



# The Olympic Brand

Is marketing reshaping traditional Olympic values?

2006 Olympic Academy at UTS Kuring-gai, 12 October

- 11am – 1pm **SESSION 1: OLYMPISM**  
The Olympic Movement: *Introduction by Peter Hadfield OAM, Olympian (Decathlon '80 '84)*  
DNA of Olympism – The Marketing of Olympic Tradition: *Prof. Richard Cashman*  
Break-out groups and discussion.
- 1pm – 2pm Lunch
- 2pm – 3.30pm **SESSION 2: MARKETING & BRAND**  
*Rod Read, Chief Executive, SMAM, Sales & Marketing Agents to the AOC*  
The Olympic Brand  
Marketing of the Olympic Games  
Break-out groups and discussion
- 3.30pm – 4pm Afternoon tea
- 4pm – 6pm **SESSION 3: SPONSORSHIP & MEDIA**  
'Sponsorship Leveraging' *by Australian Olympic Team Sponsors*  
Media Management & Partnerships: *Mike Tancred, Media Director, AOC*  
Olympian's perspective: *Hannah Campbell-Pegg, Olympian (Luge, Torino 2006)*
- 6pm – 7pm Drinks & refreshments



Presented by the NSW Olympic Council and the University of Technology Sydney



11am – 6pm Thursday 12 October 2006.

Australian Centre for Olympic Studies, Level 1, George Muir Library, UTS Kuring-gai, Eton Road, Lindfield.

\$30 per delegate (covers lunch, afternoon tea, drinks and refreshments).

Bookings essential - limited positions. See reverse for Booking Form, or contact Brooke Upton at UTS  
Tel. (02) 9514 5116, Fax. (02) 9514 5195, (email) Brooke.Upton@uts.edu.au

For more information visit [olympics.com.au/nsw](http://olympics.com.au/nsw)

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## Presenters:

**Peter Hadfield OAM** represented Australia at two Olympic Games (Moscow 1980, Los Angeles 1984) and two Commonwealth Games – winning a Commonwealth Games silver medal behind Olympic champion and world record holder Daley Thompson. Peter also captained the Australian Athletics Team and was voted NSW Athlete of the Year on four occasions, and was ranked as Australia's No.1 decathlete for a decade. Peter has been a television and radio commentator at the past four Olympic Games, and in 2006 received a Medal of the Order of Australia for services to athletics and the community.



**Prof. Richard Cashman** is an Adjunct Professor in the School of Leisure, Sport and Tourism at the University of Technology, Sydney, where he is the director of the Australian Centre for Olympic Studies. He has taught courses on the Olympic Games as well as on sports globalisation. He has published books on the staging and legacy of the Sydney 2000 Olympic Games and on the subject of sports branding.



**Rod Read, Chief Executive, Sports Marketing and Management.** SMAM is the exclusive sales and marketing agent of the AOC and has worked with the AOC since 1986. SMAM is the largest Australian owned sports agency and has a unique insight into the marriage between the Olympic Movement and the corporate world. Rod joined SMAM in 1999, and his career includes executive positions at the Seven Network, Stadium Australia and Australian Sports Marketing.



**Mike Tancred, Director Media & Communications, Australian Olympic Committee.** Mike has been Director of Media & Communications with the AOC since 1999, following a media career of thirty years. Mike's diverse role within the AOC encompasses the promotion of Olympic athletes and sports, and an advisory role the President of the Australian Olympic Committee, John Coates AC. During an Olympic Games, Mike oversees and assists all media activity surrounding the Australian Olympic Team. The 2008 Olympic Games in Beijing will be the fifth Games Mike has covered, including Sydney 2000, Salt Lake City 2002, Athens 2004 and Torino 2006.



**Hannah Campbell-Pegg** competed for Australia at the Olympic Winter Games in Torino 2006, becoming only the third Australian athlete to contest the high speed sliding sport of luge at an Olympic Games. Hannah first competed for Australia in bobsleigh, achieving the first Australian Women's bobsleigh medal at the 2002 America Cup, prior to switching to luge in 2004. Hannah is a new presenter in the AOC's Drug Education Program. She also has a BA in Human Movement from UTS (2005) where she held a sports scholarship, and when in Sydney, is regularly found training at the UTS gym.

## Booking Form



PO Box 123, Broadway NSW 2007  
ABN 77 257 686 961  
CRICOS Provider Code: 00099F

### TAX INVOICE

UTS: BUSINESS  
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I wish to attend the Olympic Academy Thursday 12 October 2006 at the Australian Centre for Olympic Studies, Level 1, George Muir Library, UTS Kuring-gai, Eton Road, Lindfield.

Name \_\_\_\_\_

Address \_\_\_\_\_

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Occupation / University / TAFE / Tech course \_\_\_\_\_

Year \_\_\_\_\_ Institution \_\_\_\_\_

GENERAL INSTRUCTIONS: Please send this Booking Form, together with payment to: University of Technology, Sydney School of Leisure, Sport and Tourism – Australian Centre for Olympic Studies. PO Box 222 LINDFIELD NSW 2070

### FULL AMOUNT PAYABLE (\$30) MUST ACCOMPANY THIS ORDER

The preferred method of payment is by credit card or EFTPOS, though cheques may also be submitted. Cheques should be made payable to: University of Technology, Sydney

Or, please debit my (please circle) Bankcard Mastercard Visa Amex

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