



Melbourne 2006 Commonwealth Games Observers Program

First Round Subscription Offer

13 – 27 March 2006

Melbourne, Australia

Office of Commonwealth Games Coordination

Melbourne 2006 Commonwealth Games Corporation

Commonwealth Games Federation



Melbourne 2006 Commonwealth Games Observers Program



The Commonwealth Games Federation (CGF) is pleased to invite you to participate in the Observers Program during the 2006 Commonwealth Games in Melbourne, Australia. This program will offer event owners, organisers, sponsors and suppliers a unique behind the scenes insight into the planning and staging of one of the world's great multi-sport events.

The detailed and integrated program has been designed to offer an opportunity to those senior executives requiring a broad understanding as well as the specialists whose requirements may be more focused and detailed. In addition there are a number of special opportunities presented by Melbourne which is known around the world for its extensive major events calendar. The "Friendly Games" offer a unique opportunity which simply is not possible in many other major events of this type.

The Melbourne 2006 Observers Program has been developed as a joint effort between the CGF, the Melbourne 2006 Commonwealth Games Corporation and the Victorian Government.

I know you will find this program to be world class with a real commitment to assisting the CGF's kindred bodies and other event bidders and hosts.

Subscriptions to the program will be limited so I encourage you to subscribe now rather than risk disappointment.

I hope you will join us in Melbourne for the M2006 Observers Program and the 2006 Commonwealth Games.



Best wishes

Hon. Michael Fennell OJ, CD
President
Commonwealth Games Federation

Melbourne 2006 Commonwealth Games Observers Program



In March 2006, 4,500 athletes from 71 nations will unite in Melbourne for the XVIII Commonwealth Games, focusing the international spotlight firmly on Victoria.

They will be supported by 1500 officials and 15,000 volunteers. The Games program will feature 16 sports across 24 disciplines including, for the first time, basketball. The big names expected to appear include the fastest man on earth, 100-metre sprint champion Asafa Powell of Jamaica, Athens 200-metre sprint gold medallist Veronica Campbell of Jamaica, Australia's own Ian Thorpe and Lauren Jackson, plus the world-champion rugby players, netballers and cyclists.

The Opening and Closing Ceremonies will be the biggest events of their kind ever staged in Victoria, to feature a cast of 6000 volunteers on stage and 800 backstage working with some of the world's top performers.

Alongside the world's sporting elite, more than 2000 performers from across Australia and the world will take part in Australia's largest ever cultural festival, Festival Melbourne 2006. This cultural and entertainment program will fill Melbourne's CBD, gardens and parks with circus, street performance, music, dance and exhibitions during the Games. With more than 600 free performances during Games time and stunning exhibitions from around the world, spectators will see the worlds of sport and culture unite on an unprecedented scale.

There can be no better place than Melbourne in March 2006 for future host and bid cities of major multi-sports events to meet and learn from experienced specialists throughout the major event supply chain, from infrastructure development, city management and transport to technical sport and event management.

Melbourne is Australia's arts, cultural, dining, and major events capital, as well as being home to some of the world's great sporting events, such as the Australian Open Grand Slam tennis tournament, the Australian Formula One Grand Prix, the Melbourne Cup horserace, the Australian Football League Grand Final, the Melbourne Cricket Ground Boxing Day Test, and the 2007 FINA Swimming Championships.

An important factor in Victoria's success in major events is the importance of sport to the Victorian economy. This, and Victorians' love of a sporting spectacle, mean that many sports have their headquarters in Victoria and stage their biggest contests here. On this foundation, Victorian business people have built the technical know-how and connections to win a place at the head of the world's burgeoning major events industry.

On behalf of all Victorians, we invite you to Melbourne to observe the operation and management of the Melbourne 2006 Commonwealth Games.



**THE HON. JUSTIN MADDEN MLC
MINISTER FOR THE COMMONWEALTH GAMES**



**RONALD J WALKER ACE CBE
CHAIRMAN,
MELBOURNE 2006 COMMONWEALTH GAMES CORPORATION**



See You in Melbourne!

Major events from the Olympics down are huge drivers of economic activity and media coverage. To harness this potential, many event procurement agencies have been established around the world, from Ireland to Indianapolis, from Stockholm to Rio.

Melbourne, capital of the Australian state of Victoria has been in this business, the event tourism business, for a long time. It was nearly fifteen years ago that the Victorian Government set up the Victorian Major Events Company (VMEC), in a strategy devised to ensure that the tourism industry could be sustained. Major events are as important to Victoria and Melbourne as the Eiffel Tower is to Paris and Big Ben is to London.

Victoria's competitive advantage is its proven track record of providing event owners with a co-ordinated commitment from all stakeholders, including local and State Government and other key authorities, to provide an inner circle of relationships that are key to staging successful major events.

