



# MEDIA



22nd Australian Jamboree, Cataract Scout Park, January 4-14, 2010

## Australian Jamboree 2010

### Official Media Kit

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#### Media team and contact details

Name	Email	Primary Contact	Secondary Contact
Jenny Muir	<a href="mailto:jmuir@primary-pr.com">jmuir@primary-pr.com</a>	02 9212 3888	0415 401 200
Melissa Bairstow	<a href="mailto:mbairstow@primary-pr.com">mbairstow@primary-pr.com</a>	02 9212 3888	0421 807 669
Liz Herbert	<a href="mailto:lherbert@primary-pr.com">lherbert@primary-pr.com</a>	02 9212 3888	0407 234 221



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## Media Instructions for AJ2010

### Media Accreditation

Media will be subject to security checks prior to entering the camp. This will require visitors to:

- Show valid ID to record their visit on site
- Be issued with a wrist band
- Be accompanied by at least one member of the AJ2010 Media team.

If you feel that your team may need extra media requirements on site, please contact Melissa Bairstow on 0421 807 669 or email [mbairstow@primary-pr.com](mailto:mbairstow@primary-pr.com) prior to your visit.

### While on Site

- Please be advised that all children under 18 years are already approved to participate in the media. The few children who do not have approved media waiver forms are known to Scout Leaders.
- Spokespeople for AJ2010 are outlined in the media kit. In the event that the Camp Chief is not available – he will appoint a spokesperson.

### Other Venues

Scouts will be using other venues around Sydney for their activities including:

- Chowder Bay, Mosman
- Camden Aerodrome
- Jamberoo Recreation Park
- Tourist attractions around City of Sydney

These sites will also be available for media activity and will be subject to the same media accreditation.

### Getting to Cataract Scout Park

Cataract Scout Park is located on Baden Powell Drive, Appin NSW. It is approximately 70km south-west of Sydney's CBD.

- **Car** – Visitors parking is available on site. Golf buggies are available to transport crews and their equipment to various sites around the camp.
- **Helicopter** – There is a helipad located at Cataract Scout Park, South 34o 14 min 493 sec, East 150o 49 min 293 sec, for media and emergency use. If you wish to fly, please contact the media team, who will coordinate with emergency services and air traffic control. Please note that emergency aircraft will be given priority over the helipad if required on site.

For more information on these events and to access the AJ2010 media kit please visit [www.scoutsaj2010.com/news/media/](http://www.scoutsaj2010.com/news/media/)

For interviews please contact Melissa Bairstow or Liz Herbert on 02 9212 3888 or 0421 807 669 / 0407 234 221. If contacting by email [mbairstow@priary-pr.com](mailto:mbairstow@priary-pr.com)



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## Spokespeople

### **Camp Chief – Grant De Fries**

Grant De Fries is the Camp Chief. He is also the Chief Commissioner of Scouts NSW. His role is to oversee the operation of the camp. Grant will be present at Cataract Scout Park for the entire Jamboree and is the primary spokesperson for AJ2010.

### **Chief Director – Bob Baker**

Bob Baker is the Chief Director of AJ2010. He is also Deputy Chief Commissioner (Major Events) of Scouts NSW. He has been involved in the planning process of the Jamboree, overseeing the management and execution of the event, for more than 3 years.

### **Chief Commissioner – Reg Williams**

Reg Williams is the Chief Commissioner of Scouts Australia. He has been in this role since 1 February 2009 after a successful term as Chief Commissioner of the South Australian branch. In 2004, he helped host the Australian Jamboree in Woodhouse, SA.

### **Assistant Chief Commissioner – Peter Oliver**

Peter Oliver is the Director of Marketing and Communications for AJ2010. He is also the Assistant Chief Commissioner of NSW.

For interviews please contact Jenny Muir on 02 9212 3888 or 0415 401 200.

