



Media Release

FAIRFAX – LED BY THE AGE – TO PLAY KEY ROLE IN THE COMMONWEALTH GAMES

January 11, 2005 – *The Age* has been appointed the official print partner for the volunteer program for the Melbourne 2006 Commonwealth Games. Fairfax will provide support across its mastheads and online for the volunteer program.

Next to the Sydney Olympics and Paralympics, this will be the largest volunteering program ever run in Australia, involving 15,000 volunteers.

The Age -- along with *The Sydney Morning Herald*, Fairfax Regional and Community Newspapers, and Fairfax Digital – will provide significant editorial and logistical support for the volunteer recruitment effort by providing essential information and communication, as well as comprehensive editorial coverage by award winning journalists in print and online in the lead up and during the Games.

Editor-in-chief of *The Age*, Andrew Jaspan, said: “We are delighted to be involved in ensuring that the 2006 Games are the best ever.

“One of the key elements in making the Games successful – as was clearly shown at the Olympics in Sydney – is the involvement, commitment and skills of volunteers. We are determined to emulate that success in Melbourne involving all the community in a very exciting and comprehensive way.”

Fairfax is the market leader in jobs and recruitment advertising with around one million positions listed each year in print and online.

“Our capability throughout Victoria and New South Wales, together with the fact Fairfax publications helped in the successful recruitment of 47,000 volunteers and the implementation of the Sydney Olympics volunteering efforts, means we are well placed to provide the necessary support for a successful Commonwealth Games in 2006,” Mr Jaspan said.

“We are very confident that Australians will enthusiastically participate in what will be not only an outstanding sporting event but also a celebration of Melbourne and Australia. This is an exciting time to be in Melbourne and *The Age* and Fairfax are enthusiastic about playing such a key role in one of this city’s most important sporting events.”

Mr John Harnden, Chief Executive Officer of the Melbourne 2006 Commonwealth Games Corporation, said, “The Volunteer Program is a crucial part of the Games and will give all Australians an opportunity to be involved in this exciting event. We welcome the opportunity to recruit up to 15,000 volunteers in partnership with Fairfax.”

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