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## The Challenge

### On the 26<sup>th</sup> September 1983 Australia made history in winning the America's Cup

After over a century of American superiority, Australia II won the seventh race of a nerve-racking final series against "Liberty." The myth of the America's Cup was broken and after 132 years, Australia II brought the America's Cup home to Australia.

In 2003, twenty years later, the OzBoyz America's Cup Challenge has been established. This campaign is based on the talented Youth of Australia as they will be the major driving force behind the OzBoyz America's Cup Challenge. The significance of the concept and timing of the challenge launches Australian sailing into a new era.

Both male and female participants will be eligible for one of the eighty-three positions within the OzBoyz Challenge team.

The key selection criteria will be based on the foundation rule of the project, which is that: 60% of the team must have been born in or after 1983.

Youth combined with innovative technology and experienced corporate and sporting mentors are the foundations of the OzBoyz America's Cup Challenge.

## The Event



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In 2007, the America's Cup will be held in Europe for the first time since 1851. There, the best Challenger will come up against the Swiss Defender and another exciting chapter will be added to the history of the America's Cup.

When the next America's Cup is held, (the final schedule is still being decided), races will be no more than two hours long. This provides great appeal to attention-challenged television viewers.

The venue will be a European city chosen for steady winds so TV coverage can be promoted without fear of cancelled races.

The next America's Cup will be significantly different to past events. Tourists will be drawn to a yachting center styled after an Olympic Village, with sponsors and the host government contributing significantly to this cost and infrastructure.

The organizers plan to enthrall audiences and inspire sponsor interest with a series of races in the years leading up to the XXXII America's Cup, starting in 2004.

## The Coverage

The America's Cup has grown to become one of the worlds top media and television events.

TV figures were 58% greater in 2002-03 than in 1999-00 and the number of accredited media registered to receive information was nearly triple.

A total of 56.000 articles were written in 54 different languages from journalists who had come from 123 countries.

Television was broadcast into 211 territories generating almost 2800 hours of TV coverage and reaching a staggering 2.9 billion viewers.

A total of 2292 media accreditations were issued from 56 countries representing 471 publications.

1297 accredited media visited the America's Cup Louis Vuitton media centre in Auckland whilst another 995 media were registered to receive online information.

With 80 media accreditations, Australia had the highest number of accreditations for a "non-entered" country and was 8th overall.

## The Venue

The venue for XXXII America's Cup is yet undecided however in March this year, the AC Management chose eight European venues as the potential host city.

In June, that number was reduced to five as progress was made in the selection process.

Lisbon (POR), Marseille (FRA), Naples (ITA), Palma de Mallorca (ESP) and Valencia (ESP), were provided with a document titled "Manual for the Candidate Cities". This manual contained 80 questions and the dossiers with each candidate's response were submitted to AC Management at the end of July.

These dossiers became the primary tool for evaluating city suitability and thereby facilitating AC Management's task in making the best choice of venue for the next America's Cup.

Representatives from all five cities also travelled individually to Geneva to make their final presentations to AC Management.

On September 5<sup>th</sup>, the new short list was released eliminating Palma de Mallorca (ESP), leaving the four following venues: Lisbon (POR), Marseille (FRA), Naples (ITA), Valencia (ESP) as potential host cities for the 2007 America's Cup.



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## The Players



Defender  
Alinghi



Challenger of Record  
Oracle Racing

There is an overwhelming level of interest from up to twenty potential competitors in the XXXII America's Cup.

Countries like New Zealand, Australia, Russia, Japan, Sweden, America, Denmark, France, Poland, England, Spain, Italy and also the Netherlands have shown their interest in mounting a challenge.

Alinghi (SUI) won the America's Cup in Auckland in 2003 and commences an exhaustive series of competition throughout the world to promote the event and prepare the defense.

For the first time in the history of the event, the Defender Alinghi and the Challenger of Record represented by Oracle Racing (USA) have agreed that both the elimination series to select the challenger and the America's Cup series will be managed by one organization. This entity, named AC Management will organize these two events to be held between May and November 2007.

