



charity regatta

Friday 25 March 2011

On Sydney Harbour

Principal Sponsor



event fact sheet

size of event

- 2010 event: over 80 yachts
- Of the largest yachting regatta's in Australia
- More yachts than Sydney to Hobart
- Expect some of the 2010 Rolex Sydney to Hobart yachts in the official race: AFR Midnight Rambler, Brindabella, Investec Loyal, Loki, Pirelli Celestial, Rodd & Gunn Wedgetail, Southern Excellence, Wave Sweeper, Wild Thing, Yuuzoo and Zen.
- Expect over 1,500 property and construction industry representatives on the water from all industry sectors: developers, investors, financiers, fund managers, construction companies, builders, architects, project managers, quantity surveyors, agents, service providers, suppliers – and many more!

purpose of event

- To unite the property and construction industry to raise money for charities doing exceptional work with street youth and homeless children.
- Young people at risk from different charities will be guests aboard "Uptown Girl" kindly hosted by Winton Associates.

principal sponsor



primary event supporters

providing donated or charity services



<p>the event</p>	<p>Regatta Day Friday 25th March 2010</p> <p>8.00am: Early-Bird Registration</p> <p>10.30am: Official Registration: — Middle Harbour Yacht Club (MHYC) OR — Cruising Yacht Club (CYC)</p> <p>11.00am Meet clients and skippers; transport to yachts. Lunch on board yacht.</p> <p>12.50pm: Ten minute warning gun</p> <p>1.00pm: Official Race commences</p> <p>4.00pm-6.00pm Latest Finish for yachts</p> <p>4.00pm: Restricted Entry Private Function "Tiki Island Beach Party"</p> <p>6.00pm: Official Presentation of trophies, prizes The Bob Ell Cup The Shemara Cup (in honour of the late Vince Frost – Co-Founder with John Austin)</p> <p>6.30pm: Official presentation concludes, Tiki Island Beach Party continues</p> <p>7.30pm: Tiki Island Beach Party concludes</p>
<p>volunteer support</p>	<ul style="list-style-type: none"> • more than 50 young professionals volunteering their time for the event • early morning setup from 7:00am • a volunteer committee helps with planning the event • PIF Office of 5 manages the event internally
<p>expected amount to be raised</p>	<p>Remarkably high return to charity, raising:</p> <p>2010: \$383K net</p> <p>2009: \$300K net</p> <p>2008: \$470K net</p>

expected amount to be raised

The Foundation has been raising in the vicinity of \$1.5 million a year for charities doing exceptional work with street youth and homeless children. The following charities have received support from our Foundation – we are currently working closely with some of them to complete building refurbishments:

Barnardos
Come In Youth Resource Centre
Father Chris Riley's - Youth Off the Streets
Girls & Boys Brigade
Marist Youth Care
Open Family
PCYC - Police Community Youth Centre *Woolloomooloo*
Salvation Army *Oasis Surry Hills*
Shine for Kids
Sir David Martin Foundation
St Vincent de Paul Society *Youth Reach*
Stepping Stones
Ted Noffs Foundation
Uniting Care Burnside *DRUM Centre*
Wayside Chapel
Wesley Mission *Streetsmart*
William Campbell College
YWCA

Our Vision: To unite the entire national property industry – developers, agents, construction companies, builders, financiers, investors, owners, service companies, unions, lawyers and individuals in an independent initiative to support community programs aimed at 'at risk' youth. The Foundation supports community programs that facilitate youth employment, tackle the problems of social alienation, and encourage self-responsibility.

Our Strategies to Achieve the Vision:

- To support community programs that provide practical support and that, where possible, produce tangible results, vigorous youth unemployment programs that tackle attitude and encourages self-responsibility.
- To provide accommodation for the homeless.
- To facilitate jobs and mentor support where possible.
- To raise funds for such programs through corporate and individual donations, special networking events and sporting contests.
- To offset administrative costs via direct corporate donations.

patrons

PATRON NSW

Her Excellency Professor Marie Bashir AC CVO, Governor of NSW

PATRON Victoria

The Governor of Victoria, Professor David de Kretser, A.C.

ambassador

AMBASSADOR

Greg Paramor

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LAWYERS TressCox | **ACCOUNTANTS** PricewaterhouseCoopers

Rosemary Smithson

CEO – 10 years with the Property Industry Foundation

Expertise: specialising in marketing & communications; direct marketing; sales; business development; strategic management; event management; customer & guest relations; volunteer relations

Industries: primary involvement with airlines, hotels, theme parks & tourist attractions other includes USO Germany/US Military, St James Ethics Centre, government community projects

Experience: Brisbane, Sydney, Adelaide, UK, Germany, East Coast USA, Kuala Lumpur

Interest with Foundation: passion for cause; strong belief that people want to give/help; personal experiences

other PIF events

National Hard Hat Day – employers & employees in the Property & Construction Industry donate one hour of their pay to build a home for homeless children | 2010 raised \$323,053 donations

Annual Charity Ball – glamorous gala event attracting over 500 industry leaders and partners | 2010 event raised \$205,000 net

Annual Car Rally & Cycling Challenge – attracting over 70 cars in the car rally and in its first year, attracted nearly 200 cyclists | 2010 event raised \$77,000 net

Annual Cocktails at Government House – soft fundraiser held each year to bring leaders of industry together | raises approximately \$5,000 each time

Bi-monthly **CEO Networking Forums** | approx 80 CEOs and industry heads meet to network and share PIF vision

PropertyBlitz Event Management | Workabees | Job Squad | Buddy Program | volunteers across the industry help their Foundation to help youth and reduce administrative expenses)

PAExclusive Chocs for Socks Winter Campaign | PAs across the industry raised money to buy socks and beanies for over 300 street kids in Sydney

PAExclusive Zoo Trip for Disadvantaged Children | PAs across the industry host disadvantaged children from three different charities to Taronga Zoo



Your PIF contact details:

Event Management

Event marketing & Corporate Registration

PropertyBlitz Volunteer Ground Crew

Yacht Registration

General event

Media Relations

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