



Torino2013
World Masters Games
Final Report



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1 Introduction



1.1 Message from the IMGA President



Key Holm
President of IMGA

A handwritten signature in black ink, appearing to read 'Key Holm', written in a cursive style.

For nine memorable days from 2 to 11 August 2013, Torino hosted the 8th edition of the World Masters Games where nearly 20.000 people from 107 countries competed in 30 sports and enjoyed the city of Torino and the region of Piedmont.

Torino by hosting the World Masters Games once again proved its ability to host great sport events, like in the past the 2006 Winter Olympics.

I would especially like to express my gratitude and recognition to all the volunteers who gave up their time and holiday to be part of the event, and without whom there would have been no Games. I also thank the hard work and dedication the Organising committee and all political partners, sponsors and cities involved put into the event.

The World Masters Games are about sport for life. They are about promoting the message that sport improves your health and lifestyle. But they are also about friendship and having fun. Torino has delivered a remarkable event and should be congratulated on a great job.

1.2 Message from the President of the Piedmont Regional Council



I would like to thank from the bottom of my heart all the people who made it possible for us to host the 2013 World Masters Games in Piedmont. Once again, this region has demonstrated that it was capable of organising an international event. Torino and Piedmont put on an extremely good show, as they did for the 2006 Winter Olympics.

As Governor of Piedmont, I am proud that our region was able to welcome the WMG athletes and their families: it was wonderful to have you here with us. We enjoyed days of fierce competition, and of promotion of our region but also of the positive values of sport. We look forward to welcoming you to Piedmont again.

Roberto Cota
President of Piedmont Region

A handwritten signature of Roberto Cota in black ink. The signature is stylized, with the first letters of the first and last names being large and prominent.

1.3 Message from the Major of Torino



The success of the World Masters Games and the approval of the public and the athletes underlined yet again the true sporting, cultural and touristic values that Torino has to offer to anyone ready to be seduced by this city.

These games, dedicated to the Over-30s, were another important moment in the international spotlight after the very successful Winter Olympics of 2006, establishing Torino among world capitals like Toronto, Melbourne and Sydney, which have already hosted the Masters Games.

Piero Fassino
Major of Torino Municipality

A handwritten signature in black ink that reads "Piero Fassino". The signature is written in a cursive, flowing style.

1.4 Message from President of the Organising Committee



Piedmont and Torino gave a warm welcome to the athletes at the 2013 World Masters Games in Torino, and they were touched by the athletes' genuine and strong enthusiasm for sport and for tourism in our region.

A heartfelt thank you to all the participants at this event, who brought out the organisational skills and hospitality of the local population once again. The lights have now gone out on the Torino 2013 World Masters Games, but Masters sport continues to thrive, as an element of great sporting and touristic importance for Piedmont and for Torino, which will bid for other international events in the future, trusting in the participation of all the athletes who looked at our sky and our artistic heritage and said, "this has been wonderful, we must come back".

Fabrizio Beneintendi
President of the Organising Committee

1.5 Message from the Vice President of the Organising Committee



Giuseppe Ferrari
Vice President of the Organising Committee

A handwritten signature in black ink, appearing to read 'Giuseppe', with a large, stylized flourish above it.

In the Summer of 2013, the World Masters Games brought thousands of athletes, families, friends and tourists to Torino. And, once again, Torino proved that it was worthy of its great vocation, which has grown constantly in recent years, as the capital of hospitality, cordiality, and top quality tourist and cultural attractions. The happy faces of the athletes who set off with their wives and children or grandchildren to the Egyptian Museum, Piazza Castello or the Reggia of Venaria as soon as they had a couple of free hours, is a wonderful memory, one of those that we will never forget because they showed that, even at a very difficult moment for the local economy, with the support of a group of well-intentioned people who love sport, it is concretely feasible to organise exciting, almost unrepeatable world-class events, in just a few months.

My sincere thanks go to the institutions who supported us in this process, to my colleagues on the Committee, to the Mayor, Piero Fassino who played a decisive role for the success of the games, to the public and private bodies who collaborated, and to the members of the general public who assisted us. It was a difficult trial, in terms of the time and resources available and the problems encountered. But we succeeded, as the people of Torino do, with sobriety, tenacity and common sense. These are virtues that enabled us to overcome every obstacle, and with everyone's help they project Torino towards other new and ambitious projects.

1.6 Message from the Chief Executive Officer of the Organising Committee



Cesare Vaciago
Chief Executive Officer of the Organising Committee

A handwritten signature in black ink, consisting of a stylized 'C' followed by a long, sweeping horizontal line that curves upwards at the end.

The World Masters Games appealed to everyone, and we demonstrated our organisational capabilities and character. In spite of the many economic difficulties, the Organising Committee, which comprised a small number of reliable and highly professional figures, worked intensely for many months, with all the passion and commitment possible, trying to organise a very successful event, to host a large number of competitors and to meet all the requirements and expectations of the athletes, the persons accompanying them and the sports federations.

My thanks go first and foremost to the authorities for the financial support given to the initiative, to the volunteers, the Vigili Urbani, Protezione Civile, Ex Alpini associations and the Carabinieri, all of whom were outstanding, active and ready to collaborate, as well as our Partners/Sponsors who worked with the Organising Committee for the success of the Games. We demonstrated our best qualities, our services and the beauties of our region, to promote the City of Torino around the world.

1.7 Message from Chief Operating Officer of the Organising Committee



Bernardino Chiavola
Chief Operating Officer of the Organising Committee

A handwritten signature in black ink, reading 'B. Chiavola'.

The preparation of this important sporting event demanded a great deal of hard work, which was repaid by the pleasure of seeing the city full of thousands of participants. The limited budget allocated to the project, dictated by the deep recession affecting the finances of all the Italian territorial agencies, was a serious problem for the organisers, and did in part affect the deadlines envisaged in the contract.

However, the Committee got to work immediately to make up for any delays. Thanks to the resources available, who were few in number but extremely qualified, it was possible to complete the project, organising successful Games, which lived up to the image that Piedmont has legitimately earned for itself over the years by organising world-class sports events.

To conclude, it has been an honour to be the Chief Operating Officer of this Committee, and I believe that the promises made when we presented our candidature were met in full; there was extensive participation by the athletes and the people accompanying them, at what has been the most important sports event hosted by the city of Torino since the 2006 Winter Olympics.

1.8 Message of the Councillor of the Executive Board



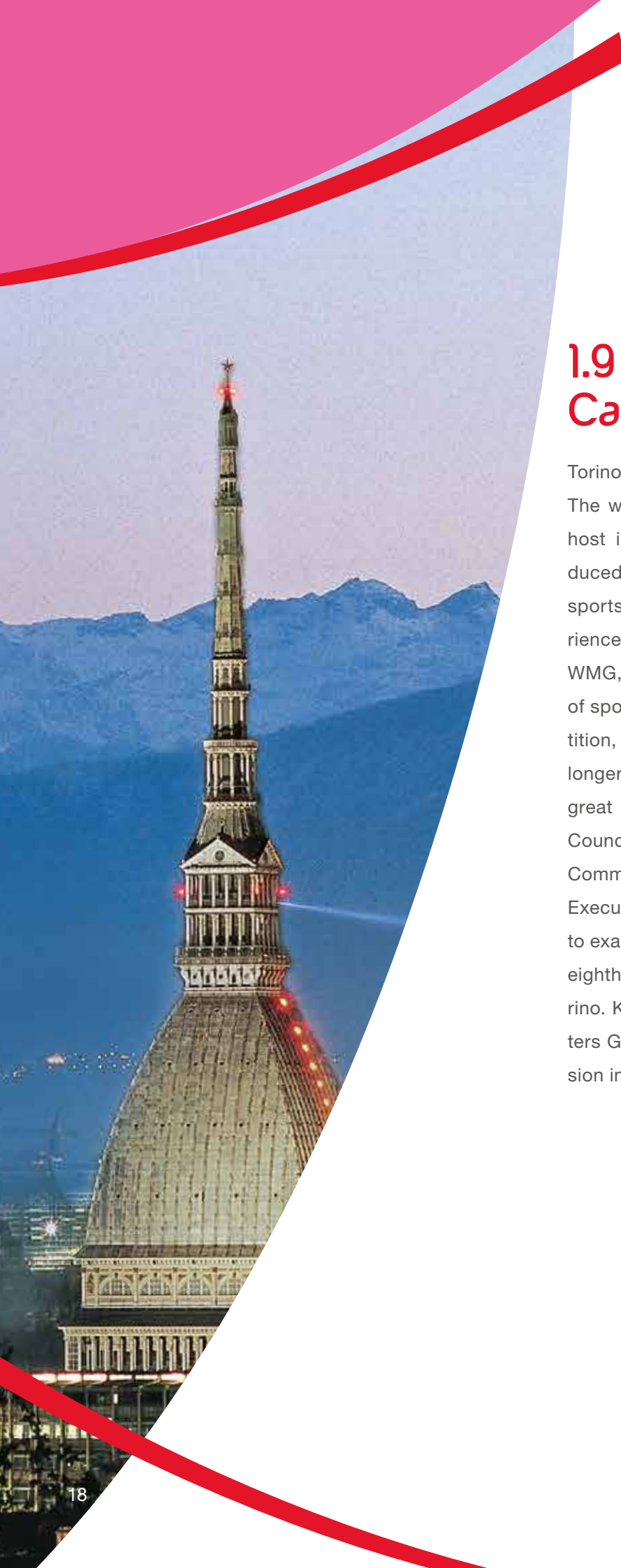
Andrea Maria Colarelli
Councillor of the Executive Board

After having been involved in the organisation of the Torino 2006 XX Winter Olympic Games as the representative of institutions, it was with great pleasure that I accepted a place on the Organising Committee of the Torino 2013 WMG, which proved to be another extraordinary experience.

I remember the emotions and the fluctuating states of mind that were an intrinsic part of our frenetic work, which was not without hitches and difficulties but brought plenty of satisfaction thanks to the excellent results achieved at every level of the organisation.

The joy of thousands of athletes and their families, and the enthusiasm of the volunteers and of the local inhabitants who did their utmost on the hospitality front were the best confirmation of the hard work done.

With this experience behind me, all that remains for me to do is to wish every success to the people who will do their part in future editions to spread the message of sport for everyone and for every age, and of the values that it brings.



1.9 Torino 2013 Candidature

Torino's bid was much more than a sporting challenge. The whole region wished to underline its vocation to host important sports events that had already produced the 2006 Winter Olympics. With cutting edge sports facilities and consolidated organisational experience, in 2008 the city submitted its bid to host the WMG, well aware that Masters Games are a festival of sport in all its various expressions: not only competition, but also sport practised by people who are no longer very young, but who compete at all ages with great benefit to their health. The Piedmont Regional Council, the Torino City Council and the Chamber of Commerce promoted and sustained the bid. The IMGA Executive Board met in Sydney on October 13, 2008 to examine the various bids, and decided to assign the eighth edition of the Games in 2013 to the city of Torino. Kai Holm, the President of the International Masters Games Association, officially confirmed this decision in a letter dated January 9, 2009.

1.10 Executive Summary

Torino and Piedmont hosted the eighth edition of the World Masters Games from August 2 to 11, 2013. The Torino World Masters Games will be remembered for the close link between the event itself and the surrounding area. Torino and Piedmont offered the athletes an opportunity to enjoy a unique experience that was not limited to the sport. The inauguration of the Games Centre on July 27, 2013, organised in pavilion 5 of Torino Esposizioni in the Valentino Park, made it possible to get the accreditation of the participants under way gradually before the start of the competitions, avoiding the long queues that were a feature of all the previous editions of the Games. Participants could collect their Welcome Bags at the Games Centre, and receive information about the competitions and collateral events, book tours, and purchase WMG gadgets and sports clothing. The Sponsor Village was set up in the avenues of the Valentino, with stands of all the event sponsors, and in the evening the Valentino Park became the meeting point for the participants, where they were entertained by performances and music. During the day, the Valentino Park also hosted important competitions, including sprint events for the Duathlon and Triathlon, the athletics half marathon and the 10 km race and 10 km walk, as well as Cycling events including the time trial, criterium, pursuit and mountain bike. In the 65 competition venues, the participants compet-

ed in 30 sports, for a total of 165 different disciplines, setting new Games records for many events. There were three Paralympic sports, athletics, swimming and archery, 478 umpires and referees were involved, and 2032 award ceremonies were held. The Opening Ceremony was held on August 3 in Piazza Castello, the heart of the city of Torino. The athletes paraded along Via Po from Piazza Vittorio Veneto to Piazza Castello. The official speeches, the raising of the flag, the national anthem and the Olympic oath, officially opened the Games. The Closing Ceremony of the 8th WMG was held in the Valentino Park on August 11, after the award ceremony of the last sports events. The Organising Committee of Torino 2013 passed the flag to Auckland, which will host the 9th edition of the Games. After the official speeches the flag was folded and presented to John Wells, President of the Auckland Games. After the ceremony, the party began: athletes, accompanying persons, volunteers and staff saluted the end of the Games at a concert. The party continued in the avenues of the Valentino Park and in the streets of Torino, where people could enjoy another special night and salute the eighth WMG.

A group of people, mostly women, are participating in a protest or rally in a city square. They are wearing white t-shirts, white pants, and large yellow gloves. Some are holding the gloves up in the air. The background shows a large, ornate building with many windows and a street lamp. A large yellow triangle is overlaid on the left side of the image, containing the text "2 Governance".

2 Governance





2.1 Overview

The Torino 2006 Olympic Winter Games changed the way people view and enjoy the city. With the WMG the city returned to the international stage, with an opportunity to present itself to an international public, not only for its culture and artistic and architectural heritage, but for its ability to organise large sports and other events. Aware of the public responsibility of its mission, the Organising Committee took all the possible steps to organise an event that was worthy of expectations and would leave a valuable legacy for the region.

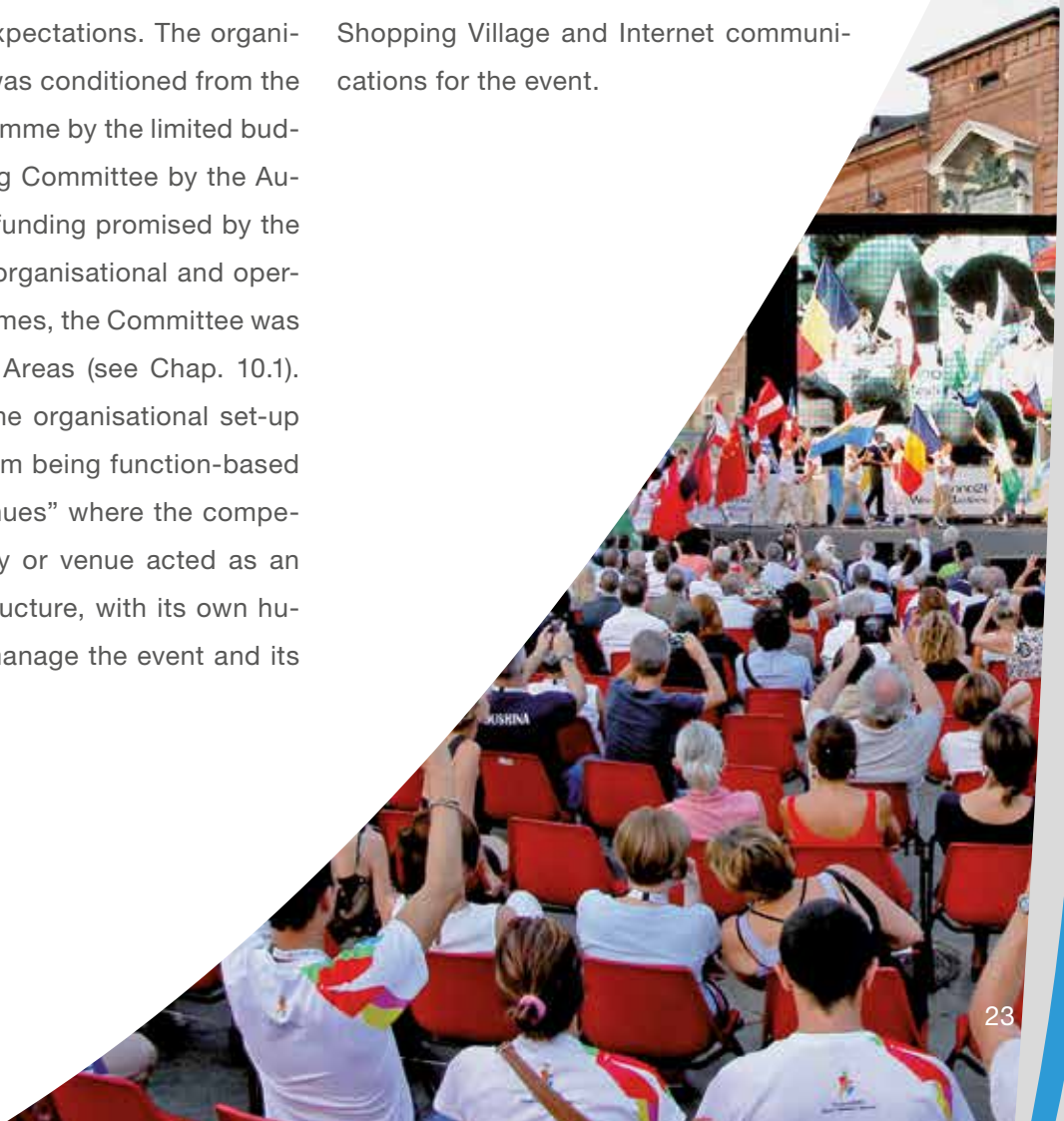
2.2 IMGA Association

The World Masters Games are organised by the IMGA (International Masters Games Association), based in Lausanne, Switzerland, which awards the Games every 4 years to a city after a bidding process, alternating the Summer Games and Winter Games every two years. The IMGA Board is made up of 18 members of the International Sports Federations, some of whom are also members of the International Olympic Committee. The IMGA President is Mr. Kai Holm, while the Chief Executive Officer is Jens Holm. The IMGA representative on the Torino 2013 World Masters Games Organising Committee was General Gianni Gola, a well-known figure who has held important roles in the world of national and international sport.

2.3 Torino 2013 Organising Committee

The Organising Committee of the Torino 2013 World Masters Games (officially set up at the beginning of April 2011 when President F. Benintendi was appointed) is a private non-profit association that took responsibility for organising the Masters Games. This meant taking on the contract obligation to provide services to different types of client: Athletes, Accompanying persons, IMGA, Sports Federations, Media and Sponsors, who all had to be in a position to perform their own roles in the best possible way, guaranteeing a spectacle that was worthy of tradition and expectations. The organisational effort was huge and was conditioned from the very early stages of the programme by the limited budget allocated to the Organising Committee by the Authorities, and the low level of funding promised by the sponsors. In response to the organisational and operational requirements of the Games, the Committee was structured around Functional Areas (see Chap. 10.1). As the Games approached, the organisational set-up of the Committee changed from being function-based to a model based on the “Venues” where the competitions were held. Each facility or venue acted as an autonomous decentralised structure, with its own human resources and skills to manage the event and its specific activities.

By Games Time, the Organising Committee had a staff of 30 paid employees: the breakdown of the staff by gender was 60% women and 40% men (see Chap. 10.2). The Organising Committee collaborated closely with the Jumbo Grandi Eventi company, its partner in the project, which was responsible for: Registration and Accreditation of the athletes and accompanying persons, and also for their accommodation, when requested, and for setting up the Accreditation Centre, the Shopping Village and Internet communications for the event.



2.3.1 Steering Committee

The Steering Committee set up by the Piedmont Regional Council was an organ made up of the Regional and Municipal Councillors for Sport, and the General Manager and President of the Organising Committee. The Steering Committee directed and coordinated activities to achieve the Project goals, taking the necessary decisions to implement the operating plan efficiently and rapidly, except where institutional and territorial agencies were responsible.

2.3.3 Main Operating Committee

The Main Operating Committee (MOC), set up during the period of the Games and chaired by the Chief Operating Officer, was the supervisory watchdog whose role was to respond rapidly to any emergency that might occur during the event. Its main goal was to coordinate and solve any problems regarding the following sectors: Sport, Medical-Sanitary Service, Transport and Logistics.

2.3.2 Executive Board

The Executive Board was the executive organ whose role it was to coordinate the activities of the Organising Committee, guaranteeing the implementation of the strategies decided by the Steering Committee. It was made up of President Fabrizio Benintendi, General Manager Cesare Vaciago and Directors Bernardino Chiavola and Andrea Maria Colarelli. After changes were made to the Articles of the Association, Giuseppe Ferrari, former Assistant General Manager of the City of Torino was appointed Vice President of the Organising Committee.





2.3.4 Sport Federations Sport Associations

The Regional Committees of the Sports Federations involved in the event played a decisive role, guaranteeing for each discipline the necessary technical staff to hold the competitions correctly (judges, referees, time-keepers, etc.) in nearly all the sports on the programme. For certain sports (Basketball, Beach Volley, Volleyball, Cycling, Football, Rugby and Sailing) the Organising Committee contacted the Sports Associations directly to organise the matches, because the sports Federations did not show a particular interest in the event. There was a similar lack of interest on the part of the regional committee of CONI (National Olympic Committee), which even opposed holding the event for certain aspects.

See table opposite.

Sports	Sport Federations National and International	Sport Associations
ARCHERY	FITARCO	-
ATHLETICS	FIDAL	FIDAL SERVIZI
BADMINTON	FIBA	-
BASEBALL / SOFTBALL	FIBS	-
BASKETBALL	FIP	ASD POLISPORTIVA GIOVANILE SALESIANA
BEACH VOLLEY	FIBV	ASD POLISPORTIVA GIOVANILE SALESIANA
BOWLS	FIB	-
CANOE/KAYAK	FICK	ASD AMICI DEL FIUME/IVREA CANOA CLUB
CYCLING - MOUNTAIN BIKE	FCI	ASD CAMBA
CYCLING - RD, TT, CR	FCI	ASD CICLO CLUB PIEMONTE
CYCLING - TRACK	FCI	ASD VELODROMO FRANCONI
DUATHLON / TRIATHLON	FITRI	ASD ANDORA TRIATHLON
FIELD HOCKEY	FIH	ASD RASSEMBLEMENT HOCKEY CLUB
FOOTBALL	FIGC	ASD TIME OUT
GOLF	FIG	CIRCOLO GOLF TORINO/ROYAL PARK ROVERI
JUDO / KARATE	FIJLKAM	ASD JUDO CLUB ALBA
ORIENTEERING	FISO	-
ROWING	FIC	ASD LAGO CANDIA SPORT
RUGBY	FIR	CENTRO UNIVERSITARIO SPORTIVO (CUS)
SAILING	FIV	ASD CIRCOLO VELA ORTA
SHOOTING CLAY TARGET	FITAV	ASD TIRO A VOLO RACCONIGI
SHOOTING RIFLE & PISTOL	UIITS	TIRO A SEGNO NAZIONALE TORINO (TSN-TO)
SQUASH	FIGS	-
SWIMMING	FIN	-
TABLE TENNIS	FITET	CENTRO UNIVERSITARIO SPORTIVO TORINO
TAEKWONDO	FITA	-
TENNIS	FIT	SPORTING - CIRCOLO DELLA STAMPA
VOLLEYBALL	FIPAV	ASD POLISPORTIVA GIOVANILE SALESIANA
WEIGHTLIFTING	IWF - MASTERS	ASD GYM CLUB PESISTICA CIRIÈ

A large crowd of people is gathered in a city square, likely for a festival or parade. In the background, a large flag with red, white, and green sections is visible. The crowd is dense and diverse, with many people wearing colorful clothing and hats. The scene is set in an urban environment with buildings in the background.

3 Marketing & Communications





3.1 Overview

Positioning the World Masters Games, building up a strong corporate IMAGE & IDENTITY and being able to count on a winning communications strategy was the starting point of the Marketing & Sponsorship and Communications function, whose role was to achieve in its initial estimates, 30% of the income for the Games organisation. The almost total lack of funding seriously compromised the initial communications and their diffusion among the event's potential sponsors, so that only a small number signed on. On the other hand, word of mouth and the intrinsic power of sport helped to attract thousands of athletes who arrived from all parts of the world.

3.2 Marketing Campaign



The marketing campaign soon underlined the fact that the type of event did not offer huge opportunities for sponsorship, which was particularly critical because of the lack of television coverage, which appeals to sponsors. The main Sponsor Recruitment plan was entrusted to the Jumbo Grandi Eventi company (JGE) which drafted a plan to find Sponsors on behalf of the Organising Committee; this considered the various commodity classes of the goods and services necessary to organise the event. The benefits offered to the sponsors by the Committee were as follows:

Image rights

- The right to use the title of Partner of the World Masters Games 2013, with a monopoly for the discipline chosen, and use of the logo for its promotional campaigns.
- The right to be involved in the press conferences, with a representative among the speakers.

Brand visibility

- Presence of the brand in a prime position visible on television in the main event venues.
- Presence of the brand in a prime position in all the elements characterising the “look of the event”
- Double page spread in a fixed position inside the “sport guide”.
- Presence of the logo in a prime position in the media campaigns promoting WMG 2013.
- Presence of the logo in the home page of the WMG 2013 website.
- Maximum involvement of the partner in the web campaign.

Shopping Village

- Basic module (50 sq m total) inside the Village, including 1 hostess.
- Brand visibility inside the accreditation centre.
- Possibility of organising a promotional display for sampling and/or gadget distribution activities in the main venues.

Pre Social activities

- 10 credits to attend WMG 2013 events for its guests.
- 20 invitations to the Opening Ceremony in Piazza Castello.
- Possibility of organising promotional actions and/or ad hoc events inside the Village.

3.3 Communications

A communications plan was drafted to support the World Masters Games 2013 to create interest, appeal and involvement in the event.

Because of a total lack of funding, the nationwide plan to raise awareness of the event was unfortunately organised right before the Games for a total of about 6 months.

Initially, viral marketing activities were encouraged through web campaigns to disseminate information about Torino 2013 to the general public, exploiting BTL channels to acquire space in the media, for example by launching the mascot. In the last 3 months before the Games a media buying campaign was planned, involving all channels of communication such as daily papers, periodicals, television networks, outdoor advertising, etc.

The entire campaign was supported by intense media relations which aimed to involve media operators by producing periodical press releases, the collection and dissemination of interesting facts that can create a news item and capture space in the media, and constant attention to anything involving the Internet with viral and buzz marketing activities.



3.3.1 Website

The official Torino 2013 World Masters Games website was created under a form of sponsorship by the Reply company and officially launched in September 2011; it was the tool most used to communicate information to participants and was constantly updated with the latest news about the Games. Visits to the site remained constant until July 2013 when they increased exponentially, reaching a peak during the period of the Games. There were still a large number of visits after the end of the Games to view the competition results. The website was the key tool to access the registration system for events; this opened in April 2012 and closed officially in July 2013. The athletes enrolled gradually over the months, except in May 2013 when almost one third of total participants enrolled following a targeted campaign to raise awareness of the Games.

Greater detail about registrations can be found in Chapter 7.2, and all the web statistics are given in Chapter 10.6.

