



In 2007, Sydney Olympic Park welcomed 8.5 million visitors, consolidating its position as NSW's premier destination for sporting, artistic, cultural, educational, recreational and entertainment activities. It is also a fast-growing urban centre in metropolitan Sydney, where more than 60 organisations employing 6,000 people operate their businesses. And the Park's growth is set to accelerate.

By 2030, the Park and surrounding regions will have expanded in size and scope. To support the expected influx of 62,500 workers, residents, students and visitors over the next 22 years, management and staff will focus on guiding and supporting property and business development activities; commissioning and overseeing major capital works projects; expanding and refining the range of programs and services on offer; and responding to ongoing change around the site. This will ensure the Park remains the leading destination for major events and becomes a world-class location for people to work, live, learn and play.

Master Plan 2030

In July 2008, Sydney Olympic Park Authority released the Draft Sydney Olympic Park Master Plan 2030 (*Master Plan 2030*), a comprehensive blueprint for the sustainable development of the

Park over the next 22 years. Master Plan 2030 builds on the Park's uniqueness as a world-class sports, entertainment and recreation destination; expands its rapidly growing business and education facilities; and introduces new urban activities to further invigorate the precinct.

It also extends the Park's internationally recognised initiatives in energy and water management, green building design, and sound economic and ecological management. Specific controls and guidelines have been established for land use, site configuration, floor space ratios, building zones and setbacks, building heights and event management for the nine precinct areas within the Park.

Over the next 22 years, new high-grade commercial office space, medium- to high-density housing, education campus facilities and retail outlets will be constructed to support an expected daily population



By 2030, the Park's expected daily population will be up to 45,000 people...

of up to 45,000 people by 2030. A range of new infrastructure and community facilities will also maintain the town's continued growth, including roads, family and children's centres, a library and multipurpose community centre, playing fields and expanded recycled water infrastructure.

Master Plan 2030 was developed in accordance with the targets set by the NSW Government under the State Plan. These include improving the urban environment; bringing more jobs closer to home; improving

housing affordability; encouraging more people to use parks, sporting and recreational facilities; and increasing participation in arts and cultural activities.

Property development

Property development at the Park continued apace in 2007–08, with several projects reaching completion and planning work beginning on sites where construction is due to commence in early 2009.

Accor Hotels developments

Two new Accor properties opened for business at the Park in 2008, joining the Novotel and Hotel Ibis and bringing the total number of rooms operated by Accor at the Park to almost 800. The five-star Pullman Hotel (see case study on next page) is located in the heart of the Park, close to sports, entertainment, business and technology facilities. The \$19 million, two-star Formule1 hotel is located next to ANZ Stadium and is a few minutes walk from

ANZ Stadium, Acer Arena, the Sydney Showgrounds and the Park's town centre. The 156-room hotel will provide affordable accommodation for families, business people and budget-conscious visitors.

Commonwealth Bank

The first of the Commonwealth Bank's 3,500 employees moved into their new building at the Park in October 2007. The 900 staff members are housed at Site 5 and will be joined by 2,600 colleagues when Sites 6 and 7 are completed in late 2008. Once finished, the 60,000 square metre office campus will include around 3,500 square metres of retail space.

Other commercial developments

- **Site 8** – This \$32.5 million office and retail development will serve as the NSW headquarters for Queensland developer Watpac. Construction on the six-storey, 7,000 square metre building has recently commenced and is due for completion in late 2009.
- **Site 9** – This \$40 million sports and specialist hospital development will incorporate 94 beds and 20 consultation rooms. It will cater to an estimated 155,000 patient visits a year and specialise in orthopaedic, plastic and reconstructive surgery, microsurgery, and general and advanced sports rehabilitation. A development application has been lodged.
- **Site 13** – This \$60 million project will consist of four- and five-storey office buildings that will serve as the NSW headquarters for AV Jennings. Construction is expected to begin in early 2009.

- **Site 3** – Development consent for stage 1 of a \$320 million, 685-apartment residential development project has been received.
- **Site 22** – Serviced apartments operator Quest will build a \$20 million, seven-storey complex, which will include 77 apartments, three retail shops, conference facilities, a gymnasium and underground parking. A construction date is yet to be set.