If contacting by email [jmuir@primary-pr.com](mailto:jmuir@primary-pr.com)



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## Australia Jamboree (AJ) 2010 Fact sheet:

### ***The Jamboree facts:***

- 2010 marks the 22<sup>nd</sup> Jamboree event held in Australia
- The first Australian Jamboree in 1934-35 and was attended by Lord Robert Baden-Powell, the founder of Scouts, during his third and final visit to Australia. The Jamboree has been held every three years since 1934.
- Each Jamboree is organised by one of Australia's state Scout associations on a roster basis. The 2010 event is to be hosted by Scouts NSW.
- The event relies on the support the charity of:
  - 3,400 Scout leaders will give up their time for 14 days in order to make the Jamboree a reality, many using their annual leave to attend. Together they will give up approximately 1,000,000 hours of their time.
  - The Jamboree Organising Committee is made up of 60 Volunteer Scouting Leaders, many of who have been working on the event for up to three years. These leaders have already given up an estimated 100,000 hours of their time.
  - 16 Police have volunteered for special duty; 40 NSW Rural Fire Service Volunteers; medically there will be 1 ambulance, 8 doctors supported by 15 nurses and 5 medical students.
- Activities at the Jamboree will include:
  - Circus skills
  - Bush tracking and navigation
  - Flying and gliding at the nearby Scout Air Activates Centre and Camden Airport
  - Water slides
  - Pioneering and adventure sports skills
  - Video making
  - Trade skills
  - Entertainment, including night parties and popular musical acts, until 10pm each night
  - Sydney City visits (exploring and follow the clues hunt)
  - Water activities on Sydney Harbor
  - A full list of activities can be found at [www.scoutsaj2010.com](http://www.scoutsaj2010.com)
- Scouts will have to cook for themselves, keep their sleeping area and campsite tidy, participate in assigned activities, and cope with the experience of being away from home for the two weeks.



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## Who's coming?

- 2010 will be the biggest AJ for the past 15 years with an expected 10,000 Scouts, 3,400 Leaders, and 380 Junior Service Leaders.
- 273 Troops will be spread out across Cataract Scout Park Sydney, in 8 sub camps. Each troop is made up of 36 Scouts and 4 Leaders
- Attendees must be Scouts between the ages of 11 and 15 that have proven their Scouting skills by earning their Pioneer Badge.
- Scout representatives from over 26 countries will attend the event, including the United Kingdom, Indonesia, Vanuatu, New Caledonia and New Zealand.

## The Camp facts:

- AJ 2010 is being held at Cataract Scout Park. Cataract Scout Park is located 71km south-west of Sydney, approximately 90 mins from the city
- Cataract Scout Park was donated by the NSW Government in 1981
- The Jamboree will be Australia's 35<sup>th</sup> largest small country town for a two week period.
- The camp will span 160 HA of bush land reserve, which is the size of 160 football fields
- Over the two weeks, the camp will have a temporary population of nearly 13,000 people, making the camp busier than Broome. An additional 8,000 people will attend on Future Scouts day
- The camp will be made up of 1,500 six person tents, 10 internet cafes, and 325 temporary structures, including two stages. It will be complete with its own shops, hospital, Westpac branch and ATMs, police station and fire service
- The camp will have its own fibre optic broadband network, supported by technology donated by Cisco, to run the intranet, Internet and VoIP communications
- Over the two weeks, 1,000,000 slices of bread will be consumed, along with 140,000 litres of milk, 214,000 pieces of fruit, 120,000 sausages, and 130,000 lamb chops

## Safety facts:

- The camp will have an onsite hospital with 8 doctors and 1 dentist
- There will be an onsite police station with 16 officers on duty
- One ambulance will be at the event to attend to accidents and emergencies, along with a helicopter pad prioritised for medical emergencies
- There will be four appliances from the NSW rural fire services
- The area has been fully back burned to minimise risk of bush fires surrounding the event

## Green facts:

- Cataract Scout Park uses Greenpower electricity from Integral, lowering the camp's carbon emissions



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- The camp has taken measures to conserve further energy by installing PE cells on some of the street lighting circuits to ensure lights only operate when required and cycles off power to areas that are not in use.
- Scouts NSW is working with a professional outsourcing company to ensure all waste is reduced, reused, and where possible, recycled.
- A 'paperless system' using an onsite intranet and internet will reduce paper usage through electronic communications.
- The camp will save at least 1,170,000 L of water, enough for 5,000 people's average daily consumption (Planning NSW) by using water saving tactics such as waste recycling, water saving showerheads and dual flush cisterns for the toilets.
- Water will be drawn directly from the dam and large rainwater tanks installed onsite.
- Total water savings from the above measures is estimated to be between 1.5 and 2 million litres of water with the addition of the rainwater tanks

## **Scouts Australia facts**

- Participation in Scouts is at its highest point since 2004.
- Scouts is the biggest and most successful youth organisation in Australia
- 2008 was named Year of the Scout by the Australian Government to celebrate the centenary anniversary of Scouts in Australia.
- Over 60 Scouts from South Pacific nations including Vanuatu and New Caledonia will attend AJ2010 through the sponsoring support of Scouts NSW troops. Rotary, Scouting Fellowship and some private sponsors have also contributed to their attendance.