3.3.2 Media Relation and Press Operation

Press office activities for the World Masters Games began in April 2013. The first important event was the “-100 days” conference; the goal of this meeting was to raise awareness of Piedmont among the general public and to persuade the local media to help “launch” the Torino 2013 WMG. Subsequently articles and interviews related to the WMG appeared in the national pages of La Stampa, Tuttosport and Corriere dello Sport increasing national awareness of the Games, and Rai Sport and Sky Sport television channels broadcast reports after the press conference held in the Salone d’Onore of CONI, the Italian Olympic Committee in Rome on June 12, attended by the Minister for Sport and the President of CONI. In the months leading up to the Games, meetings were held in the offices of La Stampa, La Repubblica, Tuttosport and other important papers, and just before the Games an opening press conference was organised in the press room of the Piedmont Regional government, in the presence of the Governor Roberto Cota, the Mayor of Torino Piero Fassino, the President of the Committee, the General Manager and the Oper-

ational Manager. For the duration of the Games, press office activities were organised in the press room of the Games Centre, and envisaged the preparation of a daily press communiqué with the results of the main events, facts and figures about events and athletes, and requests from the various papers were dealt with. Contacts were maintained and the editorial contents of the report on the WMG that was broadcast daily from Saturday August 3 to Sunday August 11 on Rai Sport 1 were coordinated and organised. In all, there were 230 accredited journalists, 13 hours a day of coverage of the press room, 700 press cuttings between articles, special reports and dossiers, and more than 50 television reports on national stations such as Rai 1, Italia2 and Rai Sport 1, regional networks like Rai 3 and Rete7, web stations like La Stampa TV and specialist sites like Sport2.0.



3.3.3 Social Networks

Facebook, Twitter and Feed RSS were used as communications tools to constantly update the Masters community about the main changes and evolutions in the organisation of the Games. Thanks to these networks, the Committee was able to promote events, divulge news and provide information that is important to people who used social networking sites. Facebook was the most successful forum, with more than 4100 likes, where members shared information, photos and videos. Twitter also allowed people to share their observations with others.



3.3.4 Newsletter

The e-newsletter was another tool, which was used to communicate directly with anyone who had enrolled in the Games and wanted to be kept constantly informed about the latest news.

3.3.5 Sport Events Participation

The Organising Committee took part in the Sydney 2009 Observation Programme and the EMG 2011 of Lignano Sabbiadoro in order to promote the Torino 2013 Games and capitalise on the experience gained by the other Committees.

In addition to the above, the Committee attended numerous national and international sports events in order to encourage participation at the Torino Games by distributing advertising material.

3.3.6 Games Publications

Two different types of guides were prepared and distributed to all participants and operators: the Games Guide, containing general information about the whole event, and the Sport Guides, with detailed information about the sports on the programme.

3.4 WMG Torino 2013 Observer Programme

The “Observer Programme” for the WMG Torino 2013 was held on August 1, and addressed both the Committees that will host coming editions of the World Masters Games, and the promoting Committees bidding to host the event in the future. The observer programme, which is drafted in two stages, was an opportunity for participants to consider the organisational decisions adopted by the Torino 2013 Committee and the problems tackled. The first stage began with a presentation in the hall at



the Valentino Castle where, after a welcome from Jens Holm, all the managers of the Torino 2013 Organising Committee illustrated the methods adopted to realise the project. In the second part of the Programme, a Venue tour explained the set-up and organisation of the competition sites. Thirty-nine (39) observers took part in the programme, from 6 different organisations, each of whom was given an accreditation badge, allowing them access to all the sites and services for the duration of the Games. The committees who participated in the Observer Programme were:

- Nice European Masters Games 2015
- Auckland World Masters Games 2017
- Candidate City Japan
- Candidate City Glasgow
- Candidate City Korea
- Candidate City Singapore

At the end of the Venue Tour, the Mayor of Torino hosted all the Delegations at the Torino Town Hall for a welcoming ceremony, followed by a buffet.



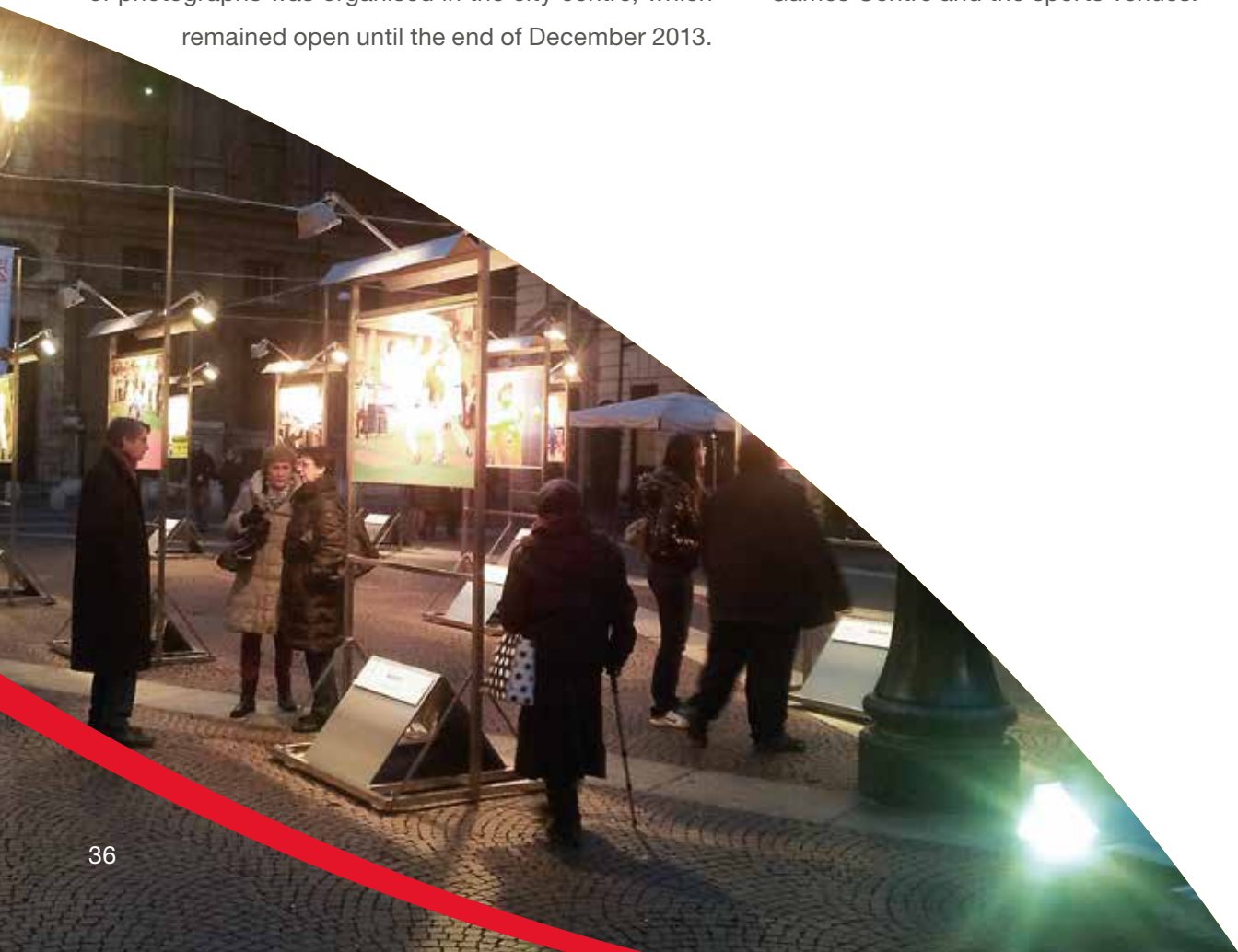
3.5 Photography & Filming Services

The Bonaga Studio was the official Photographer of the WMG. During the Games, it took more than 300,000 photographs, immortalising the most important moments of each sport, the magical atmosphere of the opening ceremony, the award ceremonies and the performances at the Game Plaza. The photographs were available on the internet site and could be purchased there or from a desk at the Games Centre. After the Games, the best shots were chosen and included in a photographic Commemorative Book to celebrate Torino 2013, the eighth edition of the WMG, and an exhibition of photographs was organised in the city centre, which remained open until the end of December 2013.

3.6 Look of the Games

To welcome the Games, Torino was decked in the logos and images of the WMG. The following were displayed around the city in strategic positions:

- 2,800 m² of posters signs.
- 150 banners on the pylons along the main roads.
- 1,000 cardboard display units in the shops in the city centre.
- 100 three-sided totems positioned near the sports facilities.
- 5 km of fabric with the logos of the Games and of all the sponsors, decorating the fencing around the Games Centre and the sports venues.



3.7 Merchandising & Commercial Activities

Elleffe - Wakan Sportswear was the sponsor from whom the Organising Committee purchased the Welcome Bags, participants' T-shirts and the uniforms of the Volunteers and Staff.

This sponsorship contract therefore made Elleffe - Wakan the sole supplier authorised to sell merchandise during the Games.

Two points of sale were set up, one at the Accreditation Centre and the other in the Shopping Village for the sponsors.



A photograph of a crowd gathered around a white monument with a large flame on top, with a green triangle overlaying the top left.

4 Events & Culture



4.1 Opening Ceremony

Torino relived the magic of the Olympic with the Opening Ceremony of the 8th World Masters Games.

Unlike previous Editions, which held the Ceremony in a stadium, Torino chose to host this event in one of the city's most imposing squares, Piazza Castello.

The programme of the Opening Ceremony of the Games began with the parade of the athletes. A Master of Ceremonies officially opened the parade which included approximately 15,000 athletes, who paraded along Via Po grouped by their sports, from Piazza Vittorio Veneto to Piazza Castello. The parade was led by the municipal and regional authorities, followed by the flags of the 107 participating nations, majorettes and the band of the Taurinense division of the Alpini corps. Mingled with the athletes along the route were numerous volunteers and street artists who entertained the huge crowds in Via Po and Piazza Castello.

The parade was concluded by members of Piedmont's flag-throwing school and the Olympic torch carried by 4 torch bearers. The festive parade was broadcast live on two giant screens erected in Piazza Castello.

The flags representing the 107 participating nations (an all-time record) were positioned on the stage set up in front of the church of San Lorenzo in Piazza Castello, and then the authorities took their place: Kai Holm, President of the IMGA, Roberto Cota, President of Piedmont's regional council and Piero Fassino, Mayor of Torino. The Organising Committee was represented by: President Fabrizio Benintendi, Vice President Giuseppe Ferrari, General Manager Cesare Vaciago, Operational Manager Bernardino Chiavola and Director Andrea Colarelli. After the official speeches the flag of the 8th edition of the World Masters Games was raised, accompanied by the Hymn to the Games, and the athlete's oath was read by an Australian competitor representing all the athletes. Then came the crowning moment of the opening ceremony, when the Olympic flame appeared, carried by torch bearer Lanfranco, a legendary volleyball player, and the Olympic brazier was lit in front of 50,000 cheering and applauding spectators in the genuine Olympic spirit of the whole event.

4.2 Closing Ceremony

The official Closing Ceremony of the 8th WMG included the transfer of the Games flag from the hands of the Torino 2013 Organising Committee to the Auckland 2017 organisers, passing the baton between Torino and the New Zealand city that will host the 9th edition. After the official speeches, the flag was folded by 6 volunteers, carried onto the stage and handed to Fabrizio Benintendi, President of the Organising Committee, who returned it to IMGA President Kai Holm. He then presented it to John Wells who will organise the Auckland 2017 Games. The Ceremony was held in the Valentino Park on August 11, immediately after the final medal ceremony, and the real celebrations began immediately afterwards: athletes, guests and volunteer staff saluted the end of the event at a concert organised by DJ SET "BACK TO THE 80'S". The party continued in the avenues of the Valentino park and the streets of Torino, and everyone enjoyed another special night and saluted the 8th edition of the WMG still wearing their uniforms.



4.3 Gala Dinner

More than 400 athletes and the people accompanying them attended the gala dinner organised by the Organising Committee in the splendid setting of the San Giorgio Restaurant at the Mediaeval Village inside the Valentino Park, with a wonderful view over the river. It was an unforgettable dinner, which evoked a Mediaeval banquet in a location imbued with history and immersed in a wonderful, magical atmosphere.

4.4 Evening Attractions

The first performance was held with the inauguration ceremony of the Games; after the festive parade of the flags and the athletes, and after the official speeches, when the public turned its gaze from the stage set up beside Palazzo Madama to Piazzetta Reale, it could enjoy a performance of acrobatic dance by the French company 9,81 directed by Eric Le Comte, an original, visionary choreographer who produced a work of creative genius against the façade of Palazzo Chiabrese. Three dancers twirled with poetical lightness on the ancient terracotta facing of the palazzo, among coloured projections of surreal images and live music played on a piano that dialogued with the artists flying above the square. The performances programmed in the days that followed were held in the Valentino on the stage erected in the World Masters Games Village. There was a performance every evening after the medal ceremony for that day's competitions.





The first was on August 5, Elektro Kif performed by the Franco-Spanish company of Blanca Li: eight very young and highly athletic danseurs whose striking and exciting vitality created a wild story of the urban dance known as elektro, which was born in the banlieus of the large metropolis. On August 7 the Belgian company Circoncentrique performed Respire: two incredible acrobats, Alessandro Maida and Maxime Pithoud performed spectacular contortions with balls, balancing spheres and circles, dialoguing constantly with a piano played live on the stage.

On August 8 and 9, the first performance by the German duo Habbe&Meik, who staged small stories of daily life using beautiful and entertaining grotesque masks, two children squabbling, a sleeper competing with a rebellious blanket, a ham-fisted craftsman trapped by a ladder, etc.. And finally, on August 10, the review was closed by the trio Gianluigi Carlone, Giorgio Li Calzi and Johnson Righeira and their musical show “Italiani”, a run through the best moments of Italian popular songs from the 1960s to the present, with songwriters and singers like Toto Cotugno, Dario Fo, Piero Ciampi, Lucio Battisti, i Righeira and many more. It was a tribute to the country hosting the games which captured the heterogeneous and cosmopolitan audience of the World Masters Games with music familiar the world over, and an “goodbye”, in the certainty that the people who were Torino’s guests in that hot week in August and were touched by the city’s beauty and appeal, would certainly return sooner or later to get to know it better.

4.5 Social Events

Many initiatives were organised in various parts of the city for the athletes, accompanying persons and members of the public who wished to spend the evening in good company, enjoying excellent food and good music. The San Salvario district opened its doors to all participants, with cultural events, food and wine evenings, shopping, art, design and night-time entertainment.

In addition to these local programmes, all the sports also organised unforgettable “social events”. After the day’s competitions, it was time to socialise and make friends, and athletes, organisers and volunteers went out on the town, dining al fresco, and enjoying the typical Piedmontese cuisine accompanied by music and artistic entertainment.

The Councillor for culture of the Torino City Council granted free entry to 28 of the city’s museums: the Royal Armoury, the Museum of Contemporary art at Rivoli Castle, the Merz Foundation, the Sandretto Re Rebaudengo Foundation, the Sabauda Gallery, the Pietro Micca Museum, the Museum of the “Le Nuove” prison, the Savings Museum, the Fruit Museum, the Museum of the Holy Shroud, the Sport Museum, the Museum of Human Anatomy, the Torino Museum of Antiquities, the Museum of Criminal Anthropology, the Resistance Museum, the Diocesan Museum of Torino, the National Cinema Museum, the National Museum of the Italian Risorgimento, the Mountain Museum, the Regional Nat-

ural Science Museum, the Botanical Garden, Palazzo Falletti di Barolo, the Royal Palace, PAV, the Mediaeval Village, the Gallery of Modern Art (GAM), the Museum of Oriental Art (MAO) and Palazzo Madama. The Egyptian Museum, the Automobile Museum and the Giovanni and Marella Agnelli Art Gallery offered special discount tickets.

4.6 Excursions

A great variety of Tours was organised to enable all the participants to appreciate the city’s artistic and architectural beauties and to visit the best known attractions in Piedmont and the surrounding regions.

- Discover Torino
- Magical Torino
- Underground Torino
- Torino by Open bus
- Torino Walking Tour
- The Royal Road
- The Royal Wine Road of Piedmont
- Lakes and castles of the Canavese hills
- Discover Lingotto and the Agnelli Art Gallery
- Taste the Langhe hills
- Lake Maggiore
- Lake Como
- Discover the Automobile Museum
- Zoom Bio Parco



5 Sport & Venues





5.1 Overview

The main goal of the sports programme for the Torino 2013 Games was to offer a wide range of participation at an international event with a multitude of different disciplines, encouraging mature athletes from all over the world to practise sport regardless of their gender, race, religion or sports experience, setting an example to inspire the young and to make them recognise that one can continue to practise competitive sport throughout one's life. In other words, the philosophies of "sport for life" and "sport for all" merged, motivating involvement in the Games not so much for the absolute athletic results but to practise sport in the long term for the physical well being of the individual. To this end, the Organising Committee set out to organise a world-class sporting event that respected the rules set by the Sports Federations, and guaranteeing the highest level of security for the Athletes.

5.2 Sport Programme

With only a few exceptions, the Programme included the sports that the IMGA defines as Core Sports, plus a number of Optional Sports that the Organising Committee decided to add to meet the expectations of many Masters. In the end, a total of 30 sports made up the sports programme, which comprised a total of 165 specialties with the various disciplines.

The Organising Committee's approach was to ask the Italian Sports Federations to manage the sports; with their experience and the qualified staff at their disposal, they were in the best position to organise the event. Intense coordination between the Organising Committee and the Sport Federations resulted in a precise definition of the Sports, Discipline and Venues.

To implement the agreements reached, contracts were signed between the parties, which established obligations and responsibilities and the fees to be paid to the Sports Federations involved.

The organisational costs for each individual sport are listed in Attachment 10.9. For each sport, the Organising Committee appointed a Technical Manager to ensure that the competitions were held in venues that met the minimum requirements set by each Sports Federation.

Registration closed on June 30, 2013, except for a few non-team sports, for which registration continued until July 10, 2013.

The sports equipment and score result systems nec-



ecessary to manage the competitions were provided by the Sports Federations, and most of the competition venues were granted free of charge by the Torino City Council. No significant expenses were met for their use, except in a few cases, where adaptation or maintenance was necessary: training pool at the Water polo pool, construction of a new Softball field in Via Servais, Torino, and construction of sports infrastructure at Lake Candia for the rowing and canoe events.

The “General Sport” Competition Schedule was published early in January 2013, and the Daily Competition Schedules for each sport were finalised in July 2013 by each Sports Federation, which had, by that time, received the Entry List of competing athletes from the Organising Committee. The Sport Guides were prepared by the Organising Committee and made available at the Games Centre to athletes who had already completed their Accreditation.

In general the competitions respected the established programme. Only in certain sports, like Basketball, Volleyball, Beach Volley and Rowing did we come up against problems at the start of competitions because of the many mistakes made in the registration of the athletes. These problems caused last minute changes to the starting lists, which consequently impacted on both the competition calendar and the allocation of venues. The routes of certain cycling road events had to be changed because of the problems they created for the city traffic.

Core Sports	Optional Sports
ARCHERY	BASEBALL
ATHLETICS	BEACH VOLLEY
BADMINTON	BOWLS
BASKETBALL	DUATHLON
CANOE/KAYAK	GOLF
CYCLING	JUDO
FIELD HOCKEY	KARATE
FOOTBALL	RUGBY
ORIENTEERING	SAILING
ROWING	SWIMMING
SHOOTING CLAY TARGET	TAEKWONDO
SHOOTING RIFLE & PISTOL	TENNIS
SOFTBALL	TRIATHLON
SQUASH	VOLLEYBALL
TABLE TENNIS	
WEIGHTLIFTING	

In all, there were 10 days of healthy sport and pure entertainment for the competitors who came from 99 different nations (see Chapter 10.3).

5.3 World Master Championships

Two World Championships, respectively for Orienteering and Weight-lifting, were held simultaneously with the World Masters Games.

The Masters Orienteering World Championship (MOWC) was held for the first time in the mountains that hosted the Torino 2006 Winter Olympics, in the splendid scenario of the woods of the Val di Susa and Val Chisone, involving the town of Sestriere as the centre for the event, as well as the municipalities of Pragelato, Cesana, Claviere and Bardonecchia.

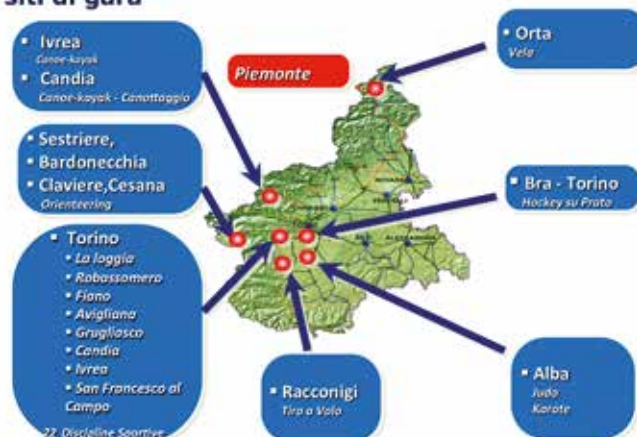
The Masters Weightlifting World Championship (MWWC) was held at the Le Cupole facility in Torino, with a record number of 600 participants, well above previous editions of the world championships.

5.4 Venues

The centre of gravity of the competition venues was the city of Torino, in order to avoid the costs that would be generated by distributing them further afield in Piedmont. The Torino 2013 World Master Games used 65 sports facilities, chosen primarily on the basis of their technical characteristics which met the requirements of the Sports Federations. “Venue Clusters” were created for certain sports that required several facilities, in order to simplify the movements of the athletes from one venue to another.

The towns of Grugliasco, Avigliana, Fiano, Robassomero, Alba, Bra, La Loggia, Racconigi, Candia, Ivrea, Orta San Giulio and Sestriere were also involved in addition to Torino. The map below illustrates the distribution of the competition venues and the related sports. A list of the sport facilities used is given in Chapter 10.8.

Programma Sportivo I siti di gara



5.5 Medals

To celebrate the athletes' victories in the Torino 2013 World Masters Games competitions, 24,000 medals were printed with the logo of the Games. Most of the medal ceremonies were held in the sports venues at the end of each event. The Committee also organised a Medal Plaza in the splendid setting of the Valentino Park, where the medals were presented every day before the evening entertainment. Nearly all the sports benefited from this opportunity to award the best athletes with greater solemnity, in the presence of local authorities and accompanied by the official hymn of the Games. The award ceremonies for the Weightlifting and Orienteering World Championships were held with an official protocol of national anthems and flags to honour the athletes' nations.





6 Sport Facts & Figure



6.1 Archery

The Olympic Stadium, which was completely updated for the 2006 Winter Olympic Games, was the theatre of one of the most spectacular events at the Masters Games. The exact East-West orientation of this prestigious and attractive construction, which was designed to meet the highest comfort and safety standards, was perfect for the 50 shooting lines necessary to hold for the spectacular competitions on the programme, and was extremely popular with the athletes and spectators.

- ▶ Staff: 10, Volunteers: 41, Technical Officials: 9.
- ▶ Competitors: 191, Team Personnel: 19.
- ▶ Medals: Gold 18, Silver 16, Bronze 15.
- ▶ Venues: Torino - Stadio Olimpico.

DISCIPLINES:

- Recurved Bow, Compound Bow.

IPC DISCIPLINES AND CATEGORIES:

- Recurved Bow, Compound Bow.
- Categories: RW-W1 competing together with RW-W2, RM-W1 competing together with RM-W2, CW-W1, CM-W1, RW-ST, RM-ST, CW, CM.

AGE CATEGORIES:

- 30+, 40+, 50+, 60+, 70+.
- Recurved bow:
 - 30+, 40+: distance 70 mt, target face 122 cm, 72 arrows.
 - 50+, 60+, 70+: distance 60 mt, target face 122 cm, 72 arrows.
- Compound bow:
 - All age categories: distance 50 mt, target face 80 cm with 6 zone scores, 72 arrows.

AGE CATEGORIES IPC:

- Recurved bow:
 - 30+, 40+: distance 70 mt, target face 122 cm, 72 arrows.
 - 50+, 60+, 70+: distance 60 mt, target face 122 cm, 72 arrows.
- Compound bow:
 - CW-W1 and CM-W1: distance 50 mt, full 80 cm face (not 6 rings 80 cm face), 72 arrows.
 - CW and CM: distance 50 mt, target face 80 cm with 6 zone scores, 72 arrows.





6.2 Athletics

The star attraction of the Torino 2013 World Masters Games, it included the largest number of specialities in its programme, and was held in the stadium named after a great manager of world sport, Primo Nebiolo, a native of Torino. Except for the 10 km road race walk, the 10 km road race and the half marathon, which were held in the Valentino Park, all the athletics events were held in this stadium, which was recently revamped and regularly hosts national and international competitions. The Organising Committee entrusted the management, organisation and running of the events to FIDAL, and a very high quality standard was achieved.

- ▶ Staff: 33, Volunteers: 65, Technical Officials: 74.
- ▶ Competitors: 1903, Team Personnel: 35.
- ▶ Medals: Gold 533, Silver 458, Bronze 398.
- ▶ Venues: Torino - Stadio Primo Nebiolo, Parco del Valentino.

DISCIPLINES:

- Decathlon (m).
- Eptathlon (w).
- Weight Pentathlon (m-w).
- 100 mt (m-w).
- 200 mt (m-w).
- 400 mt (m-w).
- 800 mt (m-w).

- 1500 mt (m-w).
- 5000 mt (m-w).
- 10000 mt Road Race (m-w).
- 5000 mt Track Race Walk (m-w).
- 80 mt Hurdles (m-w).
- 100 mt Hurdles (m-w).
- 110 mt Hurdles (m).
- 200 mt Hurdles (w).
- 300 mt Hurdles (m-w).
- 400 mt Hurdles (m-w).
- 2000 mt Steeplechase (m-w).
- 3000 mt Steeplechase (m).
- High Jump (m-w).
- Pole Vault (m-w).
- Long Jump (m-w).
- Triple Jump (m-w).
- Discus Throw (m-w).
- Hammer Throw (m-w).
- Javelin Throw (m-w).
- Shot Put (m-w).
- Weight Throw (m-w).
- 4x100 mt Relay (m-w).
- 4x400 mt Relay (m-w).
- 10000 mt Road Race Walk.
- 1/2 Maraton (m-w).

IPC DISCIPLINES:

- 100 mt - Standing T35-T38.
- 100 mt - Standing T42-T47.
- 100 mt - Wheelchair T32-T34.
- 100 mt - Wheelchair T51-T54.



- 800 mt - Wheelchair T32-T34.
- 800 mt - Wheelchair T51-T54.
- Long Jump - Standing T35-T38.
- Long Jump - Standing T42-T47.
- Shot Put - Standing F35-F38.
- Shot Put - Standing F42-F47.
- Shot Put - Wheelchair F32-F34.
- Shot Put - Wheelchair F52.

AGE CATEGORIES:

- Decathlon (m), Eptathlon (w) : 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+.
- Weight Pentathlon (m-w): 100 mt (m-w), 200 mt (m-w) 400 mt (m-w), 800 mt (m-w), 1500 mt (m-w) 5000 mt (m-w) 10000 mt.
- Road Race (m-w): 5000 mt.
- Track Race Walk: (m-w) : 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+, 90+, 95+, 100+.
- 80 mt Hurdles (m): 70+, 75+, 80+, 85+, 90+, 95+, 100+.
- 80 mt Hurdles (w): 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+, 90+, 95+, 100+.
- 100 mt Hurdles: (m): 50+, 55+, 60+, 65+.
- 100 m hurdles (w): 30+, 35+.
- 110 mt Hurdles (m): 30+, 35+, 40+, 45+.
- 200 mt Hurdles (w): 70+, 75+, 80+, 85+, 90+, 95+, 100+.
- 300 mt Hurdles (m): 60+, 65+, 70+, 75+, 80+, 85+, 90+, 95+, 100+.
- 300 mt Hurdles (w): 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+, 90+, 95+, 100+.
- 400 mt Hurdles (m): 30+, 35+, 40+, 45+, 50+, 55+.
- 400 mt Hurdles (w): 30+, 35+, 40+, 45+.