Parklands and open space development

In 2007–08, the Authority commenced or completed a wide range of programs designed to improve access and connectivity to and within the parklands; provide new amenities and services; enhance the visitor experience; and protect the Park's environmental and heritage assets. Projects in planning, in progress or completed during the year are listed below.

- The \$1.2 million Wentworth Common Adventure Playground was opened in September 2007. The one-hectare area has three major climbing net play structures, a flying fox, shade structures, bridges and viewing decks, a water feature, and water and sand play areas. The site also includes a sculpture of birds in flight to reflect the precinct's emphasis on adventure and the environment.
- The Monster BMX facility was opened in October 2007. It hosted a BMX invitational event and the Mountain Bike Championship as part of the Festival of Cycling 2007.
- Work was completed on the heritage buildings in the Newington Armory, which now accommodates the Birds Australia administration office, library and Discovery Centre.
- Enhancement works were completed on the Wentworth Common car park, providing an additional 45 parking spaces for this busy precinct.
- Building conservation works were completed on a disused Energy Australia substation building, which will now be used as a parklands building for interpretation, education and public amenity.
- The Armory Wharf Cafe, destroyed by a fire in January 2008, will be replaced by a new facility. Construction is expected to be completed in December 2008.
- A concept design plan was completed for the Newington Armory buffer zone that allows for extensive landscaping, wetlands-enhancing boardwalks and a wetlands observation viewing deck.

Case study: *Pullman Hotel*

Visitors to Sydney Olympic Park can now put their feet up at the luxurious Pullman Hotel, the first five-star hotel built in Sydney since the 2000 Games and the first ever in western Sydney. The 16-storey hotel comprises 212 rooms and suites, three floors of executive accommodation, a 24-hour gym, and a fine dining restaurant and wine bar. It also offers 340 square metres of conference space, pre-function areas for 220 delegates and a boardroom, all supported by a 24-hour IT manager.

Strategically located in the heart of the Park, guests can walk to a range of recreational facilities, including the Sydney Olympic Park Aquatic

Centre, a golf driving range, and cycling and jogging tracks. The hotel's event managers can also organise behind-the-scenes tours of Olympics venues for corporate groups, mini Olympics events for team-building sessions, and corporate games in the Tennis Centre.

Construction on the hotel commenced in early 2007 and it was officially opened in September 2008. Like the adjacent Novotel and Ibis hotels, the Pullman sets high environmental standards. The hotel was built using recycled and recyclable materials, while solar panels on its rooftop ensure it uses 40 percent less energy than most equivalent five-star hotels.



- An interpretation strategy for the Newington Armory precinct was completed. It will help prioritise signage and other information panels to ensure the Armory provides a relevant, exciting and rewarding visitor experience.
- The Authority took responsibility for the care, control and management of the Wilson Park sports field. Stage 1 works involving car park enhancements and initial site fencing works have been completed. Stage 2 works are in planning and will involve installing an irrigation system and improving turf surfaces, soil and drainage. These works are due for completion in April 2009.

Business development

Sports development

During the year, the Authority continued to engage with sports organisations, businesses, partners and associations. The Authority provided support for events such as the NSW Institute of Sports Awards, Womensport and Recreation NSW Inc's Breakfast with the Stars function, and the NSW Sports Federation Awards.

Some of the highlights of the Authority's broad range of sports development initiatives are detailed below.

Monster BMX facility opened

In October 2007, the Authority opened the Monster BMX facility as part of the Festival of Cycling. It builds on the established Monster Skate Park and Monster Mountain X venues. The Monster BMX project was strongly supported by BMX organisations at all levels, Cycling Australia, the Australian Sports Commission and the Australian Olympic Committee. It has brought together funding partners including the Commonwealth Department of Infrastructure, Transport and Regional Development, Auburn Council, Sydney Olympic Park Authority and the Parklands Foundation. The Authority also worked with Auburn Council, the NSW Police Bicycle Patrol Unit and BMX Australia to develop a program to teach local disadvantaged youth to ride the track.

