

Australian Centre for Olympic Studies Newsletter

July, No. 1, 2011

Upcoming Event

July: launch of Richard Cashman's book *Sydney Olympic Park 2000 to 2010: History and Legacy* (Sydney Olympic Park Authority and Walla Walla Press)

Sydney Olympic Park represents a new and unique post-Games legacy model. The commercial development of the Park has helped maintain sports and environmental legacies.

Its story is important because the Park attracted much criticism in 2001 and 2002. Since then, it has become a community asset.

The Park is important because to many people it is a special and symbolic place. It is etched into their memory and is remembered as the theatre of the Games with much fondness and nostalgia.

Sydney Olympic Park 2000 to 2010 is the first extended study of the realisation of post-Games legacy in an Olympic city. It raises many new questions about the nature of legacy and when legacy obligations end

Although there is no generic model for Olympic parks, Sydney Olympic Park provides a worthwhile and successful model for future Olympic cities to consider.

Richard Cashman was commissioned by the Sydney Olympic Park Authority to write *Sydney Olympic Park 2000 to 2012: History and Legacy*, which will be published in July 2011 by Walla Walla Press, Sydney. The book includes a Foreword by David Richmond AO and is published in conjunction with the Australian Centre for Olympic Studies at UTS.

The chapters are:

Introduction • The Genesis of Sydney Olympic Park • The History of Homebush Bay • The Creation of Sydney Olympic Park • Post-Games Challenges • Governance and Management • Commercial Development • The Parklands • Sports Town • Venues and Events • Communities • Art, Culture and Education • The Future of the Park.

SYDNEY OLYMPIC PARK 2000 to 2010

History and Legacy



RICHARD CASHMAN

with a Foreword by

DAVID RICHMOND, AO

Olympic publications by UTS ACOS staff

Cashman, R. (2011). *Sydney Olympic Park 2000 to 2010: History and Legacy* Sydney: Sydney Olympic Park Authority and Walla Walla Press.

Darcy, S., & Appleby, L. (2011). Sydney 2000: Moving from Post-Hoc Legacy to Strategic Vision and Operational Partnership. In D. Legg & K. Gilbert (Eds.), *Paralympic Legacies* (pp. 73-96). Champaign, IL USA: Common Ground Publishing LLC.

Frawley, S.M. & Cush, A. (2011). Major Sport Events and Participation Legacy: The Case of the 2003 Rugby World Cup. *Managing Leisure*, 16, 65-76.

Morgan, A. & Frawley, S.M. (2011). Sponsorship Legacy and the Hosting of an Olympic Games: the Case of Sydney 2000. *Journal of Sponsorship*, 4 (3).

Frawley, S.M. & Toohey, K. (2010). The Importance of Prior Knowledge: The Australian Olympic Committee and the Sydney 2000 Olympic Games, *Australian Sport: Antipodean Waves of Change*. London: Routledge, Chapter 8.

Olympic presentations by/for UTS ACOS staff

April 2011: Jackie Edwards delivered a paper “Social networking and Olympic resources: using Flickr at the University of Technology, Sydney Library” to the 2nd International Symposium for Collaboration in Research, Teaching and Exchange between Victoria University, the German Sport University and the University of Western Ontario, on April 7-9th, 2011.

May 2011: Richard Cashman delivered a paper, “A New Green Benchmark for the Summer Olympic Games—Evaluating the Environmental Contribution of the Sydney 2000 Olympic Games”, at the 9th World Sport and Environment, which was held at Doha, Qatar, from 30 April to 2 May 2011.

May 2011: Mr Glenn Tasker, current CEO of Tennis NSW and former CEO of Swimming Australia, gave a seminar on May 25 to UTS students enrolled in Stephen Frawley’s subject *Olympic Games and Mega-Events*. Glenn spoke about the management challenges that he faced as the Swimming Competition Manager at the Sydney Games.

June 2011: Tracy Taylor delivered the 3 day Human Resource Management module in the latest MOSO course. The students are studying the OSEP Advanced Sport Management Course (ASMC) certified by the International Olympic Committee (IOC) and the Oceania Sport Education Program (OSEP) and all participants are sponsored by their local National Olympic Committee.

The Human Resource module covers how to plan, implement and review organisational human resource policies, procedures and systems and to develop Human Resource Action Plans for their Olympic Sport Organisation. Kylie Algie, the HR Director of the AOC also contributed to the module with best practice examples of HR from the AOC. The participants were from a range of countries including, Cook Islands, Fiji, Marshall Islands, Guam, Palau and Australia. It is the final module of the course which includes, finance, marketing, events and strategic planning.

Research projects

Crowd control research success

ACOS's sister Centre, the Australian Centre for Event Management, was successful in its tender to the Australian Institute of Criminology for the conduct of research into the crowd management needs of outdoor events and venues. Specifically, this project (which is inclusive of sporting events) seeks to provide an empirical basis for the formulation of crowd controller to patron ratios. A key outcome of this study will be a risk management matrix that will serve as a decision-making tool for event managers/venue managers. The project will be completed over a twelve month period with \$200,000 in funding.

ACOS visitors

May 2011: Andreas Amendt, Head of Library, Qatar Olympic & Sports Museum inspected the ACOS collection and talked to ACOS staff when he visited the Kuring-gai campus on 9 May 2011. The Qatar Olympic & Sports Museum, which will provide a focus for the Olympic Games in the Arab world, will open in late 2013.

June: Joel Souza Pinto Sampaio, Deputy Consul General of Brazil, Shanghai, visited ACOS from 3-7 June 2011. He is undertaking research on the international and diplomacy aspects of staging the Olympic Games and mega sporting events.

September: Kate Hughes, a Doctoral student from Leeds Metropolitan University in the UK is expected to join ACOS for three months as a Visiting Scholar. Kate's research focuses on the challenges of sustaining a participation legacy from Olympic Games generally and London 2012 specifically.

ACOS contacts

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