

Admin, LACO

From:
Sent: Sunday, 8 September 2019 6:02 PM
To: Committee, Economics & Industry Standing
Cc: 'Asheesh Malaney'; 'George Kailis'
Subject: Parliamentary Inquiry - Western Australia's Economic Relationship with the Republic of India
Attachments: 190625 The Friendship Games (VER 6) (Tourism WA).pdf; 190708 World Cup of High School Cricket - Letter of Support.pdf

Ms. Jessica Shaw MLA, Chair
Economics and Industry Standing Committee
Legislative Assembly of Western Australia

Dear Ms. Shaw MLA,

We are delighted that the State Government of Western Australia has formed a Standing Committee to inquire on WA's economic relationship with India. It is very timely.

Please see in copy, Asheesh Malaney and George P. Kailis, <https://sustainablefoodtrust.org/team/george-kailis/>.

Asheesh and his family hail from India where they have a long-standing successful business though Asheesh lives in London along with his wife Mel, from Perth, and their 2 children. They plan to return to Perth in the new year and will be great assets to WA and our relationship building with India. George is of great support and is a regular traveller to India whilst, personally, I have consulted in India on a number of occasions for the establishment of technology parks.

Asheesh and I have established "The Perth Friendship Games – World Cup of High School Cricket" to position Perth/Western Australia as THE destination for inbound study and tourism from India. The first "Games" will be held in April 2020, rather aptly in a T20 format and will feature 4 private schools from India (north/south/east/west) matched against 4 schools from WA, including we hope, an indigenous team. The final will be played at the WACA and we have the support of Christina Matthews, CEO, and her team. We also, have the support of Tourism WA and in May, Asheesh, George & I presented to the Minister for Tourism and his Chief of Staff.

In 2021, we plan to add teams from our region including Pakistan, Sri Lanka and Bangladesh and, eventually, all cricket playing nations. Our presentation is attached.

The students will play the initial games at our universities with Murdoch taking the lead as it has the WACA academy. Cultural programmes are included so that the students get a true "feel" for Perth, not just cricket. Social media platforms in India will be used to promote WA and you will note in the presentation the credentials of Roopak Saluja.

Why cricket? As a West Australian traveling to India you are immediately taken in by the enormity of the "religion" of cricket. Where are you from, you are asked. I'm from Perth, WA. Two words follow, cricket then WACA. The WACA is a "temple" to Indian cricket lovers who are entranced by its speed and bounce.

Over the years, we have seen Western Australians become household names in India: Lillee (with his coaching clinic in Chennai), Marsh, Langer, Martyn and their beloved "Gilly".

Yet, what has WA done to build on our cricket legacy to create bridges for education, tourism, business and cultural understanding? We would say very little and hence, "The Games".

We should also, not forget the impact of India on WA hockey through the legacy of the Pearce brothers,^{HND Sub 01}
[https://en.wikipedia.org/wiki/Eric_Pearce_\(field_hockey\)](https://en.wikipedia.org/wiki/Eric_Pearce_(field_hockey)). Sport is often the key to long-term friendship, networks and alliances, business, all built on trust.

We hope that "The Games" has captured your imagination, as it has with others, and we look forward to briefing the Committee further.

Our Best Regards,

Peter Why

Peter Why

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IND Sub 01



THE PERTH FRIENDSHIP GAMES THE WORLD CUP OF HIGH SCHOOL CRICKET

**HARNESSING WA'S CRICKET ASSETS TO DRIVE MORE TOURISTS AND
INTERNATIONAL STUDENTS TO WA**

JUNE 2019

VISION

To increase **tourist** and **international student** traffic to Perth via a strategic experiential marketing campaign that harnesses WA's cricket assets and personalities

THE OPPORTUNITY

Two major govt. initiatives can benefit from WA's cricket heritage

The Tourism Initiative



“To make
WESTERN
AUSTRALIA
the most DESIRABLE
LEISURE and
BUSINESS
EVENTS
DESTINATION
in Australia”

