

Sydney Olympic Park hosted more than 4,500 sports, entertainment and business events in 2007, and this number is expected to rise as new facilities are established and new corporate and community partnerships are forged.

The Authority strives to develop a diverse range of quality experiences, provide suitable amenities for visitors, workers and residents, and ensure travel to and from the Park is efficient, accessible and secure.

#### Place management

Place management involves balancing the competing demands of a diverse range of visitors and users to best meet the capacity and resilience of the different places and facilities in the Park. A major focus of place management in recent times has been on improving the range and quality of experiences on offer at the Park. Improvements for leisure visitors, event patrons and local workers in 2007–08 included helping them to better find their way around the Park; enabling them to efficiently move to, from and within the site; allowing them to do more and different activities; and increasing the range of quality spaces and amenities available.

#### Safety and security

During 2007–08, the Authority actively supported 176 major event days associated with 12 sports or entertainment venues within the Park by managing crowds, car parking, traffic and transport services. Fifty-one of the days involved event crowds of more than 25,000 at one time.

**During 2007–08,  
the Authority  
actively supported  
176 major  
event days...  
by managing crowds,  
car parking, traffic  
and transport...**

The Authority's Operations Centre Security Office operated on a 24/7 basis throughout the year, including on major event days, to provide a security patrol and monitoring regime. The Security Office also coordinated the management of all site activity, including security issues, traffic and transport incidents, and asset maintenance services.

All security activities are coordinated externally with the NSW Police and relevant emergency services agencies. Internally, a Security Management Committee handles security matters.



*Bird hide at the waterbird refuge*

### **Newington Armory**

As one of western Sydney's largest collection of existing heritage buildings within a precinct, the Armory is a significant site and the Authority tailors its conservation, management and reuse appropriately.

Following a fire that destroyed Building 13, which formed part of the Armory's original establishment precinct along the Parramatta River, the Authority is constructing a new building that will reflect the heritage values of the site. The redevelopment will repair part of the heritage fabric through innovative use of finishes and materials drawn from existing structures on the site.

**... the Armory is a significant site and the Authority tailors its conservation, management and reuse appropriately.**

The building will incorporate a cafe offering light refreshments to the Armory's visitors and local residents amidst a waterfront setting. The cafe will operate seven days a week and is expected to open in early 2009. The new building will add to the already vibrant heritage precinct that forms part of the new Blaxland Riverside Parklands.

The Authority continued to expand the Artists at the Armory program by approving both Buildings 118 and 200 for use as an administration office for Cinewest, a not-for-profit film agency. A number of other Armory buildings were also approved for temporary use during festivals and events.

### **The Abattoir Heritage Precinct**

The Authority continues to ensure that the heritage values of the site are maintained and enhanced. The site of the former state abattoir, the Vernon Buildings and associated gardens are incorporated into the development occurring around the site.

#### **Events**

During 2007–08, the Authority hosted or supported a diverse range of sporting, entertainment, community and arts events that attracted more than 3.5 million people to the Park.

#### **Major events**

In 2007–08, a number of major sports and entertainment events brought large crowds to the Park, including:

- Rugby International – Wallabies vs South Africa (July 2007)
- NRL Telstra Premiership Grand Final (September 2007)
- Festival of Cycling (October 2007)
- FFA – Sydney FC vs LA Galaxy (November 2007)
- Medibank International 2008 Tennis Tournament (January 2008)
- The Police in concert at ANZ Stadium (January 2008)
- Big Day Out concert (January 2008)

- Sydney Royal Easter Show (March 2008)
- Telstra Australian Swimming Championships – Olympic Team Swimming Trials (March 2008)
- NRL State of Origin (May 2008)
- His Holiness the Dalai Lama – Stages of Meditation Teachings (May 2008)
- FIFA World Cup Qualifier – Socceroos vs China (June 2008)
- Rugby International – Wallabies vs France (June 2008).

### Sports events

In addition to the major sports events listed above, the Park hosted 40 sports events. More than 1.1 million people attended sports events at ANZ Stadium, making it one of Australia's busiest sports venues. Notable events included:

- NRL matches, finals and grand finals
- Sydney Swans AFL matches
- Australian BMX Championships
- Summer Skate Series Finals
- ANZ pre-season championship netball tournament
- FINA Arena World Cup Swimming.

### Public domain events

During the year, the Authority produced or facilitated a number of free public events, which were held in various areas of the Park. These included:

- **Australia Day** – More than 5,000 people attended Australia Day celebrations at Bicentennial Park.
- **Crackers** – Held at Wentworth Common as part of the Sydney Festival, this spectacular music and pyrotechnic performance attracted more than 11,000 people over three nights in January.
- **Kids in the Park** – This school holiday program remains highly popular, offering more than 30 activities, including traditional sports clinics such as basketball, soccer and netball, and a range of creative activities such as writing, acting, cooking and circus skills.

