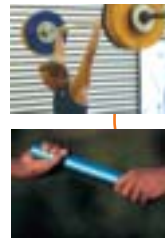


# Developing your competitive edge



- \$32million sports and accommodation facility with high performance sport science, medicine, training and conditioning on-site
- Programmes include: Youth Foundation Programmes, Long Term Athlete Development, Physical Literacy, Learn to Swim and Water Safety, Youth Leadership, Adult Foundation Health and Fitness, Workplace Health and Team Building
- Community and Corporate training camps with on-site accommodation

**Ross Lindsay**

**It's 5am. Winter. Imagine if you will, athletes from a variety of sporting disciplines, rigorously training in an effort to find just a tiny edge over their competition.**

**It's part of what goes on daily at the Millennium Institute of Sport & Health and the associated Millennium Lodge on Auckland's North Shore.**

Most of us appreciate the sacrifices made by athletes and, often as not, their coaches. Going to bed at a time when peers are going out partying. Working up a sweat when most of New Zealand is snuggled under the duvet with a good few hours before alarm clocks ring.

There's something else though; something that should give us all pause for thought. The weeks and often months of separation from home and loved ones. How they cope with this can impact greatly on an athlete's emotional stamina and mental strength.

Often the final staging post before competition for many of our leading sportspeople, the Millennium Institute on Auckland's North Shore has always been conscious of the need for out-of-Auckland athletes and sports teams to phone home or use email and the internet as often as they feel the need to.

Aware of the potential for toll calls, emails and internet to precipitate a budget blow out, administrators of the Millennium Institute, a non-profit charitable trust, knew of no other method of control other than subtly encouraging a degree of restraint.

"Phones, email and internet use was an operating cost that had to be watched, though we were assured we had a pretty reasonable set up," recalls Millennium CEO, Mike Stanley. "Then these guys at TelstraClear came along and said we've got something better; that's going to save you money; that's going to give athletes greater freedom to keep in contact with home; that's going to make it achievable for athletes and coaches to use the internet in ways more in keeping with a high performance sport environment.

"Our world is about beating the competition, so as you can imagine the hard edged competitiveness of the TelstraClear approach appealed to us. They'd done enough homework to know that as a charitable trust we haven't the parachute of government help should we have a budget blow out. They knew the key to getting our attention was to focus on our need for a managed communications budget.

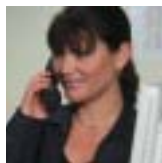
"To use a sporting analogy, they breasted the tape way



**Better Business Fact File – Millennium Institute / TelstraClear**

- A managed cost solution for the Millennium Institute – operating as a charitable trust
- A modern system throughout the complex with TelstraClear's HighSpeed Internet
- The Lodge has full business conferencing facilities, email and TelstraClear's HighSpeed Internet

ahead of the competition by coming to us with an impressive cost management programme that I can tell you has delivered on all promises. Linked in with their communication services it has effectively reduced our risk of a costs blow out. More than that, it has saved us money and has also made it easier and less stressful for our athletes to make toll calls and use the net. TelstraClear's understanding of the Millennium Institute right from the beginning has quickly lead to what I'd describe as a valued partnership. All of us here have no doubts TelstraClear people genuinely share the vision of our ideals and objectives and are more than ready to help, even with non core projects involving the community".



Confidence in their communications provider has also spurred the Institute to be more active with other aspects of marketing.

Built at a cost of \$32 million and established as a charitable trust, the vision for the Millennium Institute is to help New Zealander's excel in sport and become fitter and healthier. Key supporters include AUT, Neslte and Sovereign and the Institute is a part of the

NZ Academy of Sport, SPARC's high performance network. Facilities go beyond an international size pool, childrens learning pool, sports hall complete with a permanent climbing wall, 65 metre long indoor sprint track and various science laboratories and gyms to include conference rooms and hotel standard lodge accommodation.

Karin Adelinger, the Institute's business development manager, points out, with some pride, that many of New Zealand's leading sports teams and athletes often stay in the Lodge when training in Auckland.

"As a venue for a live-in conference for corporates or any business the Millennium Institute is unique," explains Karin. "The accommodation and conference areas are physically enmeshed within a world class high performance environment providing opportunities for people to challenge and discover things about themselves in energising and competitive ways no hotel or typical venue can hope to emulate.



"Our facilities and on-site staff allows the conference organiser to tailor a programme that best meets objectives whether this is team building, helping their

people achieve a more equitable balance between work and looking after their health and fitness, or to improve their performance in other areas. All 27 twin share rooms at the Lodge have internet and email access.

True to the Millennium Institute's credo to explore potential and constantly enhance and improve, Mike Stanley is already looking towards a not too distant future when the partnership with TelstraClear will mean an athlete can be viewed in real time by a coach in another country who would also be monitoring and analysing their performance and literally there and then coming back with suggestions on how the athlete can improve further.

Until that day, Mike Stanley and everyone who is involved with the Millennium Institute continues to put in practice the ideals of the visionaries who invested in providing a world class facility available to all New Zealanders seeking to improve their performance, be it the quest for Olympic gold or getting more from life through being healthier and fitter.

**Mike Stanley**

CEO Millennium Institute of Sport & Health



*"TelstraClear's competitive spirit appealed to us. And so did their offer - a cost management programme for our tolls, email and internet. We can now give our sports people everything they need - be it performance data or a call home"*

For more information contact:  
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**www.telstraclear.co.nz**