- 2000 mt Steeplechase (m): 60+, 65+, 70+, 75+, 80+, 85+, 90+, 95+, 100+.
- 2000 mt Steeplechase (w): 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+, 90+, 95+, 100+.
- 3000 mt Steeplechase (m): 30+, 35+, 40+, 45+, 50+, 55+.
- High Jump, Pole Vault (m-w), Long Jump (m-w), Triple Jump (m-w), Discus Throw (m-w), Hammer Throw (m-w), Javelin Throw (m-w), Shot Put (m-w), Weight Throw (m-f): 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+, 90+, 95+, 100+.
- 4x100 mt Relay (m-w), 4x400 m Relay (m-w): Age is calculated by adding up the age of all competitors < 160, <160-199, 200-239, 240+.
- 10000 mt Road Race Walk (m-w), 1/2 Marathon (m-w): 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+, 90+, 95+, 100+.

IPC AGE CATEGORIES:

- 100 mt (m-w), 800 m (m-w): 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+, 90+, 95+, 100+.
- Shot Put (m-w), Long Jump (m-w): 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+, 90+, 95+, 100+.

6.3 Badminton

Physical prowess, prompt reflexes but above all mental agility, these are characteristics shared by most of the athletes who compete in this sport, which is one of the most popular in the world. The matches were played in the Stadio del Ghiaccio - PalaTazzoli, a new, multi-functional sports hall, where thanks to FIBa 8 courts were set up and equipped with all the necessary facilities to accommodate the various specialities.

- ▶ Staff: 12, Volunteers: 34, Technical Officials: 7.
- ▶ Competitors: 348, Team Personnel: 5.
- ▶ Medals: Gold 91, Silver 88, Bronze 144.
- ▶ Venues: Torino PalaTazzoli.

DISCIPLINES/GRADES:

- Team (Mixed).
- Individual (Men and Women).
- Doubles (Men, Women and Mixed).
- Open: for elite players who have competed at an international or national team level and for national, state or provincial master's champions.
- Competitive: for competitive players who have competed in state or provincial championships, elite club players and upper and middle grade local and inter-club players.
- Recreational: for players who play in non-competitive

or lower-grade club leagues, as well as social and casual players.

- Competitors may compete in a maximum of three individual events which can be any combination of singles, doubles and/or mixed doubles.
- Teams must enter in the grade of the highest level player. Individuals and pairs will be allocated to the grade entered; however, the Badminton Organising Committee reserves the right to regrade competitors.

AGE CATEGORIES:

- Team (Mixed): 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+.
- Singles (Men and Women): 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+.
- Double (Men, Women and Mixed): 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+.
- Competitors can enter into a maximum of one team.
- The age of the youngest player in the doubles pair will determine the age category of the team/couple.



6.4 Baseball

Baseball first made its appearance in Italy in 1919, in Torino itself. It is no longer an Olympic sport, but it is loved all over the world, and the World Masters Games marked its return to the city, bringing excitement and passion. The small number of competing teams produced a tournament with a great many clashes, thus enabling all the athletes to play numerous games. They were held in two modern, functional baseball parks in Torino and in Avigliana.

- ▶ Staff: 13, Volunteers: 38, Technical Officials: 30.
- ▶ Competitors: 43, Team Personnel: 3.
- ▶ Medals: Gold 2, Silver 2, Bronze 0.
- ▶ Venues: Torino - Sport Facilities "Passo Buole", Avigliana - Sport Facilities "Giovanni Paolo II".

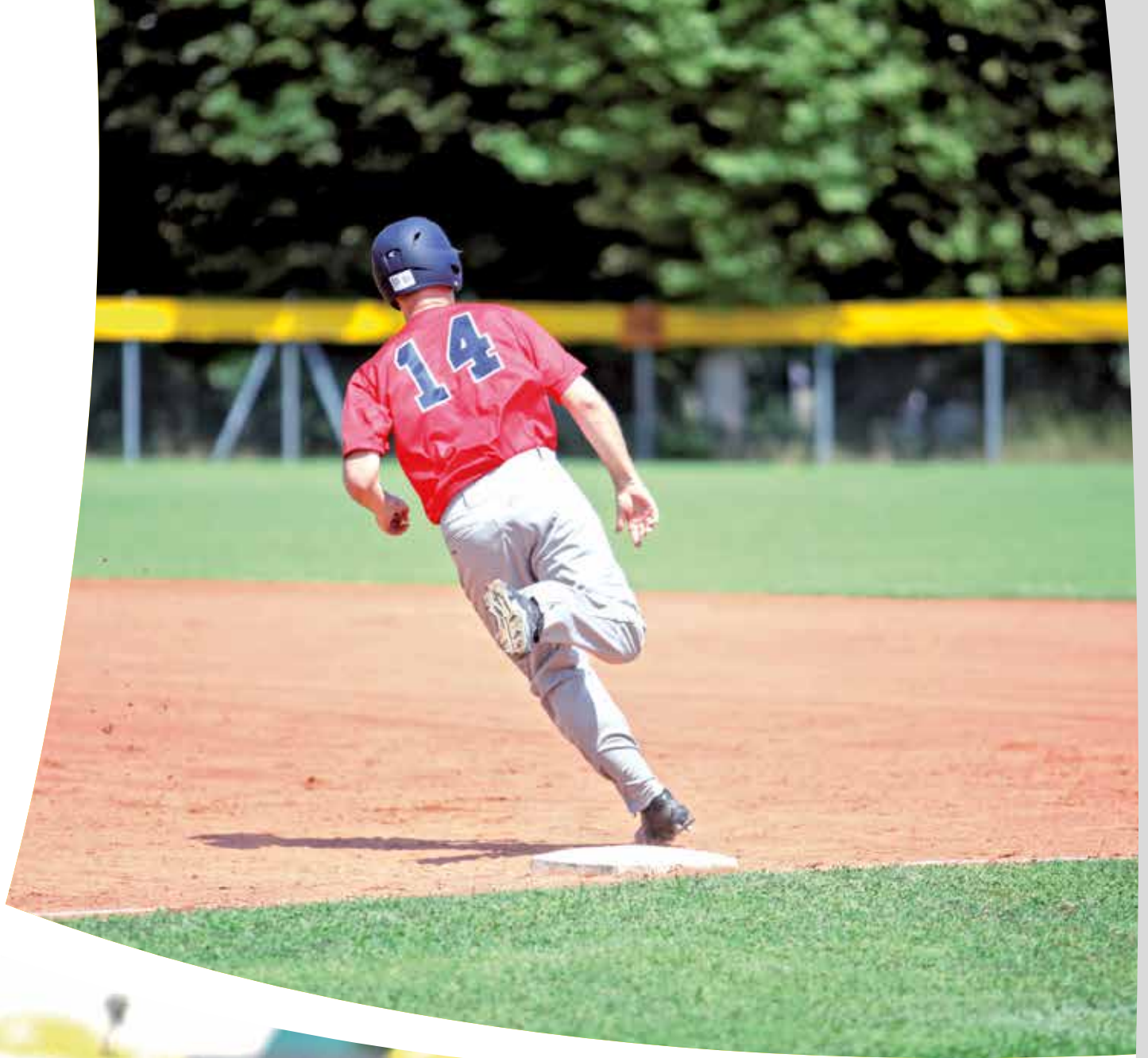
GRADES:

- Competitive: teams are expected to be capable of competing at a higher level than the recreational category and should expect to experience games of a very competitive nature.
- Recreational: teams that mostly comprise of players who participate at a local competition level including social and recreational leagues.
- The Baseball Organising Committee reserves the right to move teams between grades.

AGE CATEGORIES:

- Men: 35+, 45+, 55+.
- The age of the youngest player on the team will determine the team's age category.
- Competitors can only compete in one team and one age category.





6.5 Basketball

From the NBA to the outposts of Europe and Asia, Basketball is a universal, exciting sport that is pure spectacle. This proved true at the WMG, where the participation of a large number of former professional players guaranteed an extremely high level of play. The medals awarded during the 29 tournaments on the Basketball calendar were attended by enthusiastic large crowds. Several gyms around Torino hosted the games, with 127 competing teams, coordinated by the Polisportiva Giovanile Salesiana organisation, which also coordinated the Volley and Beach Volley tournaments.

- ▶ Staff: 22, Volunteers: 30, Technical Officials: 51.
- ▶ Competitors: 1035, Team Personnel: 70.
- ▶ Medals: Gold 29, Silver 20, Bronze 17.
- ▶ Venues: Torino - PalaRuffini, E10 Alvaro, E11 Modigliani, PalaBallin, CUS Torino - Palestra Braccini, CUS Torino, Palestra Panetti e Palazzetto Moncrivello.

GRADES:

- Premier: this grade is for teams consisting of players with international or national experience. At least two players should have international experience (played for their country). The other team members are expected to be at a state/ province/ elite Club player level.

- Competitive: this grade is for those players who compete in a high standard of domestic level basketball, such as A Grade in their local competition, and players who have represented their club or town in state/ province competition.
- Recreational: this grade is for those players who participate in non-competitive and/or lower grade leagues and for social and casual players.
- The Basketball Organising Committee reserves the right to move teams between grades.
- Note: there will be only one grade recreational for the 70+ age category.

AGE CATEGORIES:

- Men/Women: 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+.
- Age determined at 31 December 2013.
- The age of the youngest player on the team will determine the team's age category.
- There will be no mixed competition.
- Competitors can only compete in one team and one age category.



6.6 Beach Volley

All the games guaranteed excitement and speed, entertaining the spectators. It did not matter if, from a purely sporting viewpoint the results only had a relative value because they are not recognised by the National Federation; what did matter was that the sport provided ten days of fun and entertainment for the participants, who came from 20 countries.

- ▶ Staff: 18, Volunteers: 19, Technical Officials: 20.
- ▶ Competitors: 406, Team Personnel: 8.
- ▶ Medals: Gold 18, Silver 18, Bronze 14.
- ▶ Venues: Torino - Centro 2D, CUS Torino - Palestra Panetti, Sporting Club CH4, Palestra Bertolla e PalaVela.

DISCIPLINES:

- Pairs, Teams.
- A player can enter into both one pair and one four team and in just one age category, however the Volleyball Organising Committee cannot guarantee that games will not clash.

AGE CATEGORIES:

- Men/Women: 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+.
- Age determined at 31 December 2013.
- The age of the youngest player will determine the team's age category.
- There will be no mixed competition.





6.7 Bowls

The VIII Edition of the World Masters Games also included one of the most popular traditional sports in Piedmont, known locally as Bocce. The full support and organisational commitment of the Regional Committee of the FIB brought together many athletes who played each other on the three pitches that were specially prepared and modernised for the event. It was a great success for the Italian champions who excelled in this field.

- ▶ Staff: 5, Volunteers: 7, Technical Officials: 6.
- ▶ Competitors: 200, Team Personnel: 0.
- ▶ Medals: Gold 6, Silver 6, Bronze 6.
- ▶ Venues: Torino - A.s.d. Pozzo Strada - Torino, A.s.d. Petanque Taurinense e la Mole.

DISCIPLINES:

- Lyonnaise (pair).
- Petanque (pair).
- Raffa (pair).

AGE CATEGORIES:

- Men/Women: 30+, 45+, 60+.
- Age determined at 31 December 2013.
- The age of the youngest player will determine the team's age category.
- There will be also mixed competitions.



6.8 Canoe/Kayak

The Regional Committee of the FICK worked with the sport associations Amici del Fiume and Ivrea Canoa Club to organise and manage all the Canoe and Kayak races. Sprint events were held on Lake Candia, Slalom events in the Dora Baltea river over a course that ran through the centre of Ivrea, Canoe Polo in the Acquatica swimming pool in Torino, and finally, the Marathon was held in a circuit created in the Po river close to the Valentino Park. Volunteers played an important role, supporting the Staff in the organisation of the event.

- ▶ Staff: 19, Volunteers: 63, Technical Officials: 25.
- ▶ Competitors: 713, Team Personnel: 29.
- ▶ Medals: Gold 201, Silver 148, Bronze 137.
- ▶ Venues: Torino - Fiume Po, Piscina Acquatica, Lago di Candia, Ivrea - Stadio della Canoa.

DISCIPLINES:

- Marathon: K1-K2-C1-C2 (m-w).
- Slalom: K1-C1-C2 (m-w).
- Sprint 200 mt, 1000 mt: K1- C1-C2-C4 (m-f), K2-K4 (m-w-mix).
- Canoe Polo (m-w-open).
- Grades of competitions for Canoa Polo:
 - Competitive: will be comprised of two divisions - men and women.
 - Recreational: will be one open division, ie. teams can be men's, women's or a combination (in any male/female ratio) and will play against each other.
- Competitors can enter singles, doubles and fours event to a maximum of 11 events.
- Every participant can compete only in one age category per event.
- For marathon the distances will be 26 km from 30+ to 40+ and 14 km from 45+.

AGE CATEGORIES:

- Marathon K1-K2-C1-C2 (m-w) 26 km: 30+, 35+, 40+, 14 km: 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+.
- Slalom K1-C1-C2 (m-w) 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+.
- Sprint 200 mt, 1000 mt: K1- C1-C2-C4 (m-w) K2-K4 (m-w-mix): 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+.
- Canoe Polo: 30+, 45+ (m-w-open).
- Age determined at 31 December 2013.
- Canoe Sprint: the category will be determined by the average age of the crew.
- Canoe Marathon: the category will be determined by the age of the youngest paddler.
- Canoe Polo: the category will be determined by the age of the youngest paddler.
- Mixed 2-boats must be comprised of one male and one female. Mixed 4-boats must contain at least two females.



6.9 Cycling

One of the most popular and best loved sports, as well as one of the most practised. Cyclists competed in a striking environment, sustained by the warmth of the many fans who applauded them. A city circuit was organised with different routes for the different specialities, Road Cycling, Time Trial, Criterium and Mountain Bike events, all starting and finishing in the Valentino Park. Quite spectacular. The most demanding part of the Mountain Bike events, which were making their debut at the WMG, was held in the Giacomo Leopardi Park, where a very technical course was prepared, proving very popular with the participants. The track events were held in the San Francesco al Campo Velodrome.

- ▶ Staff: 41, Volunteers: 62, Technical Officials: 25.
- ▶ Competitors: 492, Team Personnel: 14.
- ▶ Medals: Gold 113, Silver 97, Bronze 81.
- ▶ Venues: San Francesco al Campo - Velodrome Franccone, Torino - Parco del Valentino, Parco Leopardi.

DISCIPLINES:

- Road Events: Road Race (m-w), Time Trial (m-w), Criterium (m-w).
- Track Events: Pursuit (m-w), Sprint (m-w), Time Trial (m-w).
- Mountain bike (m-w).

AGE CATEGORIES:

- Road Race Men:
 - 90 km 30+, 35+.
 - 70 km 40+, 45+, 50+.
 - 50 km 55+, 60+, 65+, 70+, 75+, 80+, 85+.
- Road Race Women:
 - 50 km 30+, 35+, 40+, 45+.
 - 40 km 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+.
- Trial:
 - 18 km (m-w) 30+, 35+, 40+, 45+.
 - 9 km (m-w) 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+.
- Criterium:
 - 40 min + 3 laps (m) 30+, 35+, 40+, 45+, 50+ (heats 20 min + 3 laps).
 - 30 min + 3 laps (m) 55+, 60+, 65+, 70+, 75+, 80+, 85+ (heats 20 min + 3 laps).
 - 30 min + 3 laps (w) 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+ (heats 20 min + 3 laps).
- Pursuit:
 - 3000 m (m) 30+, 35+, 40+, 45+.
 - 2000 m (m) 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+.
 - 2000 m (w) 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+.
- Sprint:
 - 3 laps (m-w) 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+.
- Time Trial:
 - 1000 m (m) 30+, 35+.
 - 750 m (m) 40+, 45+.
 - 500 m (m) 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+.

- 500 m (w) 30+, 35+, 40+, 45+,
50+, 55+, 60+, 65+, 70+, 75+,
80+, 85+.

- Mountain Bike:

- 45 km (m-w) 30+, 35+.

- 30 km (m-w) 40+, 45+.

- 25 km (m-w) 50+, 55+, 60+, 65+,
70+, 75+, 80+, 85+.

- Distances could be changed depending on ground and altimetry.



6.10 Duathlon

This discipline debuted at the Torino Masters Games with almost 200 competing athletes; this group of enthusiasts produced exciting performances to get the event off to a good start, on a well-designed course in the Valentino Park laid out by the Regional Committee of the FITRi, which organised a perfect race programme with quality standards worthy of an international event.

- ▶ Staff: 10, Volunteers: 50, Technical Officials: 6.
- ▶ Competitors: 184, Team Personnel: 7.
- ▶ Medals: Gold 17, Silver 17, Bronze 16.
- ▶ Venues: Torino - Parco del Valentino.

DISCIPLINES:

- Duathlon sprint: run 5 km, cycling 20 km, run 2.5 km.

AGE CATEGORIES:

- Men/Women: 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+.
- Age determined at 31 December 2013.





6.11 Field Hockey

There was an atmosphere of healthy, fair competition throughout the period of the matches; when they ended there was a high level of social interaction, group activities and an exchange of experiences between the 22 teams registered, made up 50% by Australian teams, 30% by South Africans, 10% by Italians (only men), and 10% by Swiss. The Field Hockey finals were played in Bra, and the organisation and management provided by ASD Rassemblement was excellent.

- ▶ Staff: 14, Volunteers: 25, Technical Officials: 12.
- ▶ Competitors: 327, Team Personnel: 11.
- ▶ Medals: Gold 10, Silver 7, Bronze 4.
- ▶ Venues: Torino - Stazione Hockey Tazzoli, Bra - Hockey Club.

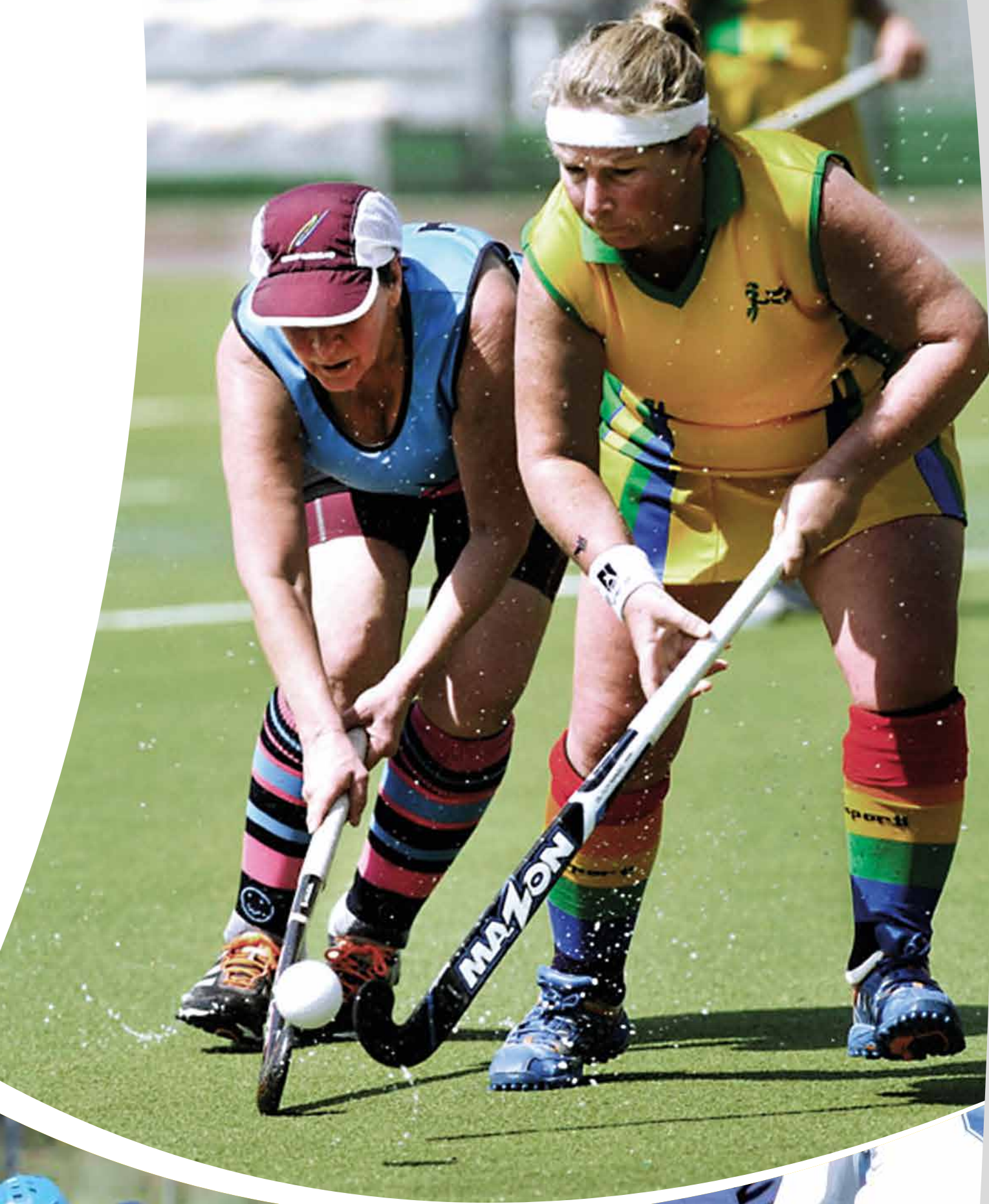
GRADES:

- Competitive: this elite grade is for teams with at least three players with international or national experience. The other team members are expected to be at a state/ province/ elite club player level.
- Recreational: this grade is for those players who participate in lower grade leagues and for social and casual players.
- The Hockey Organising Committee reserves the right to move teams between grades.

AGE CATEGORIES:

- Men/Women 35+, 40+, 45+, 50+, 55+.
- Age determined at 31 December 2013.
- Competitors can only compete in their eligible age category as at 31 December 2013.
- The age of the youngest player will determine the team's age category.
- There will be no mixed competition.
- A player can only participate in one team in the hockey competition.





6.12 Football

A concentrate of emotion and pathos emerged in most of the matches played in the venues made available by the City of Torino. There were 1799 footballers and matches all day and every day, but also plenty of parties and socialising after every game on all the pitches. As expected, football was the most popular of the team games, and there were plenty of goals and excitement, and a high technical and competitive quality among the participants. The standard of the women's tournament exceeded all expectations with numerous excellent players competing, against the backdrop of the outstanding organisation provided by Asd Time Out.

- ▶ Staff: 19, Volunteers: 30, Technical Officials: 46.
- ▶ Competitors: 1799, Team Personnel: 147.
- ▶ Medals: Gold 21, Silver 13, Bronze 11.
- ▶ Venues: Torino - Pellerina 2000, Polisportiva Santa Rita, C.B.S, A.S Cenisia, Rapid Torino, A.S.D. Beppe Viola.

GRADES:

- Premier: teams that have three or more senior players with international, national or state representative open experience. These players must be identified on the team registration sheet. Teams without international, national and state representatives are still encouraged to enter into the Premier Grade, but should

expect games of a very competitive nature.

- Competitive: open to everyone, including teams/individuals that participate or have participated, at a local competition level.
- The Football Organising Committee reserves the right to move teams between grades.

AGE CATEGORIES:

- Men/Women: 30+, 35+, 40+, 45+, 50+, 55+.
- Age determined at 31 December 2013.
- The age of the youngest player on the team will determine the team's age category.
- There will be no mixed competition.
- Competitors may play for only one football team and one age category.



6.13 Golf

Hitting a small ball on a green lawn, with style and technique. This is the noble discipline of golf. The WMG golf events were held in a park, in one of the most important lowland woods in the Po Valley, once a hunting reserve of the Savoia family, which also includes the famous Reggia of Venaria Reale. They were played on Piedmont's best-known greens, which have hosted major golf international tournaments, over two courses with similar characteristics that respected and enhanced the local ecosystem.

- ▶ Staff: 25, Volunteers: 13, Technical Officials: 30.
- ▶ Competitors: 274, Team Personnel: 5.
- ▶ Medals: Gold 13, Silver 10, Bronze 12.
- ▶ Venues: Fiano - Royal Park I Roveri, Circolo Golf Torino La Mandria.

GRADES:

- Premier: this grade is for players with handicap 0-12.
- Competitive: this grade is for players with handicap 13-20.
- Recreational: this grade is for players with handicap 21-36.

AGE CATEGORIES:

- Men 35+, 55+.
- Women 35+, 50+.
- Age determined at 31 December 2013.



6.14 Judo

All the possible synergies were exploited to make the WMG 2013 a great success, from the hospitality of the city of Alba, European City of Sport for 2013, to the intense hard work over several months put in by Judo Club Alba, which organised all the Judo and Karate matches at the local sports hall. The technical and organisational support of the Italian National Federation FIJLKAM was decisive for the success of this important international event.

- ▶ Staff: 13, Volunteers: 16, Technical Officials: 14.
- ▶ Competitors: 139, Team Personnel: 15.
- ▶ Medals: Gold 33, Silver 34, Bronze 20.
- ▶ Venues: Palestra "Centro Storico" - Alba.

DISCIPLINES/WEIGHT CATEGORIES:

Individual and Team:

- 60 kg (m), 66 kg (m), 73 kg (m), 81 kg (m), 90 kg (m), 100 kg (m), 100+ kg (m).
- 48 kg (w), 52 kg (w), 57 kg (w), 63 kg (w), 70 kg (w), 78 kg (w), 78+ kg (w).
- OC reserves the right to join weight categories in case of few participants.

AGE CATEGORIES:

- Individual.
- Men:
 - M 1 - 30 - 34 years (1983 - 1979).
 - M 2 - 35 - 39 years (1978 - 1974).
 - M 3 - 40 - 44 years (1973 - 1969).
 - M 4 - 45 - 49 years (1968 - 1964).
 - M 5/6/7 years 50-65 years (1963 - 1948).
- Women:
 - W 1/2 - 30 - 39 years (1983 - 1974).
 - W 3/4 - 40 - 49 years (1973 - 1964).
 - W 5/6/7 years - 50-65 years (1963 - 1948).

TEAM:

- Men:
 - M 1 - M2 - M 3 - 30 - 44 years (1983 - 1969).
 - M 4 - M 5 - M 6 - M 7 - 45 - 65 years (1969 - 1948).
- Women:
 - All age categories.
- Age determined at 31 December 2013.



6.15 Karate

This ancient Martial Art also attracted WMG spectators to the sports hall in Alba on August 5 and 6, with the two specialities: Individual Sparring (Kumite) for men and women, and Forms (Kata), which involved numerous athletes from all over the world. The Technical Director of the KIJLKAM Federation worked with the sport association Judo Club Alba to provide the technical and organisational support necessary for the success of the event.

AGE CATEGORIES:

- Men: 35+, 45+, 50+, 55+.
- Women: 35+, 45+, 50+, 55+.

- ▶ Staff: 13, Volunteers: 16, Technical Officials: 14.
- ▶ Competitors: 196, Team Personnel: 21.
- ▶ Medals: Gold 41, Silver 32, Bronze 36.
- ▶ Venues: Alba - Palestra "Centro Storico".

DISCIPLINE:

- Kumite (Kombat): individual, Men and Women.
- Kata (Form): individual, Men and Women.

WEIGHT CATEGORIES:

- Kumite.
- Men: 60 kg, 67 kg, 75 kg, 84 kg, 84+ kg.
- Women: 50 kg, 55 kg, 61 kg, 68 kg, 68+ kg.





6.16 Orienteering

The World Masters Championships of Orienteering were included in the programme of the World Masters Games; this sport had the largest number of participants of all the competitions on the calendar, with athletes from 45 countries, primarily in Northern Europe. For the first time the Olympic mountains of Torino 2006 hosted exciting competitions between the “clip-board athletes” in the splendid scenery of the Susa and Chisone valleys. There were two specialities: Long Distance e Sprint.

