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## Sydney Olympic Park – the centre of Rugby World Cup action

Rugby World Cup – the biggest and most anticipated international sporting event this year - kicks off on 10 October with the Opening Ceremony and the Australia vs Argentina game at Telstra Stadium, Sydney Olympic Park.

During RWC 2003, Sydney Olympic Park will welcome over 700,000 visitors to the site, offering them world-class entertainment both on and off the field. While more than 80,000 fans are expected to fill Telstra Stadium for most of the seven matches, over 15,000 will converge at 'Rugby Zone' – Sydney Olympic Park's official live site.

On Rugby World Cup game days at Telstra Stadium, The Overflow will be transformed into a 'live site' featuring free entertainment, a range of places to eat and drink, Kids Zone, celebrities and sporting personalities plus a giant screen broadcasting the Telstra Stadium game.

Visitors can also drop into the new Visitor Gateway for an exciting and interactive snap shot of Sydney Olympic Park. Providing a journey through the past, present and future of the site, the Visitor Gateway is a state-of-the-art interactive experience that will help some of the 5.5 million people that visit the Park each year to plan their day so as to experience all the



683-hectare site has to offer. The Rugby Exhibition at the Visitor Gateway, Rugby tour at Telstra Stadium, The Games Trail and the Wetlands Discovery are just some of the adventures available.

The world-class Telstra Stadium has undergone final modifications to make it the ultimate Rugby World Cup 2003 venue. New roofs on the Stadium's northern and southern stands will ensure 78% of seats in these stands are under cover. The reconfigured facility provides additional seating and allows fans in the eastern and western stands to be 15 metres closer to the game.

After the game there will be an opportunity to stay and celebrate at Sydney Olympic Park, with entertainment, food and beverages continuing well into the night.

The following matches will be played at Telstra Stadium :

10 October	(Opening Ceremony) Australia v Argentina
25 October	France v Scotland
2 November	New Zealand v Wales
15 November	Semi Final 1
16 November	Semi Final 2
20 November	3rd/4th Playoff
22 November	Final

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# Welcome to the first edition of the Sydney Olympic Park Authority newsletter – Park news.



Sydney Olympic Park is a special place for most Australians who, with the international community, share a key interest in the future of our Park.

Since forming in July 2001 the Sydney Olympic Park Authority has developed a new vision for the Park, to guide its transformation into a dynamic and diverse place to live, work, play and learn. We'll achieve this through our dual roles of 'place maker' – creating the Park's future and, 'place manager' – overseeing a diverse range of operational responsibilities on this 683-hectare site.

Over the next 20 years a vibrant township will be created based on six key themes: sport; education; culture, the arts, food and entertainment; environment and nature; science and technology; and health, recreation and well-being. Already, two consortiums have committed \$470 million for new residential and commercial developments within the town centre.

Our brand identity is an important component in Sydney Olympic Park's ongoing progression from 'events centre' to 'integrated township'.

Sydney Olympic Park is maintaining its reputation as Australia's premier sports destination and is emerging as the hub for the NSW sport industry. We have had considerable success in staging rugby union, rugby league and basketball events whilst cricket, netball and AFL are more recent attractions to the Park.

The Park attracted 5.5 million visitors, 2.4 million of them to events, in the 2002–2003 financial year. Our venues staged most of NSW's major events such as the Royal Easter Show, National Rugby League Final Series, State of Origin and Bledisloe Cup Tests.

We're continuing to progressively open the 425 hectares of land surrounding the town as we establish one of the largest and ecologically significant urban parklands in the world.

As in 1993 when Sydney won the rights to host the Olympic Games, 2003 marks an exciting turning point for this fantastic and unique site. As before, intense planning combined with expertise and hardwork will help Sydney Olympic Park become an enriching metropolis in the heart of Sydney.

Cheers

**Brian Newman**  
Chief Executive Officer

# Sydney Olympic Park's new Visitor Gateway invites you

Sydney Olympic Park has a new Visitor Gateway – a modern interactive centre that will welcome some of the 5.5 million visitors the Park attracts each year.

Providing a journey through the past, present and future of the site, the Visitor Gateway also helps visitors plan their day, enabling them to choose from scores of venues, events and activities across the 683-hectare precinct.

Located at 1 Showground Road, (next to Olympic Park station), the Visitor Gateway will be the first port of call for visitors, arming them with information, stories, images, maps, tour options plus various retail opportunities for food and merchandise.



