



WDC 2011 – Bid Scope & Strategy

WDC bid endorsed by
Diplomacy Association of Australia and New Zealand

Presented to
WDC Organising Committee

Bid Co-ordinator
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Executive Summary

Background

Australia has twice hosted the World DipCon

- 1992 – WDC III – 76 players (including 7 International players)
 - 1992 World Champion - Steve Gould (AUS)
- 2002 – WDC XII – 56 players (including 15 International players)
 - 2002 World Champion – Rob Stephenson (AUS)

Proposed 2011 – WDC XXI – 80 players

Desired Outcomes

The DAANZ aims to...

- host a world class Diplomacy event in Sydney
- attract a high quality field of players
- energise, mobilise and expand the Diplomacy hobby in Australia and New Zealand
- encourage people to meet and enjoy the company of international Diplomacy playing friends





WDC Organising Team

Organising Team

- Tournament Organiser: Thorin Munro (thorin@tangential.com.au)
- Assistant Organiser: Shane Cubis (shane@cubisia.com)
- Organising Team will be recruited on successful bid
 - Roles include Sponsorship / Marketing / Various Recruiting

Tournament Director

- Preferable to recruit experienced non-playing TD

Organising Team Principles

- Commitment to delivering a world class Diplomacy event
- Continuity in roles for duration of producing the event (2.5 years)
- Open collaboration
- Diplomacy is a game so let's enjoy ourselves!





WDC Budget

Estimated Income

Whilst figures are estimates they provide an important guide to the likely funding requirements

- Player entry fees (80 x \$50) \$4,000

Estimated Expenses

| | |
|---------------------------------|-----------------|
| • Venue Hire (4 days) | \$8,000 |
| • Marketing (web, printing etc) | \$1,000 |
| • Trophies / Prizes | \$1,000 |
| • Tournament consumables | \$500 |
| • TD Expenses | \$500 |
| • Contingency (10%) | <u>\$1,100</u> |
| Total expenses | \$12,100 |

Fund Raising Challenge

- Donations, sponsorship, fundraising events etc

Total required \$8,100





Venue Selection

Venue Criteria

- Quality: Venue will showcase Sydney to international players
- Gaming Area: Must accommodate all players in a single room.
- Licensed Bar Area: Within easy access.
- Food Outlets: Within easy access to minimise lunch time delays.
- Accommodation: Preferably available onsite and / or very close by.
- Transport: Near Sydney airport and easy public transport access.

Early Venue Ideas

- Coogee Bay Hotel
- Swiss Grand Hotel Bondi Beach
- Hotel Novotel Sydney Brighton le Sands Beach
- Summer Hill Community Centre
- CBD Licensed venue



Player Base

Player Numbers

- Tournament target of 80 players
- International players – target 20
 - Australian players – target 50
 - New Zealand players – target 10

Stretch target of 100 players

Player Recruitment

Organising Team will actively support player recruitment

- International player liaison - target 20
- Australia (NSW) – target 30
- Australia (Victoria) – target 15
- Australia (Rest) – target 5
- New Zealand – target 10

Recruitment activities including local FTF tournaments, games clubs, conventions, universities, online, etc.





Funding & Sponsorship

Funding Options

Government Grant

Fundraising Events & Ideas

- Local tournament surplus donations
- Raffles at tournaments / held online, prizes donated?
- Crew a BBQ at the local hardware store
- Diplomacy dinner events?

Donations

- Member donations, "Friends of WDC"

Sponsorship

Organising Team will actively seek sponsorship. Must consider what benefits the sponsor receives?

- Busy DAANZ website (how many hits?)
- Promotion at all local tournaments for next 2.5 years
- Predominantly male, game-oriented demographic





Marketing & Website

Marketing & Media

25th Anniversary of FTF Tournaments in Australia

- 2011 a milestone year to celebrate Diplomacy in Australia

Marketing and Media

- Games stores, conventions, universities, games clubs
- Articles

Rugby World Cup

- New Zealand hosts the 2011 Rugby World Cup
- The RWC starts 10th September and ends 24th October 2011.

International Players

- Sydney becomes one stop on a Down Under holiday of a lifetime!

WDC Website

Produce a dedicated WDC 2011 website. (TBC)

- WDC2011
- WDCDownUnder





Tournament Dates & Format

Tournament Dates

Timing considerations

- RWC dates 10th September to 24th October 2011
- NSW Labor Day Public Holiday Monday 3rd October
- **Proposed: WDC 2011 begins Fri 30th Sep and ends Mon 3rd Oct.**
- Mid-Spring weather is good for the beach

Tournament Format

Format considerations

- International players have travelled a long way to play Diplomacy
- Ensure time available for social activities

Format Parameters

- Friday – Monday
- Non playing TD





Contact Details

Tournament Organisers

Contact Details

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Final Thoughts

“All you need in this life is ignorance and confidence;
then success is sure.” **Mark Twain**

“Plans are only good intentions unless they immediately degenerate
into hard work.” **Peter Drucker**