Alinghi will defend the America's Cup in a best of nine series match race series. The competition will be fascinating and the media coverage will be unprecedented for this prestigious event.

## The Team



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The first phase of the OzBoyz Challenge team selections for the XXXII America's Cup commences the 3<sup>rd</sup> of December 2003 and will involve the screening of hundreds of potential candidates.

An assessment team endorsed by 'Yachting Australia' will help select the sailing team candidates.

The Administration, Technical and Sporting candidates will follow with a national OzBoyz Challenge recruitment process spear headed by SEEK Communications.

Eighty-three candidates will be selected for eighty-three advertised positions within the OzBoyz Challenge.

Sixty per cent of the OzBoyz Challenge team members must have been born in or after 1983—the year of Australia II's victory.

The philosophy of the OzBoyz Challenge team is one of genuine camaraderie and mutual respect with a common work ethic. Team members will be multi-skilled, dedicated and ambitious.

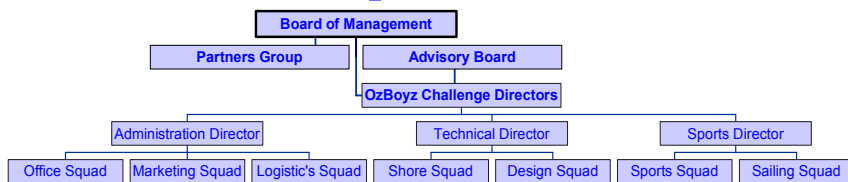
## The Organization

The three operational departments of the organisation are: Administration, Technical and Sport. These departments will be managed by the OzBoyz Challenge Directors.

The Board of Management is composed of five people; two members of the Partners Group, two OzBoyz Challenge Directors and one member elected by the board.

The Partners group consists of OzBoyz Challenge partners who will automatically become a member of the Partners Group. The Partner's group hold bi-monthly meetings and will make recommendations to the Board of Management.

The Advisory Board will be composed of experienced sporting, technical, media and corporate advisors who will consult to the OzBoyz Challenge in their relevant fields.



## The Partners

The America's Cup requires more than just first class seamanship. It is also an event where a country's ability to build technologically superior (i.e; fast) sailing vessels is demonstrated. The OzBoyz Challenge partnership program is well underway and the interest shown by corporate Australia has been overwhelming.

The partnership program brings together a group of successful corporations who believe in competitive business goals being achieved by combining skill, planning and sheer hard work. These organisations are contributing their expertise and financial support to the OzBoyz Challenge whilst sharing a vision of success.

There are four tiers of OzBoyz Challenge partnership reflective of financial amounts invested and contribution. (i) Titanium (Major sponsor), (ii) Carbon (Median sponsor), (iii) Kevlar (Sponsor/Supplier), (iv) Founding partners.

OzBoyz Challenge is currently involved in numerous negotiations with interested parties for all four of the partnership program tiers as the 2007 America's Cup represents an exceptional opportunity for these companies to develop brand exposure, gain access to new public relations networks and increase global business-to-business contacts.

Founding partners, Seek Communications, Saatchi & Saatchi, and Sumo have created the basis of the OzBoyz Challenge.

## **Saatchi & Saatchi**

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

Saatchi & Saatchi is one of the world's leading creative organisations with over 7,000 people in 138 offices across 82 countries. Saatchi & Saatchi currently work for 60 of the world's top 100 advertisers and annual billings are more than US\$7 billion.

Saatchi & Saatchi is part of the Publicis Group. Now amongst the top tier of global communications groups. Publicis is 1st in Europe, 3rd in the United States and is the global leader in the media buying and consultancy.

Saatchi & Saatchi's mission is to be revered as the hothouse for world-changing creative ideas that transform their clients' businesses, brands and reputations.

The Australian head office is in Sydney and the Australian CEO is Jim O'Mahony. Saatchi & Saatchi is providing assistance in the development of the Ozboyz Challenge identity.

## **SEEK Communications**

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

Since its birth on the web in 1998 SEEK has created the greatest fundamental change to the Advertised Recruitment Process since the inception of the recruitment industry. Traditionally the recruitment process on both the advertiser and candidate side was dictated by the print deadlines.