Melbourne and Victoria have created a global reputation for a world class events calendar. Indeed, Melbourne is known as the world's events city. The calendar of events includes some of the most significant pillars in world sport, such as the Australian Tennis Open and Formula One Grand Prix, and cultural icons such as the Comedy Festival and the Melbourne Festival. A staggering 42% of event visitations in Australia are to Victoria, bringing a billion dollars into the State each year.

Melbourne is a celebration of style and sophistication. Visitors from around the world revel in it's glorious architecture, excellent hotels, outstanding art galleries and opulent theatres.

Melbourne is vibrant and cosmopolitan, diverse and welcoming. Bordered by rolling parklands and only minutes from golden beaches and clear, clean blue ocean, Albert Park typifies the beauty and amenity that characterises life in Melbourne. This green space includes numerous sporting grounds and wild life reserves, and is also home to the prestigious Australian Formula One Grand Prix.

The M2006 Observers Program is a great opportunity to meet and learn from the vast array of experienced specialists who are bringing the 2006 Commonwealth Games to life.

See you in Melbourne!



M2006 Observers Program – 13 to 27 March 2006

The M2006 Observers Program offers participants a unique opportunity to learn about and understand major multi-sport events and gain valuable knowledge that will support the bidding for and staging of future major events around the globe – Commonwealth Games, Olympic and regional Games, as well as major single sport events. The program has been designed to include:

- High quality observations and briefings by M2006 as well as other major event specialists
- All aspects of Games planning and staging including the high-level post-Games related issues such as legacy, venue viability and leveraging
- Accreditation or ticketed access to events
- An opportunity to meet with the companies who have played key supplier roles to the Melbourne 2006 Commonwealth Games.

The program is themed across functional areas and consists of:

- Venue visits and briefings
- Presentations from key M2006 and Office of Commonwealth Games Coordination (OCGC) personnel
- Round table discussions
- Case studies
- Business networking opportunities.

A key feature of the M2006 Observer Program is the opportunity for participants to learn from the many businesses that make up Victoria's sports tourism, events, facility, athlete development and technology sectors. For example, businesses that have been instrumental in delivering key aspects of the Melbourne 2006 Commonwealth Games will make presentations as part of the core Observers Program and accompany some of the venue visits.

The Observers Program team can also:

- organise individual virtual or face-to-face meetings with Victorian and Australian businesses
- match participants with Victorian and Australian businesses amongst the excitement of Government hospitality at Games ticketed events.

As well as the core Observers Program, there will be many opportunities to participate in other sport and business related activities. These opportunities are outlined on the following pages. If you indicate your interest, the Observers Program team will arrange for them to be included in your itinerary.



1. Gain the Knowledge - International Sports Facility Management Program

The International Sports Facility Management Program is a five-day training initiative from March 9 – 14, 2006.

The program provides an opportunity to observe and learn from leading experts with practical experience in conception, planning, design construction, establishment and operation of major sport facilities. It consists of seven modules delivered over five days in a workshop style format. The program will incorporate case studies, tours of Melbourne's major sport facilities, and social events that encourage networking with leading industry professionals.

Further information:

Melbourne School of School and Recreation Management: www.mssm.com.au

Date: March 9 – 14, 2006

Delivered by: Melbourne School of Sport and Recreation Management

Venue: Sports House, adjacent to the Melbourne Sports and Aquatic Centre (MSAC),
Albert Road, Albert Park

Cost: US\$5750

2. People, Place and Performance – 13th Commonwealth International Sports Conference

This four-day sports and physical education conference features international keynote speakers, plenary sessions, seminars and workshops, and will be run prior to the Games. The conference streams include sports science and medicine, sports management, sport coaching, physical education and sport information.

Conference organisers have agreed to issue a Day Pass to participants in the M2006 Observers Program for Saturday 11 March. The day's program will include a keynote address by Ali Bacher (former Managing Director of the South Africa Cricket Board) and a plenary session with the respective UK, NZ and Canadian government sports bodies.

Further information:

Commonwealth International Sports Conference: www.cisc2006.com

Date: 9 – 12 March 2006 (Observers Program Day Pass available 11 March)

Delivered by: Victorian Institute of Sport plus major Victorian Universities

Venue: Moonee Valley Racing Club, Moonee Valley

Cost: AUD\$695 (Full Program) AUD\$100 (Day Pass)



3. Victorian Institute of Sport Innovation Showcase

The Victorian Institute of Sport will be running a series of activities to showcase Victorian innovations across sports medicine, sports science, sports manufacturing and sports training.

Technologies to be showcased include cooling techniques, “Pattern Plotter”, golf and swimming analysis equipment, rowing goggles, “temperature pill” and 3D cinema. The sessions will be interactive to enable participants to test the equipment.

