW Tourism need to engage and support the event in a different way. While we received some support, a lot more can be done to engage with international and regional visitors.
2. Eventscorp can gain a lot more community support by holding a public forum to understand what people in regional WA want from events like the Cable Beach Invitational. While this is probably secondary in terms of objectives, for event promoters, it will become an important tool and platform with regional communities.