Visitors can enjoy learning about the history and heritage of this special site, experience the Olympic legacy, see what's happening day-to-day while getting a glimpse of the vision for the site in years to come.

With regularly changing displays and features, the Visitor Gateway is currently caught up in rugby fever



Sydney Olympic Park Visitor Gateway

with its first special feature being a Rugby Exhibition. This exhibition takes the visitor through the journey of international rugby over the past 100 years through a collection of imagery and spectacular photography.

The new Visitor Gateway to Sydney Olympic Park was officially launched by the Hon. Sandra Nori, Minister for Tourism, Sport & Recreation on Sunday September 14.



Sandra Nori, Minister for Tourism, Sport & Recreation

With Sydney Olympic Park located on the nexus of major roads from the north, west and south, while also being serviced by rail, bus and ferry, the Gateway is a natural point for visitors to Sydney to start their exploration of not just the Park but the whole Sydney experience.

The opening of the Visitor Gateway heralds an exciting new chapter for the Park by encapsulating the wealth of interesting information about the site and the diversity of visitor experiences in one location.

Come and visit us!

# The making and marketing of our town centre

Earlier this year Brian Newman together with the Minister for Tourism, Sport & Recreation, The Hon. Sandra Nori, announced development plans for the transformation of Sydney Olympic Park into a new, thriving town with apartments, additional businesses, restaurants and shops.

The two consortiums selected to develop four key sites within the new town centre at Sydney Olympic Park were a consortium comprising **Babcock & Brown** and **Multiplex** for the residential site, with **AMP Henderson Global Investors** and **Charter Hall Holdings Pty Ltd** developing the three commercial sites.

Together, the projects constitute approximately 120,000m<sup>2</sup> of building space representing the first phase in the development of Sydney Olympic Park's town centre to become home for 3,000 residents, 10,000 employees featuring a variety of restaurants, shops and town facilities such as a library and childcare centre.

not only in Sydney, but in Australia. It will be a wonderful example of place-making."

Brian Newman, Chief Executive Officer of the Sydney Olympic Park Authority believes the new developments at Sydney Olympic Park highlight the breadth of what the Park has to offer and demonstrate how it will reap a variety of social, environmental and commercial benefits for both government and the people of NSW, well into the future.

**"This announcement paves the way for approximately \$470 million of new residential and commercial development to be undertaken over the next 5-7 years."**

"It confirms the private sector's confidence in this place and the unique living and working environment Sydney Olympic Park has to offer," he said.

It is anticipated that construction will commence in the first half of 2004 with preliminary marketing of the properties beginning 'off the plan' in late 2003. Demand from investors, tenants and owner-occupiers is expected to be strong as people seek to take advantage of the lifestyle Sydney Olympic Park offers.



Proposed residential towers

Launching the development plans, The Hon. Sandra Nori MP, Minister for Tourism and Sport and Recreation, said:

"Sydney Olympic Park is on track to becoming one of the most coveted places to live, work, play and learn



“Sydney Olympic Park is on track to becoming one of the most coveted places to live, work, play and learn not only in Sydney, but in Australia. It will be a wonderful example of place-making.”

The Hon. Sandra Nori MP  
Minister for Tourism and Sport and Recreation



# Questacon comes to Sydney Olympic Park

Australia's leading interactive science and technology centre, Questacon, is coming to Sydney for the first time with its Sports Quest and NRMA RoadZone exhibitions.

Ideal for both families and students, these two highly interactive exhibitions are now on display at the Sydney Olympic Park Sports Centre.

**Sports Quest** explores the science and technology behind sport and everyday life.

Test how fast you can throw a ball, or cycle on the Energy Bike to see how long it takes to work off different foods. Questo, the bike riding pneumatic robot challenges you to coordinate his muscles, while Tune In will test your skills as you attempt to ride a virtual skateboard and tune in a radio.

**NRMA RoadZone** exhibition is an interactive road safety exhibition aimed at 9 to 14 year olds exploring the importance of road safety through innovative, hands-on exhibits.

There are twenty exhibits demonstrating how to survive on the roads of the fictitious town of 'Hazard Point'. You can conduct your own crash dummy tests, check your talent for spotting risks, design your own



NRMA RoadZone

bike helmet, guess the real speed of cars, cross a busy road safely, play Street Quiz and Wheel of Misfortune and discover the impact of peer pressure.

