

Australia 2003

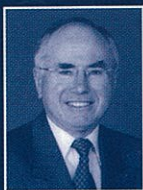
The perfect host country for
the FIFA Women's World Cup



2003 WOMEN'S
WORLD
FIFA
CUP

Support from the highest level

In the words of the Prime Minister...

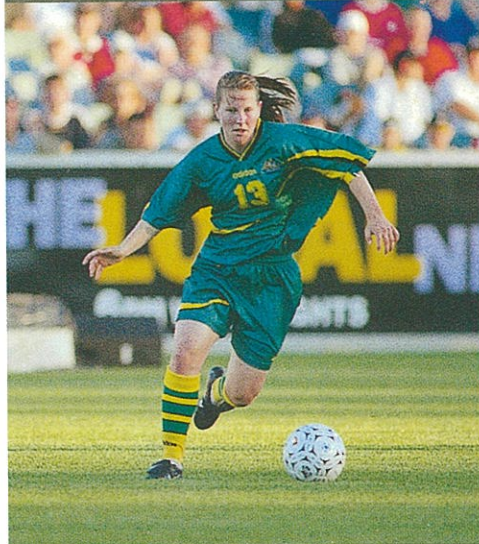


Australia is a sports loving nation and the sport of soccer has an ever-growing base of both players and supporters. Australia would therefore welcome the opportunity to host the Women's World Cup of Soccer in 2003.

International players can look forward to a warm welcome from a strong Australian soccer following keen to see the world's best players in action.

Australia has twice previously hosted successful FIFA World Youth Championships in 1981 and 1993 and, of course, will be hosting the Olympic Soccer next year. Players can therefore look forward to our world class venues, an international reputation for well organised sporting events, our renowned natural attractions, friendly people, clean air and good food.

The Honourable John Howard MP



The team working towards 2003.

Australia has the people and resources to mount a first class bid for the 2003 Women's World Cup. We have a broad based team of experienced professionals drawn from inside and outside the football family. The possibility of hosting the 2003 Women's World Cup has been examined by corporate executives, venue operators and Federal and State Government departments. This initial idea has now moved into a firm commitment to proceed with a formal bid. Our final submission to FIFA in the coming months will demonstrate Australia's passion for the game and willingness to develop and promote the FIFA Women's World Cup – for the athletes of today and the game of tomorrow.

The team is lead by:

Soccer Australia Chairman **Basil Scarsella**

Chief Executive **David Woolley**

Australian Women's Soccer President **Dennis O'Brien**

Chief Executive **Warren Fisher**



Welcome with a smile

Australians have a well deserved reputation for friendliness and a relaxed manner. The stable, outward looking, multicultural nature of Australia means everyone can be welcomed in their own language, over 170 in all.

Visitors can enjoy the very best international cuisine in a sophisticated city restaurant or a simple homecooked barbecue in traditional style.

The range of food is at least as varied as the languages because people from every corner of the world call Australia their home.



Clean air, pure water.

One of the special advantages of Australia is its pure natural environment that produces a wonderful range of fresh food at reasonable prices. This abundance of healthy food, clean air and pure water are real benefits to athletes seeking to perform at their personal best in world class competition.

Australia is unique.

Australia is one of the world's favourite destinations. Millions of people visit these shores every year to see the unique wildlife, the famous Red Heart, the untouched heritage of Kakadu National Park, the underwater world of the Great Barrier Reef, Victoria's Great Ocean Road or Sydney's twin attractions, the Harbour Bridge and the Opera House. The list goes on and on.

Wherever they visit, there is always a warm welcome and a wide choice of accommodation from five star to backpackers.

Benefits beyond 2003.

Women's soccer is set to receive many long-term benefits should Australia be fortunate enough to host the 2003 Women's World Cup.

The enhanced profile will ensure:

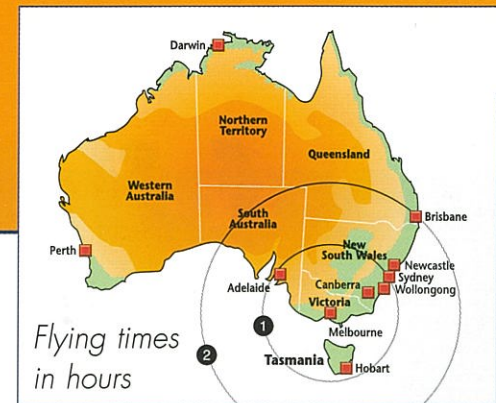
- more money for the sport,
- improved facilities across the country.

The benefits to women's soccer will last for years and act as further encouragement to a generation not yet playing.

A passion for sport.

Almost every sport played in the world is played in Australia. This passion for sport is demonstrated by the huge and enthusiastic attendances at sporting events.

FIFA can be sure that all team and individual efforts will be applauded by Australia's famous sports loving crowds who will turn up in great numbers to the World Cup matches.



