



Media Release

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ANZ extends partnership with swimming

ANZ today announced it would be the first major Australian partner of the 2007 FINA World Swimming Championships, and the Official Financial Services Institution of the Championships.

Today's announcement marks 200 days until the start of the World Swimming Championships which will be staged in Melbourne in March 2007.

The partnership extends ANZ's strong association with Australian sporting events and in particular with high-profile swimming events. ANZ was a major sponsor of the Championships when they were last held in Australia, in Perth in 1998.

Attending today's launch at the Melbourne Sports and Aquatic Centre in Melbourne, ANZ Group Managing Director Institutional Division, Mr Steve Targett said ANZ looked forward to celebrating the World Swimming Championships with Australia.

"ANZ is honoured to be the first Australian partner of the World Swimming Championships," Mr Targett said. "We know that Australians are passionate about swimming and we see our partnership as a means of connecting with the community and helping to bring them the best ever World Swimming Championships."

"Everything that Australians love about elite sport - world class performances, dedication, success and excitement - will be celebrated across ANZ in the months ahead. By March 2007, we will have helped to deliver the enthusiastic attention of sports-lovers all over the country to watch the World Swimming Championships."

ANZ Group Managing Director Personal Division, Mr Brian Hartzler said ANZ would support its sponsorship of the Championships with an extensive program that includes appearances by the ANZ All-Stars, an elite team of athletes representing all five disciplines of the World Swimming Championships, a live site at Federation Square in Melbourne during the Championships, ATMs at all venues and in-branch promotions.

"Our associated marketing activities and extensive branch network will take the message and the spirit of the Championships around Australia," Mr Hartzler said.

It is expected that 175 countries and more than 2,000 athletes will compete, attracting an estimated 12,000 tourists and international visitors to Melbourne. The partnership with the World Swimming Championships also gives ANZ a platform to connect with audiences outside Australia in key markets such as Asia and New Zealand.

The 12th FINA World Championships will be held in Melbourne from 17 March - 1 April, 2007. Athletes will compete across five aquatic disciplines (swimming, diving, water polo, open water swimming and synchronized swimming) at three inner-city venues during the Championships.

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