SEEK has reinvented the recruitment game achieving rapid growth through providing employers with a extremely cost effective and efficient means to reach candidates. Strategic advertisers embrace SEEK as core to their advertised recruitment process.

Additionally SEEK's unique candidate demographics combined with considerable market share (60%) is being increasingly valued by a range of organisations from a consumer perspective.

SEEK is partnering with the OzBoyz Challenge in the recruitment process.

## **Sumo**

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

Sumo was founded in January 2000 and has enjoyed consistent growth since inception. Their success to date is borne out of an ability to develop and deliver outstanding online solutions that 'really work' as part of the integrated mix.

Sumo's small team of dedicated professionals pride themselves on the quality of their creative product. Their size is major benefit to clients, who can be assured of direct involvement from the principals, Erin Prosser and Martin Grant.

Sumo currently services a wide range of commercial and creative organisations, including; RAC; Skywest, The Sunday Times, WA Tourism Commission; Western Potatoes; Perth Fashion Festival; Health Department of WA and Water Corporation .

Recently Sumo was awarded bronze for the Cell 7 website and played a major role in the only Gold award-winning project. They were also responsible for two of the six finalists in the Perth Advertising and Design Club Online category.

## The Yacht Club

In the history of the Cup, this trophy became the namesake of the schooner "America". The owner of the "America" syndicate, George L. Schuyler assigned the Cup to the New York Yacht Club through a Deed of Gift to encourage "friendly" competition between foreign countries.

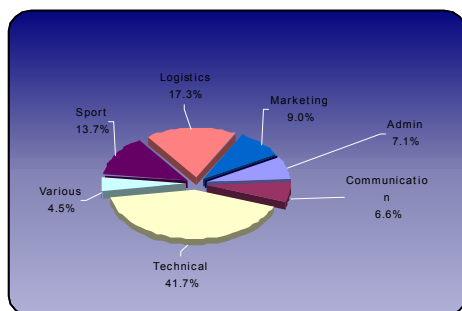
The rules of the America's Cup still state that any syndicate wishing to participate shall be represented by a Yacht Club.

The OzBoyz Challenge is currently assessing several Australian Yacht Clubs who are in synergy with the philosophy and objective of the OzBoyz Challenge.

An open selection process will ultimately determine which Yacht Club will work with the OzBoyz Challenge.

Expressions of interest can be registered at [yachtclub@ozboyzchallenge.com](mailto:yachtclub@ozboyzchallenge.com)

## The Budget



Budgets for the America's Cup can vary. In Auckland 2003 the budget of 'Le Defi Areva' was approximately AUD 40 million and that of Oracle AUD 165 million.

The objective of OzBoyz Challenge is a budget of AUD 58 million. This amount includes financial and non-financial contributions. Achieving this target budget will permit OzBoyz Challenge to participate in Europe with a two boat campaign.

The allocation of the OzBoyz Challenge budget is as follows:

Technical - Salary, research, design, construction and testing AUD 24.20 million

Sport - Salary, team selection program, training and competitions AUD 7.96 million

Logistics - Salary, Australian and European bases, transportation and accommodation, etc AUD 10.04 million

Communication - Salary, website, hospitality, and photo/video program AUD 3.85 million

Marketing - Salary, PR, signage and promotion AUD 5.20 million

Administration - insurance, accounting, legal and consultants AUD 4.14 million

Various - entry fee and incidentals AUD 2.61 million

Participating in the 2007 America's Cup with this modest budget provides the resources for the OzBoyz Challenge team to achieve a reasonable level of success. It also establishes a firm stepping stone for a future campaign.