### Community cultural celebrations

The Authority is proud to support the local community by continuing to host a range of cultural events and festivals. In 2007–08, these included:

- **India Australia Friendship Fair 2007** – Organised by United Indian Associations Incorporated,

the event brought together around 22,000 people, including cricketer Brett Lee and singer Kamahl, in celebration of Indian culture.

- **Carols by the Cauldron 2007** – Organised by the Authority to give users of the Park and people from surrounding communities the opportunity to celebrate Christmas and raise funds for the Starlight Foundation.

### Arts and culture

In 2007–08, the Authority staged a variety of arts performances, exhibitions and programs, including:

- **ArtExpress at the Armory** – This annual exhibition showcased the best major works by 2007 HSC Visual Arts students. Themed 'Australian Beauty', the exhibition featured works from more than 60 students.
- **Great Escape** – Held at Newington Armory over Easter, this three-day music and arts festival comprising more than 80 acts and 500 performers on five stages attracted close to 20,000 people.
- **Scouts Corroboree** – More than 2,000 youth aged 7–11 years camped out at Newington Armory and participated in a range of activities across the Park.

### Aquatic Centre

The Aquatic Centre is the busiest aquatic facility in Sydney and in September 2008 welcomed its 16 millionth visitor since opening in 1994. More than 1 million visitors visit the centre each year,

including elite athletes, amateur and leisure swimmers, and school and community groups from throughout Sydney and regional NSW.

The Aquatic Centre is the busiest aquatic facility in Sydney and in September 2008 welcomed its 16 millionth visitor since opening in 1994.

Among the highlights of the year was the Swimming Australia National Championships, held during 22–29 March 2008. The event doubled as the selection trials for the Beijing Olympics. Fifteen new world records were set, including seven by multi-disability athletes.

Other highlights included:

- hosting swimming carnivals for more than 30 primary and secondary school groups from throughout Sydney
- providing regular swim school sessions for 16 primary and secondary schools from Sydney and regional NSW

- catering for special needs groups, including ASPECT, the Catholic Centre for Hearing Impaired Children, Centacare Disability Services, Royal Institute for Deaf and Blind Children, and the Vern Barnett School for Children
- making the centre available for Careflight Safety Services, Austswim, the NSW Rural Fire Service and the Royal Lifesaving Society
- accommodating over 25,000 patrons from school, community and charity groups for leisure swims, including groups from Giant Steps, Marist Youth Care, the Salvation Army, the Shack Youth Services, St Vincent de Paul and the Ted Noffs Foundation
- being chosen as one of the venues for the Royal Lifesaving Society's Muslim Aquatic Recreation Project in July 2007. The community development project is aimed at highlighting the health, social and economic benefits of community swimming pools in areas with high Islamic populations.

The Aquatic Centre supports a number of community events, including:

- **JellyBean Picnic** – Organised by Diabetes Australia, this annual event is an opportunity for children with diabetes and their families to get together for a fun and educational day. Parents can also discuss any issues or questions with the diabetes educators present on the day.
- **Weet-Bix Try-athlon** – Organised by Sanitarium, this national event 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.
- **2008 Splash for Cash Swim-a-thon** – This event raised more than \$45,000 for the Royal Institute for Deaf and Blind Children.
- **MS 24-Hour Mega Swim** – This event raised \$70,000 for Multiple Sclerosis Limited.

#### Athletic Centre

In 2007–08, more than 236,000 people from over 100 primary and secondary schools, disability groups and sporting associations attended the Athletic Centre for school and community carnivals.

#### Lifestyle Program

To enhance the lives of employees and residents of the Park, the Authority joined forces with the Sydney Olympic Park Business Association and the Commonwealth Bank to launch the Lifestyle Program in October 2007.

Lifestyle provides members with access to a diverse range of facilities, services and events located in and around the Park.



*Children enjoying a special event day at the Sydney Olympic Park Aquatic Centre.*

The program builds community engagement by introducing a range of activities for members and giving them full use of the social and recreational infrastructure at the Park. It also helps drive staff retention and motivation by enabling employers to add non-work benefits to the Sydney Olympic Park work proposition.

Members have discounted or priority access to ticketed events, recreation and sporting facilities, entertainment venues, social activities, education programs and retail outlets. The program includes a dedicated staff and concierge service, a shopfront for personal assistance, membership materials and a website.

#### Future challenges and directions

The Authority remains committed to establishing a sustainable community that demonstrates best-practice in social, economic and environmental management. In the coming years, the focus will be on optimising the presentation, maintenance and operation of the Park's township and parklands, and enlivening the precinct for residents and visitors.

The Authority will incrementally refine and strengthen the measures already in place to ensure the Park retains its high standards of public domain presentation, major event management capability and operational capacity. This will ensure it can support the increasing influx of workers, students, residents and visitors to the Park.