- ▶ Staff: 21, Volunteers: 53, Technical Officials: 23.
- ▶ Competitors: 2514, Team Personnel: 0.
- ▶ Medals: Gold 50, Silver 47, Bronze 44.
- ▶ Venues: Sestriere, Claviere, Cesana Torinese, Pragelato, Bardonecchia.

AGE CATEGORIES:

World Masters categories for all runners born in 1978 or earlier:

- Men/Women: 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+, 90+,95+.

DISCIPLINE:

Open beginner, Open Intermediate, Open M12, W12, M14, W14, M16, W16, M21K, W21K, M21A, W21A.





6.17 Rowing

The picturesque natural environment of the Park of Candia surrounded by moraine hills provided the backdrop for the many enthusiasts who competed in this sport. All the Rowing events were held on the lake in Candia, which hosts national and international events every year. For the Masters Games races the sports infrastructure at the site was extensively upgraded to create the best conditions to welcome more than one thousand athletes who competed in 11 disciplines.

- ▶ Staff: 19, Volunteers: 70, Technical Officials: 12.
- ▶ Competitors: 1005, Team Personnel: 31.
- ▶ Medals: Gold 139, Silver 121, Bronze 110.
- ▶ Venues: Candia - Lago di Candia.

DISCIPLINES:

- 1000 mt 1X (m-w), 2X (m-w-mix), 2- (m-w), 4X (m-w-mix), 4-(m-w), 8+ (m-w-mix), 4+ (m-w-mix).
- Competitors can enter singles, doubles, fours and eight event to a maximum of 11 events.
- The coxswain may be of either gender and will be eligible to receive medals.
- The minimum weight for a coxswain (wearing racing uniform) is:
 - a) women's crews - a minimum 50 kg.
 - b) men's crews - a minimum 55 kg.
 - c) mixed crews - a minimum 50 kg.

AGE CATEGORIES:

- 1000 mt 1X (m-w), 2X (m-f-mix), 2- (m-w), 4X (m-w-mix), 4- (m-w), 8+ (m-w-mix), 4+ (m-w-mix).

To define the age category of the crew will be calculated the average (excluding any coxswain), by dividing the total number of years of age of the crew by the number of members of the crew: 27+, 36+, 43+, 50+, 55+, 60+, 65+, 70+, 75+, 80+.

- Age determined at 31 December 2013.
- The minimum age for all competitors (excluding coxswains) is 27.
- Mixed event crews must be comprised of an equal number of male and female rowers (excluding the coxswain).
- Every participant can compete only in one age category per event.



6.18 Rugby

The sport that combines passion, strength and team spirit, with its famous “third half” involving players and staff, even at the Masters Games. The excellent management of CUS Torino and the use of the Rugby stadium in the town of Grugliasco were the two pillars of a wonderful tournament which involved 11 teams divided into 2 categories, over-35 and over-45, from 4 different nations.

- Staff: 6, Volunteers: 14, Technical Officials: 11.
- Competitors: 251, Team Personnel: 10.
- Medals: Gold 2, Silver 2, Bronze 2.
- Venues: Grugliasco - Impianto “Angelo Albonico”.

AGE CATEGORIES:

- Men: 35+, 45+, 60+.
- Age determined at 31 December 2013.
- The age of the youngest player will determine the team’s age category.
- Competitors can only compete in one team and one age category.
- Where there are insufficient entries in an age category, the categories may be combined in order to conduct a viable competition. The awarding of medals will not be affected, that is, teams will still be awarded medals in the age category in which they originally entered.





6.19 Sailing

The World Masters Games were the most important international sports event of the Summer on Lake Orta. Participants were offered a unique opportunity to visit one of the loveliest corners of Piedmont. The Windsurf and Dinghy regattas on the programme (the latter also valid for the Italian Masters Championship of this class) were organised by Circolo Vela Orta, while the Laser Standard and Radial events had their logistic centres at the Vela Orta and Remiero Gozzano clubs.

- ▶ Staff: 9, Volunteers: 25, Technical Officials: 7.
- ▶ Competitors: 60, Team Personnel: 5.
- ▶ Medals: Gold 12, Silver 7, Bronze 11.
- ▶ Venues: Orta - Circolo Vela Orta, Remiro Gozzano (Lido di Gozzano).

DISCIPLINES:

- Dinghy, Laser Radial, Laser Standard, Windsurfer.
- Competitors can enter to more events. In these case the Organising Committee cannot guarantee that regattas will not clash.

AGE CATEGORIES:

- All classes, except laser radial, will be “Open” with only one ranking for both men and women.
- Open and Women (Laser Radial only): 35+, 45+, 55+, 65+.



6.20 Shooting Clay Target

Several extraordinary days were enjoyed at the centre in Racconigi where the Trap, Double Trap, Universal Trap and Skeet competitions were organised successfully by the FITAV with the assistance of the managers from the sport association Tiro a Volo Racconigi. A total of 218 athletes registered for the various specialities of this sport at this edition of the WMG, bringing the event up to the standard it deserves.

- ▶ Staff: 6, Volunteers: 19, Technical Officials: 8.
- ▶ Competitors: 134, Team Personnel: 0.
- ▶ Medals: Gold 4, Silver 4, Bronze 4.
- ▶ Venues: Racconigi - Poligono Tiro a Volo.

DISCIPLINES:

- Trap (Men and Women).
- Double Trap (Men).
- Universal Trench Layouts (Men and Women).
- Skeet (Men and Women).

GRADES:

- Pro (1° Level): competitors within the categories Excellence and First, and all the shooters that participated in the national team at least once.
- Amateur (2° Level): all the others.

AGE CATEGORIES:

- Pro (Men and Women) (1st Level): 30+ 40+ 50+ 60+ 70+.
- Amateur (Men and Women) (2nd Level): 30+ 40+ 50+ 60+ 70+.



6.21 Shooting Rifle & Pistol

Synchronism and perfect timing at all stages of the competition, but above all extraordinary collaboration between all the various services responsible for managing the individual shooting lines were the strong points of the organisation at Torino's National Shooting Range. Numerous participants commented that the WMG were considered an event from another age, but that they had an extraordinary desire to be there, to take part without thinking of the competition, and to enjoy a unique moment of their lives.

- ▶ Staff: 7, Volunteers: 35, Technical Officials: 8.
- ▶ Competitors: 165, Team Personnel: 3.
- ▶ Medals: Gold 64, Silver 52, Bronze 56.
- ▶ Venues: Torino - Poligono Tiro a Segno Nazionale.

ISSF DISCIPLINES:

- Pistol events:
 - 10 m Air Pistol (Men) - 60 shots.
 - 10 m Air Pistol (Women) - 40 shots.
 - 25 m Pistol (Women) - 30+30 shots.
 - 25 m Center Fire Pistol (Men) - 30+30 shots.
 - 25 m Standard Pistol (Men) - 60 shots.
 - 25 m Rapid Fire Pistol (Men) - 60 shots.
 - 50 m Pistol (Men) - 60 shots.

• Rifle events:

- 10 m Air Rifle (Men) - 60 shots
- 10 m Air Rifle (Women) - 40 shots.
- 50 m Rifle Prone (Men) - 60 shots.
- 50 m Rifle Prone (Women) - 40 shots.
- 50 m Rifle 3 position (Men) - (3×40 shots prone, standing, kneeling).
- 50 m Rifle 3 position (Women) - (3×20 shots prone, standing, kneeling).

NO ISSF DISCIPLINES:

- Muzzle Loading (International Rules MLAIC):
 - 25 m Pistol Original/Replica unified.
 - Cominazo.
 - Kuchenreuter.
 - Mariette.
 - Colt.
 - 50 m Rifle Original/Replica unified.
 - Vetterli.
 - Miquelet.
 - Lamarmora.
 - 100 m Rifle Original/Replica unified:
 - Miniè.
- Whitworth "Ex Ordinanza" (Italian Rules):
 - 100 m Rifle Big Bore - "Mire metalliche" - Unified category.
- Bench Rest (International Rules WRABF):
 - 50 m Rifle, Sporter Category gouge 5.6 mm - Unified category.

AGE CATEGORIES:

- Men and Women: 30+, 50+, 70+.



6.22 Softball

There was plenty of excitement with about 50 teams competing from 5 continents. Numerous games aroused extreme passion, particularly on the last day and the last game, when the Italian women won gold. There were crowds of spectators at the four ballparks in Torino, La Loggia and Avigliana, all served by special shuttle services provided by the Organising Committee.

- ▶ Staff: 25, Volunteers: 38, Technical Officials: 30.
- ▶ Competitors: 734, Team Personnel: 90.
- ▶ Medals: Gold 10, Silver 9, Bronze 6.
- ▶ Venues: Torino - Impianto "Passo Buole", Impianto "Servais", La Loggia - Impianto "Fanton", Avigliana - Impianto "Giovanni Paolo II.

GRADES:

- Premier: this grade is for teams consisting of players with international or national experience. At least two players should have international experience. The other team members are expected to be at a state/province/elite club player level.
The Softball Organising Committee reserves the right to move teams between grades.
- Competitive: This grade is for those players who compete in a high standard of domestic level softball, such as A grade in their local competition and athletes who have represented their club or town in

state/province competition.

- Recreational: this grade is for those players who participate in non-competitive and/or lower grade leagues and for social and casual players.

AGE CATEGORIES:

- Men/Women: 35+, 45+, 55+.
- Age determined at 31 December 2013.
- The age of the youngest player on the team will determine the team's age category.
- There will be no mixed competition.
- A player can only participate in one team and one age category.



6.23 Squash

This is a fast, relentless sport, in which players reveal their own skills in “sensing” the trajectory of the ball before their adversary even hits it. The Italian Squash Federation worked with the personnel at the Sport City gym in Torino to organise the tournament professionally and competently. The balance of the matches changed constantly in the finals and there were plenty of surprises.

- ▶ Staff: 6, Volunteers: 18, Technical Officials: 5.
- ▶ Competitors: 120, Team Personnel: 2.
- ▶ Medals: Gold 53, Silver 47, Bronze 37.
- ▶ Venues: Torino - Sport City.

DISCIPLINE:

- Individual (Men and Women).

GRADES:

- Open: this grade is for elite players who have competed at an international or national team level and players who have competed in national, provincial/state championships.
- Competitive: this grade is for players who have competed in competitive leagues and club players.

AGE CATEGORIES:

- Individual (Men and Women): 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+.





6.24 Swimming

There was plenty of excitement in the swimming pool and a total of 1,115 medals were awarded in 7 days of events. This discipline was proud to be number one of the oldest competitors in the entire Games among its female athletes. The Piedmont Regional Committee of the FIN organised the event very professionally and successfully. This important international sports event was held in the modern, functional Palanuoto pool.

Staff: 17, Volunteers: 12, Technical Officials: 56.

Competitors: 770, Team Personnel: 20.

Medals: Gold 403, Silver 367, Bronze 345.

Venues: Torino - Palanuoto.

6.24.1 DISCIPLINES:

- Freestyle: 50 (m-f), 100 (m-f), 200 (m-f), 400 (m-f), 800 (m-f), 4x50m Relay (m-f-mix)
- Butterfly: 50 (m-f), 100 (m-f), 200 (m-f)
- Backstroke: 50 (m-f), 100 (m-f), 200 (m-f)
- Breaststroke: 50 (m-f), 100 (m-f), 200 (m-f)
- Medley: 200 (m-f), 400 (m-f), 4x50m relay (m-f-mix)

Competitors can enter a maximum of 11 events

6.24.2 IPC DISCIPLINES:

- Freestyle: 50 (m-f), 100 (m-f), 200 (m-f), 400 (m-f), 800 (m-f),
- Butterfly: 50 (m-f), 100 (m-f), 200 (m-f)

- Backstroke: 50 (m-f), 100 (m-f), 200 (m-f)
- Breaststroke: 50 (m-f), 100 (m-f), 200 (m-f)
- Medley: 200 (m-f), 400 (m-f),

Categories: S1, S2, S3, S4, S5, S6, S7, S8, S9, S10, S11, S12, S13

Competitors can enter a maximum of 5 events

6.24.3 AGE CATEGORIES:

- Individual Men/Women: 25+, 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+, 90+, 95+, 100+
- Relay team age is the combined age of the four swimmers in whole years as at 31 December 2013: 100-119, 120-159, 160-199, 200-239, 240-279, 280-319, 320-359 and then in 40 year increments.

6.24.4 IPC AGE CATEGORIES:

- Individual Men/Women: 25+, 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+, 90+, 95+, 100+

Age determined at 31 December 2013.

Competitors can only enter their eligible age category as at 31 December 2013.

Mixed relay events must consist of two men and two women.



6.25 Table Tennis

Court 1 of the PalaTazzoli offered athletes and fans of this sport a fantastic panorama, with 8 tables set up for matches and 4 for training sessions. The sustainable match programme, compatible with the athletes' ages, offered spectators a chance to watch games full of exciting smashes and unbelievable returns. The skills that CUS Torino revealed in the organisation of this event, raised its quality standard considerably.

- ▶ Staff: 8, Volunteers: 18, Technical Officials: 5.
- ▶ Competitors: 148, Team Personnel: 7.
- ▶ Medals: Gold 3, Silver 3, Bronze 3.
- ▶ Venues: Torino - PalaTazzoli.

DISCIPLINES:

- Individual (m, w).
- Double (m, w).
- Team.

GRADES OF COMPETITIONS:

- Competitive: for elite players who have competed at an international or national team level and for national, state or provincial master's champions.
- Recreational: for players who play in non-competitive or lower-grade club leagues, as well as social and casual players.

- Couples/Teams must enter in the grade of the highest level player.
- The Table Tennis Organising Committee reserves the right to regrade competitors.

AGE CATEGORIES:

- Men: 30+, 40+, 50+, 60+, 70+, 80+.
- Women: 30+, 40+, 50+, 60+, 70+, 80+.
- Athletes can only compete in their own age category.





6.26 Taekwondo

The spectacular nature of the technique and the elegant dynamism of the combat, in which strength and coordination reach their highest expression, are the best features of this popular and ancient discipline. Taekwondo is an Olympic sport and at the WMG in Torino, the Piedmont Regional Committee of the FITA organised and managed two days of competition, during which more than 150 athletes over-35 from 30 countries in all parts of the world, faced each other, using an entirely electronic point management system. Euphoria and joy pervaded the tatami mats where proud former athletes were once again able to face each other to try to take the world title.

- ▶ Staff: 12, Volunteers: 25, Technical Officials: 16.
- ▶ Competitors: 158, Team Personnel: 26.
- ▶ Medals: Gold 26, Silver 28, Bronze 40.
- ▶ Venues: Torino - PalaMirafiori.

DISCIPLINES/GRADES:

- Kyorugi (Kombat).
- Competitive: this grade is for teams consisting of players with international or national experience.
- Recreational: this grade is for teams consisting of players without international or national experience
- Players can only participate in only one level of com-

petition and one weight category. The weight categories for Kyorugi are:

- Men: Kg 58, 68, 80, 80+.
- Women: Kg 49, 57, 67, 67+.

- Poomsae (Form): individual.

AGE CATEGORIES:

- Kyorugi (Kombat): 35+, 45+.
- Poomsae (Form), individual: 35+, 41+, 51+, 61+.



6.27 Tennis

The Circolo della Stampa in Torino, a unique and beautiful setting in the city hosted the tennis matches on its many courts. The professional training of the Club personnel, which was greatly appreciated by the many competitors, and the support of the Piedmont Regional Committee of the FIT, ensured that each match was played correctly, and also dealt with the inconvenience of a day of bad weather.

- ▶ Staff: 7, Volunteers: 35, Technical Officials: 5.
- ▶ Competitors: 249, Team Personnel: 6.
- ▶ Medals: Gold 46, Silver 46, Bronze 43.
- ▶ Venues: Torino - Sporting Club La Stampa.

DISCIPLINES:

- Singles (m-w).
- Doubles (m-w).
- Mixed.

GRADES:

- Open: this category is for semi-pro players who participate or has participated in national tournaments, with national ranking; for players who participate or has participated in tournaments with prizes money at national and international level; for professional player with the highest ranking in my Nation.
- Recreational: this category is for social players sure

in the basic strokes: forehand, backhand, volley and serve which usually play matches and participate as maximum in home matches; for players who participate or would to in individual and in team regional tournaments; for players with good experience of tournaments, with tactical and technical skills.

AGE CATEGORIES:

- Singles Men/Women: 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+.
- Double Men/Women: 30+, 40+, 50+, 60+, 70+, 80+.
- Mixed: 30+, 40+, 50+, 60+, 70+, 80+.
- Age determined at 31 December 2013.
- The age of the youngest player in the doubles pair will determine the age category.
- Players can participate in all events; ie. Singles, doubles and mixed doubles and for one grade of competition (open or recreational).
- Players can only participate in one age category per event.



6.28 Triathlon

While the Duathlon opened the Masters Games, the Triathlon had the honour of closing them. The fact that it was not possible to hold the swimming in the Po river meant that it had to be moved to the Parri swimming pool, but this did not detract from the success of the event. All the races were extremely competitive in a splendid sunny day in the Valentino Park, with gaps opening and closing between these super-athletes who battled with each other first in the swimming pool, then on their bikes and finally in the road race.

- ▶ Staff: 10, Volunteers: 50, Technical Officials: 6.
- ▶ Competitors: 292, Team Personnel: 7.
- ▶ Medals: Gold 19, Silver 16, Bronze 14.
- ▶ Venues: Torino - Parco del Valentino, Torino, Piscina Parri.

Disciplines:

- Triathlon sprint: swimming 750 mt, cycling 20 km, run 5 km.

AGE CATEGORIES:

- Men/Women: 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+.





6.29 Volleyball

The third sport in terms of the number of athletes in the programme of the World Masters Games, Volleyball attracted numerous Italian and foreign enthusiasts who came back to compete, for the “pleasure of meeting up with old friends”. Famous former players from the Volley Torino team competed on the courts set up for the occasion, and several also played in the Beach Volley tournament. The event was managed by Polisportiva Giovanile Salesiana.

- ▶ Staff: 18, Volunteers: 28, Technical Officials: 29.
- ▶ Competitors: 1274, Team Personnel: 86.
- ▶ Medals: Gold 15, Silver 15, Bronze 15.
- ▶ Venues: Torino - Centro 2D, Palestra Parri, Palestra Sebastopoli, Sporting Club CH4, Palestra Manzoni.

GRADES:

- Open: this category is for tournament and competition players.
- Recreational: this category is for social players and beginners.

AGE CATEGORIES:

- Men/Women: 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+.
- Age determined at 31 December 2013.

- The age of the youngest player will determine the team's age category.
- There will be no mixed competition.
- Competitors can only compete in one team and one age category.



6.30 Weightlifting

The World Masters Weightlifting Championship, held together with the World Masters Games, set the all-time record for the number of contestants at a weight-lifting event. The competitions were held in the Le Cupole facility near Torino. The event management, entrusted to the International Weightlifting Federation-Masters, was outstanding and essential, with the organisational backing of the Gym Club of Ciriè. The spectators who came from all over the world, joining fans and curious passers-by from Piedmont, all enjoyed a unique and unrepeatable occasion.

- Staff: 24, Volunteers: 20, Technical Officials: 25.
- Competitors: 521, Team Personnel: 69.
- Medals: Gold 44, Silver 31, Bronze 23.
- Venues: Torino - Palasport Le Cupole.

DISCIPLINES:

- 56 kg (m).
- 62 kg (m).
- 69 kg (m).
- 77 kg (m).
- 85 kg (m).
- 94 kg (m).
- 105 kg (m).
- 105+ kg (m).
- 48 kg (w).
- 53 kg (w).
- 58 kg (w).
- 63 kg (w).
- 69 kg (w).
- 75 kg (w).
- 75+ kg (w).

- Events: Snatch and Clean & Jerk.

AGE CATEGORIES:

- Men: 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+.
- Women: 35+, 40+, 45+, 50+, 55+, 60+, 65+.





The background image shows an indoor sports event. On the left, a woman in a white polo shirt and green shorts stands in the foreground. In the center and right, several people are gathered around a table. One man is wearing a red, white, and blue cycling jersey with 'RUSSIA' on the back and a black backpack. Another man is wearing a white shirt with 'ITALIA' on it. Banners in the background are labeled 'GOLF', 'FOOTBALL/SOCCER', and 'FIELD H...'. A large yellow diagonal shape is overlaid on the image, containing the text '7 Games Services'.

7 Games Services



7.1 Overview

The Organising Committee was well aware of the great responsibility of organising the Torino 2013 Masters Games, and collaborated closely with the public authorities and its principal partner Jumbo Grandi Eventi in order to put in place all the services/resources necessary to manage the event successfully.

7.2 Participants Registration System

The Registration System for athletes and accompanying persons was developed specifically for the Torino 2013 World Masters Games Torino 2013, unlike previous editions which adopted the system supplied by the Sporting Pulse provider.

The functional specifications for the system were produced by the Rome-based company REACT Consulting, which also developed the software and conducted a series of detailed tests; the system was operational on April 1, 2012, the date that registration officially opened. The registration system could be accessed through the website, and an operating guide was prepared and available on the site to help users to use the system correctly. The complete data of the monthly online registrations can be found in Chapter 10.4.

Once the registrations for the various sports had been completed, the system provided the data to the Accreditation System to manage the accreditations.

This system was supplied by the Sport Event Solution company.

Through the registration system the participants could chose the category where be registered as Competitor or Accompanying person or Team Personnel. The Competitor, could register themselves in up to 3 sports/12 disciplines for each sport and enter the entry time or best results.

The table at the left side, show the registration fee for accomodation and registration packages or registration only.



The screenshot shows the website header with the Torino 2013 logo and navigation links. Below the header is a table titled 'ACCOMMODATION & REGISTRATION PACKAGES' and 'REGISTRATION ONLY'.

	ACCOMMODATION & REGISTRATION PACKAGES <small>Standard Registration</small>		REGISTRATION ONLY <small>Standard Registration</small>	
	ATHLETE	ACCOMPANYING PERSON AND TEAM PERSONNEL	ATHLETE	ACCOMPANYING PERSON AND TEAM PERSONNEL
STANDARD REGISTRATION WITHIN 02 JUNE 2013	145.00 €	75.00 €	170.00 €	80.00 €
EXTRA FEE GOLF	+60.00 €		+60.00 €	
EXTRA FEE SAILING	+60.00 €		+60.00 €	

7.2.1 Welcome Bag

Every registered participant received a welcome bag with:

- WMG Backpack
- WMG Technical T-shirt
- WMG Cap
- Free access to 28 Torino's Museums
- Free pass for the Urban public transports during the WMG period
- "ToBike" service available for the accredited people to use the bike-sharing at the Temporary Station @ Games Center and the other 100 stations scattered in town
- Discounts in many shops
- Gadgets



7.3 Accommodation & Accreditation

According to the Host City Contract the accommodation/accreditation services have been assigned to our Partner Jumbo Grandi Eventi. Thanks to the close collaboration with JGE, the Organising Committee was able to provide satisfactory services to all competitors, team personnel and accompanying people.

JGE signed an agreement of partnership with IMGA, and upon this, has been named official provider on behalf the entire Accommodation during the WMG Torino 2013.

JGE made a depth study of guests' needs also basing on the results of the previous edition (Sydney 2009). Once this study has been completed, Jumbo began to select the range of accommodation for type and number of rooms, for each category, from hotels to hostels, from university village to apartments.

All the participants had the chance to pay their own accommodation by bank transfer or through on line payments, via credit card. In any case, Jumbo followed all the payments made for the accommodation and the pertinent invoices.

JGE, just few days prior the arrivals, sent to all the official structures, a complete information guide, with some information concerning the sport, all the venues and special events. In this way, also the hotels could be considered involved in the event.

JGE was present at the Games Center, for the whole period of the event with a dedicated Accommodation Desk. There, the guests where in the position to ask for

info concerning their reservation already made, for new reservations, general information.

JGE was also the official supplier for touristic packages, available for sale on the Official website dedicate to the event, that include Torino and surroundings, the Piemonte Region and all the Italian territory.

Due to the Italian law to compete on Italy the Competitors must to show at the accreditation desk:

- valid Id card
- medical certificate of fitness for competitive sports (ex Italian Law "D.M. 18 february 1982)
- Personal health insurance coverage against accidents

This process takes time and for this reason the games center have been drawn with 18 accreditation desk + 18 photo position desk where the volunteers, selected and trained for this task, proceed to the check of the documentation requested and take the pictures of all the participants.

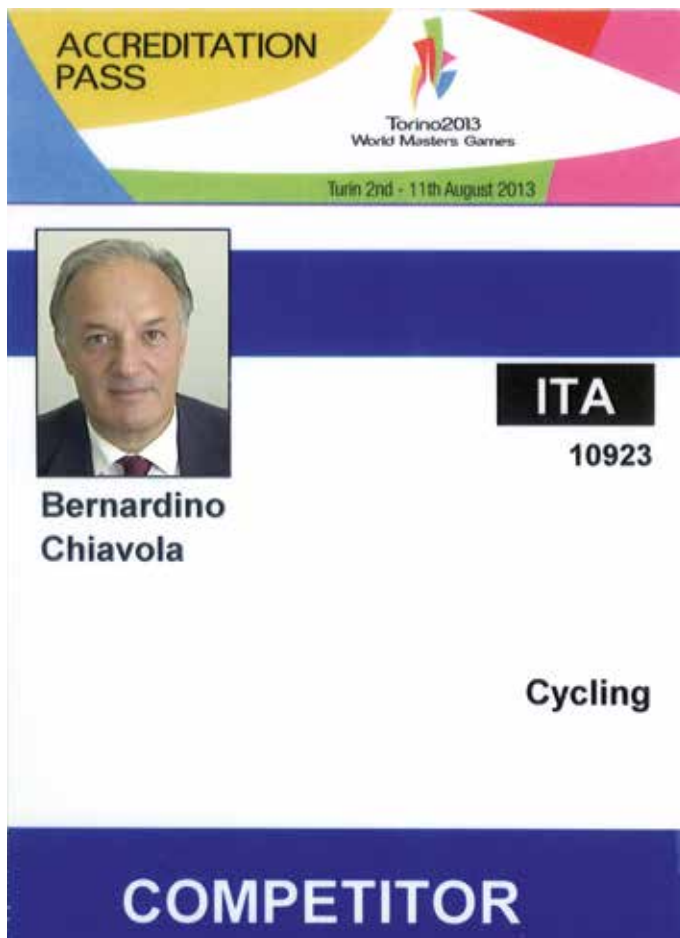
Two printers area will ensure that a high numbers of ACR badges will printed, laminated and delivered to the customers in short time.

Inside the Accreditation Center were allocated:

- N°18 Document checking desk
- N°18 Accreditation desk (photo capture)
- N°2 Printer areas / pass collection
- N°1 Resolution desk
- N°1 Media accreditation desk

The Game Center accreditation occurred as reported in Chapter 10.6.

7.3.1 Accreditation Format



The elements of WMG ACR Card are the following:

← Photo

← Nationality

← Number ID

← Name / Family Name

← Sport Name

← Accreditation category

7.4 Games Center

The Games Centre of the World Masters Games, which included the Sponsor Village, Accreditation Centre and the Entertainment Area, was located in the historic Valentino Park, where the Media Centre was also located.

The Games Centre was the heart of the 2013 World Masters Games, and it hosted the Village for the partners/suppliers, adjacent to the Events Area where the evening performances were given, offering numerous services to all the athletes, accompanying persons and visitors, as well as the crowds of tourists who normally frequent the Valentino Park every Summer, including catering and areas for relaxation surrounded by nature where they could continue to enjoy the emotions of this great event.

The Games Centre was first and foremost a meeting point for all the participants and the Torino authorities, and the activities of the Entertainment Area were part of a dense calendar of events that animated the Valentino Park in the Summer.