**Where** Hall of Champions, Sydney Olympic Park Sports Centre

**When** now – Sunday 14 December 2003

**Time** 10am – 5pm (Mon – Sun)

\*Please note: 15, 16, & 22 November open 10am – 2pm only

**Cost** Adult \$6.60, Child \$4.40, Group Bookings (15+) Adult \$5.50 and Child \$3.30, Concession \$5.50, Family (2 adults & 3 children) \$20.00.

**For bookings call the Visitor Gateway on 9714 7888.**



# Alive!

## Over 30,000 celebrate the third Anniversary of the Games



SuperJesus at Alive!

Last month marked the third anniversary of the Sydney 2000 Games and to celebrate Sydney Olympic Park Alive! welcomed over 30,000 visitors taking part in more than 20 events and activities.

In keeping with the open day atmosphere of Alive! most venues and activities were free. Visitors had a fantastic opportunity to tour the venues and be guided by trainers and athletes in various sports such as tennis, golf and gymnastics.

Other highlights included the Flora Marathon, the Olympians Dinner, the Children's Hospital, Westmead Teddy Bear's Picnic, and obtaining the new Guinness World Record for the world's Biggest Dog Wash. This was led by Dr Harry of Channel 7's Harry's Practice. To close the day Australia's top charting bands Lo-tel and SuperJesus performed.

Geoff Buckley, Executive Director, Marketing and Corporate Communications, Sydney Olympic Park Authority, said while Alive! was about commemorating Games memories, it also celebrated what's been achieved since 2000 and the vision for the site as a vibrant township, starting with the first phase of development of a town centre early next year.

### Fire, Water, Drums and a Giant Rain Man... Sydney Dreaming Returns to Sydney Olympic Park

The magic of a rainmaking ceremony meets the spectacle of outdoor theatre as many of Australia's leading indigenous performers and creative minds join forces for Sydney Dreaming 2003.

Sydney Dreaming is a contemporary celebration of ancient ritual where modern music and dance is used to convey the mysticism of traditional ceremony in a dramatic outdoor setting.

Reflecting the diversity of indigenous talent in Australia, actress Deborah Mailman will join the Sydney Dreaming cast to perform a rain cleansing ceremony called Walanbadu. Composers David Page and Stephen Francis will create the



Sydney Dreaming 2002

music, with choreography by Kerry Johnson and well-known performers such as Matthew Doyle, The Garrabarras, Decsendance and Doonooch.

**Staged on 6 and 7 December 2003, Sydney Dreaming is free to the public.**

# Signs of Sydney Olympic Park's brand vision

The brand vision for Sydney Olympic Park is to set the standard of excellence for the creation of a community and place where people can live, work, play and learn as well as support a global model for the future township. This vision guides all aspects of development at Sydney Olympic Park to leverage the Park's unique combination of assets in education, commercial, leisure, residential, conventions, sporting, events and tourism sectors.

Sydney Olympic Park's goals are to position the Park as:

- the undisputed premier destination for entertainment, leisure, business tourism, sport and lifestyle oriented commercial and residential communities;
- to be an outstanding example of sustainable urban development and natural asset management;
- to be a highly sought after location for a variety of employment generating uses and activities, housing, recreation and other facilities to enhance the vitality and viability of the township; and,
- to be an icon in the hearts and minds of all Sydneysiders and the people of New South Wales

Extensive research of consumer and stakeholder perceptions and expectations, has provided the basis of the brand strategy.

**One of the priorities was to unite the venues within the Park under the Sydney Olympic Park brand to enhance consumer knowledge of**



Simplified venue branding

**the full mix of facilities on offer at Sydney Olympic Park and minimise confusion for visitors.**

Titles such as 'International', 'State', 'NSW' and 'Sydney' will be replaced with 'Sydney Olympic Park' to reinforce the depth of the offer available at Sydney Olympic Park. The table opposite demonstrates the name change being undertaken by some of the venues.

To assist visitors explore the Park a single striking, vibrant colour combination will be used on the Park's venue signage to help visitors differentiate venues from other facilities. In addition to venues changing names, the Sydney Olympic Park Golf Centre will also adopt the new venue branding.

