

COMMUNITY

PARTNERSHIP

PROPOSAL



***BE ENERGIED***

SCHOOL SPORT  
VICTORIA™



Department of  
Education

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# PARTNERSHIP OVERVIEW



The Victorian Teachers' Games (VTG) delivered by School Sport Victoria (SSV), part of the Department of Education (DE), is delighted to release our **community partnership proposal**.

VTG would like to partner with suitable **Community Partners** for its 2023 event and beyond to establish long-term mutually beneficial partnerships.

A partnership with VTG provides Community Partners with the following opportunities:

- **Strategic alignment** and positioning as a key contributor to the health and wellbeing of Victorian teachers.
- **Comprehensive suite of marketing benefits** including integration across VTG's work including connecting with 8,000 Victorian educators and up to 3,000 annual participants. This will provide significant marketing opportunities including connecting your organisation and brand messages to a captive and engaged audience.
- **Complete VTG event integration** through activation spaces, ticketing, and event opportunities facilitating deeper connections with participants.
- **The opportunity for your team to be immersed in the VTG experience** including participating in the sport, recreation and social activities.

This partnership will be aligned with the VTG event and its participants as well as branding benefits across SSV's network (e.g. branding in strategic documents).

SSV will be seeking to partner with multiple community partners. SSV's preferred term of agreement is two (2) years to maximise the outcomes of the partnership, however this can be negotiated along with customising the partnership title for each individual partner.



**Latrobe City Council** has secured the rights to host the Victorian Teachers' Games (VTG) in 2023 & 2024, bringing the event and thousands of Victorian educators back to Gippsland for the first time in over a decade. Over 2000 education staff are expected to visit the townships of Traralgon, Moe and Morwell from 17 to 20 September 2023 to participate in a wide range of sporting, recreational and social events, with a potential to inject more than **\$2 million** into the local economy each year.

Latrobe City has a growing reputation for hosting major events with outstanding facilities including the Gippsland Regional Indoor Sports Stadium, Gippsland Regional Aquatic Centre and the Traralgon Tennis Centre. VTG participants will have the opportunity to utilise many of the wonderful venues throughout the region enabling a memorable experience for all participants.

## 'Participate, Connect, Inspire'

# THE VICTORIAN TEACHERS' GAMES



The VTG is a major multi-day, multi-sport event on the education calendar and provides an opportunity for education professionals to participate and connect through a range of sporting, recreation, wellness and social events.

Educators across Victoria view the event as a unique way to build team morale and enhance staff health and wellbeing.

On average, more than 2,200 Victorian educators and teams attend year on year, and in 2022, the Victorian Teachers' Games celebrated its 25th Anniversary.

***The inaugural Victorian Teachers' Games took place in Geelong in 1996.***

***The Games have travelled across the state of Victoria and included over 100 different events in its history, continuing to meet participant interest and match trends and competition formats in the sporting landscape.***

Educators can participate as individuals and/or as part of a team. The program incorporates a smorgasbord of high to low intensity events to choose from, and participants can take part in as many events as they wish.

Team sports and activities have long been popular throughout the history of the VTG, such as Lawn Bowls, Basketball, Netball, Ten Pin Bowling, Volleyball, and trivia. Common individual sports and activities have included Badminton, Golf, Running (Cross Country), Archery and local tours.

***As an event run by SSV and the DE, it is through VTG that we aim to build workforce capability amongst Victorian educators to enhance Education State and school sport outcomes.***

**EDUCATION VICTORIA**  
Achievement through learning



THE 2ND ANNUAL  
VICTORIAN TEACHERS GAMES  
GEELONG  
October 1,2,3 1997

## ENTRY FORM & INFORMATION BOOKLET



PLEASE COPY & DISTRIBUTE





# STRATEGY

2020 - 2025

## STRATEGIC LINK

### SCHOOL SPORT VICTORIA PURPOSE

- Providing strategic leadership for Victorian school sport
- Advocating recognition for school sport leadership at all levels
- Promoting school and community partnerships through sport

### EDUCATION STATE

- Target: happy, healthy and resilient kids
- Excellence in Teacher Education reforms

### POSITIONING

A priority event for Victorian educators to participate, connect and be inspired

*'Participate,  
Connect,  
Inspire'*

## OBJECTIVES



**PARTICIPATE**

Provide opportunities to participate in a variety of sport, recreation/wellness and social