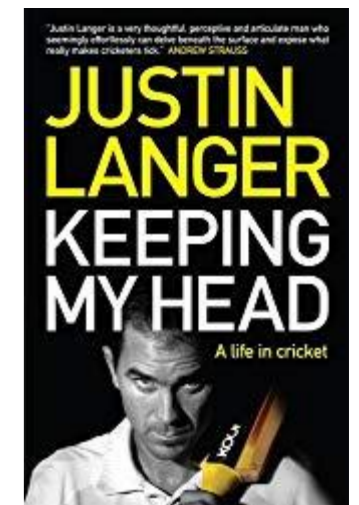
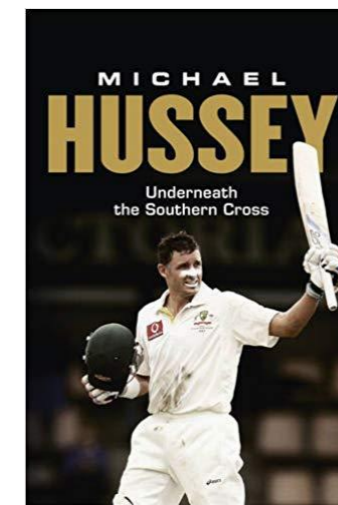
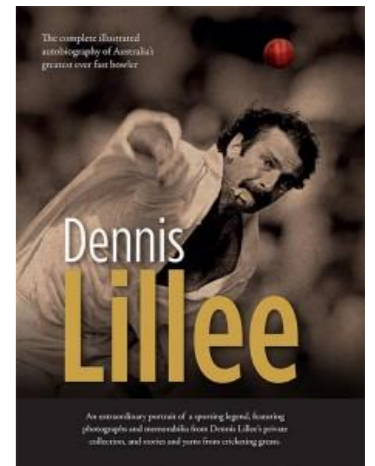
The International Student Initiative



LIVE · LEARN · LAUNCH

“The strategy, sets out to position Perth as a world class international education city, and help the city open its doors to increasing numbers of international students from around the world, and particularly Asia.”