Sports Area

Sponsor village

Entertainment Area

Accreditation Center Torino Esposizioni



7.5 Medical Services & Doping Control

For the first time the Torino 2013 Organising Committee have applied strict rules (provided by Italian law) that established that all athletes in order to participate to the games must be in possession of a medical certificate for competitive sports (EKG, spirometry, etc.)

For athletes without this certificate the Organising Committee selected 5 sports medicine centers ready to solve to do the medical check up before the games.

Any athletes who were not in possession of the Medical Certificate were accompanied by Committee vehicles to these centres, where approximately 500 check-ups were carried out.

To guarantee a medical assistance plan during the competitions, a Healthcare Plan was drafted with the Italian Emergency Service 118. All the Sports Federations and Associations involved in the organisation of the sports events also assigned an appropriate number of professional resources (doctors, nurses) and a number of voluntary helpers to the structures that hosted the competitions. Each structure was equipped with defibrillators provided by the 118 service, and approximately 200 staff from the sports centres were trained to use this equipment correctly.

The Medical Services were also on the spot at the Accreditation Centre to verify that accreditation respected the medical requirements set by the organising committee. Numerous checks were also carried out

during the Games to guarantee that the competitions respected the envisaged protocols and that the sanitary structures and equipment arranged by the appropriate organisers were present and complied with regulations. With the agreement of the sponsor SIMEU, a course for 100 volunteers was organised at the Games Centre in the use of the defibrillator.

20 Anti-doping checks were organised in 5 sections, each of which envisaged 4 checks, three for male athletes and one for females.

20 Anti-doping Checks were performed for the World Weightlifting Championship.



7.6 Transport

From the day the Games Centre was opened and until the end of the Games, the public transport of the city of Torino was boosted to ensure that the athletes could reach their competition venues easily. It was agreed with the Gestione dei Trasporti Torinesi (GTT) company, that all the people with WMG accreditation could use the transport system free of charge simply by showing their accreditation pass. What is more, a shuttle service was created with Society Bus Company, with its terminal at the Games Centre, to take athletes to out-of-town venues. The free transport services connected the following venues: La Loggia, Avigliana, San Francesco al Campo, Robassomero, Fiano, Candia and Ivrea.

7.7 Security

One of the most important objectives of the Organising Committee of the Masters Games was to ensure that all necessary measures were implemented to guarantee the total safety of the persons (the IMGA Family, Athletes, Accompanying person, Spectators and the Sponsors), involved in the sports event. The Games Security has been implemented with local law enforcement authorities and the National Civil Protection Agency. The measures were safeguarded at the Organising Committee headquarters and offices, the competition venues and reception facilities. To guarantee a security system to respond to the complexity of the event, there were close collaboration between the Organising Committee and all the law enforcement forces, based on specific fields of responsibility and chains of command.



7.8 Volunteer Program

The volunteers' contribution was precious and incomparable; no large sports event can do without the disinterested and altruistic support of volunteers. They were an integral, essential part of the WMG Torino 2013 team. The volunteers were involved in both the Opening and the Closing Ceremonies of the Games, at the Games Centre and above all at each competition venue. Who were the volunteers at WMG Torino 2013? About one thousand men and women aged between 20 and 50; many were students but there were also housewives and pensioners, many of whom had previous experience at other important sports events, because they were linked to the major Volunteer Associations that sprang up in Torino after the Torino 2006 Winter Olympics.

The motivation that urged them to take part in the selection and training process was, in the words of many of them, the will to be a part of an unrepeatable event, and the desire to meet new people, to learn something new and to convey a positive image of Italy. A goal that they met perfectly.



7.9 Uniforms of the WMG

The sponsorship agreement with Wakan Elleffe made it possible to purchase the uniforms for all the Top Management and staff of the Organising Committee, the volunteers, athletes and accompanying persons. The uniforms were produced in different colours in order to identify the Staff, Volunteers and Athletes/Accompanying persons. Wakàn Sports, an Elleffe brand, had its own stands both at the Accreditation Centre and at the Sponsor Village, offering the public not only sports articles but also the official merchandise of the event, with over 60 articles ranging from the long-awaited mascot to key-rings, watches and dressing gowns decorated with the Games logo.



7.10 Food & Beverage

“Events and us” and “Marachella Gruppo” were jointly responsible for the Food& Beverages area of the World Masters Games, proposing to the public and visitors a range of quality street kitchens that reflected the creativity of several chefs who presented new versions of typical Piedmontese cuisine. At the Sponsor Village and the competition venues there was a wide range of Italian food, with a particular focus on specialities from Piedmont and Torino.

A large number of sports facilities included canteens where the athletes could find complete meals and/or a range of other snacks all day long.



A man with dark hair and a beard, wearing a dark pinstripe suit, a white shirt, and a blue patterned tie, is smiling and looking towards the camera. He is standing in a hallway with a high, vaulted ceiling and warm lighting. In the background, there is a sign that says "← Cassa" and a red chair. A large blue triangle is overlaid on the left side of the image, containing the text "8 Finance & Legal".

8 Finance & Legal





8.1 Overview

To organise a sports event as important as the World Masters Games, a non-profit Organising Committee needed to be set up as a legal entity, in a position to act according to the rules defined in the Committee's Articles, with full responsibility and autonomy to draft agreements with the Sports Federations and all the other parties involved in the Games. All the personnel involved (managers, employees, volunteers and contractors), who worked on the Organising Committee were given legal and insurance cover from the very first stages of the project.

8.2 Games Budget Summary

Revenue	€
FUNDS FROM LOCAL INSTITUTIONS	3.300.000,00
REGISTRATION FEES	2.346.689,00
SPONSORSHIP	915.006,50
ROYALTIES	118.304,50
TOTALS	6.680.000,00

Expenses	€
IMGA FEE	1.150.000,00
SPORT & VENUES MANAGEMENT	1.378.178,46
EXTERNAL SERVICES	1.780.070,64
ADMINISTRATION - FINANCE - LEGAL	137.913,72
HUMAN RESOURCES	339.423,74
MARKETING & COMMUNICATION	419.053,64
GAMES SERVICES	1.034.837,80
CEREMONIES & SOCIAL EVENTS	325.689,31
POST EVENT ACTIVITIES	55.768,00
OTHER	59.064,69
TOTALE	6.680.000,00

For a detail of the income and expenses, we refer you to Tables 10.10 and 10.11.



8.3 Administration, Finance and Legal Affairs

The Administration and Finance function provided essential support to the General Management, supplying the elements and instruments necessary to take important operating decisions.

In organisational terms, the Administration and Finance function was broken down into two areas: Administration and Financial Planning.

All the necessary accounting records were kept, the financial statements were prepared, and administrative and fiscal audits were performed of every contract agreement, and this meant managing liquidity and cash flow, and raising the necessary financial resources.

8.3.1 Administration

The Administration function performed the activities typical of its role, related to statutory and fiscal procedures, income and expenses and the drafting of the statutory financial statements.

During the Games Time, the following were guaranteed: indispensable administrative services, consolidated reports on expenditure and the resolution of economic-financial problems.

8.3.2 Financial Planning

This department was responsible for managing the Games Budget, working with all the functions of the Committee; establishing a financial plan that can support and make it possible to execute the operating plans while respecting the financial “policies and procedures”; what is more, the activity consisted in constantly monitoring the economic performance of the Organising Committee, in preparing the budget and identifying any deviances.

8.3.3 Legal Affairs

In the performance of its duties, the Organising Committee put itself in the hands of an external law firm with professional expertise in sports law and able to provide legal and administrative assistance in numerous fields: contracts, relations with sports federations, accident prevention and dispute prevention, etc.



A photograph of a group of men, likely a basketball team, huddled together. They are wearing yellow jerseys with blue lettering. One jersey clearly shows 'OAKLAND' and the number '4'. Another shows '24'. A green triangle is overlaid on the image, containing the text '9 Recommendations'.

9 Recommendations



9.1 Overview

The city of Torino has hosted numerous world-class sports events, assisted by Organising Committees with consolidated professional expertise. Every sports event has its peculiar characteristics and provides Lessons Learned with specific characteristics and distinctive features unlike other Sports Events, so the committee had to adapt to the peculiar features of the Torino 2013 World Masters Games.

9.2 Distinctive features of the World Masters Games

The World Masters Games has peculiar features that each Organising Committee has to take into account from the very early stages of the project.

The most important of these are:

- The competing athletes register directly for their competitions without going through Sports Federations.
- Competitors do not compete in a single sport but want to compete in several disciplines, several sports and several competitions.
- The event has little media visibility.
- Significant economic resources are involved for a sports event of this type.
- Registration of the athletes for the competitions requires an extensive, complex system.
- Numerous emails and telephone calls are necessary to finalise the registration of athletes and accompanying persons.
- Specific sports equipment is necessary for athletics.
- The participants have huge expectations regarding the entertainment during the Games.
- Many registrations are finalised in the last three months before the Games.
- In addition to the compulsory Sports, several others must be added to the sports programme as optional sports.



9.3 Lessons Learned

A list of the many lessons learned by the Torino 2013 Organising Committee which may be used as recommendations to future Organising Committees is given below:

- Registrations for team sports must be closed at least a month and a half before the Games, in order to carry out precise verification of the participants and the data entered in the registration system (age, team name, participants, etc.).
- For team sports a contact must be identified (team captain) and a single code must be attributed that identifies the team, so that other athletes can be registered at a later date.
- The availability of “assistant referees” for team sports must be declared during registration and not during accreditation; if no assistant referees are available, an extra fee must be paid during registration.
- The registration system must be extremely user-friendly and procedures must be put in place for registration not only electronically but also by fax or by regular mail.
- If possible, avoid letting participants update registration data by email or over the telephone in order to reduce the possibility of misalignment between the new data and the data in the database.
- During registration, avoid asking for superfluous information, e.g. sports federation card number, VAT number, etc.
- Differentiate the “sport registration fees” on the basis of the number of sports/disciplines the athlete wishes to enter, because the competition calendars of different sports might not be able to guarantee participation in all the competitions.
- Where team sports are concerned, organise consolation tournaments or secondary events to satisfy the athletes’ desire to play in a number of matches.
- The Accreditation Centre must be located in a nice area in the centre of town.
- The number of accreditation desks must be sufficient to avoid the formation of queues.
- All the problems that emerge during the accreditation stage must be submitted to one or more “Resolution Area” set up for this purpose.
- Set up a “Lost and Found” office at the Accreditation Centre.
- The accreditation desks must be open at least 6 days before the Games start.
- The “sport info points” must be manned throughout the games time to provide information about the progress of the sports programme.
- A medical check-up for competitive sport must be obligatory for all competitors at the Games, and there must be an opportunity for those who have not had one to do so after accreditation and before the events.
- Each competition venue must be covered by ambulances staffed by a doctor and equipped with a defibrillator.

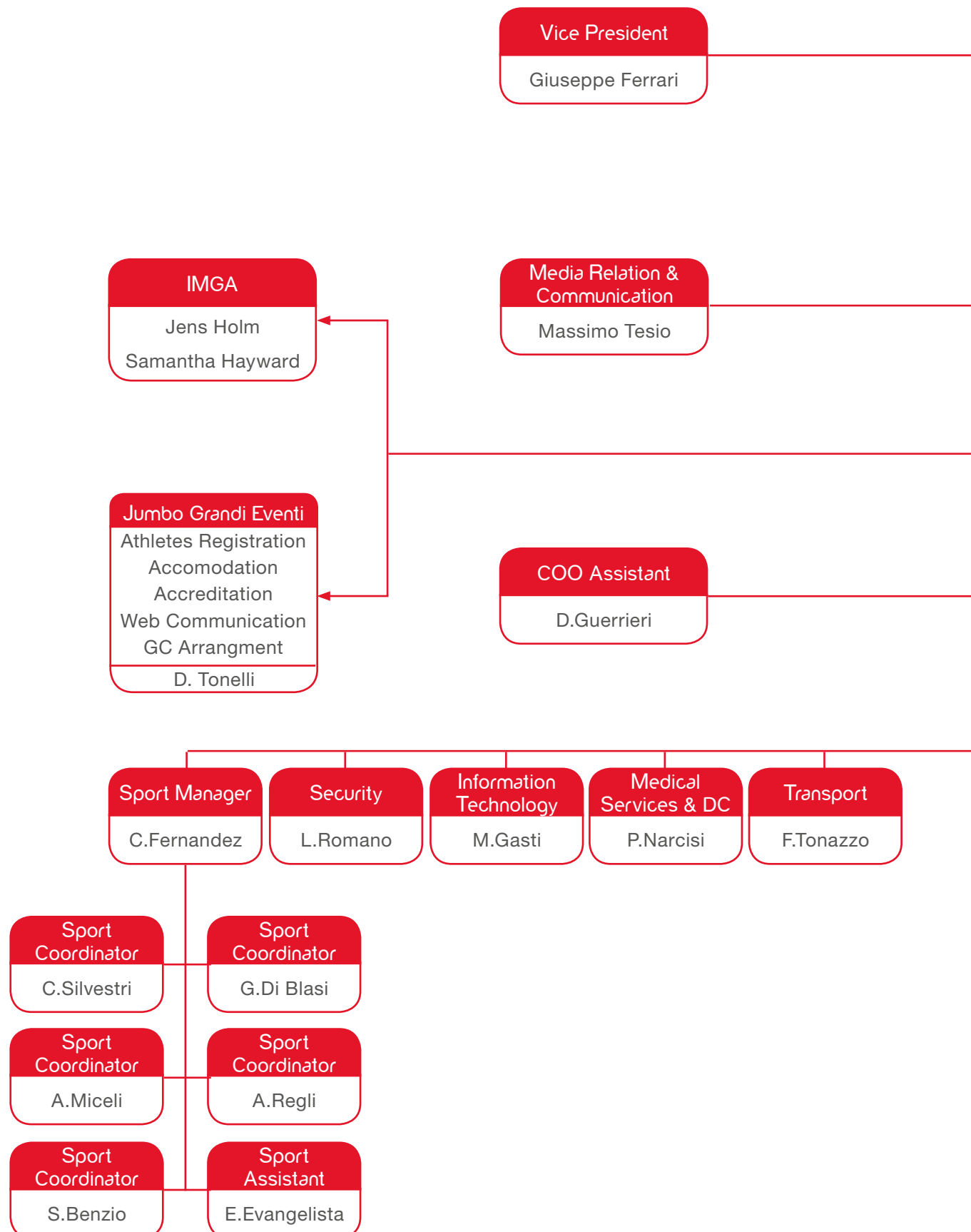
- Every sport competition must be held under the supervision of a field doctor.
- The Sport Programme must be released at least 18 months before the Games to coincide with the opening of registrations.
- The competition venues must be as central as possible in the city to avoid transport problems.
- Some sports disciplines may be eliminated if the number of athletes registered is very small.
- The Sport Guides must be published at least 6 months before the event and made available on the website.
- The Sports Federations must be involved from the very early stages of the project.
- The local sports clubs must be contracted through the sports federations to manage the event.
- If possible the opening ceremony must be held in the centre of the city in order to involve the local population as much as possible.
- Organise numerous social events during the period of the games.
- Create an evening meeting point where all the athletes can socialise and enjoy entertainment.
- The Gala Dinner for all the athletes must be organised at a sustainable cost in a representative venue in the city.
- Be very hospitable to participants with free museum tickets and free access to the local transport system.
- Offer a welcome bag full of gadgets and local specialities.
- Launch a campaign to recruit volunteers at least one year before the event to allow time for suitable training and involvement, particularly where familiarity with languages and the sports on the programme is concerned.
- Immediately launch an effective communications campaign that involves the media, the masters sports community, etc.
- Activate agreements with air companies to encourage the influx of athletes from abroad.
- Organise a Medal Plaza near the Games Centre to host the official award ceremonies for each sport on the programme.
- Identify significant testimonials for each sport.
- Collect the experience gained during the event, in documents, presentations, reports, etc., from the start of the project.
- Each sport must produce a final report highlighting the experience and problems encountered during the event.
- The key figures on the Organising Committee must continue their collaboration for at least 3 months after the conclusion of the games, so that they can provide their input to draft the final report.
- The dissolution of the Organising Committee is a very long process that may take as much as one year after the end of the games.
- A photographic exhibition and the preparation of a Commemorative Book may help to increase awareness of the event, to promote masters sport and to increase the culture of sport.

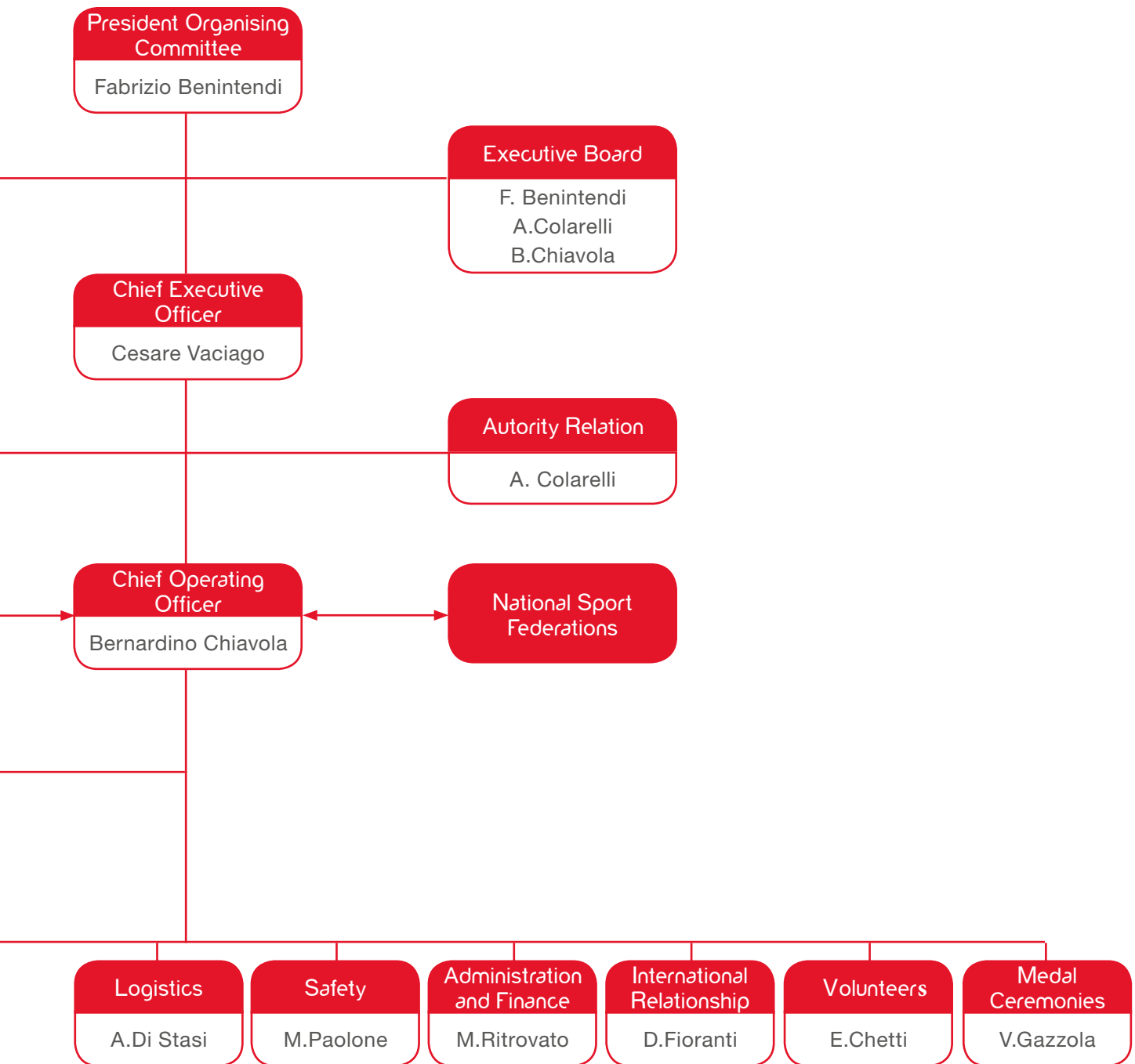
10 Appendix





10.1 WMG Torino 2013 Organisational Structure





10.2 WMG Torino 2013

Organising Committee - Staff

Name	Surname	Position
Fabrizio	Benintendi	President
Giuseppe	Ferrari	Vice President
Cesare	Vaciago	Chief Executive Officer
Bernardino	Chiavola	Chief Operating Officer
Andrea Maria	Colarelli	Public Authorities Relationship
Carlo	Fernandez	Sport Manager
Massimiliano	Gasti	Information Technology Manager
Evelin	Chetti	Volunteer Manager
Sergio	Benzio	Sports Coordinator
Giorgia	Di Blasi	Sports Coordinator
Alessio	Miceli	Sports Coordinator
Alessia	Regli	Sports Coordinator
Carlotta	Silvestri	Sports Coordinator
Paolo	Narcisi	Chief Medical Officer
Giovanni	Bisignano	Staff
Antonio	Di Stasi	Logistics Manager
Enzo	Evangelista	Sport Assistant
Daniela	Fioranti	International Relationship
Vittorio	Gazzola	Medal Ceremonies Manager
Claudio	Genova	Staff
Marta	Guerra	Staff
Daniela	Guerrieri	Chief Operating Officer Assistant
Renzo	Marca	Staff
Demetrio	Marinò	Staff
Vito	Musto	Public Road Safety Manager
Marco	Paolone	Sport Facilities Safety Manager
Mariantonietta	Ritrovato	Administration and Finance Manager
Luigi	Romano	Security Manager
Emanuela	Sposato	Staff
Angela	Tinnirino	Staff
Maria Rosa	Tiso	Staff
Rossana	Tolomeo	Staff
Fabrizio	Tonazzo	Transport Manager

10.3 WMG Torino 2013 Registration Figures/Summary

[Continue](#)

The 8th edition of the World Masters Games involved 20,513 people, whether Athletes, Accompanying persons or other categories

Category	Total
Accompanying Persons	2155
Competitors	15394
Guests	107
IMGA	11
Media	227
Services	2
Staff	455
Teams Personnel	745
Technical Officials	478
Volunteers	939
TOTAL	20513

58% of competitors were male and 42% were female:

Gender	Total
W	5960
M	9434
TOTAL	15394

The oldest female competitor was Michiko Hamuro from Japan who was 94 years old, all the athletes were grouped in the following age brackets:

Bounds	Total
85+	56
75-84	538
65-74	2119
55-64	4211
45-54	5386
35-44	2777
25-34	307
TOTAL	15394

The sport with the highest number of participants was Orienteering, and the team sport with the largest number of players was Football:

Sport	Competitor Entry
Archery	191
Athletics	1903
Badminton	348
Baseball	43
Basketball	1035
Beach Volley	406
Bowls	200
Canoe/Kayak	713
Clay Target Shooting	134
Cycling	492
Duathlon	184
Field Hockey	327
Football	1799
Golf	274
Judo	139
Karate	196
Orienteering	2514
Rowing	1005
Rugby	251
Sailing	60
Shooting Rifle & Pistol	165
Softball	734
Squash	120
Swimming	770
Table Tennis	148
Taekwondo	158
Tennis	249
Triathlon	292
Volleyball	1274
Weightlifting	521
TOTAL	16645

Remark: The above statistics takes into account that some competitor compete in more than one sport.

10.3 Continue Registration Figures/Summary by Nations

Nations	N° People
Albania	5
Andorra	1
Argentina	71
Armenia	1
Australia	2713
Austria	105
Azerbaijan	24
Bahamas	1
Bareine	1
Belarus	67
Belgium	90
Bermuda	4
Bosnia - Herzegovina	5
Brazil	852
British Indian Ocean Territory	1
Brunei Darussalam	1
Bulgarian	60
Cameroon	3
Canada	2587
Cape Verde	2
Cayman	2
Chile	6
China	3
Colombia	15
Croatia	13
Cyprus	3
Czechoslovakia	195
Denmark	104
Dominican Republic	1
Ecuador	3
Egypt	3
Estonia	267
Faroe Islands	5
Norfolk Island	1
Turks and Caicos Islands	1
Finland	728

Nations	N° People
France	316
French Guiana	2
Georgia	2
Germany	598
Ghana	1
England	333
Greece	20
Guam	1
Guatemala	7
Hong Kong	9
Hungary	197
Islandia	3
India	37
Indonesia	4
Iran	1
Ireland	29
Israel	22
Italy	2741
Japan	215
Kazakhstan	43
Latvia	246
Lebanon	7
Liechtenstein	1
Lithuania	169
Luxembourg	4
Macedonia	2
Malawi	1
Malaysia	10
Malta	1
Mauritius	1
Mexico	23
Moldova	32
Monaco	2
Mongolia	8
Namibia	2
Nigeria	4

Nations	N° People
Holland	50
NuovaCaledonia	4
New Zealand	266
Norway	430
Pakistan	3
Papua New Guinea	4
Peru	3
Poland	142
French Polynesia	4
Portugal	32
Puerto Rico	1
Qatar	1
Serbia	2
Reunion	1
Romania	28
Russia	1543
San Marino	2
Serbia and Montenegro	3
Singapore	5
Slovakia	72
Slovenia	17
South Africa	177
Spain	126
Sri Lanka	3
Swaziland	3
Sweden	391
Switzerland	297
Trinidad and Tobago	2
Turkey	25
Ukraine	438
Uganda	3
U.S.A	1028
Uruguay	8
Uzbekistan	5
Venezuela	137
TOTALS	18291

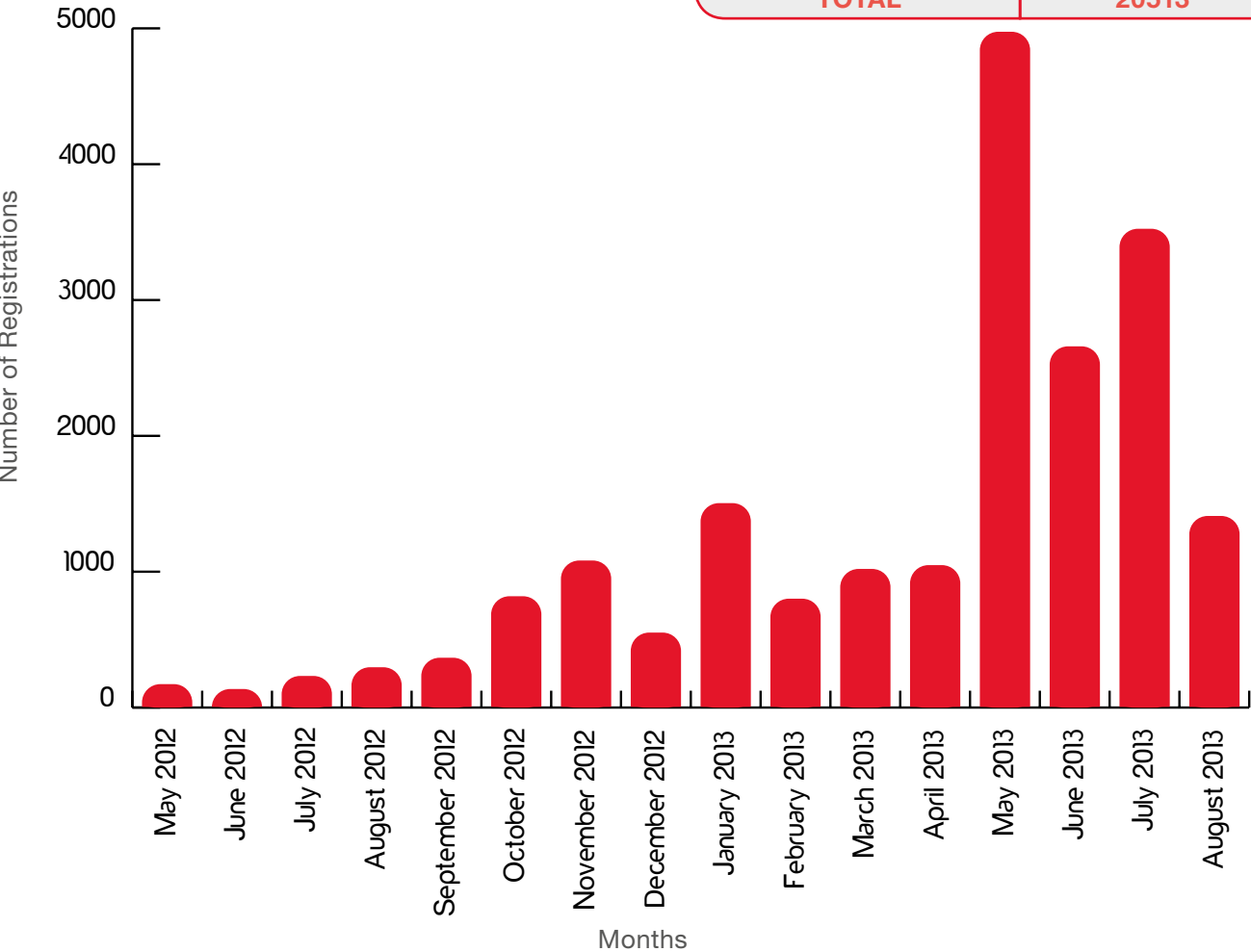
10.4 Participation of athletes from Piedmont