**CONNECT**

Enable social connection and networking amongst educators and sporting organisations



**WELLBEING**

Enhance morale, health and wellbeing of educators



**FINANCIAL**

Provide an affordable event for participants



**PROFESSIONAL DEVELOPMENT**

Build knowledge and experience to enhance teaching capability and understand the value of school sport in Victoria



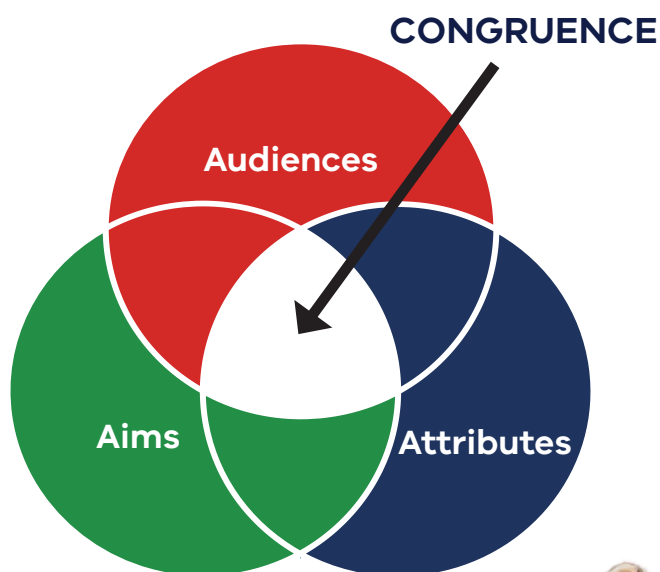
# PARTNERSHIP

# STRATEGY

VTG has reimagined its **partnership strategy** and is designed to complement SSV's Partnership Strategy and SSV's [Strategic Directions 2020 to 2030](#) with 4 objectives:

1. **Enhance the experience of the VTG community**, including Victorian teachers and schools;
2. **Strategic alignment** to assist both VTG and partners in achieving their strategic outcomes;
3. **Improved systems and partnership management**; and
4. **Revenue diversification** including ensuring the Victorian Teachers' Games is **affordable** and **remains financially sustainable**.

VTG is seeking to partner with organisations with a congruent target market including **audiences**, **aims**, and **attributes** to support the strategic objectives of both the VTG and partners.



# AUDIENCES, AIMS &

## ATTRIBUTES

VTG provides the opportunity for prospective community partners to fully integrate into the event and connect deeply with its target audience through the provision of pre and post event marketing, as well as genuine onsite connection opportunities.

On average **2,200 Victorian educators** attend the annual VTG event which is the gold standard Teachers' Games event in Australia. VTG's ability to connect effectively with teachers across Victoria is unrivalled and provides a unique opportunity for prospective partners to engage with Victoria's current and future teaching workforce.

**78%** of the audience is aged **under 40 years of age** and in their **first 10 years of teaching**, with **females accounting for 61%** of participants - VTG is a priority event for female teachers to get active and participate in community sport.

Furthermore, there's approximately **50%** new participants each year which provides both the opportunity to connect with a new audience whilst building on **existing relationships with returning participants**.

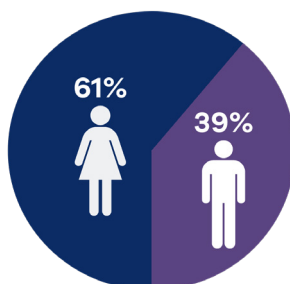
## PARTICIPANTS



**2,191**

PARTICIPANTS

(average over last 10 years)



**52%**

RETURNING PARTICIPANTS

**48%**

NEW PARTICIPANTS

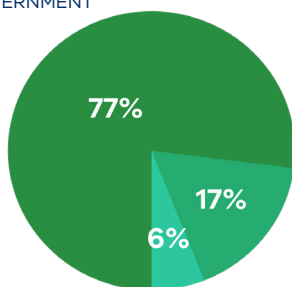
## SCHOOLS



**89%**

METROPOLITAN SCHOOLS

GOVERNMENT



DET CORPORATE STAFF/  
CRT TEACHERS

PRIVATE/  
INDEPENDENT/  
CATHOLIC

**3%**

SPEC  
SCH

**37%**

SECONDARY SCHOOL

**60%**

PRIMARY SCHOOL

**33**

AVERAGE AGE

**78%**

UNDER 40



**VTG events are held in major Victorian regional centres on a two-year cycle with the opportunity for a community partner to have coverage across Victoria and be fully integrated into each annual VTG!**