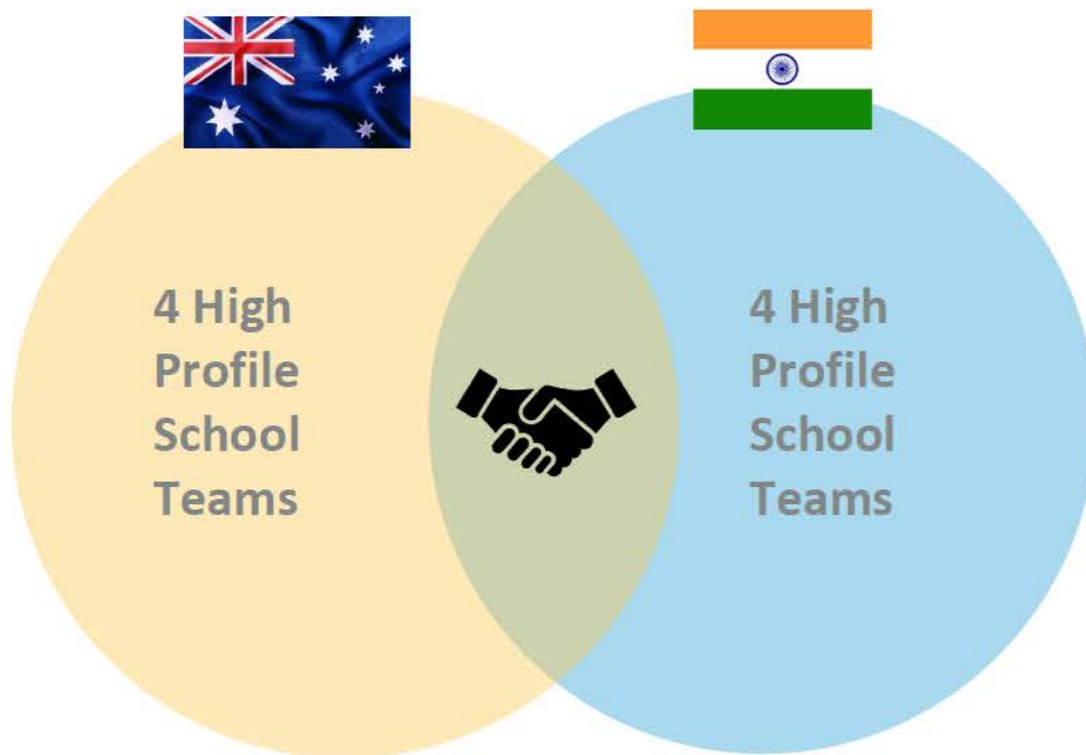
The Cricket Assets / Brands



THE PLAN

To host a social media driven annual 20-20 tournament for a cricket loving nation with a desirable international student and tourist market

The Initial Teams



The Plan

- ▶ **High profile schools invited** – to attract target audience interest
- ▶ **Celebrity led** – 2 Australian cricket legends + 2 Indian cricket legends play role of “team managers” to maximize social amplification
- ▶ **University accommodated / hosted** – WA Unis host the teams / matches to maximise visibility
- ▶ **Sponsored** by relevant brands and the education industry
- ▶ **Social Media driven** – Invite 2 social media influencer from India + tap into the local diaspora to maximize social / press PR

Y1 is a test year with India – the format is to grow to become the
“World Cup of High School Cricket”

THE FORMAT / EVENT

A 5-day event that promotes 4 Perth's 4 public universities and the best of Perth (around the cricket)

	Day 1	Day 2	Day 3	Day 4	Day 5
Cricket	<ul style="list-style-type: none"> ○ Arrival Day ○ No Cricket 	<ul style="list-style-type: none"> ○ Coaching all morning with the pros (7-10) ○ Any Uni (near Fremantle) 	<ul style="list-style-type: none"> ○ Morning - 4 matches (8-11) ○ 4 different University grounds 	<ul style="list-style-type: none"> ○ Morning – 2 matches (Semi-finals) – 8-11 ○ 2 different Uni grounds 	<ul style="list-style-type: none"> ○ Morning - 1 match (8-12) ○ AT WACA (with a tour)
Activities	<ul style="list-style-type: none"> ○ UNI 1 tour & lecture ○ Beach cricket ○ Introductory speeches / dinner over a BBQ on the beach 	<ul style="list-style-type: none"> ○ Fremantle tour and lunch (10:30-1) ○ UNI 2 tour & lecture (1:30-4) ○ Rest (4:30 – 7) ○ <i>WA Tourism</i> hosted dinner (7:30-10) 	<ul style="list-style-type: none"> ○ Lunch at Kings Park (11:30-1) ○ UNI 3 tour and lecture (1:30-4) ○ Rest (4:30 – 7) ○ <i>Navitas</i> hosted dinner (7:30-10) 	<ul style="list-style-type: none"> ○ Lunch at Elizabeth Quay (11:30 – 1) ○ UNI 4 tour and lecture (1:30 – 4) ○ Northbridge / Elizabeth Quay tour and early dinner (5-9) 	<ul style="list-style-type: none"> ○ Swan River Cruise lunch (1-4) ○ Free afternoon ○ Finale dinner / speeches hosted by X (e.g. Indian consulate) – 7:30 – 11 pm