Action sports

Monster BMX Games, 24–27 January 2008

For the third consecutive year, the biggest freestyle BMX event in the Southern Hemisphere was held at the Park and the newly opened Monster BMX track. The event attracted 300 Australian and 30 international competitors, who competed for a record prize pool of \$43,000.

Case study: *Festival of Cycling*

18–21 October 2007

On the third weekend of October every year, cyclists from all over Sydney converge on the precinct as part of the Festival of Cycling, the first annual sports festival to be held by the Park and Sydney's premier cycling event. The festival began in 2005, when the Authority secured a number of annual cycling events to occur at the same time each year.

The festival's anchor events – the City of Sydney Spring Cycle, NSW Criterion Championships and the National Mountain X Series – all reported an increase in the number of participants. The Spring Cycle attracted 9,000 people, a 28 percent increase on 2006.

In its first year, the Triathlon Pink, an all-female event in support of breast cancer research, attracted 500 participants, almost twice the number expected. The Authority worked with Triathlon Australia and T3 Events to create the event.

Daredevils were also catered for, with the Monster Mountain X facility hosting two rounds of the Mountain X National Series event for the first time.

Australia's top riders also put on a BMX racing display at the Park's new Monster BMX track.

NSW Wheelchair Sports hosted the Handcycling Criterion Championships, featuring Australia's elite handcyclists and a range of 'come and try' sessions.

Finally, the Australasian Cycle Tourism Conference provided an opportunity for cycle tourism practitioners, tourism operators, research professionals and local authority representatives to discuss cycle tourism issues with delegates from Australia, Germany, New Zealand, the UK and the US.



The new Monster BMX Track

Monster Summer Skate Series Finals, 12 April 2008

Hosted at Monster Skate Park, this new national skateboarding event hosted more than 100 youth from Queensland, NSW, Victoria, Tasmania and South Australia.

AC Milan football clinics

Football Development Australia (FDA) is the official partner of the AC Milan Football Club in Australia. FDA conducted 74 days of clinics for 11–18-year-olds with coaches from the AC Milan team as part of the Authority's Kids in the Park holiday program.

*Football Federation Australia Coaches**Congress, 26–27 May 2008*

The Coaches Congress attracted coaches from around Australia and was held at the Sydney Olympic Park Sports Centre.

Sydney Olympic Park Netball Cup, 7–9 March 2008

The Authority worked with the State Sports Centre Trust, Netball NSW and Trans Tasman Netball (a joint venture organisation representing Netball Australia and Netball New Zealand) to secure an annual Australia/NZ pre-season netball tournament for 2008, 2009 and 2010 called the Sydney Olympic Park Netball Cup. The first tournament was held at the Sydney Olympic Park Sports Centre and incorporated five teams from Australia and five teams from New Zealand. The event will be a key feature of the Park's annual Women's Sports Festival.

Rugby league

In March 2008 the Bulldogs Rugby League Football Ltd moved its administration headquarters to the Sydney Olympic Park Athletics Centre. This was made possible when the NSW Institute of Sports vacated the Athletics Centre to move into its new premises at 6 Figtree Drive, Sydney Olympic Park. A number of training sessions were also performed within Sydney Olympic Park venues.

*Rugby**Oceania Wheelchair Rugby Championships, 17–25 November 2007*

Australia beat Canada 47–41 for the gold medal.

NRMA Sydney International Wheelchair Open

This event featured 128 players from 21 countries, including the men's world number one, Shingo Kuneida (Japan), and the women's world number one, Esther Vergeer (the Netherlands).

Swimming

The Sydney Olympic Park Aquatic Centre hosted the FINA Arena World Cup Swimming on 2–3 November 2007 and the Telstra Australian Swimming Championships on 22–29 March 2008. The latter event served as the selection trials for the Beijing 2008 Olympic Games.

Community sporting events*Gear Up Girl Challenge, 8 March 2008*

The Authority worked with Bicycle NSW to host the inaugural Gear Up Girl Challenge event, designed to encourage women of all ages and abilities to take up cycling. The event featured two options: a 15-kilometre route around the Park or a 55-kilometre route from Cronulla to the Park. The event attracted more than 850 women as part of the Park's annual Women's Sports Festival.