# TARGET COMMUNITY

## PARTNERS

In line with SSV's Partnership strategy, VTG wishes to attract community partners that are naturally congruent, and those who are looking to connect with the education community. VTG is seeking expressions of interest from:

- **Education-focused organisations:** any organisation that has an education focus (e.g. education unions, incursion groups, teacher-focussed organisations)
- **Victorian organisations:** including those businesses founded (or established) in regional areas to both strengthen their footprint and investment in Victoria and their local community.
- **Other organisations** where there is great alignment between the VTG target audience profile.

These sectors best align with the VTG audience, thus providing the opportunity for VTG partners to foster and build deeper connections and long-term customer relationships including beyond the event.

## PROCESS TO ENGAGE

The **VTG Community Partnership** opportunities is an open market approach with interested organisations required to submit their interest via the VTG website.

Notably, and upon receiving interest or identifying a prospective partner, VTG will seek approval from DE to engage and progress discussions with the organisation including ensuring adherence to applicable government policies.

## SUBMIT YOUR EXPRESSION OF INTEREST





# PARTNERSHIP

# MANAGEMENT

Community partnerships will be managed by Project Lead, Victorian Teachers' Games, with partnership marketing and activations to be coordinated by SSV's Partnerships and Marketing Officer. The partnership is supported by SSV Business and Partnership Manager as required.

VTG recommends the following management process:

Date	Activity
Feb - April	Expressions of Interest, negotiations
May	Finalisation of partnership agreement and approval
May - June	Partnership announcement
June - September	Pre-event marketing benefits, progress meeting
September	Onsite benefits delivered
November	Review & planning for additional years

## COMMUNITY PARTNER OPTIONS

VTG has created an **extensive asset catalogue** for **Community Partners** with the investment range between **\$4,000 - \$14,000**.

The partnership **value** has conservatively been estimated to provide at least **3 times more in marketing value** however, this doesn't factor in the value of **activation spaces**, including opportunities for **experiential marketing**, or the opportunities for **partners** to further **leverage the partnership**.

VTG and SSV employs best practice partnership methods which means we're flexible in terms of the provision and selection of assets and, further, we consider the partnership to be flexible regarding identifying other mutual opportunities which may arise through the term of the agreement.

Subsequently, the investment is dependent on which assets you are interested in activating.

SSV's preferred term of agreement is a **minimum of two (2) years** to maximise the outcomes of the partnership, however this is customisable, along with the investment amount per year, to the individual partner.



# ASSET CATALOGUE



ASSET	NOTES
<b>EXCLUSIVITY</b>	
<b>Community Partner</b>	Category exclusivity as the only VTG partner within your businesses' sector as defined by VTG.
<b>ANNOUNCEMENT</b>	
<b>Partnership video announcement</b>	Video announcement, and coactivation blitz across the digital and social platforms, linking the partnership to our respective strategies
<b>ACTIVATION SPACE</b>	
<b>Dedicated activation site at VTG Central</b>	Dedicated real estate activation space (i.e., 3*3m / prime real estate) for registration day. Opportunity for community partner to deliver engaging initiatives.
<b>Activation sites</b>	Event activation integration opportunity including at targeted events across the 3 event days.
<b>EVENT - TICKETING</b>	
<b>VTG VIP Stakeholder Event</b>	2 tickets, VTG signage
<b>VTG Barefoot Bowls, Trivia</b>	2 tickets to one of these events (both the most popular events across the entire program) and the exclusive option to participate in both or obtain more tickets to both