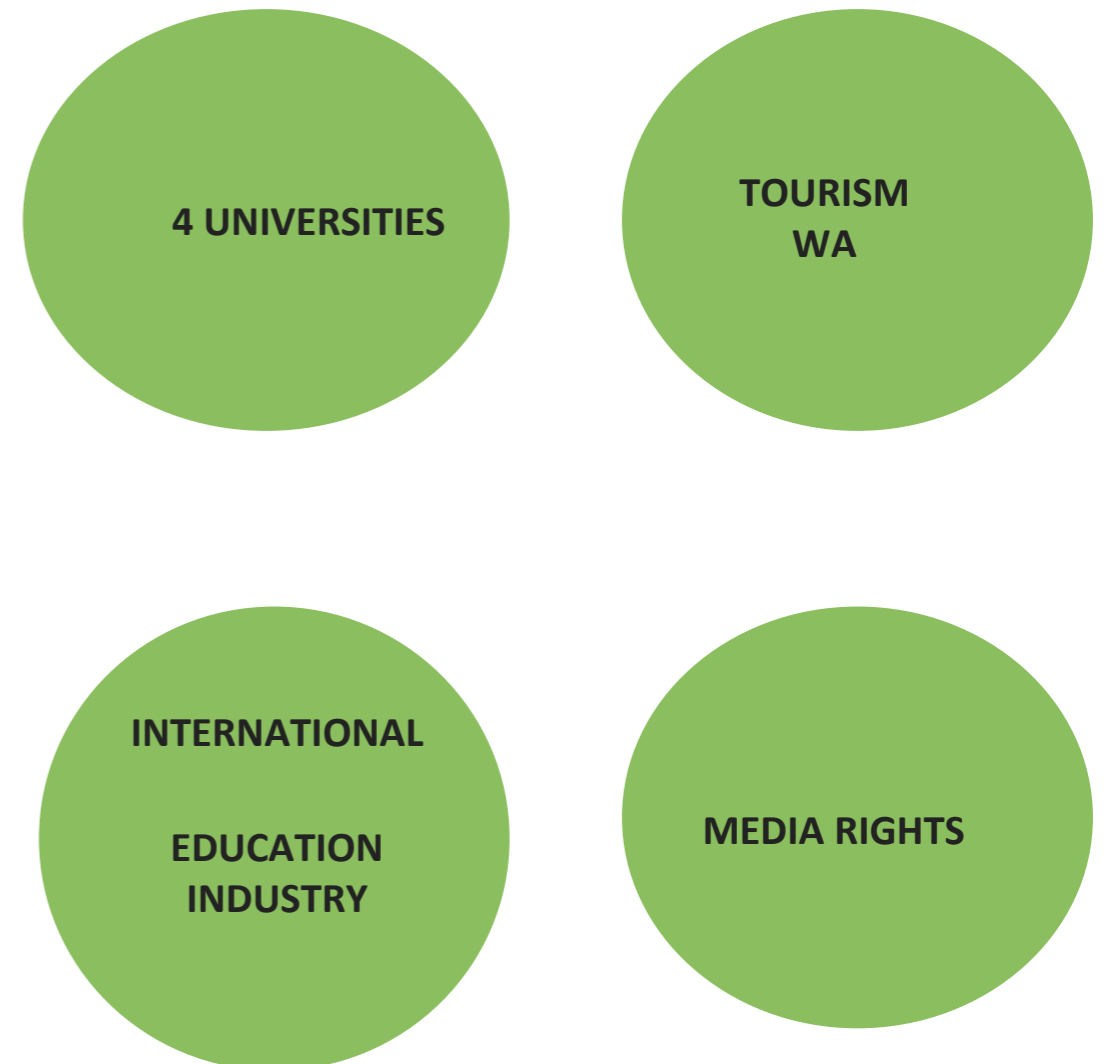
Tourism WA and the Universities to suggest and execute the final plan

THE COST (COVERED BY SPONSORS)