A large number of Italians took part in the Games, 1.588 came from Piedmont and 1.090 from other Regions. The Piedmontese athletes came from the Provinces of:

Provinces	N° People
Alessandria	40
Asti	53
Biella	19
Cuneo	115
Novara	48
Torino	1276
Verbano-Cusio-Ossola	19
Vercelli	18
TOTALE	1588

10.5 Registered participants by months

Months	N° People
May 2012	166
June 2012	129
July 2012	230
August 2012	300
September 2012	356
October 2012	802
November 2012	1080
December 2012	544
January 2013	1506
February 2013	791
March 2013	1021
April 2013	1049
May 2013	4974
June 2013	2659
July 2013	3576
August 2013	1330
TOTAL	20513



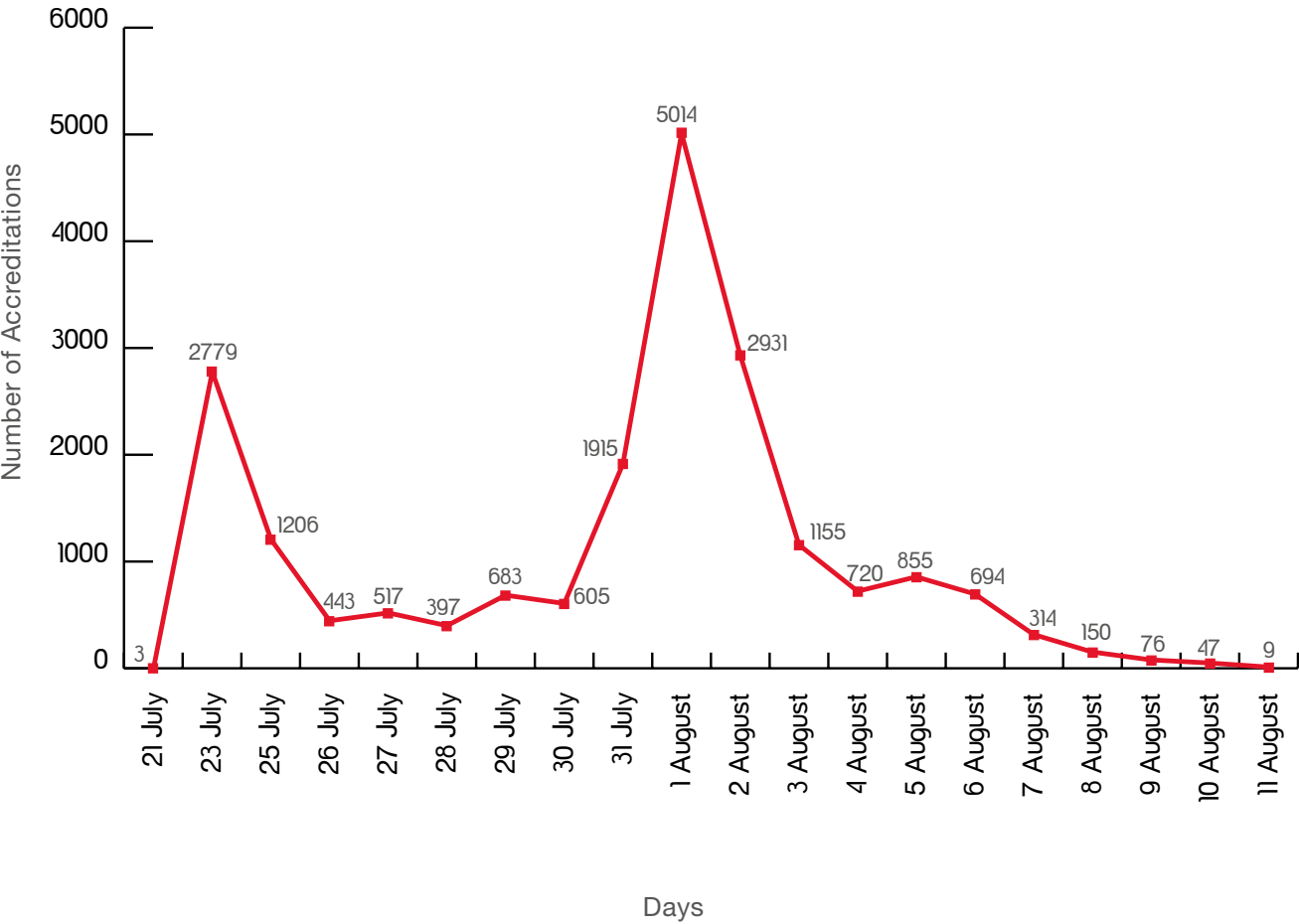
10.6 Accreditation

The influx of people for accreditation from the day the Games Centre opened to the end of the event:

Date	N° People
21 July	3
23 July	2779
25 July	1206
26 July	443
27 July	517
28 July	397
29 July	683
30 July	605

Date	N° People
31 July	1915
1 August	5014
2 August	2931
3 August	1155
4 August	720
5 August	855
6 August	694
7 August	314
8 August	150
9 August	76
10 August	47
11 August	9

Accreditation Flow by Day



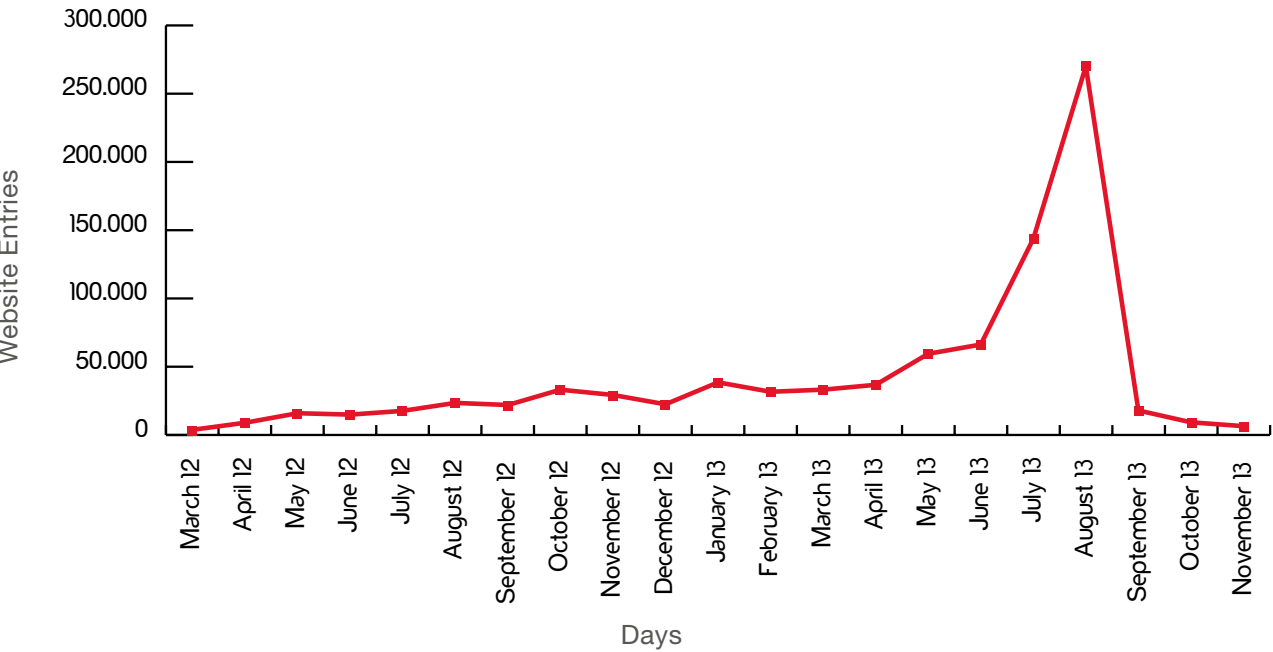
10.7 Website Statistics

The website received a huge number of visits, with several pages being read by each visitor; the average user read approximately 4 pages:

Date	N° People
March 12	3.517
April 12	8.711
May 12	15.697
June 12	14.672
July 12	17.431
August 12	23.274
September 12	21.732
October 12	32.966

Date	N° People
November 12	29.106
December 12	22.239
January 13	38.355
February 13	31.443
March 13	32.986
April 13	36.541
May 13	59.320
June 13	66.106
July 13	143.695
August 13	270.352
September 13	17.725
October 13	9.043
November 13	6.197
TOTAL	901.108

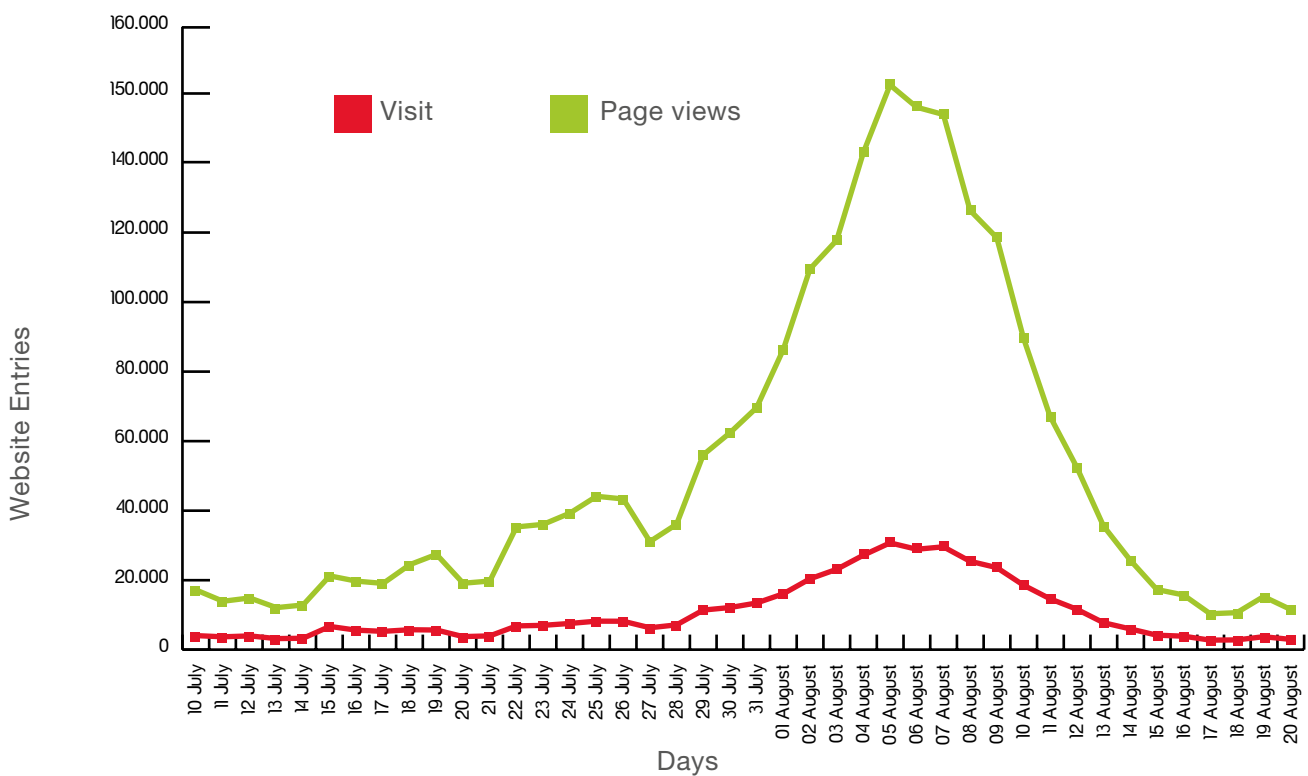
Webiste Access



Day	Visit	Page views
10 July 2013	3.271	14.222
11 July 2013	2.976	11.529
12 July 2013	3.205	12.328
13 July 2013	2.541	9.989
14 July 2013	2.621	10.630
15 July 2013	5.531	17.660
16 July 2013	4.611	16.390
17 July 2013	4.321	15.842
18 July 2013	4.718	20.372
19 July 2013	4.647	22.855
20 July 2013	3.029	15.881
21 July 2013	3.208	16.420
22 July 2013	5.656	29.491
23 July 2013	5.802	30.106
24 July 2013	6.264	32.819
25 July 2013	6.827	36.888
26 July 2013	6.807	36.246
27 July 2013	5.205	25.951
28 July 2013	5.916	30.138
29 July 2013	9.554	46.910
30 July 2013	10.178	52.225
31 July 2013	11.293	58.302

Day	Visit	Page views
01 August 2013	13.558	72.354
02 August 2013	17.244	91.825
03 August 2013	19.580	98.735
04 August 2013	23.048	119.921
05 August 2013	26.079	136.270
06 August 2013	24.511	130.888
07 August 2013	25.108	129.134
08 August 2013	21.553	105.972
09 August 2013	19.999	99.391
10 August 2013	15.690	75.170
11 August 2013	12.323	56.169
12 August 2013	9.754	43.919
13 August 2013	6.453	29.723
14 August 2013	4.926	21.488
15 August 2013	3.379	14.368
16 August 2013	3.134	13.049
17 August 2013	2.162	8.511
18 August 2013	2.214	8.772
19 August 2013	3.001	12.655
20 August 2013	2.356	9.592

Visits VS. Views



10.8 Venues

The list of all the competition venues follows, divided by sport:

Sport	Involved Organisation	Venues
Archery	FITARCO	Olympic Stadium - Torino
Athletics	FIDAL	Primo Nebiolo stadium - Torino, Valentino Park - Torino
Badminton	FIBa	PalaTazzoli - Torino
Baseball	FIBS	“Giovanni Paolo II” facility - Avigliana, “Passo Buole” facility - Torino
Basketball	PGS	PalaRuffini - Torino, E10 Alvaro, E11 Modigliani, PalaBallin, CUS Torino - Braccini gym, CUS Torino - Panetti gym, Palazzetto Moncrivello
Beach Volley	PGS	Centro 2D - Torino, CUS Torino – Panetti gym, Sporting Club CH4, Bertolla gym, PalaVela
Bowls	FIB	A.s.d. Pozzo Strada - Torino, A.s.d. Petanque Taurinense e la Mole - Torino
Canoe/Kayak	FICK	Po River, Torino - Piscina Acquatica Torino Lago di Candia, Candia - Stadio della Canoa, Ivrea
Cycling Road Race Criterium Time Trial	asd Ciclo Club Piemonte	Valentino Park - Torino Valentino Park - Torino Valentino Park - Torino
Cycling Track	asd Velodromo Francone	Velodromo Francone - San Francesco al Campo
Cycling Mountain Bike	asd Camba	Leopardi Park - Torino
Duathlon	FITRI	Valentino Park - Torino
Field Hockey	FIH	Stazione Hockey Tazzoli - Torino, Hockey Club - Bra
Football	asd TIME OUT	Pellerina 2000 - Torino, Polisportiva Santa Rita, C.B.S., A.S. Cenisia, Rapid Torino, A.S.D. Beppe Viola
Golf	FIG	Fiano - Royal Park I Roveri, Circolo Golf Torino La Mandria
Judo	FIJLKAM	“Centro Storico” gym - Alba
Karate	FIJLKAM	“Centro Storico” gym - Alba

Sport	Involved Organisation	Venues
Orienteering	FISO	Sestriere, Claviere, Cesana Torinese, Pragelato, Bardonecchia
Rowing	FIC	Lake Candia - Candia
Rugby	FIR / CUS	"Angelo Albonico" facility - Grugliasco
Sailing	FIV	Circolo Vela Orta - Orta
Shooting Clay Target	FITAV	Poligono Tiro a Volo - Racconigi
Shooting Rifle & Pistol	UIITS / TSN TO	Poligono Tiro a Segno Nazionale - Torino
Softball	FIBS	"Fanton" facility - La Loggia, "Giovanni Paolo II" facility Avigliana, "Passo Buole" facility Torino, "Servais" facility - Torino
Squash	FIGS	Sport City - Torino
Swimming	FIN	Water polo - Torino
Table Tennis	FITET	PalaTazzoli - Torino
Taekwondo	FITA	PalaMirafiori - Torino
Tennis	FIT	Sporting Club La Stampa - Torino
Triathlon	FITRI	Valentino Park - Torino, Parri swimming pool - Torino
Volleyball	PGS	Centro 2D - Torino, Parri gym, Sebastopoli gym, Sporting Club CH4, Manzoni gym
Weightlifting	IWF	Palasport Le Cupole - Torino

10.9 Sport Organisational Costs

Sport Disciplines	Amounts (€)
ARCHERY	€ 75.000,00
ATHLETICS	€ 152.000,00
BADMINTON	€ 23.000,00
BASEBALL	€ 22.000,00
BASKETBALL	€ 46.000,00
BEACH-VOLLEY	€ 45.000,00
BOWLS	€ 10.000,00
CANOE/KAYAK (MARATHON, AND POLO)	€ 36.600,00
CANOE/KAYAK SLALOM	€ 10.320,00
CYCLING MOUNTAIN BIKE	€ 5.000,00
CYCLING ROAD RACE, TIME TRIAL AND CRITERIUM	€ 20.500,00
CYCLING TRACK	€ 20.000,00
FIELD HOCKEY	€ 50.000,00
FOOTBALL	€ 66.996,00
GOLF	€ 27.000,00
ROWING AND CANOE/KAYAK (SPRINT)	€ 114.000,00
RUGBY	€ 30.000,00
SAILING	€ 13.550,00
SOFTBALL	€ 60.830,00
SQUASH	€ 18.000,00
SWIMMING	€ 55.000,00
TABLE TENNIS	€ 18.000,00
TAEKWONDO	€ 13.000,00
TENNIS	€ 28.000,00
TRIATHLON	€ 51.500,00
VOLLEYBALL	€ 47.000,00
WEIGHTLIFTING	€ 69.000,00
TOTAL	€ 1.127.296,00
Private Fields of Play Renting	
BASKETBALL	€ 10.000,00
BEACH VOLLEY	€ 11.500,00
FOOTBALL	€ 10.500,00
SOFTBALL	€ 16.680,00
VOLLEY	€ 10.500,00
TOTAL	€ 59.180,00
TOTAL	€ 1.186.476,00

10.10 WMG 2013 Games Budget - Revenues

Continue

Financial Statement Items	Amounts (€)
PUBLIC FOUNDING	€ 3.300.000,00
CHAMBER OF COMMERCE	€ 200.000,00
MUNICIPALITY OF TORINO	€ 1.200.000,00
PIEMONTE REGION	€ 1.900.000,00
ATHLETES REGISTRATION FEE	€ 2.346.689,00
ROYALTIES	€ 118.304,50
WAKAN (MERCHANDISING)	€ 12.904,50
EVENT & US (FOOD & BEVERAGE)	€ 48.400,00
WMOC (ORIENTEERING)	€ 57.000,00
SPONSORS CASH	€ 359.950,00
BANK - SANPAOLO FOUNDATION	€ 240.000,00
FIAT CAR	€ 10.000,00
ELECTRICITY COMPANY - IREN	€ 54.450,00
INSURANCE COMPANY - REALE MUTUA	€ 40.500,00
INFORMATION TECHNOLOGY COMPANY - REPLY	€ 10.000,00
MEDICAL EMERGENCY COMPANY - SIMEU	€ 5.000,00
SPONSORS VALUE IN KIND	€ 555.056,50
HEALTHCARE COMPANIES	€ 100.889,00
ANGELINI	€ 24.000,00
BEIERSDORF	€ 30.000,00
MUNICIPALITY PHARMACIES CONSORTIUM	€ 10.669,00
CURADEN HEALTHCARE	€ 500,00
PIETRASANTA PHARMA	€ 25.720,00
POOL PHARMA	€ 10.000,00
TRANSPORT	€ 46.000,00
GTT – LOCAL PUBLIC TRANSPORT	€ 40.000,00
FIAT - CARS	€ 6.000,00

10.8 Remarks:

The Organisational costs of the sports here below are not included for the following reasons:

- Orienteering: dedicated organising committee has been setup to manage the world championship.
- Judo, Karate, Shooting (Clay Target, Rifle & Pistol): are managed by the Sport Club Involved in the sport competition organisation.

10.10 WMG 2013 Games Budget - Revenues

Financial Statement Items	Amounts (€)
GENERAL SERVICE	€ 275.000,00
FASTWEB COMPANY - INTERNET CONNECTION	€ 35.000,00
SMAT COMPANY - WATER, CHEMICAL TOILETS	€ 30.000,00
SI.PA / SGS COMPANY - LOOK OF THE CITY	€ 50.000,00
MUNICIPALITY OF TORINO - SPORTS VENUE RENT	€ 50.000,00
MUNICIPALITY OF TORINO - HUMAN RESOURCES	€ 110.000,00
PRODUCT	€ 59.167,50
LAVAZZA COMPANY - COFFEE	€ 18.000,00
BUFFETTI COMPANY - PENS AND PAPER	€ 1.800,00
VALMORA COMPANY - WATER	€ 9.367,50
CONF COOPERATIVE - FOOD	€ 30.000,00
TECHNOLOGY	€ 74.000,00
REPLY COMPANY - WEBSITE	€ 35.000,00
UNIEURO COMPANY - COMPUTER DEVICES SUPPLY	€ 39.000,00
TOTAL	€ 6.680.000,00

10.11 WMG 2013 Games Budget - Expenses

Continue

Financial Statement Items	Amounts (€)
IMGA	€ 1.150.000,00
IMGA FEE	€ 1.093.104,43
IMGA BOARD	€ 56.895,57
EXTERNAL SERVICES	€ 1.780.070,64
JGE SERVICES FOR ATHLETES REGISTRATION AND ACCREDITATION	€ 395.000,00
PROTEST ATHLETES REFUND	€ 5.092,64
JGE PROJECT MANAGEMENT AND STAFF	€ 723.800,00
UNIFORMS AND BACKPACK FOR STAFF AND VOLUNTEERS	€ 84.700,00
ATHLETES AND ACCOMPANYNG PERSONS	€ 342.200,00
WELCOME BAG (BACKPACK, T-SHIRT, CAP)	
WELCOME BAG GADGET (HONEY WAFFLES, COFFEE, RICE, CITY MAP, PHARMACEUTICALS PRODUCTS, PEN, BOTTLE OF WATER)	€ 160.056,00
JGE AUTHORITIES RELATIONSHIP AND OTHERS SERVICES	€ 69.222,00
FINANCIAL & LEGAL & ADMINISTRATION	€ 137.913,72
COMMITTEE CONSTITUTION - LEGAL ADVICE	€ 43.139,20
OFFICES SPACE RENTAL	€ 36.600,00
ADMINISTRATION	€ 18.974,52
ACCIDENTS INSURANCE	€ 39.200,00
MARKETING & COMMUNICATION	€ 419.053,64
LIGNANO OBSERVER PROGRAMME PARTICIPATION	€ 15.318,36
MEETINGS PARTICIPATION:	€ 20.000,00
LIGNANO - ROMA, - SAN MARINO - ANDORA - QUEBEC, ETC	
WEB COMMUNICATION AND EVENT PROMOTION	€ 202.900,00
MEDIA COMMUNICATION (RAI & MAGAZINES)	€ 107.337,12
ROYALTIES FOR SPONSORS SCOUTING	€ 56.398,16
PRESS CONFERENCES	€ 17.100,00
SPORTS VENUES ARRANGEMENT	€ 1.378.178,46
CONTRACTS WITH SPORT FEDERATIONS	€ 1.127.296,00
PRIVATE FIELDS RENT	€ 59.180,00
SPORT SERVICES	€ 56.897,46
VENUE SECURITY	€ 24.805,00
MUNICIPALITY OF TORINO - SPORTS FACILITIES RENT	€ 50.000,00
ATHLETES AWARD CEREMONIES - MEDALS	€ 60.000,00

10.11 WMG 2013 Games Budget - Expenses

Continue

Financial Statement Items	Amounts (€)
GAME CENTRE (GC)	€ 588.116,00
ACCREDITATION LAYOUT DEFINITION BY ARCHITED	€ 30.000,00
ACCREDITATION CENTRE - EQUIPMENT AND FURNITURE'S INSTALLATION	€ 251.755,00
ELECTRIC HOOK-UPS AND ENERGY SUPPLY	€ 30.700,00
WATER HOOK-UPS AND CHEMICAL TOILETS	€ 30.000,00
INTERNET CONNECTION	€ 35.000,00
WASTE & CLEANING	€ 4.961,00
SPONSOR VILLAGE ARRANGMENT	€ 205.700,00
LOOK OF THE GAMES	€ 164.000,00
LOOK OF THE VENUES	€ 114.000,00
LOOK OF THE CITY	€ 50.000,00
CEREMONIES / SOCIAL EVENTS	€ 325.689,31
ATHLETES PARADE	€ 43.500,00
OPEN CEREMONY / SOCIAL EVENTS	€ 250.000,00
GENERAL SERVICES FOR OPENING CEREMONY	€ 24.324,16
CLOSING CEREMONY	€ 7.865,15
INFORMATION TECHNOLOGY	€ 95.000,00
WEBSITE DEVELOPMENT AND MANAGEMENT	€ 35.000,00
GRAPHIC AND ACCOUNTING	€ 17.000,00
COMPUTERS - PRINTERS - PHONE, OTHERS DEVICES	€ 43.000,00
MEDICAL SERVICES	€ 123.681,80
118 - TERRITORIAL EMERGENCY SERVICE	€ 104.642,00
DOPING CONTROL	€ 9.739,80
HOSPITAL MAJOR OPERATIONS	€ 9.300,00
TRANSPORT	€ 64.040,00
PUBLIC LOCAL TRANSPORT	€ 40.000,00
PRIVATE TRANSPORT TO THE VENUE	€ 18.040,00
RENT A CAR	€ 6.000,00
HUMAN RESOURCES	€ 339.423,74
VOLUNTEERS	€ 16.520,00
CO STAFF AND CONTRACTORS	€ 162.503,74
MUNICIPALITY OF TORINO - HUMAN RESOURCES TO CO SUPPORT	€ 110.000,00
POST EVENT HUMAN RESOURCES ACTIVITIES	€ 50.400,00
POST GAMES INITIATIVES / CO DISSOLUTION	€ 55.768,00
TRANSFER OF KNOWLEDGE (TOK)	
COMMEMORATIVE BOOK	€ 18.336,00