Old name	New name
Sydney Aquatic Centre	Sydney Olympic Park Aquatic Centre
State Sports Centre	Sydney Olympic Park Sports Centre
Sydney Athletic Centre	Sydney Olympic Park Athletic Centre
Sydney Indoor Sports Centre	Sydney Olympic Park Sports Halls
Sydney International Hockey Stadium	Sydney Olympic Park Hockey Centre

The Park's Water Reclamation and Management Scheme (WRAMS) saves a staggering 850 million litres of water a year with its dual reticulation system



# Prime Minister's Council seeks SOPA's expertise in water management and recycling

Highly regarded for its leadership in water management and recycling, Sydney Olympic Park Authority has received further acknowledgement in the field with the appointment of **Andrzej Listowski, SOPA Manager Water & Energy to the Prime Minister's Science, Engineering and Innovation Council.**

The Working Group has been asked to report to the Prime Minister and a range of Federal Government Ministers and Department heads on a national approach to the re-use of urban waste water. It sought out Mr Listowski for his role and experience in the implementation of a recycled water process at the Park. The Park's Water Reclamation and Management Scheme (WRAMS) saves a staggering 850 million litres of water a year with its dual reticulation system that services all venues on the 683-hectare precinct as well as the neighbouring suburb of Newington.

Sydney Olympic Park Authority is in a unique position, having successfully implemented one of Australia's few large-scale urban recycled water systems, to offer expertise on the various issues the Council will address. These include: urban waste-water management;

health and community issues; storm water and sewerage water collection and treatment; technology and infrastructure; and the pressures of a growing urban population on water usage.

Andrzej has had over two decades of experience across three continents (Africa; Asia and Australia), in the area of urban water management. He was appointed to Sydney Olympic Park in 1994 and has been instrumental in the conceptualisation and implementation of an integrated



urban water cycle strategy and Water Reclamation And Management Scheme (WRAMS) for the Park. WRAMS has been recognised in Australia and overseas as the first integrated urban water reuse scheme of its kind in Australia to provide recycled water to

residential, commercial, hotel and major venue facilities at Sydney Olympic Park and Newington.

## Major achievements in water management at Sydney Olympic Park:

- technical tours for visiting international delegates, water industry experts and students;
- a detailed submission to the Senate Inquiry into Urban Water in March 2002 and hosted a site visit for the Inquiry team. SOPA's submission highlighted the need to promote urban water recycling systems in large-scale urban development projects;
- preparation of a submission to the Federal Government's Inquiry into Sustainable Cities, which will again highlight the significant environmental benefits of an integrated approach to water management (including water recycling systems) in large scale urban developments;
- in 2001 SOPA (then OCA) won the prestigious Banksia Award;

For more information visit [www.sydneyolympicpark.com](http://www.sydneyolympicpark.com) and click on 'environment'.

# The reality



The construction of a large number of sporting and public facilities in a single area, so close to the CBD and surrounded by 425 hectares of parklands, defines Sydney Olympic Park as a location of great significance.

Sydney Olympic Park is evolving as Australia's premier sports destination and the hub for the sports industry in NSW.

Sydney Olympic Park Authority has established partnerships with sports organisations such as Athletics Australia, Australian Swimming and Hockey Australia that address each sports requirements at three levels: elite, youth development and community participation.

Key achievements outlined below demonstrate our partnerships with a wide variety of sports at Sydney Olympic Park.

- As part of a three-year partnership with **Netball NSW** and the **Sydney Swifts**, Sydney Olympic Park is the Swifts new base for training and

matches and will host a new under 16s tournament and a new elite pre-session competition.

- **The National Athletic Championships (2004 and 2005)** and **National All Schools Athletic Championships** will be held at the Sydney Olympic Park Athletic Centre.
- The top six hockey nations will compete in the **BDO Womens' Hockey Champions Trophy** at the Sydney Olympic Park Hockey Centre from 29 November to 7 December 2003.
- The **Nike Women's Classic** 10km and 5km fun run will be held at Sydney Olympic Park in 2004, 2005.
- Basketball Australia's headquarters is now located at Sydney Olympic Park and during 2003 the **Sydney Flames** Basketball team has staged its home games at the Park.