Cost Estimate

Expenses	
Management Fees	160,000
Pre event meeting trips (schools, influencers, etc.)	8,000
Flights (Cricket teams from India)	67,200
Meals (only for overseas players / teams)	21,000
Transport while in Perth	20,000
Special event costs	24,000
Final dinner cost for Perth players / members (10 additional)	1,740
Match organisation (umpires, drinks, etc.)	18,000
Event team (in Perth)	50,000
Digital marketing strategy agency	20,000
Digital marketing media budget (FB, Instagram, etc.)	100,000
Content production	20,000
Celebrity / Influencer cost	90,000
Miscellaneous	25,000
Total Expenses	624,940

Sponsorship



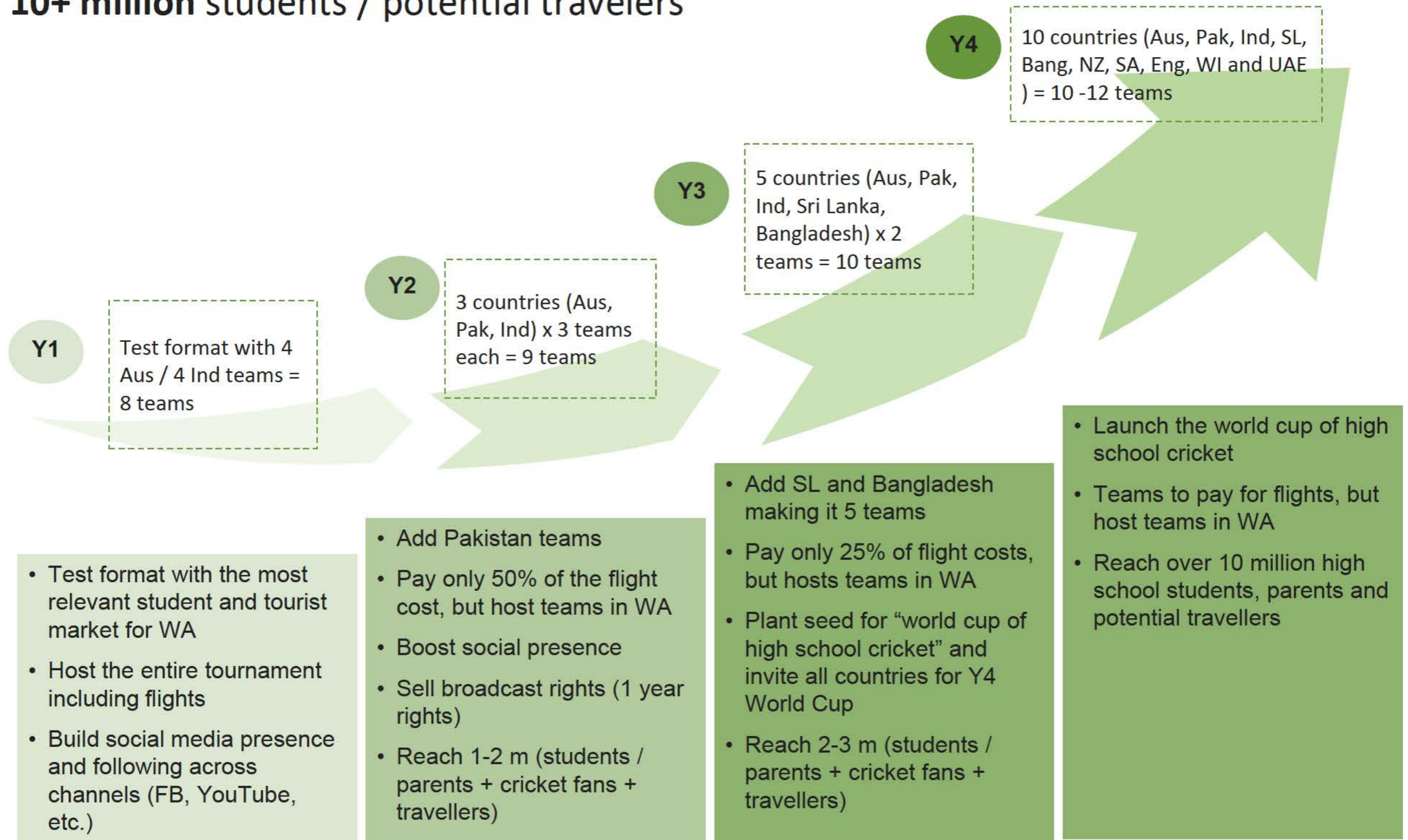
APPROACH – MARCH 2020 EVENT

We will follow a structured, risk mitigated approach to host the event in late **March or April 2020**