Air links to the world.

Australia is such a popular destination that most of the major airlines in the world fly to one or more of our international terminals.

With the large number of airlines and a wide choice of terminals, competition is fierce which happily results in accommodation and airfare packages that stretch the travel dollar.

Within Australia, national and regional airlines offer a very comprehensive and frequent service to all centres. For example, the tournament could be run in up to six cities within two hours flying time of Melbourne.

Australia is easy to reach and easy to get around once a visitor arrives.

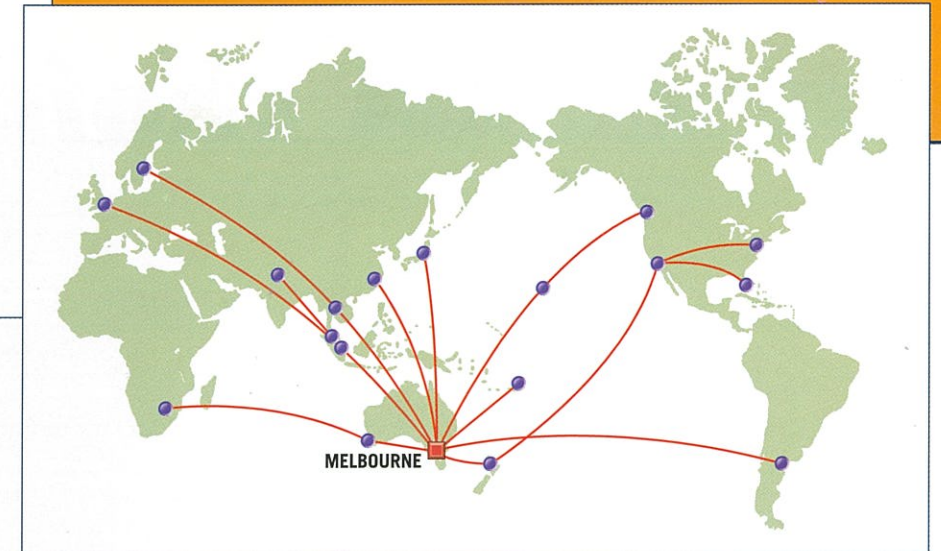
Track record with international events.

Every year Australia stages a number of international sporting events. This experience has created an army of highly qualified officials, judges and referees. Additional support comes from thousands of enthusiastic volunteers.

Teams on the move.

Almost every week of the year, sporting teams are flying between cities in Australia. Experience has produced a system that works like clockwork. Players, officials and supporters regularly cross the country to attend their scheduled event. Sometimes these groups can total hundreds of people. With six different national competitions, we have the expertise to move teams anywhere and anytime.

Sport	No. of teams	No. of cities	Length of playing session
NSL - Soccer	15	7	October - May
AFL - Australian Football	16	5	March - September
ARL - Rugby League	17	7	March - September
NBL - Basketball	11	10	October - April
ACB - Cricket	6	6	October - March
ABL - Baseball	6	6	October - February



Managing these events is in the hands of a very capable group of professionals with a wealth of experience and knowledge.

In recent years, this experience has shown through in successful events such as the Australian Formula One Grand Prix, Test Cricket, Rugby Union and League Test Matches, the 500cc Motorcycle Grand Prix and the World Cup Qualifier (Australia vs Iran).

In the near future, Australia will host the Olympic Games and the World Masters Games.

Olympic springboard.

The Olympics in Sydney will help to accelerate the awareness of women's soccer in this region and increase the skill level of the teams as they prepare and plan for the highlight of women's soccer, the 2003 World Cup.

Sport sponsorship.

Each year, Australian companies invest many millions of dollars in sports sponsorship. This type of marketing is widely used in this country because sport is such a magnet for the majority of the population. Ground attendance and a large television audience support the fact that per head of population Australians are the world's most enthusiastic followers of sport. Smart marketers put their money where the people are. Financial support is not a problem in Australia.

Already Soccer Australia and the 'Matildas' have a strong relationship with adidas, one of the world's leading soccer brands. The 'Matildas' have benefitted from over A\$4million in government and corporate sponsorship and support since 1995.

Media love sport.

Sport is the ratings winner in Australia. Television and radio networks compete strongly to win the broadcast rights to sporting events. Often these bidding wars reach millions of dollars because they know the audience will tune in and advertisers will pay.

Sporting heroes become media stars and their popularity just grows.

Australian broadcasters have gained a world wide reputation for the technical excellence they have achieved. Most noteworthy are the major innovations in the presentation of cricket and motor racing on television where the combination of computer graphics and the 'player's eye view' leads the world.

A choice of first class venues

In the last two years the national women's teams of USA, China, Italy, Canada and New Zealand have competed in Australia and enjoyed world standard venues.

