

Ben Schulz
International Fireball Assoc. of Australia
13 Woodley Road
Fulham Gardens SA 5024

Dear Ben

City of Mandurah – Letter of support – 2011 Fireball World Sailing Championships

I refer to your submission for Royalties for Regions funding resulting from your successful bid to bring the 2012 Fireball World Sailing Championships to Mandurah.

Previous Fireball World Championships held in different worldwide locations confirm the economic benefits that this sport can bring to the region:

Tourism:

- An estimated 4000 international, interstate and intrastate visitors made up of participants, support crew, family and friends and spectators with a combined average daily spend of \$233.00
- The event aligns with the City of Mandurah's Destination Development Plan which includes a focus on water based activity
- Opportunities for local and regional tourism operators to package products - specifically designed to encourage length of stay and movement throughout the region while encouraging repeat visitation
- Media promotional opportunities

Strategic:

- Approximately 60% of services, repairs and equipment needs of the participants can be sourced locally, based on existing capability
- City of Mandurah's intention to support growth of the local marine sector, by stimulating, encouraging increasing demand and addressing capability gaps

Community:

- Community integration with benefits that relate to good health, skill development and social interaction
- The City is able to seek and actively engage with other complementary providers to form partnerships in the provision of improved sport and recreation facilities, programs and events.

The City of Mandurah supports the application for Royalties for Regions funding for this event and has offered in-kind support by means of Marina access, a civic reception, sharing communication channels with local tourism operators, cross-promoting at other events and use of the city's media network.

Yours faithfully



Mark R Newman
Chief Executive Officer