FORMAT AND AUDIENCE EVOLUTION

The Friendship games will **evolve into the World Cup of High School Cricket** reaching **10+ million** students / potential travelers



THE LONG -TERM BENEFITS WILL BE SIGNIFICANT

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Whilst boosting tourism and international student traffic will be the primary goal, **secondary benefits will be significant**

Future Trade & Investment



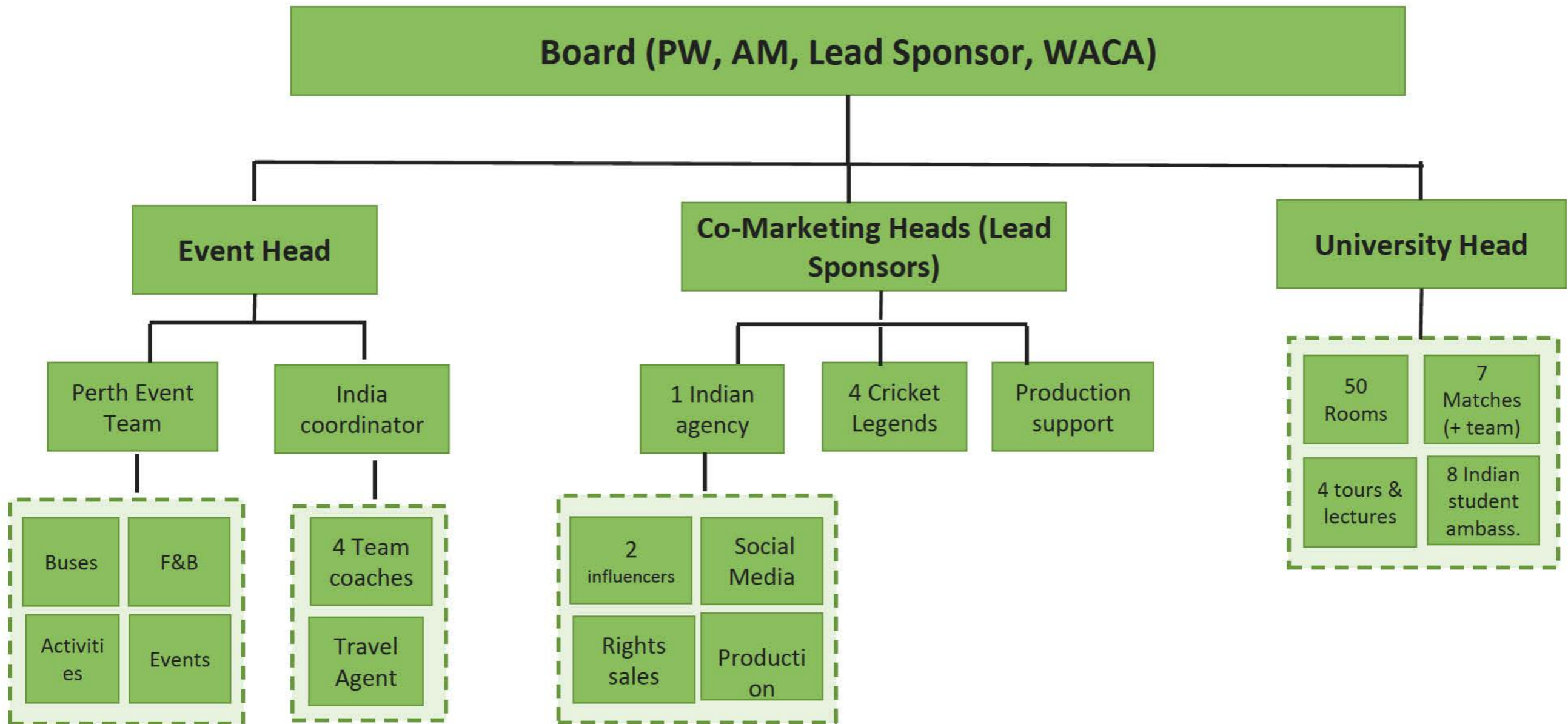
WACA Revenue



WA students and parents will form relationships with current / future business leaders from important trade markets, leading to future cross border deals

Once the World Cup is established, the WACA can earn ground fees / ticket fees

ORGANISATION (Y1 ONLY)



CORE TEAM

A highly experienced team of cross border business professionals, entrepreneurs and marketing gurus

Peter Why Founder



- 35 yrs. International (India, Brazil, China) business leadership experience
- President of the International Association of Science Parks and Chair for the World Conference of Science & Technology
- Director of Entrepreneurs in Residence incubator in WA (funded in part by Commonwealth Govt. of Australia)
- Team leader for World Bank's review of China's 53 National Science, Technology & Industry Parks and Co-advisor (with the Mayor of Beijing) to China's largest science park, Zhongguancun.

Asheesh Malaney Founder



- 20+ yrs. Of international business leadership experience (New York, London, Mumbai)
- Strategy, venture financing and new venture expertise across a range of sectors including tourism & hospitality
- Founder of Natural Mystic – one of India's leading travel & events companies (clients include Julia Roberts and Elizabeth Hurley)
- Founder of Tripifini.com – marketplace for experiential travel with 100+ tour operators across 50 countries
- Insead MBA / Wharton undergraduate

Roopak Saluja Marketing



- 20+ yrs. leadership in brand building, digital & content marketing and audience amplifications
- Insead MBA
- Founder and chief executive officer of The 120 Media Collective - a communications & content group comprising subsidiaries, Jack in the Box Worldwide, Sniper and Bang Bang Films; and Sooperfly