Every capital city in Australia has a range of world standard venues that could be utilised for the 2003 Women's World Cup. Major soccer games throughout the year are staged at these venues.

- The facilities are in constant use and are maintained to the highest standards.
- All playing surfaces meet FIFA international standards.
- Corporate and spectator facilities are excellent.
- Most venues are located close to city centres with good parking and public transport links.
- Facilities for television, radio and print media are established.

Our aim is to choose the appropriate high standard stadium in each city. The list is very extensive, so the task is quite easy to match crowd numbers to the right venue.

Match Stadium Options	Capacity
Brisbane	
Suncorp Metway Stadium	40,100
Ballymore	26,000
Newcastle	
Marathon Stadium	30,000
Sydney	
Sydney Football Stadium	42,500
Parramatta Stadium	30,000
Wollongong	
W.I.N Stadium	14,000
Canberra	
Bruce Stadium	24,500
Melbourne	
Colonial Stadium	52,000
Olympic Park	18,500
Adelaide	
Hindmarsh Stadium	20,000
Perth	
New world class stadium	At least 25,000

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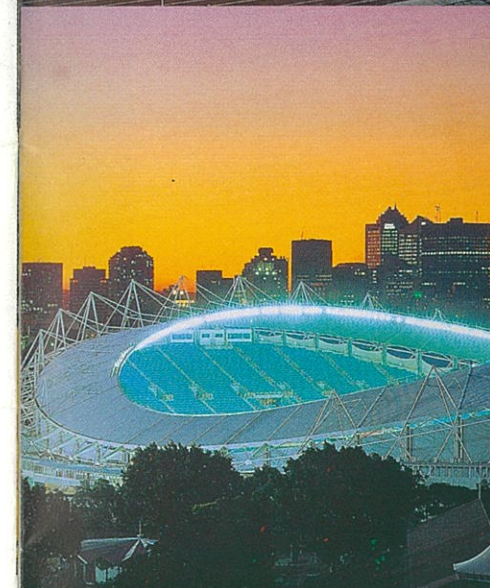
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Adelaide

Hindmarsh Stadium	20,000
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Perth

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The Proposal in Summary.

- Widest possible exposure for women's soccer by staging the tournament in several major cities across Australia.
- The use of modern, appropriately sized venues in each city.
- Up to four competition standard training venues in each city linked to established soccer clubs.
- A proven system of interstate team transport as the tournament progresses.
- A guarantee of excellent accommodation close to each venue.
- Highly experienced event managers to control all aspects of staging the events.
- A clean, safe and friendly environment for all players, officials and visitors.
- Enthusiastic, appreciative spectators.
- Media and sponsor support.
- Federal, State and Local Government support.
- Another huge leap forward in the development of women's soccer in Australia and the region.

Our offer is simple

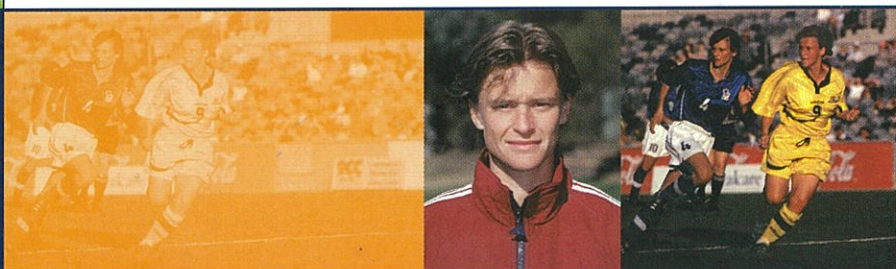
With the support of FIFA, Australia has the experience, the facilities and the skill to host a world class Women's World Cup.

We have the capability and knowhow to do it all ... the planning, the preparation, the management, the transport, the event.

FIFA can have complete confidence that Australia in 2003 will produce a highly successful event in every way.

In football, timing is everything. For Oceania 2003 is the perfect time to secure the future of women's football in our region.

Photographs supplied by Sport. The Library



Julie's Choice

Julie Murray is one of Australia's many gifted athletes. She has excelled in two major sports at world class levels.

On the Australia Softball Team, Julie was a shortstop and centre fielder before scheduling conflicts forced her to make a choice between her softball and soccer.

She chose soccer and went on to captain the Matildas at the 1995 FIFA Women's World Cup where she suffered the pain of defeat as the team failed to qualify for the 1996 Atlanta Olympics.

Not surprisingly, Julie was then offered the opportunity to return to softball and be part of the team

that went on to win an Olympic Silver medal in Atlanta.

Again Julie chose soccer.

Now Julie is competing at the single biggest women's sporting event in history, doing what she does best... scoring goals for Australia.

"It was never a difficult decision," she said.

In the decades to come, many thousands of young Australian women will face similar decisions about choosing a sport.

We would like them all to choose soccer and like Julie, play the world game.

For more information on Australia 2003, please contact:

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