



The Place To Be

Media release

From the Premier of Victoria

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QUEEN'S BATON SHOWCASES VICTORIAN INDUSTRY

The Premier, Steve Bracks, has praised Victorian businesses involved in the development of the Melbourne 2006 Commonwealth Games Queen's Baton, unveiled in Canberra today.

Mr Bracks said the baton, designed and manufactured in Victoria, was the world's first ever interactive, "web-cam" baton.

"This means people from all around the world will be able to follow the baton's path on the 2006 Commonwealth Games website," he said. "It's a testament to the extraordinary design, technology and manufacturing skills found in Victoria."

Created especially for the Melbourne 2006 Commonwealth Games by award-winning Charlwood Design, the Baton will be used to carry the Queen's message via thousands of runners from Buckingham Palace to Melbourne, passing through 71 Commonwealth countries.

"Together with a team of leading edge industrial designers, high-tech wizards and world-class machinists, Charlwood Design has developed an iconic product that will quite literally showcase Victoria's ingenuity around the world," Mr Bracks said.

"The Commonwealth Games is generating immense economic activity in Victoria and we are determined to ensure local businesses benefit.

"From major construction projects and hospitality, to transport and signage, we want Victorian businesses at the forefront."

Mr Bracks also complimented the great work of the Industry Capability Network, a non-profit company facilitating the involvement of local industry to maximise Victorian content in the Commonwealth Games and other major projects.

Director of Charlwood Design, Paul Charlwood, said by working with the Industry Capability Network, a 93 per cent local content level of the baton was achieved.

"The Queen's Baton will showcase to the world innovative Victorian and Australian developed technologies. This will help Australian innovators win international recognition and business," he said.

Mr Bracks said the baton blended a range of technologies, many of which are synonymous with the aviation and automobile industries, with age-old casting processes. The lighting and IT technology contained within the baton are world-first.

Companies involved in developing the baton are:

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- **Charlwood Design**, responsible for the design and vision of the Queen's Baton. The industrial designer, based in Melbourne's CBD, was founded in 1994.
- **Rosebank Engineering Pty Ltd**, based in Bayswater, an Authorised Engineering Organisation used by the Royal Australian Air Force (RAAF) to support precision mechanical systems on most weapon systems. The company machined the front of the baton.
- **State Automation Pty. Ltd**, based in Mordialloc, a premier entertainment lighting and stage automation company. The company provided the software and electronics for the Baton, including the Radio Frequency Identification (RFID) thumb ring worn by the runners, and the lighting and circuit board technology.
- **Arrk Silhouette**, Hawthorn-based, which produced the initial prototype model, and provided the plastic components for the final baton. The prototypes were built using stereolithography, laser based technology that builds directly from CAD data to reproduce physically the design's intent. The final model was built using an advanced soft tooling technology known as rapid plastic.
- **Décor Engineering**, a Seaford-based company specialising in paint masks for car components, the only business in Australia to do so. The company employs nine people and was founded 30 years ago. Décor Engineering was responsible for vacuum metalising the gold on to the clear plastic frame.
- **Hi Cam**, based in Airey's Inlet. This father and son team developed the low powered, long distance transmitter and camera equipment which lies within the baton. Transmitted by satellite, vision taken by the cameras will be beamed directly to the Melbourne 2006 Commonwealth Games' website.
- **Magnesium Technologies**, from Coburg, provided the magnesium to create the eye-catching 'spine-shaped' blade. The company was introduced to the project by the Industry Capability Network once it learned magnesium was about to be imported from the US.
- **Moonlight Laminating**, a Torquay-based surfboarding company, which laminated the stand base to create a "surfboard-like finish".
- **Multicoat**, from Rowville, provided the green paint finish.
- **Osram Australia**, South-Melbourne based, provided the LED lights.
- **Special Patterns**, based in Braeside, produced the form for the laminated stand base.