

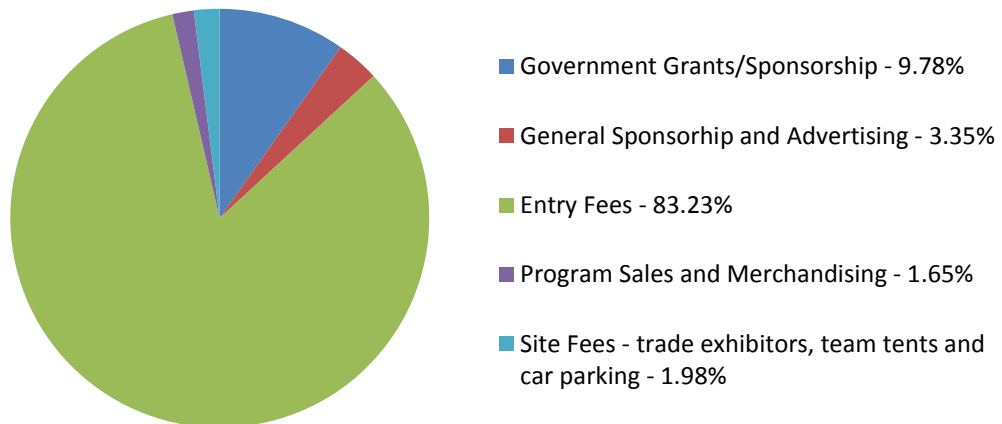
Australian Masters Rowing Championships – Seat Fee Cost Drivers

The below income and expenditures are rounded averages from three AMRC's – 2012 (Ballarat), 2013 (Canberra) and 2014 (Adelaide). It is worth noting that each venue in Australia has very different cost areas based on the level and quality of infrastructure etc; hence as the below figures are averages the specific amounts in a certain area at a certain regatta could vary considerably.

Average Event Income

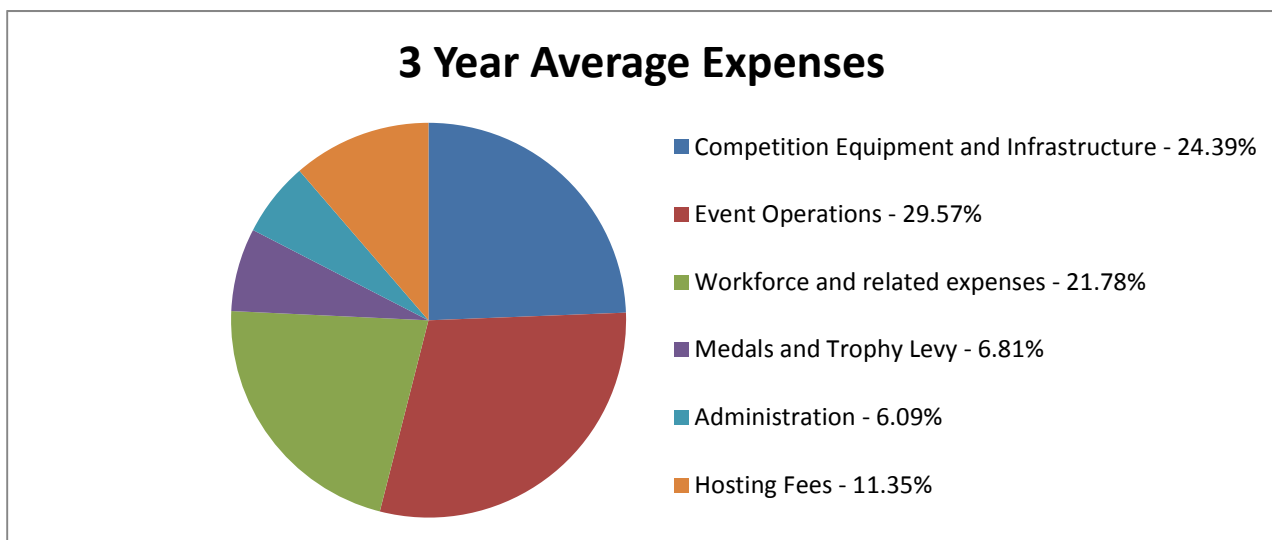
Organisational Area	3 Year Average Income	% of Total Av. Income
Entry Fees	\$181,200	83.23%
Government Grants/Sponsorship	\$21,300	9.78%
General Sponsorship and Advertising	\$7,300	3.35%
Site Fees - trade exhibitors, team tents and car parking	\$4,300	1.98%
Program Sales and Merchandising	\$3,600	1.65%
Total	\$217,700	

