



SPORTS CLIMBING AUSTRALIA PARTNER WITH PSE

For release – Thursday 30 November 2017: Sport Climbing Australia (SCA) has announced the appointment of Paul Sergeant Events (PSE) as the sports exclusive commercial and marketing partner in a five-year agreement.

SCA Chairman, Romain Thevenot says “Sport Climbing is one of Australia’s newest and most engaging sports. Interest in the sport at all levels is developing at an incredible rate with more and more climbing centers opening around the country. In PSE we have a partner that will work closely with SCA to market the sport and develop our commercial program as we head towards the 2020 Tokyo Olympic Games. These are exciting times for the sport in Australia and we are delighted to have the PSE team on board”.

PSE Managing Director Paul Sergeant says “when I first watched Sport Climbing I couldn’t believe my eyes. The strength, and athletic ability of climbers was a sight to behold. To be part of developing a new up and coming sport is a rare occurrence so it is a privilege for PSE to become involved with SCA at such an exciting point in the sport’s development”

In addition to working with SCA to market the sport and develop the commercial program Thevenot says “we have an ambition to bring top class international Sport Climbing events to Australia and PSE’s vast event experience will be a major asset in this area. They have already completed an observation visit to the China Open for an international bouldering, lead and speed climbing competition in Guangzhou and are now working closely with us to assess what needs to be done to bring an international event to Australia”.

Notes for Editors:

Sport Climbing Australia is a non-governmental, non-profit organisation. It is the sole peak body for climbing in Australia and a member of the International Federation of Sport Climbing, Australian Sport Commission and Australian Olympic Committee. Sport Climbing Australia's mission is to promote, develop and grow sport climbing for the enjoyment of all and work in the direction, regulation, promotion, development and furtherance of indoor climbing as a whole around Australia.

Sport Climbing is recognised by the IOC and will be a medal sport at the 2020 Olympic Games in Tokyo. The Olympic competition will see a combined format of all three main disciplines of Sport Climbing which are outlined below:

- **Lead Climb:** is about height, endurance and strategy where athletes climb rope-tied, one at a time, on an overhanging route with a 6-minute time limit and the one who gets the highest wins.



PSE.

- Boulder Climb: focuses on power and technique for an explosive performance of a maximum of 10 movements to a maximum of 4.5 meters.
- Speed Climb: sees athletes covering 15 meters as quickly as possible rope-tied from above, with two climbers racing side-by-side on parallel walls.

Paul Sergeant Events (PSE) is a Melbourne based business specialising in securing and promoting niche events in Australia and also offers advisory services to fringe sports, events and venues around the world. Launched at the beginning of October 2017, the PSE team has been involved in the management and/or promotion of over 10,000 major sports and entertainment events over the past 35 years.

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