- The Sydney Olympic Park Aquatic Centre will host the 2004 and 2005 **National Swimming Championships**.
- An agreement in principle has been achieved with the Department of Sport & Recreation to stage the **Parra to Park 10km Fun Run**.
- Sydney Olympic Park will be the principle host site for the Australian Olympic Youth Festival in January 2005. A lasting legacy of the Sydney 2000 Games, the **Australian Olympic Youth Festival** will provide the highest level of competition to elite junior athletes, aged 15 to 18, in a select number of Olympic summer sports. It will feature the best young athletes, from Australia, East Asia and, in some sports, the world.
- Sydney Olympic Park is the **training ground for the NRL referees** – utilising Telstra Stadium, Sydney Olympic Park Aquatic Centre, Sydney Olympic Park Athletic Centre.
- Host of the 2003 Flora Sydney Marathon.

Sydney Olympic Park is evolving as Australia's premier sports destination and the hub for the sports industry in NSW.

# Events calendar

Aside from welcoming the world's largest event this year, Sydney Olympic Park also looks forward to entertaining and informing you with a whole host of events in October and November.

Date	Event	Venue	Details
<b>October</b>			
Sat 4	NBL: Razorbacks vs Hunter	Sydney Olympic Park Sports Centre	
Sun 5	NRL Grand Final	Telstra Stadium	
Sat 4 – Mon 6	Australian Sports Exhibition	Sydney Showground	All sports fans will enjoy this exhibition with up to 50 sports represented, interactive zones, sports stars, games and prizes.
Fri 10	Rugby World Cup 2003 kicks off – see cover story		
Tues 14	Olympians of the Wetlands	Newington Armory	Join us for the Inaugural Annual Bird Week lecture on conserving migratory shorebirds in a resource-hungry world.
Wed 15	NBL: Razorbacks vs Melbourne	Sydney Olympic Park Sports Centre	
Fri 17	Physical Culture Championships	Sydney Olympic Park Sports Centre	
Sat 18	Sorting out the Shorebirds	Newington Armory	Phil Straw, from the Wader Study group, will conduct a training morning on the identification of migratory shorebirds.
Sat 18 – Sun 19	Metropolitan Gymnastics Championships	Sydney Olympic Park Sports Centre	See spectacular performances by men and women in rhythmic, sports acrobatics, trampoline and artistic categories.
Tues 21	17th Annual ARIA Awards	Sydney SuperDome	
Sun 26	Boulevard Market – A taste of Italy	Olympic Boulevard	The Boulevard Market will tempt you this month with all things Italian! Stock up on breads, cheeses, pasta and sauces, gourmet olive oils and meats. Enjoy free entertainment and pick up great tips from the celebrity chef.
Fri 31	NBL: Razorbacks vs Wollongong	Sydney Olympic Park Sports Centre	
<b>November</b>			
Sat 1 & Sun 2	Illustration Workshop – Reptiles	Bicentennial Park	Observe patterns and interestingly shaped reptile scales up close in a two-day illustration workshop.
Sat 1 – Sun 9	Physical Culture Championships 2003	Sydney Olympic Park Sports Centre	
Sat 8 – Sun 9	Sydney Auto Salon Final Battle	Sydney Showground	Check out the nation's top modified, high tech, late model vehicles when they congregate at Sydney Showground to compete in Australia's most prestigious indoor motoring event.
Sun 23	Boulevard Market – Discover Korea!	Olympic Boulevard	This month the Boulevard Market offers a taste of Korea including fresh produce, authentic Korean ingredients, art, craft and homewares. Discover how to cook traditional Korean dishes with demonstrations from the celebrity chef.
Sun 23	Tutored Tastebuds	Sydney Showground	
Sun 23	Walks & Talks	Bicentennial Park	Observe patterns and interestingly shaped reptile scales up close in a two-day illustration workshop.
Sun 23	Tutored Tastebuds	Sydney Showground	
Sun 23	Walks & Talks	Bicentennial Park	What's black & white & seen all over the Parklands? Join a free Walk & Talk and learn amazing things about common birds including magpies, pee-wees and willy wagtails.
Wed 26 5pm–10pm	2003 Qantas Skins	Sydney Olympic Park Aquatic Centre	
Sat 29	NBL: Razorbacks vs Townsville	Sydney Olympic Park Sports Centre	
Sat 29 – Sun 7 Dec	BDO Hockey Champions Trophy	Sydney Olympic Park Hockey Stadium	See the top six nations in the world come together to compete in this exceptionally tough hockey tournament.
Sun 30	Australasian Karate Championships 2003	Sydney Olympic Park Sports Centre	
Sun 30	Sydney Olympic Park Dancesport Fiesta	Sydney Olympic Park Sports Centre	