

## FLORA SYDNEY MARATHON

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### Client

Frontiers Group  
Australasia

### Location

Sydney, NSW

### Value

\$1.5M

### Completion

2002, 2003 & 2004



### APP Corporation Pty Ltd

NSW 02 9957 6211

VIC 03 8866 0200

QLD 07 3238 0400

ACT 02 6285 1097

WA 08 9486 1144

Since 2002 APP's Events division has been Event Manager for the logistics and operations of the Flora Sydney Marathon Festival held during September as an ongoing legacy of the 2000 Sydney Olympic Games.

Organisers Athletics Australia and Frontiers Group Australasia engaged APP to manage this prestigious event that attracts over 12,000 international and Australian participants and follows the famous blue line from the Olympic Marathon across the Sydney Harbour Bridge, the Anzac Bridge and out to Homebush Bay. The event also incorporates a Half Marathon and 10km Bridge Run, which requires additional organisation and infrastructure for a separate finish at the base of the Opera House.

APP's role is to co-ordinate the procurement and management of contractors to supply catering, tents, barricades, signage and the many requirements to ensure the comfort and safety of runners.

The most challenging aspect for this project has been the liaison and management of all the key stakeholders including NSW Police, RTA, STA and Premier's Dept, to offer the best route that echoes the Olympic course while minimising impact on residents and traffic.

Approximately 1,000 volunteers drawn from the existing network of volunteers, community groups, tertiary institutions and running clubs have been recruited by APP to act as sports marshalls, transport assistants and general ambassadors throughout the event.

[www.app.com.au](http://www.app.com.au)



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# FLORA SYDNEY MARATHON



Mr. Peter Kay  
APP Corporation Pty Limited  
Level 4 53 Berry St  
North Sydney  
NSW 2060

Dear Peter,

On behalf of Frontiers Group and Athletics Australia I would like to express our appreciation for the work that your company has done on the Sydney Marathon over the past two years.

I am well aware that in year one we were left with little previous information and you were required to basically start from scratch in developing both the implementation plan and the volunteer recruitment plan for the event. The professional way in which this was completed under tight deadlines speaks volumes for the ability of APP to deliver under less than ideal circumstances. This was again evident in 2003 when we made a number of significant changes to the event which required a rethink of the race implementation and planning. Changes to the 10k course as well as the addition of a half marathon to the event mix was all accomplished with a minimum of fuss and the high level of professionalism that I have come to expect from APP.

I would be very pleased to recommend APP to anyone looking for a team of first class event managers and implementers.

Best regards

Graeme Hannan  
General Manager  
Sydney Marathon

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