Financial Statement Items	Amounts (€)
PHOTO EXHIBITION	€ 10.287,00
POST GAMES SURVEY	€ 27.145,00
OTHER	€ 59.064,69
PROMOTIONAL MATERIAL & GADGET	€ 13.293,50
GAMES TIME OSPITALITY EXPENSES	€ 13.856,31
EXPENSES REFUND FOR CO STAFF	€ 31.914,88
TOTAL	€ 6.680.000,00



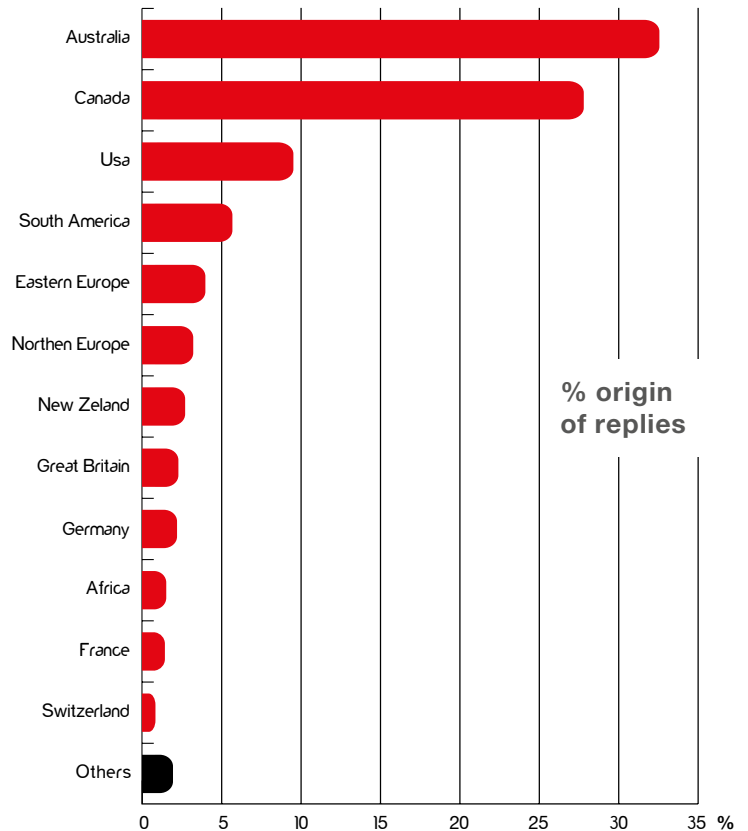
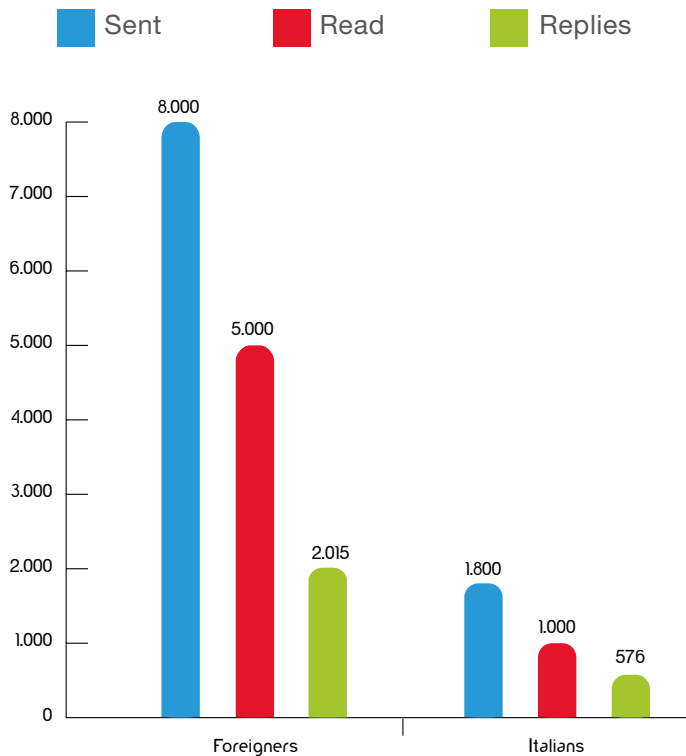
11 Post Games Statistics



11.1 Post-Event Questionnaire - Results

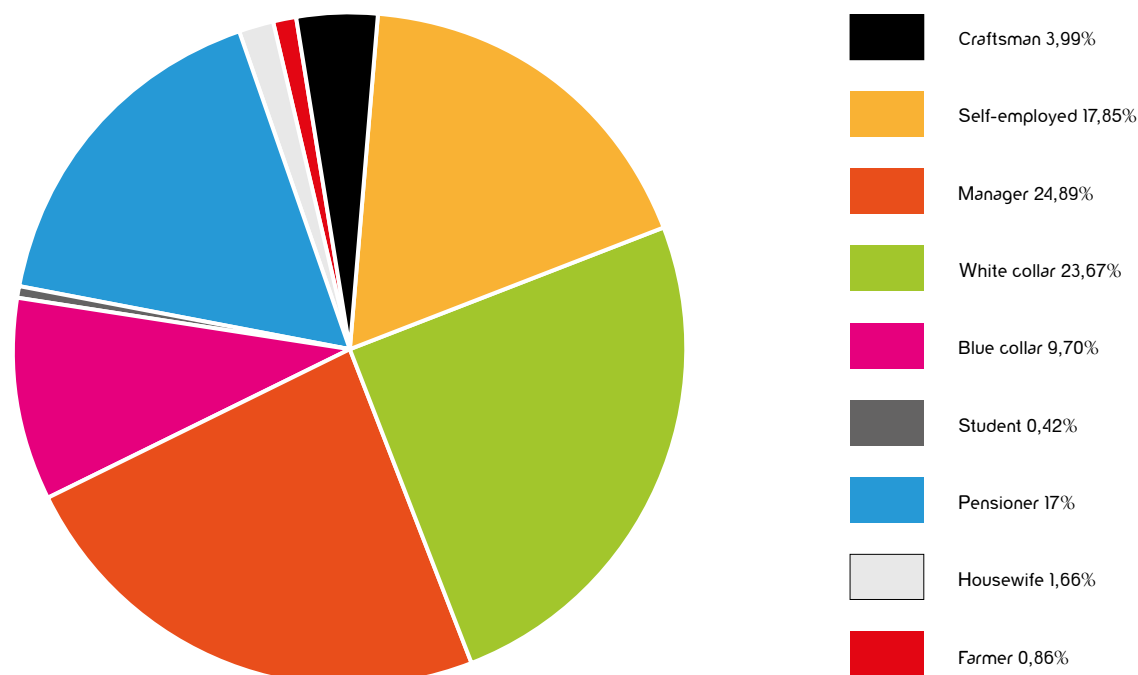
A questionnaire was prepared with Ente Turismo Torino e Provincia and sent to approximately 10,000 athletes participants who competed at the event.

About 6,000 read the questionnaire and 2,591 of them answered the questions, 2015 of whom were foreigners and 576 Italians.



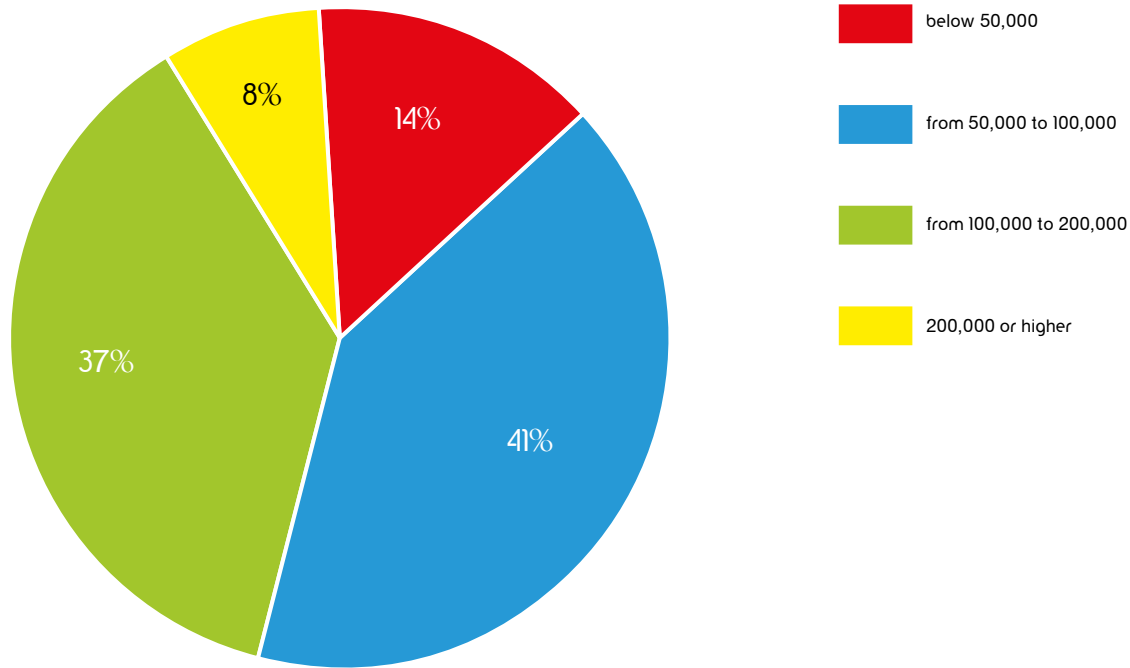
11.2 Profession

• Profession tipology



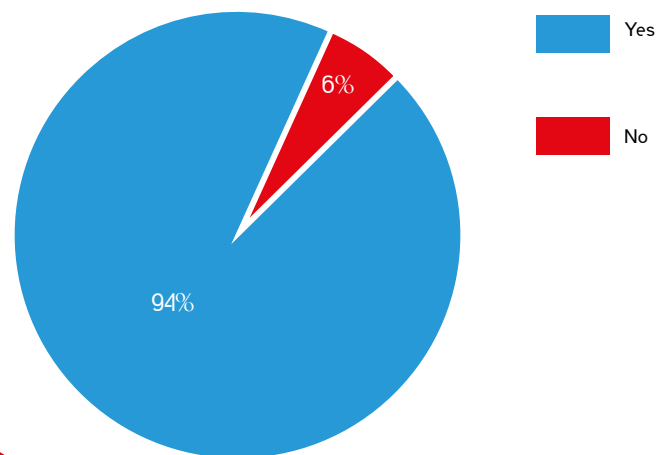
11.3 Average Income

• Incoming Range

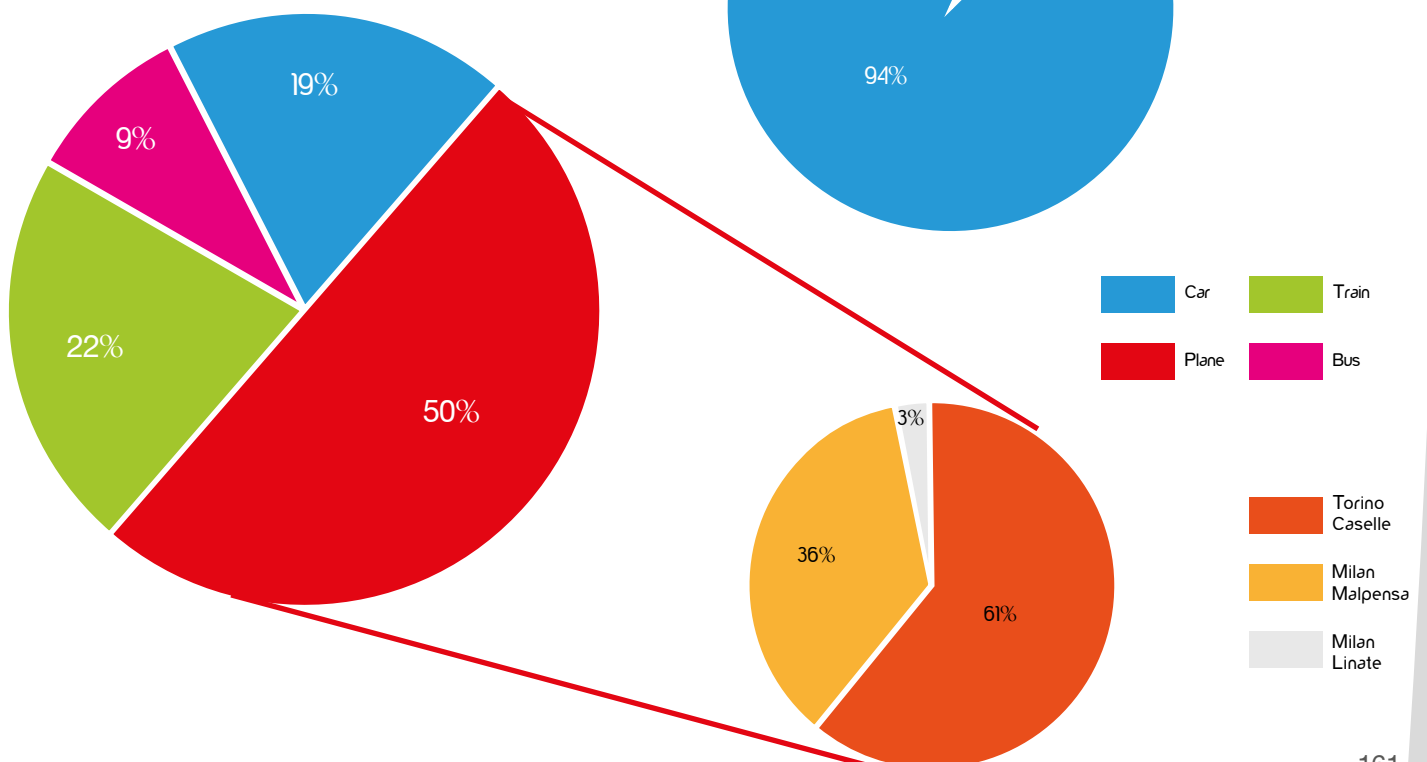


11.4 Visit to Torino

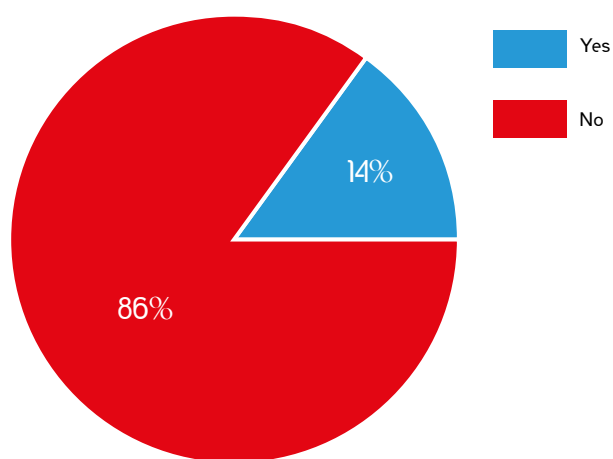
• Foreigners visiting Torino for the first time



