



## **MEDIA RELEASE:**

### **Sydney Gears Up for 2015 Netball World Cup with Official Brand Launch**

**Tuesday, 12 November – SYDNEY:** Following the announcement in 2011 that Australia had been awarded the right to host the 2015 Netball World Cup, key officials attended a breakfast in Sydney this morning to officially launch the event's brand identity and logo.

The pinnacle event of international netball, the Netball World Cup is held every four years and is contested by the top 16 netball nations. The last time it was held in Australia was also in Sydney, in 1991.

Netball World Cup Sydney 2015 will provide netball fans and sports lovers the opportunity to watch the world's best teams and athletes play in a re-vamped competition format, which for the first time will see top nations such as Australia and New Zealand play head-to-head in the preliminary rounds.

"The revised event format to be introduced in 2015 reflects the International Netball Federation's commitment to delivering world class events", said Netball World Cup CEO, Marne Fechner.

"Under the new system, no longer will fans have to wait until the medal games to see the likes of New Zealand, Australia, England and Jamaica line up against each other.

"There will also be a stronger focus on the Regional Qualifying Series, extending the profile of the Netball World Cup in line with our objective of delivering greater commercial opportunities for the sport" said Fechner.

Today's breakfast launch was timed to capitalise on the opportunity of having Molly Rhone, President of the International Netball Federation, and representatives of the world's top four netball nations in Australia, immediately following the Fast5 Netball World Series which was held in Auckland last weekend.

The event was hosted by former Australian captain Liz Ellis, and attended by key government officials including the Minister Assisting the PM for Women, Senator the Hon Michaelia Cash; the Federal Sports Minister, the Hon Peter Dutton MP; NSW Minister for Sport and Recreation, the Hon Gabrielle Upton MP; and Mrs Margie Abbott, at the AMP Building in Circular Quay.

Mrs Abbott was announced as the inaugural Ambassador for the Netball World Cup Sydney 2015, and said at the breakfast, "Events such as the World Cup recognise the exceptional achievements of women, and provide great role models for our female athletes, and what can be achieved through hard work and determination."

In her first capacity as Ambassador for the Netball World Cup Sydney 2015, Mrs Abbott presented the official World Cup match ball to Marne Fechner, CEO.

**ENDS**



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