



# **MEDIA RELEASE**

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## **Gill Appointed Exclusive Clothing Supplier**

Yachting Australia has today appointed Gill as the 'Exclusive Clothing Supplier' to the Australian Sailing Team (AST).

The two year, three season contract will see Gill Australia sponsor the AST and supply a wide variety of technical sailing clothing and team uniforms for the AST athletes, coaches and support staff in the lead up to the 2008 Beijing Olympic Games.

This is the first major sponsor contract signed by the newly established Australian Sailing Team. In appointing Gill after a detailed two month evaluation process, which included aspects such as technical compliance, functionality, range, quality of product, style and logistics support, Olympic Sailing Program Director Michael Jones said "We are very happy with our decision to appoint Gill to this very important function. Not only is it a key contract for us in terms of our Team's corporate image and look, but it will hopefully have a significant positive impact on our athletes performance."

Mr Jones went on to explain the selection of Gill, "We were very impressed by the scope and professionalism of their response. The Gill range suits our requirements perfectly and their commitment to service our needs was second to none. Whilst it was a very close contest between Gill and two other companies, we knew Gill had an excellent product range with high technical value and the performance package they offered us was outstanding. In the end, Gill was clearly the right choice for us".

As part of the three phase contract, Gill will be developing a specific style and look of clothing for the AST. In the lead up to Beijing, they will partner closely with the AST in developing a range of technically advanced clothing which is aimed at providing the Team a competitive advantage.

Gill is also aiming to use the AST relationship as a key marketing tool in the Australasian marketplace for years to come. Gill Australia Director Greg Woods said, "We are extremely pleased with this appointment and we are looking forward to working closely with the AST. We are very confident this association will not only highlight the quality, technical excellence and range of our products but also show the market place the high level of service and support we can deliver."

Following their appointment Nick Gill, Chairman of Gill International reinforced the company's commitment to the AST by saying, "This is a very important, long term association for us. We are very committed to this

relationship and its success. We will be establishing a dedicated team to support the AST and we are sure our clothing and equipment will enhance their already impressive performances this year.”

Phil Jones, Chief Executive Officer of Yachting Australia said of the contract, “This is an important milestone for the Team. It is the first commercial contract for the AST which has been set up as separate body within Yachting Australia. It will give us a harder commercial edge as well as the agility to focus on winning Gold Medals in 2008. We are making good progress as is evident by this contract and the expectation of signing a further two major sponsor in the coming weeks”.

The Australian Sailing Team was officially launched in March 2006 and contains some of the best sailors in the world. It has been the standout national team this season with dominating performances in International Sailing Federation (ISAF) Grade 1 Olympic Class regattas in Hyeres (France), Medemblik (Holland) and this week in Kiel (Germany) where the Team was again the top nation with three gold, one silver and one bronze medal from the seven classes contested. The Team also won the prestigious Kings Cup, as the leading nation at the recent ISAF World Sailing Games in Neusiedl (Austria) winning three gold, one silver and a bronze medal.

### **The Australian Sailing Team**

The Australian Sailing Team is the peak official Australian national representative team of sailing and is comprised of the top Olympic class sailors in Australia. Selected annually, athletes qualify for inclusion in the team by finishing in the top ten at an Olympic Class World Championship or be identified as having the potential to do so within two years. The Team is an Australian Institute of Sport program and is managed within Yachting Australia, a member of the International Sailing Federation (ISAF) and the Australian national authority for sailing. The team’s goal is develop the talent and to win Olympic Gold Medals for Australia in Beijing 2008 and beyond.

### **Key Details:**

**Director** – Michael Jones  
**Head Coach** – Victor Kovalenko  
**Team Manager** – Rob Brown OAM

**CEO Yachting Australia** – Phil Jones

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