

World Sports EXPO

Recd 8/9/80

World Sports Expo Pty. Ltd.
Suite 8, 350 Victoria Street
North Melbourne, 3051
Telephone (03) 329 9060

2nd April, 1980.

Mr Murray Mansfield,
Secretary,
Victorian Amateur Volleyball Association,
21 Pilcher Street,
BENDIGO. 3550.

Dear Mr Mansfield,

On behalf of the directors of World Sports Expo I would like to thank you for your participation in Sports Expo again this year. I would also personally like to thank Danny Watson for his efforts at the exhibition.

As in previous years we were very pleased with the standard of your presentation and sincerely hope that your involvement proved beneficial.

We acknowledge the fact that Expo has shortcomings and difficulties associated with the overall presentation but believe with each year that passes we are eradicating these problems. Unfortunately a number of factors worked against us this year to keep attendances below expectations. These included the rail strike and heat wave conditions that prevailed for most of the exhibition. However the credit side far outweighed the debits.

I am writing at this stage to advise you that we will soon be in contact regarding development of Expo '81. At this stage I wish to inform you of some very important changes to our presentation, changes which will go a long way to solving some of the major problems associated with past Expos.

Next February we will have an additional move in and move out day to facilitate preparation of stands. We intend to drastically cut the hours of the exhibition not only to avoid the weekday lulls but also to make it easier for sporting bodies to give full time effort to their presentation. Next February we will open for two long weekends Friday February 13 Saturday and Sunday, we will open for a big school clinics day on Monday February 16 from 10.00am to 6.00pm and then close until the following Friday when Expo will finish with three big days of action on the Friday, Saturday and Sunday.

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We are meeting with HSV-7 soon to discuss the television coverage.

You will appreciate that curtailing the days of operation we are in effect eliminating those days which failed to attract great public interest.

Another area in which there was some disappointment was in the dressing of display stands. This was particularly evident in the Great Hall where some sporting bodies did not have the financial facility to develop a professional site. At this stage we are planning to have a contractor build a special complex in which to house these bodies. It is our intention to have a completely sophisticated presentation throughout the Exhibition Buildings. I would also point out that we have booked the Western Annexe and the new look Eastern Annexe. This new facility enable us to move from the dilapidated Great Hall and with the better facilities of the Eastern Annexe we envisage even greater scope for HSV-7 cameras.

At this stage we are also having discussions with the Department of Youth Sport and Recreation as to special assistance which may be possible for some sporting groups through the Department. The Department has also asked us to give serious consideration to extending our concept to incorporate recreation as well as sport in our exhibition, at this stage we believe this suggestion has great merit.

As I have said we will be making contact with you in the near future with a view to making early plans for your association's involvement next February. We want to bigger and better in every way.

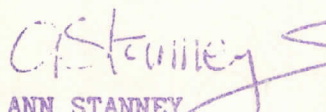
In preliminary discussions with the Department the matter of bringing sporting celebrities to Melbourne for Expo was discussed, we hope this will eventuate and we also propose to bring another super guest of our own to host the show - a personality such as sportsman showman Bill Cosby.

We would be most appreciative of advice from your body as to your participation in Expo '81.

We invite your constructive criticism and also any concepts or suggestions relating to your own sport or over all presentation to further advance this exhibition and sport in general.

Once again, many thanks for your participation.

Sincerely,


ANN STANNEY,
SPORTS CO-ORDINATOR.

c.c. Jim Lithgow