3 Year Average Income



Average Event Expenses

Organisational Area	3 Year Average Expenses	% of Total Av. Expenses
Event Operations	\$57,300	29.57%
Competition Equipment and Infrastructure	\$47,250	24.39%
Workforce and related expenses	\$42,200	21.78%
Hosting Fees	\$22,000	11.35%
Medals and Trophy Levy	\$13,200	6.81%
Administration	\$11,800	6.09%
Total	\$193,750	



Organisational areas include:

Event Operations – Marquee and tent hire, tables and chairs, portable building hire including toilets and showers, traffic management, room hire, power supply including generators, electricians and usage, cleaning, waste disposal, communications including radio hire, signage.

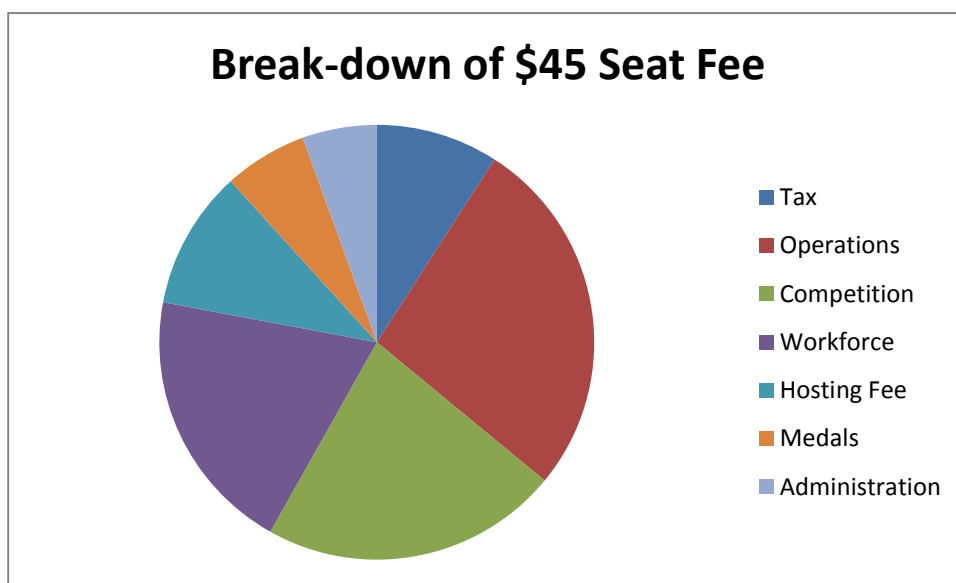
Competition Equipment and Infrastructure – course hire and maintenance including buoying, pontoons maintenance and installation including start tower and timing locations, finish tower hire/usage/maintenance, motor boats including hire, fuel and servicing, technology services including timing equipment, photo finish, online management systems, boat racking and boat park set-up.

Workforce and related expenses – contractors such as plumbers, site and casual event staff, Jury travel and meal subsidies, RA and OC staff travel, supplies such as water and sun cream, uniforms, medical services including paramedics and doctors, on-water rescue including staff and equipment, security, transport including fuel and hire, workforce catering, Jury, RA and OC accommodation, volunteer thank you function.

Administration – event approvals and licenses, documentation, maps and site plans, equipment including printers, photo copiers, fridges, public address systems, marketing and promotions, event program printing, general admin costs and miscellaneous.

Seat Fee Break-down – Based on \$45 seat fee

Organisational Area	Break-down of Seat Fee
Tax	\$4.09
Event Operations	\$12.10
Competition Equipment and Infrastructure	\$9.98
Workforce and related expenses	\$8.91
Hosting Fees	\$4.64
Medals and Trophy Levy	\$2.79
Administration	\$2.49



Note on \$45 seat fee break-down: As noted in the average income and expenditures, expenses out-weigh seat fee revenue (on average) by \$12,500. The event thus relies on a varying number of income streams to ensure that a loss is not made such as grants, sponsorship, merchandising and site fees.

For any questions regarding this document or the AMRC seat fee cost drivers, please contact Cameron Allen at Rowing Australia on callen@rowingaustralia.com.au.