EVENT PROGRAMS		SPORT SCHEDULE	RECREATION & WELLNESS SCHEDULE	SOCIAL SCHEDULE
VTG CENTRAL OPEN	8:00AM - 2:00PM	9:30AM - 2:00PM	9:30AM - 2:00PM	8:00AM - 12:00PM
AM SESSION	SUNDAY 19 SEP (7:00AM - 1:00PM)	MONDAY 19 SEP (8:00AM - 1:00PM)	TUESDAY 20 SEP (8:00AM - 1:00PM)	WEDNESDAY 21 SEP (8:00AM - 1:00PM)
	AMAZING RACE OBSTACLE	ARCHERY BATTLE	AIR 11	BEACH VOLLEYBALL (SOCIAL)
	DISC GOLF	BADMINTON (SINGLES)	BADMINTON (MIXED DOUBLES)	BOCCERBALL
	HUMAN FOOTBALL	BASKETBALL (MIXED SINGLES)	BASKETBALL (MIXED 3VS3)	INDOOR BOCCE (COMPETITIVE)
	LASER BOWLING	BEACH VOLLEYBALL (MIXED ALL SOCIAL)	BEACH VOLLEYBALL (MIXED ALL SOCIAL)	LASER BOWLING
	TABLE TENNIS (SOCIAL SINGLES DOUBLES)	CROQUET	BOCCERBALL	LAWN BOWLS (BAREFOOT)
	BOUNCE TRAINING OBSTACLE	BOCCERBALL	INDOOR BOCCE (COMPETITIVE)	NETBALL (MIXED)
	SOCIAL BRAVOLI	GOLF (QUIZ STATION)	LASER BOWLING	TENNIS BOWLING (TRAIL)
		HUMAN FOOTBALL	LAWN BOWLS (BAREFOOT)	VOLLEYBALL (SOCIAL)
		LASER BOWLING	LAWN BOWLS (PERMANENT SINGLES)	VOLLEYBALL (HOT VEGGIE PLATE)
		LAWN BOWLS (BAREFOOT)	NETBALL (MIXED)	SOCIAL BRAVOLI
		LAWN BOWLS (PERMANENT PAIR)	SOFTBALL	
		NETBALL (MIXED)	TENNIS BOWLING (SINGLES & TRAIL)	
		TENNIS BOWLING (TRAIL)	ULTIMATE FRISBEE	
		TOUCH FOOTBALL	VOLLEYBALL (COMPETITIVE)	
		VOLLEYBALL (COMPETITIVE)	BOCCERBALL	
		BOCCERBALL	HOT FUNCTIONAL STRETCHING	
		PLATEAU (ATHLETIC RESPONSE)	PLATEAU (ATHLETIC RESPONSE)	
		PLATEAU (HOT HAT)	STAND UP PADDLE SURFING	
		STAND UP PADDLE SURFING	SOCIAL BRAVOLI	
		SWIMMING STATION		
SESSIONS	SUNDAY 19 SEP (2:00PM - 5:00PM)	MONDAY 19 SEP (2:00PM - 5:00PM)	TUESDAY 20 SEP (2:00PM - 5:00PM)	WEDNESDAY 21 SEP (2:00PM - 5:00PM)



# ASSET CATALOGUE CONT'



ASSET	NOTES
<b>BRANDING</b>	
<b>VTG Showbag</b>	Opportunity for community partner to input marketing collateral into VTG showbag for all participants
<b>Official Programme</b>	Partnership hierarchy display (logo/branding)
<b>Official Programme ½ page advert</b>	½ page advert for community partner
<b>Schedule of Events</b>	Partnership hierarchy display (logo/branding)
<b>Wrap up infographic</b>	Partnership hierarchy display (logo/branding)
<b>Website</b>	Logo/branding on VTG website for duration of agreement
<b>Annual launch video</b>	End frame branding
<b>Daily wrap video</b>	End frame branding
<b>Annual wrap up video</b>	End frame branding
<b>COMMUNICATIONS</b>	
<b>VTG eNews partnership announcement</b>	Partnership announcement to the VTG Community
<b>VTG eNews branding in each issue</b>	Partnership hierarchy display (logo/branding)
<b>Community Partner EDM</b>	Direct EDM to entire VTG database containing marketing information from all community partners
<b>VTG Socials</b>	Partner branding on social posts pre, during, and post event
<b>VTG Participant Confirmation Emails</b>	Partnership hierarchy display (logo/branding)
<b>SIGNAGE</b>	
<b>Partners Wall</b>	VTG Partners Wall (4*3m) featuring community partner brandmark, all partners, VTG brandmark, SSV brandmark, used at VTG Central and major events (e.g., VIP Stakeholder Event).





#vtg2023



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