## **About AJ2010**

AJ2010 is the 22<sup>nd</sup> Australian Jamboree which will be hosted by Scouts Australia (NSW) at the Cataract Scout Park in Appin from 4-14 January 2010. The camp will bring together more than 10,000 Scouts from across Australia and the world, with representatives from 26 countries flying in to Sydney to 'test their limits.' There are onsite and offsite activities ranging from flying, water activities in Chowder Bay, and City tours of Sydney to Jamberoo Recreation Park while at Cataract Scout Park the scouts can learn trade skills and participate in adventurous activities. More information: [www.scoutsaj2010.com](http://www.scoutsaj2010.com)

## **About Scouts Australia**

Scouts Australia has been involved in Australia's community for more than 100 years. Their centenary anniversary was celebrated in 2008, with the Australian Government declaring it 'Year of the Scout'. Scouts is the biggest and most successful youth organisation in Australia. In NSW, there are over 20,000 boys, girls and adults who are involved with Scouts. Leaders encourage an active program that inspires young girls and boys aged between 11 and 15 to always be prepared, giving them lifelong lessons ranging from outdoor adventures to arts, technology and community involvement.



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## Calendar of Events

Date	Time	Event	Summary
2 Jan 2010	All day	NSW contingent moves in	85 coaches will transport all NSW Scouts and Leaders to the camp
3 Jan 2010	All day	All contingents move in	260 coaches will transport the remaining Scouts and Leaders
4 Jan 2010	All day	On site activities begin	Scouts will settle into the camp and spend the day participating in onsite activities and exploring the camp
	7:00pm	Official Opening Ceremony – Main Arena opens	The opening ceremony is a celebration of AJ2010 with live entertainment and special guests
	7:45pm	1 minute countdown	Countdown to the official opening
	8:10pm	Official speeches	Special guest Her Excellency and Chief Scout Marie Bashir and AJ2010 Camp Chief, Grant De Fries will give speeches
	9:10pm	Musical act	An exciting top tier musical act will perform a 50 minute set. Announcement to be made 24 hrs before
5 Jan 2010	All day	Troops will rotate daily through the onsite and offsite activities	<i>Please see below for activity explanation</i>
6 Jan 2010	All day	Troops will rotate daily through the onsite and offsite activities	<i>Please see below for activity explanation</i>
7 Jan 2010	All day	Troops will rotate daily through the onsite and offsite activities	<i>Please see below for activity explanation</i>
8 Jan 2010	All day	Troops will rotate daily through the onsite and offsite activities	<i>Please see below for activity explanation</i>
9 Jan 2010	All day	Market Day and Future Scout Day	An additional 8,000 visitors will come to the Jamboree, making a total of 20,000 people on site. This will give future scouts a chance to experience the camp. A market day will also run with Scouts being given Jamboree dollars which they can use to buy goods and services offered by other troops.
10 Jan 2010	All day	Troops will rotate daily through the onsite and offsite activities	<i>Please see below for activity explanation</i>
11 Jan 2010	All day	Troops will rotate daily through the onsite and offsite activities	<i>Please see below for activity explanation</i>



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12 Jan 2010	All day	Troops will rotate daily through the onsite and offsite activities	<i>Please see below for activity explanation</i>
13 Jan 2010	All day	Troops will rotate daily through the onsite and offsite activities	<i>Please see below for activity explanation</i>
14 Jan 2010	All day	Scouts prepare to move out	Scouts will spend the day doing onsite activities and preparing to leave AJ2010
	7:00pm	Official Closing Ceremony – Main Arena opens	The closing ceremony is a great way to end AJ2010. Live entertainment and prizes will be awarded for various activities that Scouts participated in
	7:51pm	1 minute countdown	Countdown to the end of AJ2010
	7:54pm	Official speeches	Special guests (TBA), Michael Jeffrey and Camp Chief will give speeches and present awards
	8:55pm	Musical act	An exciting top tier musical act will perform a 40 minute set. Announcement to be made 24 hrs before
	9:45pm	Musical act	An exciting top tier musical act will perform a 40 minute set. Announcement to be made 24 hrs before
15 Jan 2010	All day	Move out day	Scouts will pack up their things and board coaches to go back home.



