

VOLVO OCEAN RACE, SYDNEY STOPOVER

Client
Waterways Authority

Project
Volvo Ocean Race,
Sydney Stopover

Location
Pyrmont Bay Park,
Darling Harbour

Value
\$3.0m

Completion
2001



APP Corporation Pty Ltd
NSW 02 9957 6211
VIC 03 8866 0200
QLD 07 3238 0400
ACT 02 6285 1097
WA 08 9486 1144

www.app.com.au

APP provided comprehensive event management services for the highly acclaimed Volvo Ocean Race 2001 Sydney Stopover. It involved a one-stop shop approach managing the entire process from concept through to completion over a 2-year planning period.

The end result transformed Darling Harbour into a vibrant Race Village for the 3-week Stopover yachting festival.

APP's achievements on the project include:

- Raising over \$1million in sponsorship
- Design of a comprehensive event marketing strategy incorporating print, radio and television advertising
- Highly successful public relations campaign resulting extensive local, national and international publicity
- Comprehensive corporate hospitality program encompassing 11 events over three weeks
- Management of all approvals and stakeholder liaison

- Planning, design and construction of a temporary village to meet all stakeholder needs
- Comprehensive 'Live Site' public entertainment program
- Event management of the Village during the operational period including all services and maintenance.

The Race Village featured:

- **Volvo Ocean Race Experience and Volvo Ocean Adventure:-** purpose-built interactive, multi-media exhibition hall and exhibitions
- **Race Village Rendezvous Area (Pyrmont Bay Park):-** the outdoor festival public 'Live Site' area, with catering, large screen race highlights, bands and entertainment
- **V.O.60 Yacht Display** used for the berthing and maintenance area for the V.O.60's
- **Race Arrivals Pontoon:-** a special on water facility for the prize giving, ceremony and arrival presentations
- **Corporate hospitality facilities**
- **Event facilities and logistics.**



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Waterways

www.waterways.nsw.gov.au

29 January 2002

Mr Peter Kay
General Manager
APP Events Pty Ltd
APP House
53 Berry Street
NORTH SYDNEY NSW 2060

Dear Peter

RE: Volvo Ocean Race Sydney Stopover

Now that the yachts have sailed away we can all look back with on a very successful Sydney Stopover of the Volvo Ocean Race.

From reports and feedback it seems that the Stopover has been a resounding success. Whilst it is still to early to claim the "best ever" we have established a benchmark for the future. Not only for Sydney but also for other Ports around the world.

Helge Alten, General Manager Volvo Event Management, has conveyed to me his personal thanks for a job well done and those thanks extend to you and your team at APP without whom we would not have enjoyed the success we have achieved.

There have been many challenges during your 18-month assignment across all aspects of event management and project direction, not the lease in raising over a million dollars in sponsorship for the event. The ability of APP team to raise to the challenge is both appreciated and respected.

You should all take pride in the knowledge that you have been part of such a successful international event.

Well done and don't stray too far. I have no doubt that on the basis of our performance on 2001 we will be invited to host the 2004 Australasian Stopover of the Volvo Ocean Race.

Yours faithfully



Bruce Paulsen
Manager Special Events Unit
Director Sydney Stopover Organising Committee



WATERWAYS AUTHORITY

James Craig Road
Rozelle Bay NSW 2039
PO Box R228 Royal Exchange
Sydney NSW 1223
Telephone (02) 9563 8690
Facsimile (02) 9563 8699

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