

Marketing Committee Report



- Met on 25 August in Noumea
- Sub-Committee meeting 20-22 April
- John Tierney, Chairman
- Tapasu Leung Wai, Samoa 2007
- Rosie Blake, Cook Islands 2009
- Estelle Care, New Caledonia 2011
- Vahai Tuulaki, Wallis & Futuna 2013
- Sir John Dawanincura, PNG2015
- Andrew Minogue, Executive Director
- Atma Maharaj, PGC Adviser

Marketing Committee Report

Updates from Future Organising Committees

- **NC2011**
- **WF2013**
- **PNG2015**



Marketing Committee Report

Article 27 & Reg 15: Council Rights

- 2009-2013 Marketing program concluded
 - Agreed to sell back category rights to OC's
 - PMG2009 achieved
 - NC2011 achieved
 - WF2013 contractual agreement
 - Appreciate this is the first time OC's for Pacific Games have had to factor in Council rights in their marketing programs
- Immediate Benefits to PGAs
 - PGA Airfare Subsidy 2010 (and 2012)
 - Zero Entry Fee: 2011 Pacific Games
 - Zero Subscription Fees at AGA



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Article 27 & Reg 15: Council Rights

- 2015-2017 Host Agreement delivers a Joint Marketing Program with PNG2015, OC2017
- 12 months to conclude framework agreement with PNG2015
 - **New commercial market**
 - **Marketing strategies with potential to access our global and regional commercial partners**
 - **We have built a successful foundation 2009-13**
 - **Confidently engage new Games partners**



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Future Marketing Issues



- Utilising Pacific, Olympic, Commonwealth brands:
 - Team Marketing
 - Games Relays/Fun Runs
 - Athlete Development
- New Marketing initiatives
 - Online fundraising, website & mobile apps
 - Partner & Donor products
- 2019 Pacific Games
 - Updating Regulation 15 and the relevance of each category
 - Proposed acceleration of Bid process to 2012 drives necessary amendments in 2011



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- PGA Marketing Seminar – 27 August
 - **Second edition after Rarotonga in 2008**
 - **Brand Identity: PGAs using the new logo**
 - **PGA Sponsorship & Fundraising Programs**
 - **Examine new sources of Revenue for PGAs**
 - **Active PGA participation**