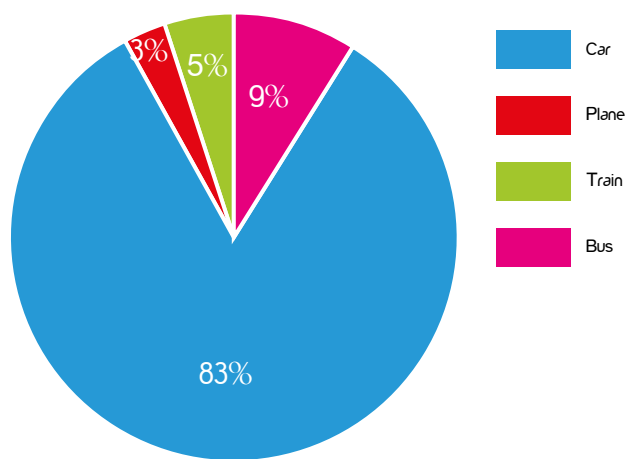
• Method of travel Foreigners



• Italians visiting Torino for the first time

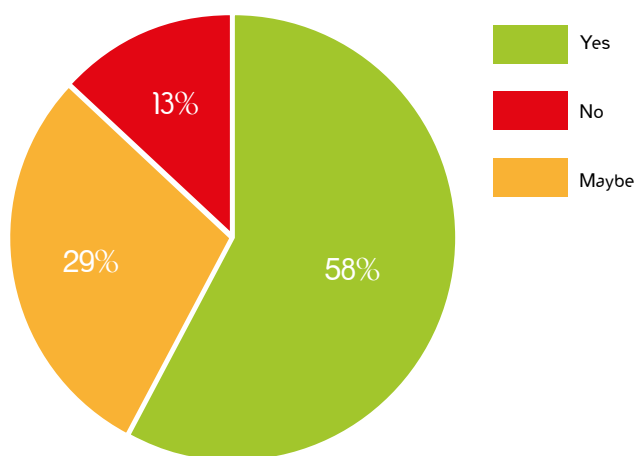


• Method of travel Italians

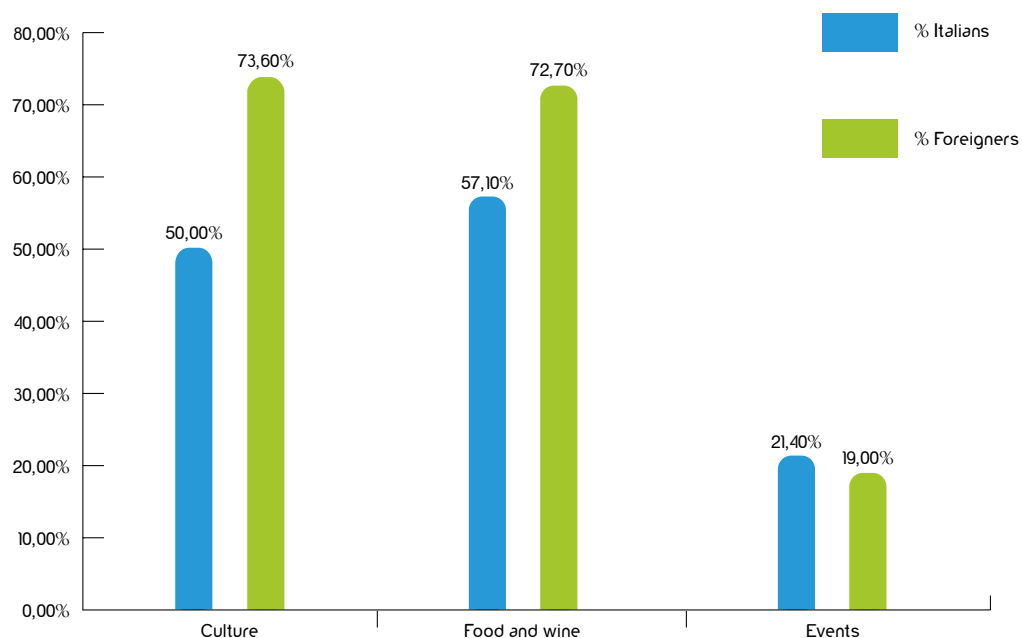


11.5 Opinion of visit

• Foreigners who wish to return to Torino

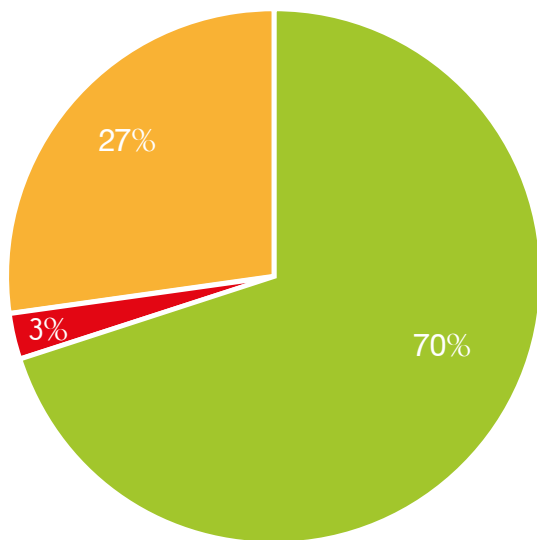


• Appreciation of the city's values

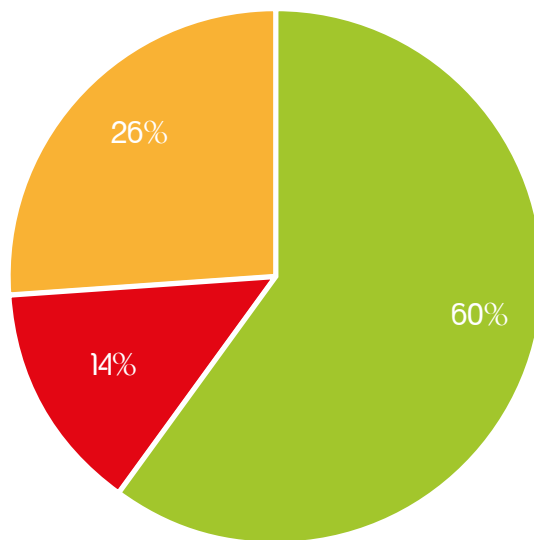


11.6 Expect to return to Torino

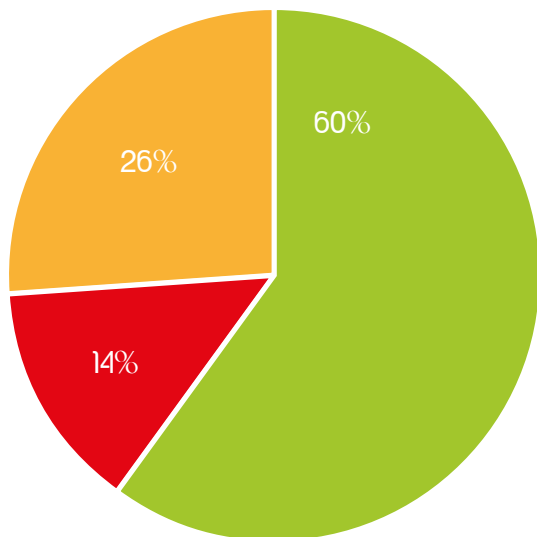
• Italians



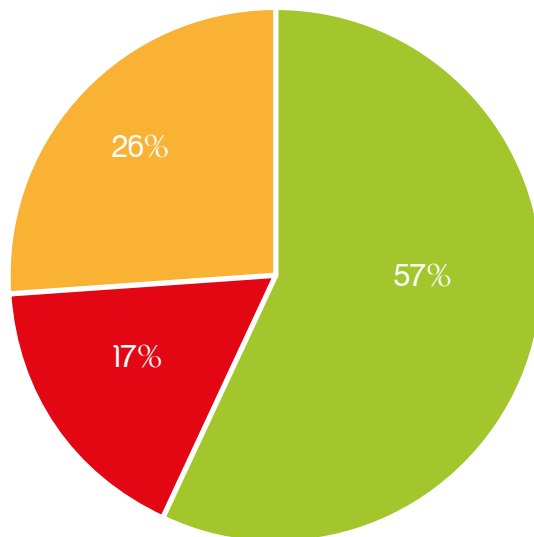
• Australians



• Canadians

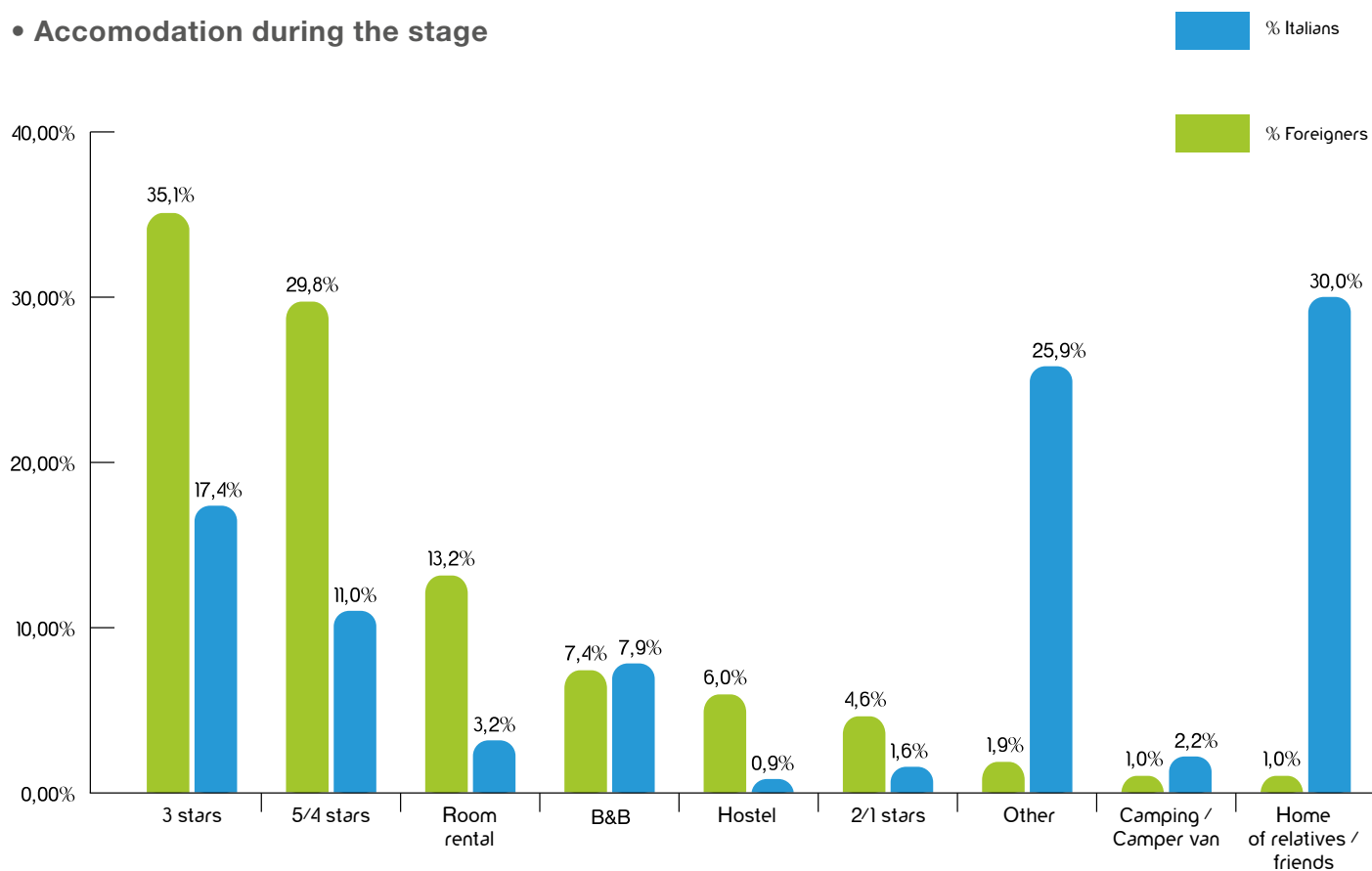


• United States

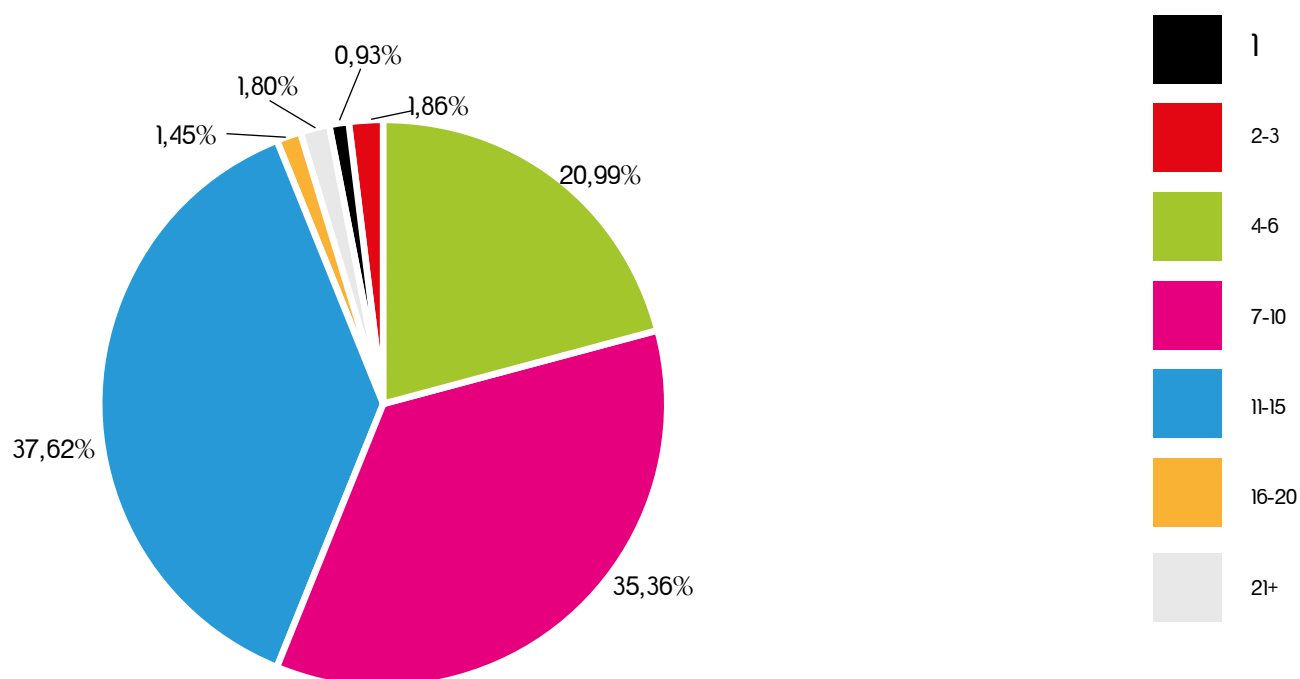


11.7 Hotel Accommodation

• Accomodation during the stage

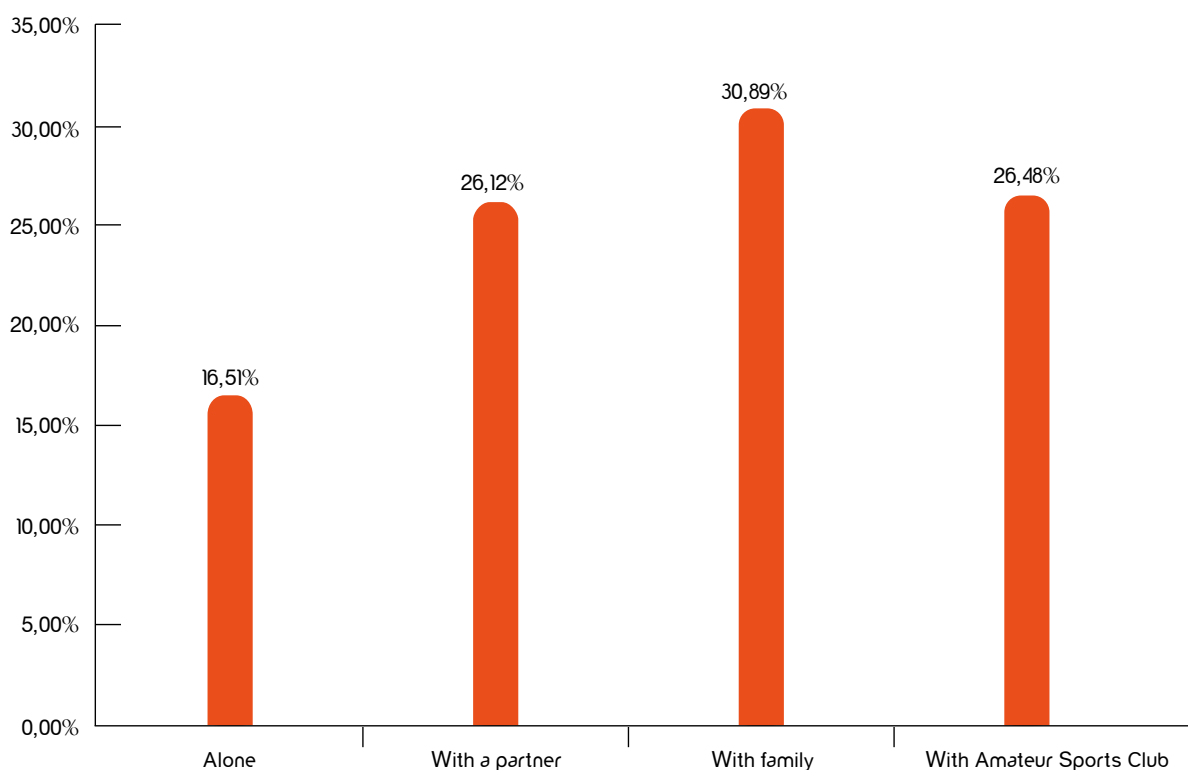


• Stay - Days in Torino

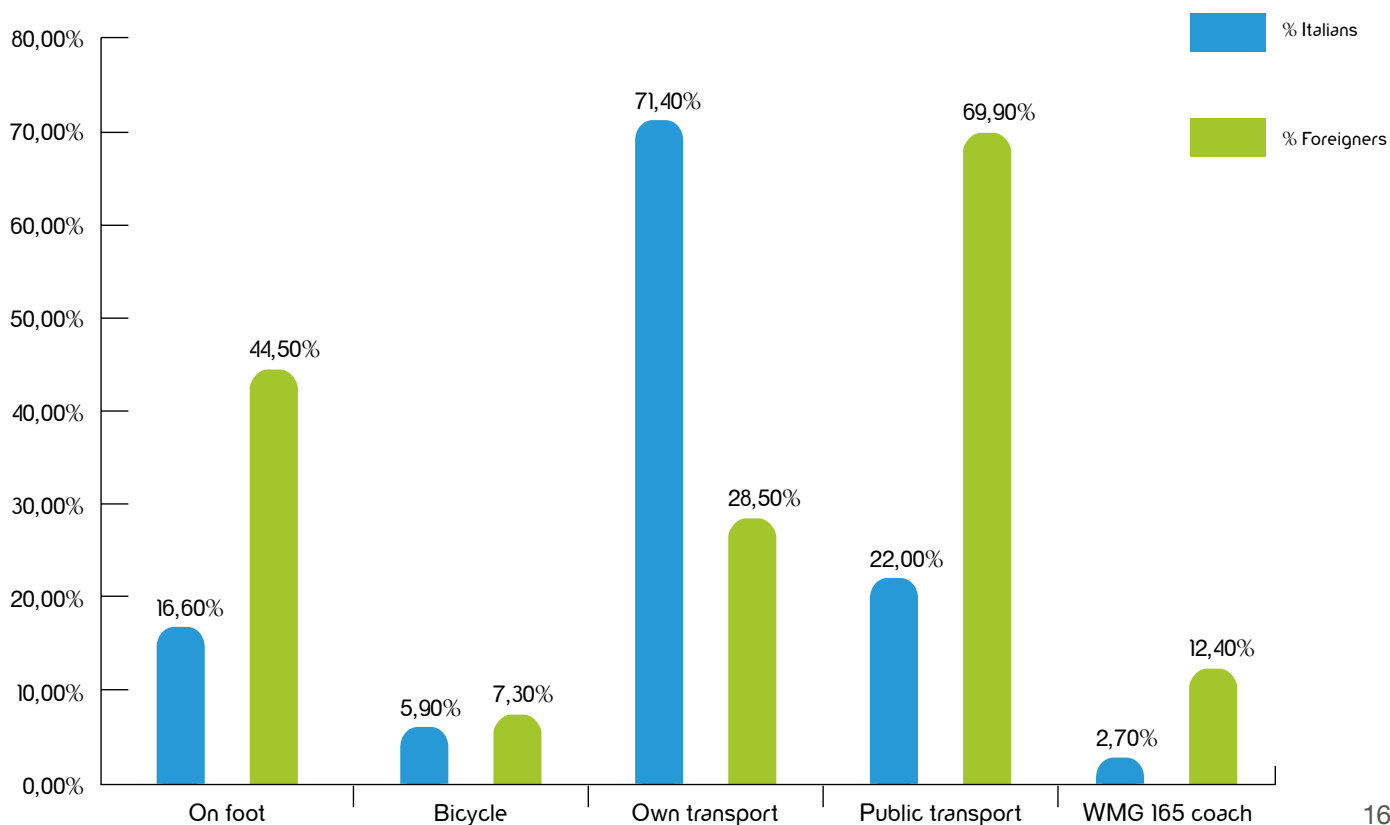


11.8 Type of Journey and Transport

• Travelling with...

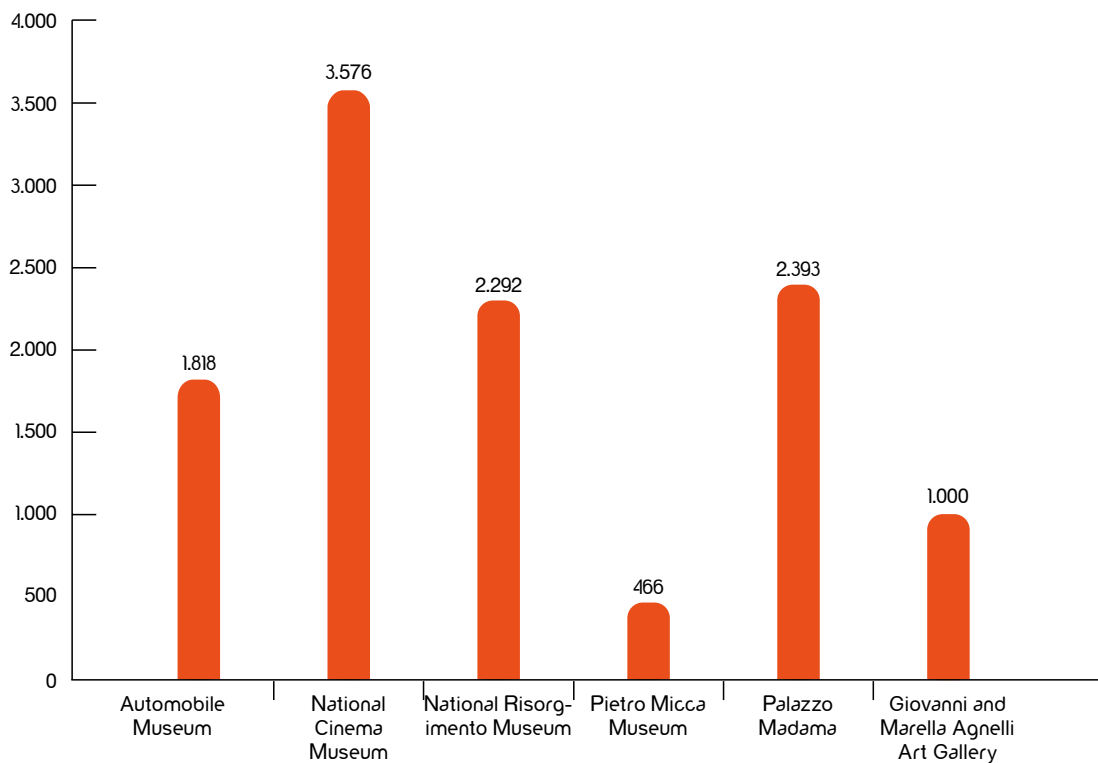


• Transport used during the event



11.9 Museum Visits

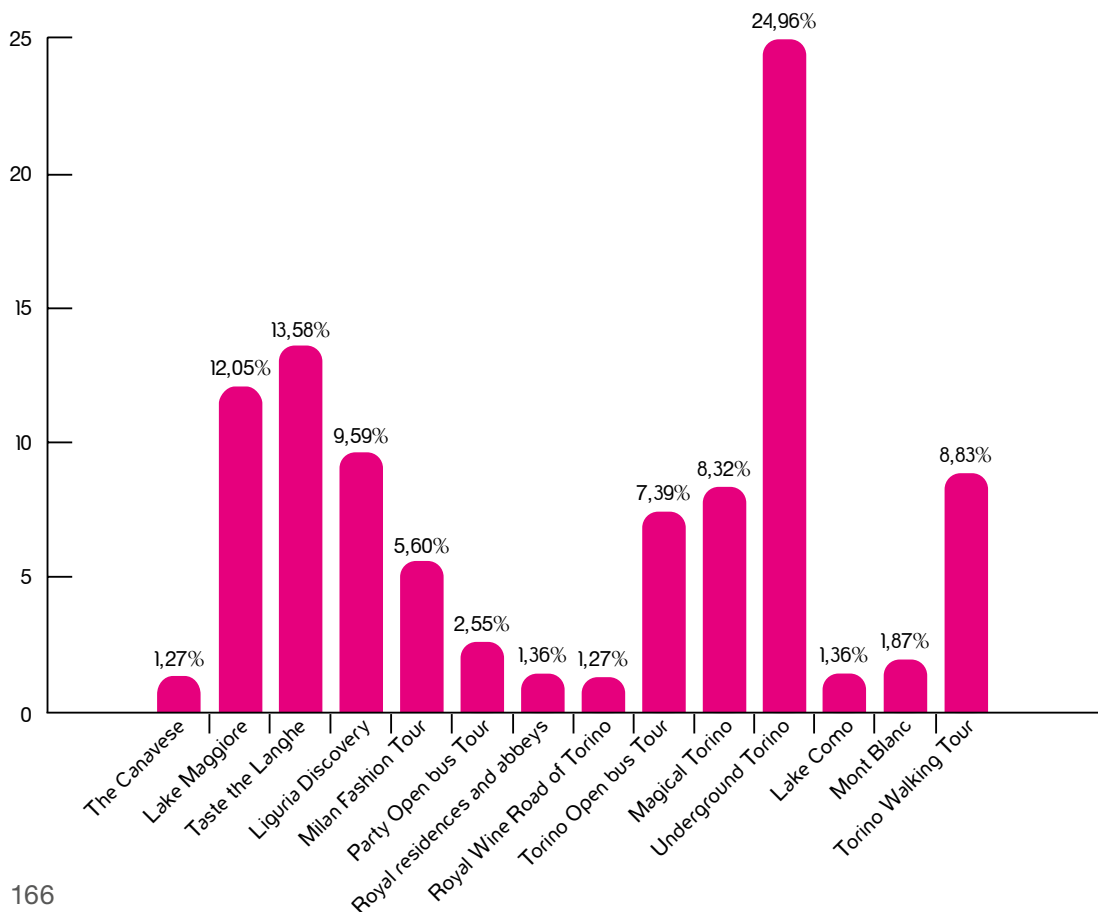
• Museums most visited by the Masters



More than 11,000 museum visits in the period August 1-11 2013

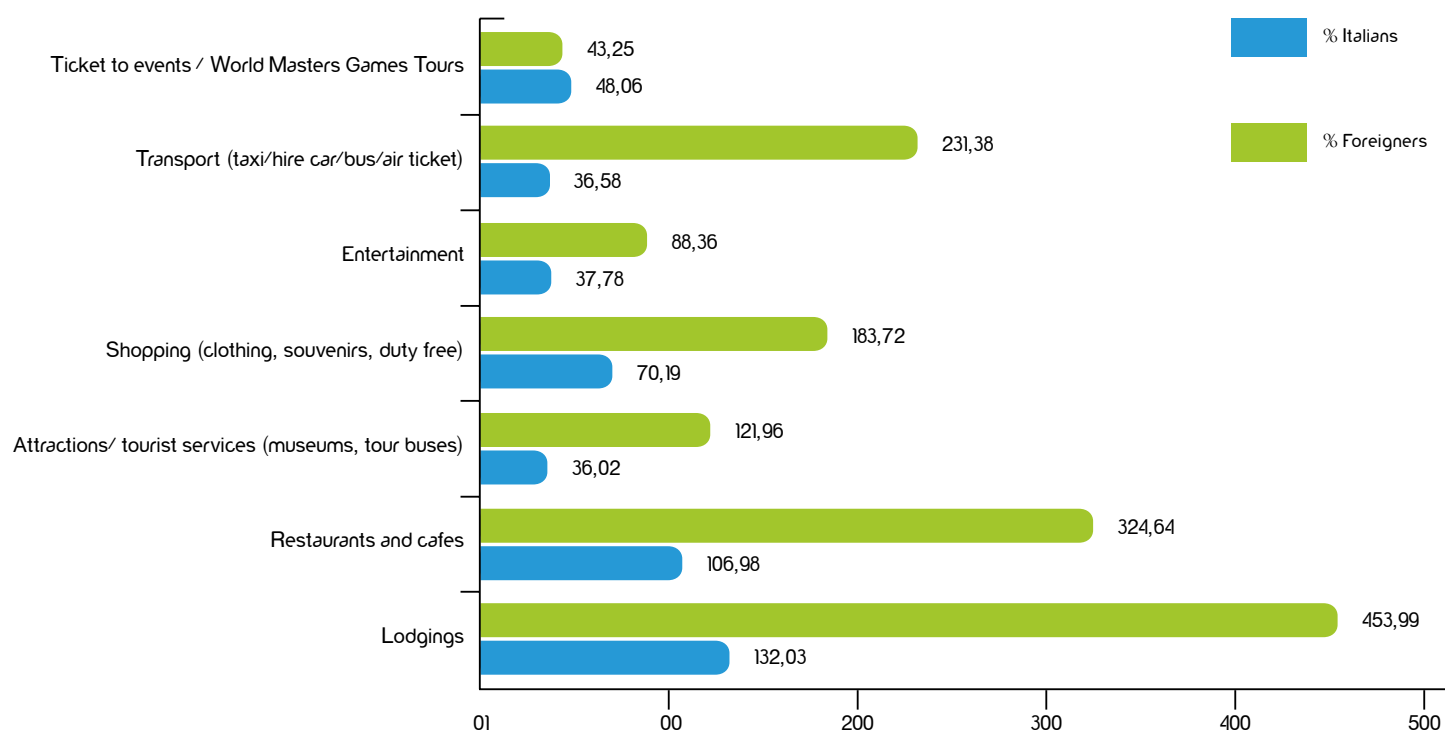
11.10 Tours Available

• Participation in Tours



11.11 Expenses Met

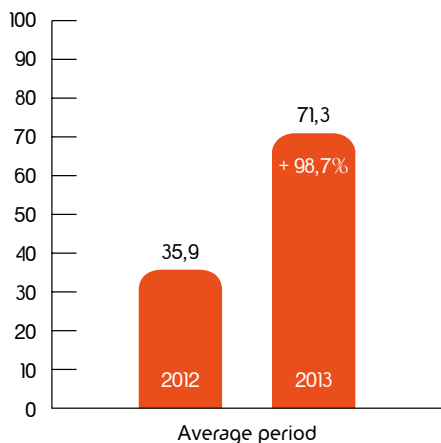
• Average expenditure per capita



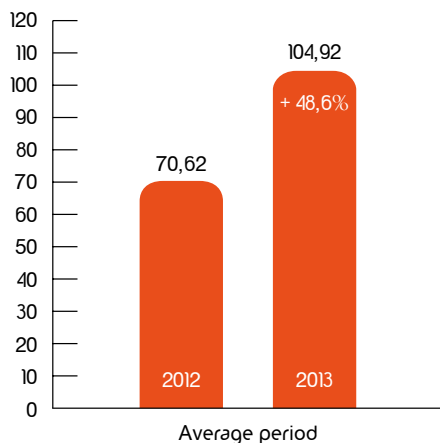
11.12 Accomodation

- Final data from Chamber of Commerce
- Sample of 2959 rooms

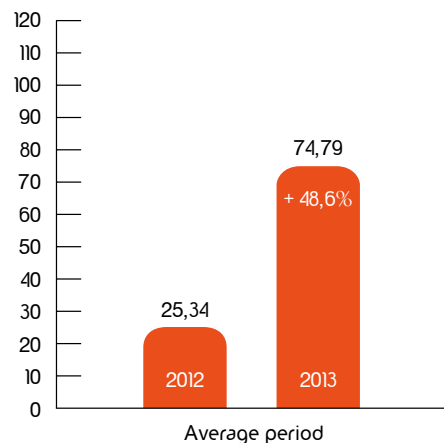
Room occupation (%)



Average price per day (€)

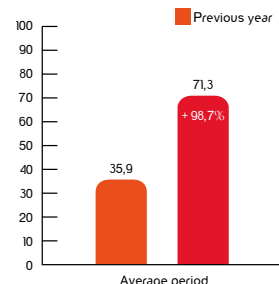
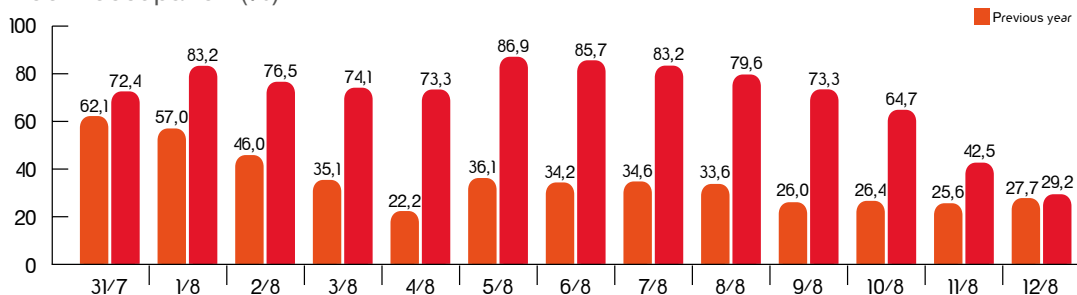


Average revenue per room (€)

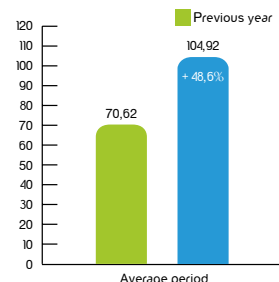
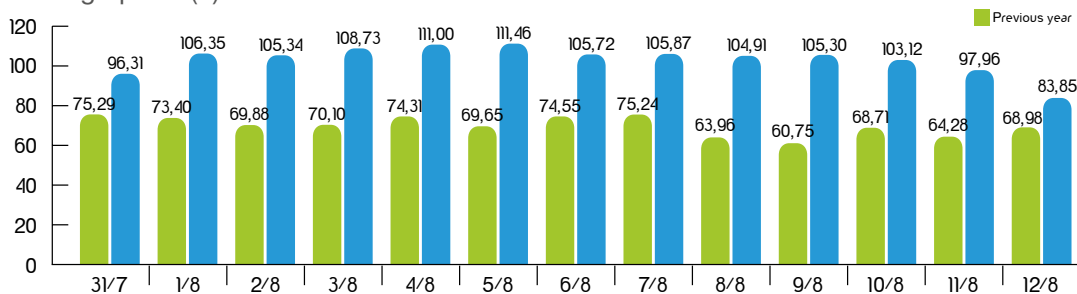


- Revenues current year € 2.866.460
- Revenues previous year € 881.156
- Difference € 1.985.305
- Percentage change 225,3

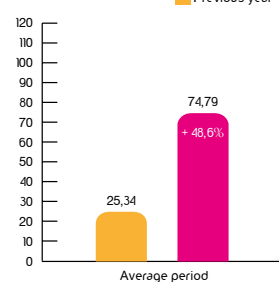
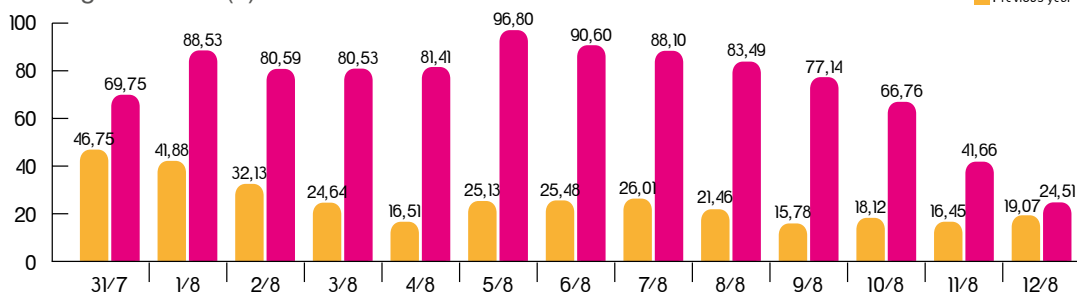
Room occupation (%)



Average price (€)



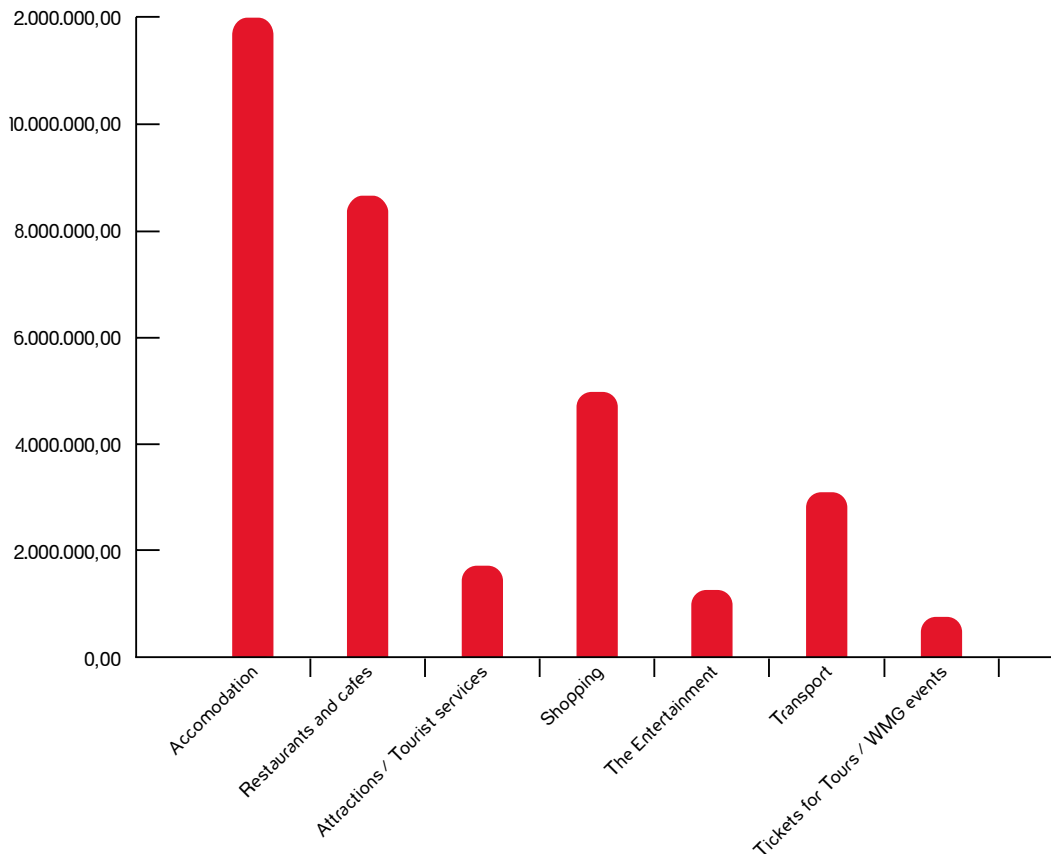
Average revenue (€)



11.13 Economic Impact

On the basis of the replies given in the questionnaire submitted to participants, it is reasonable to estimate the economic benefit for the region as a whole to be about Euro 35 million.

Expenses met during the Games



11.14 Conclusions

- The organisation of the WMG confirmed that sport provides the tourism market with one of the main motives for travel.
- The Over 50 age bracket is the one with the greatest spending power and it participates constantly in Masters sports events.
- The organisation of sports events for mature athletes is cost effective and can have strong economic repercussions for the surrounding area.
- A world-class sports event is also an opportunity to enhance and promote the host city's artistic and architectural heritage and a powerful trigger to promote tourism.

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