## The Program

7th Oct 2003	OzBoyz Challenge launch
5th Nov 2003	Official website launch <a href="http://www.ozboyzchallenge.com">www.ozboyzchallenge.com</a>
3rd Dec 2003	Recruitment campaign commences
Jan/Feb 2004	Sailing team selections begin at training centres throughout Australia
2004	Team competition commences on the World Match Racing Circuit
Jan 2005	America's Cup yacht training sessions and final crew selections. Hospitality and PR program
Apr 2005	Design Team commences modelling, simulations and tank testing.
Oct/Nov 2005	Boat construction begins
Apr/May 2005	Boat launch and testing, evaluation and modifications.
Feb 2007	OzBoyz Challenge relocates to Europe
May/Jun 2007	XXXII America's Cup

2003/04

Launch/Marketing/Recruitment

2005/06

Design/Construction

2007

XXXII America's Cup

Road to the XXXII America's Cup

## The Comments

Dean Barker  
(NZ-Team New Zealand Skipper)

*Thanks for the opportunity to comment on the Australian Challenge. I am supportive of what you are attempting to achieve and wish you and your syndicate every success in participating in the next Americas Cup.*

Ed Baird  
(USA-America's Cup winner)

*It's terrific to hear that Australia is fielding an America's Cup Team for 2007. As a major part of the event's history, Australia will always have the respect and admiration of fans worldwide.*

*The Cup is a special event; complex and challenging at all levels. Good luck for a successful campaign. I look forward to seeing you there!*

Bill Trenkle  
(USA-Stars & Stripes CEO)

*Great news that there will be an Australian Challenge once again. I would be happy to help in anyway I can.*

Lynn Odland  
(Deloitte Australia past CEO)

*The Australians are some of the best sailors in the world - as you know, the financial resources needed to seriously challenge have grown immensely - so you need an angel! - good luck...*

Elisabetta Persico  
(ITA-Chairman Naples Committee)

*I'm pleased to hear that Australia is planning to participate in the America's Cup once again, this time in Europe in 2007. As you know, I prepared the plans for the candidature of the city of Naples, which I hope will host the next America's Cup. Please consider me at your disposal for anything you might need for the Australian official launch.*

Syd Fischer  
(AUS-Five times America's Cup contender)

*It would be a great benefit to Australian yachting for Oz-Boyz Challenge Syndicate to be able to mount a successful challenge for the America's Cup with your nominated founding partners.*

Chris Dickson  
(Oracle Racing CEO-Challenger of Record)

*I would be extremely supportive of an Australian Challenge. Like most in the America's Cup community, and as a New Zealander, I was disappointed there was no Australian Team in Auckland in 2003, nor a fully-fledged challenge in 2000. Currently Australian yachtsmen must be ranked among the best in the world with recent successes in the Admiral's Cup, World Youth and Olympic Classes. As a country, Australia has always fought 'above their weight' in all sports.*

*As the major regional economic and political influencer, Australia should be a Challenger. They were the first to win the Cup off the American's and surely would love to take it from the Europeans. America's Cup racing in Australia is a natural complement to Formula One, Grand Slam Tennis and World Cup Rugby - following on from the tremendous International exposure the Country got from the highly successful Sydney Olympics.*

*On behalf of ORACLE BMW Racing we would love to have the Aussies competing alongside us in Europe - you have the designers, sailors and the history and experience of knowing how to do it successfully.*

## The Contacts



The OzBoyz Challenge for the 2007 America's Cup has nominated two official spokespeople:  
Sebastien Destremau and Phil Edmiston

Sebastien Destremau is a French born Australian citizen. His sporting career spans over twenty years and includes three World titles, two European titles and seven National titles. He has also prepared one Olympic games campaign, 1992 Barcelona in 'Flying Dutchman', participated in the 1997/98 Whitbread around-the-world-race aboard Innovation Kvaerner and obtained line-honors during the infamous Sydney-Hobart 1998 skippering Ausmaid. He has been part of two America's Cup campaigns competing as tactician for Le Defi Areva in 2003.

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Phillip Edmiston is a business consultant and has worked with Australian software innovators and international technology companies to establish and build business in Australia and overseas. He has worked in business development roles for .COM companies and major hardware vendors such as SGI who sponsored the successful New Zealand Challenge in 1995.

Phillip has had many roles in innovative and entrepreneurial companies in the IT industry covering business development, sales, marketing and channel development.

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