Sanitarium Weet-Bix Kids TRY-athlon, 2 March 2008

The annual Sanitarium Weet-Bix Kids TRY-athlon is a national event that includes a swim leg at the Aquatic Centre, a cycle leg and a run leg on Olympic Boulevard. The event attracted 2,200 entrants aged 7–15 years.

Education development

The Park aims to become a world-class precinct for education in sport, health, arts and environmental sustainability. This vision will be realised through the creation of an education precinct and the ongoing development and delivery of a range of educational programs.

Education Precinct

Under Master Plan 2030, the Authority has proposed the creation of a sports and education campus close to existing sporting facilities. The precinct will comprise a number of sites incorporating educational facilities, retail shops and student accommodation. Building heights will vary from five- to seven-storey structures, depending on location and function.

Education programs

A key objective of the *Strategic Plan for Education 2007–10* is to ensure the continuation of the Authority's highly regarded school education programs on a sustainable basis.

In 2007–08, the Authority offered more than 35 curriculum-based programs to the school sector covering a range of key learning areas from kindergarten to senior high school. During the year, 25,100 students participated in these programs, with the majority (21,000) undertaking hands-on environmental education in the parklands. This represents a 15 percent increase in environmental education participation from 2006–07 and a total increase of more than 30 percent from 2005–06.

The Strategic Plan has also guided the development of a range of corporate and community-orientated education activities for adults. The Authority continued to work closely with the NSW Department of Education and Training and private education bodies to develop and deliver education programs. Memorandums of understanding continue to underpin provision partnerships with the Australian College of Physical Education (ACPE), Sydney Community College and South West Sydney Institute TAFE. Around 400 people took part in community education activities during the year.

Education program highlights for 2007–08 are detailed below.

- **EnergyAustralia Education Centre** – A partnership with EnergyAustralia has enabled the ongoing delivery of cutting-edge environmental education programs where students gain an appreciation of renewable energy sources such as solar, thermal, wind, hydro, tidal and biomass. These programs not only help students meet key syllabus outcomes in science but, more importantly, enable them to make informed environmental choices in the future.
- **Science in the Suburbs** – In May 2007, the Authority hosted this Australian Museum education event for the second time in Newington Armory. Over 1,200 high school and primary students participated in science-related programs and a central expo over two days.
- **Get Active Days** – More than 2,000 primary school students undertook structured health and physical education programs in 2007–08. The program is delivered in partnership with the Australian College of Physical Education and this year was enhanced by involvement from a number of Australian Paralympians.
- **Technical Insight Tours** – The Authority has developed a suite of fee-for-service programs that provide information on key aspects of the Park's development and ongoing management. These include sports development, master planning, place management and environmental sustainability initiatives. In 2007–08, 20 study programs were delivered to a range of international and domestic delegations.

Future challenges and directions

The Park is entering an exciting – and challenging – period of extensive development and expansion. Rigorous and disciplined management will ensure the objectives set in Master Plan 2030 are fulfilled in a sustainable manner and any issues are resolved quickly and efficiently.

The challenges will include:

- balancing the need of existing sports and entertainment venues and public events with the expectations of commercial and residential owners and tenants under Master Plan 2030
- ensuring the community is consulted and involved in any major decisions that will impact their lifestyles
- coordinating the necessary services for the Park's first residents during the first stage of the residential transformation project.

Case study: Roads to Sustainability

Every day, groups of excited school children can be found exploring the Park as part of the Authority's extensive school education program. The hands-on lessons cover a range of key learning areas and have a strong environmental theme. To ensure the education syllabus can be accessed by as many schools as possible, the Authority partnered with Transurban to develop the Roads to Sustainability Program.

Launched in August 2007 with the support of the NSW Department of Education and Training, the initiative enables students from the department's Priority Schools Program to participate in free environmental education excursions to the Park. These schools are located in low socio-economic status communities, and may not otherwise have had the opportunity to visit the Park.

Transurban will provide \$75,000 over three years to enable 3,000 students from more than 50 schools to take part in the field-based education program.