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## Activity Details

Activity	Location	How many Scouts?	What to do?
<b>Offsite</b>			
Air Activities	Camden Aerodrome Macquarie Grove Camden 2570	Around 1,200	Scouts will learn about cockpit procedures, observe the controls, listen to air traffic control instructions as they fly in Cessna 172s over the Jamboree Site
Jamberoo Recreation Park	1215 Jamberoo Rd Jamberoo 2534	Around 1,700	Scouts will use the facilities at Jamberoo that include water slides, toboggans, catching waves and rides.
Water Activities	Chowder Bay, Mosman 2088	Around 1,700	Scouts will participate in a mix of water activities such as canoeing, kayaking, windsurfing, sailing, a water obstacle course and games.
City Tour	Sydney City	Around 1,700	In groups of 5-6, Scouts will undertake a series of fun activities around the city including Harbour Bridge, Circular Quay, Opera House, Botanical Gardens, Pitt St Mill, Darling Harbour
Endurance	Forest area just outside of Cataract Park	Around 1,700	Teams will be given map bearings which they will use to locate activity bases. These activities include abseiling, kite making, escape from Cataract and skirmish.
<b>Onsite</b>			
Adventurous Activities	Onsite	Around 1,700	Scouts will rotate between two half day packages including Challenge Valley and Water Slides with the choice of 2 activities; BMX bikes, abseiling, climbing wall, archery, laser skirmish, high ropes, low ropes, flying fox, caves, skateboarding, try driving
Cirque du Scoute	Onsite	Around 1,700	Half day activity where Scouts will learn how to juggle, unicycle and trampolining. They will also play Circus themed games and activities including crockery smashing, dunking chairs, artscape wall, slippery pole, tight rope, giant puzzle and more



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Brownsea	Onsite	Around 1,700	Scouts will participate in traditional Scout Craft and Bush Craft activities. These include making basketball tripods, ballistas, building race carts and chariots, mapping, tracking and first aid.
Skills Base	Onsite	Around 1,700	Scouts will participate in the WorldSkills Australia Try'aTrade program. Some of the activities are: <ul style="list-style-type: none"> <li>• Automotive Mechanics</li> <li>• Baking</li> <li>• Beauty Care</li> <li>• Cabinetmaking</li> <li>• Carpentry</li> <li>• Construction – Dog kennels</li> <li>• Cookery</li> <li>• Electrical installation</li> <li>• Floor laying</li> <li>• IT</li> <li>• Jewellery</li> <li>• Plumbing</li> <li>• Paving</li> </ul>



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## MEDIA ACCREDITATION APPLICATION FORM

COMPLETED MEDIA ACCREDITATION FORMS MUST BE EMAILED TO [JMUIR@primary-pr.com](mailto:JMUIR@primary-pr.com)

Media wishing to attend the AJ2010 must complete and submit this application form prior to attending AJ2010. Media attending the AJ2010 can pick up accreditation at the media centre located in the centre of the Cataract Scout Park grounds upon arrival.

If you have not been able to submit accreditation please go directly to the media centre upon arrival to acquire your accreditation (you will need to present formal identification)

**Full name:** .....

**Organisation:** .....

**Department contact:** .....

**Address:** .....

**Telephone:** ..... **Mobile:** .....

**Email:** .....

### Please tick the appropriate boxes below:

#### Organisation type

- Newspaper
- Magazine
- Press Agency
- Photo Agency
- Radio
- TV
- Website
- Freelance

#### Function

- Journalist (Print)
- Photographer
- Radio Reporter
- Host Broadcaster
- Radio/TV Technician
- TV Reporter
- Columnist
- Blogger

Scouts Australia reserves the right to restrict access to AJ2010 based upon the sensitivity of the content or as requested by the activity organisers or appropriate leaders. Media will be notified in advance when this is applicable.

Please direct media accreditation enquiries to Jenny Muir on (phone) 02 9212 3888/ 0415 401 200 or email [jmuir@primary-pr.com](mailto:jmuir@primary-pr.com)

Media Packs will be available at the AJ2010 website [www.scoutsaj2010.com/news/media](http://www.scoutsaj2010.com/news/media)