- He has been featured in Campaign India's A-List of the Most Influential People in India's Advertising, Media & Marketing Industry 2010, 2011, 2012 and 2013



Tourism WA File: D19/5360

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Dear Mr Why

LETTER OF SUPPORT: THE PERTH FRIENDSHIP GAMES

On behalf of the Western Australian Government through Tourism Western Australia (Tourism WA), I write in regards to the development a high school cricket world cup.

The McGowan Government recognises that events are a key driver of tourism for the State and provide significant economic, social and promotional benefits. Events are also an important part of our plan to create jobs, develop business opportunities and diversify the economy, and funding support is provided when events align with the Government's tourism objectives.

Perth is currently undergoing a major transformation with significant investment in new major public infrastructure, restaurants, bars, as well as new hotels, which will all add to the experience and atmosphere for visitors.

In principal, Tourism WA endorse and support the development of a cricket event which encourages visitation and participation from international students. Tourism WA recognises the relevance of cricket and the attraction of the Western Australian Cricket Association (WACA) for the proposed markets, India, Pakistan, Sri Lanka and Bangladesh.

There is potential for Tourism WA to support events in their development phase even if they initially fall short of the Major Event Funding Criteria, if the event is thought to satisfy the criteria at a future date. Tourism WA's Major Events Funding Criteria can be found [here](#).

We look forward to discussing the opportunity with you further once an entity has been established and plans have progressed. It would also be beneficial if the event had confirmed support through partnerships and media channels prior to approaching Tourism WA to further consider the concept.

I wish you all the best for the development of the 2020 test event.

Yours sincerely

Sam Phillips
A/Executive Director
Events Division, Tourism WA

5 July 2019