Further information: Please contact M2006 Observers Program Team

Date: 10.30am - 12.30pm, 1 - 3pm, Monday 13 March , Thursday 16 March

Delivered by: Victorian Institute of Sport

Venue: Victorian Institute of Sport, Swan Street, Richmond

Cost: Nil

4. Bio21 – Science Meets Sports Networking Seminar

Bio21 Institute Australia and the City of Melbourne will host a Science Meet Sport Networking Seminar. This will include a one-hour presentation by various highly regarded specialists in the sports science arena, followed by a reception in the Bio21 Institute Atrium.

Various sports technologies and scientific equipment will be on operational display as part of the event.

Further information: Please contact M2006 Observers Program Team

Date: 4 – 7.30pm, Monday 13 March, 2006

Delivered by: Bio21 Institute Australia and the City of Melbourne

Venue: Bio21 Institute Australia, The University of Melbourne, 30 Flemington Rd, Parkville

Cost: Nil



5. Business Club Australia: Melbourne 2006

Business Club Australia: Melbourne 2006, a joint Victorian and Australian Government initiative, is designed to bring together business people from across the globe for the Melbourne 2006 Commonwealth Games.

Over 4,000 businesses are already members of the Club, including more than 2,000 international companies. Membership is free and offers companies the opportunity to promote themselves and establish new business contacts.

During the Games, Business Club Australia: Melbourne 2006 will have an exclusive networking centre at Champions Bar, Federation Square. The Club will run an impressive program of business events and business matching services including corporate hospitality.

There is a range of Business Club Australia: Melbourne 2006 networking events that may be of interest to Observers, including:

- Business Club Opening Ceremony Networking Event
Date: Evening, Wednesday 15 March
Venue: Champions Bar, Federation Square
- Lord Mayor's Welcome to Business
Date: Breakfast, Thursday 16 March
Venue: Melbourne Town Hall
- Business of Sport Networking Event
Date: Evening, Thursday 16 March
Venue: Champions Bar, Federation Square
- Building and Construction Industry Networking Event
Date: Evening, Tuesday 21 March
Venue: Champions Bar, Federation Square
- Business Club Gala Lunch
Date: Sunday 26 March
Venue: TBC
- Country-themed breakfasts throughout the Games
Date: Various
Venue: Champions Bar, Federation Square

Further information:

For full events calendar and free membership visit Business Club Australia: Melbourne 2006
www.businessclubaustralia.com

Melbourne 2006 Commonwealth Games Observers Program



The M2006 Observer Program includes the following organised activities, which in many cases include venue tours. The activities marked in red require the payment of an additional fee.

Some program timings may change due to unforeseen operational circumstances and/or balancing the program after all applications have been submitted.

Program Calendar

Themes	10/03/2006	11/03/2006	12/03/2006	13/03/2006	14/03/2006	15/03/2006	Opening Ceremony 17/03/2006	17/03/2006	18/03/2006	19/03/2006	20/03/2006	21/03/2006	22/03/2006	23/03/2006	24/03/2006	25/03/2006	26/03/2006	Closing Ceremony 27/03/2006
Hospitality & Showcasing																		
M2006 Observers Program Welcome Function																		
VIS Innovation Showcase																		
Lord Mayor's Welcome to Business Breakfast																		
Business Club Australia: Melbourne 2006 Gala Lunch																		
Business Development																		
Meet M2006 Suppliers and Victoria's Sporting and Major Event Industry																		
13th Commonwealth International Sports Conference																		
Bio21 Science Meets Sport																		
International Sports Facility Management Program																		
Business Club Australia: Melbourne 2006 Opening Ceremony Networking Event																		
Business Club Australia: Melbourne 2006 Business of Sport Networking Event																		
Business Club Australia: Melbourne 2006 Building and Construction Industry Networking Event																		
Arts & Culture																		
Ceremonies																		
Special Events																		
Queen's Baton Relay																		
Communications																		
Public Relations																		
Finance & Legal																		
Finance																		
Risk Management																		
Legal																		
Games Management																		
*Senior Executive Briefing & Overview																		
City Operation, Strategy and Tourism																		
Command & Control																		
Project Management (& Planning)																		
Office Management																		
Testing & Operational Readiness																		

*See notes on page 10

Melbourne 2006 Commonwealth Games Observers Program



Themes	10/03/2006	11/03/2006	12/03/2006	13/03/2006	14/03/2006	15/03/2006	17/03/2006	17/03/2006	18/03/2006	19/03/2006	20/03/2006	21/03/2006	22/03/2006	23/03/2006	24/03/2006	25/03/2006	26/03/2006	27/03/2006
						Opening Ceremony											Closing Ceremony	
Games Services																		
Accommodation												★						
Accreditation													★					
Catering, Cleaning & Waste																		
Doping Control & Medical													★					
Logistics														★				
Games Family Services													★					
Procurement																		
Spectator Services															★			
Ticketing																		
Traffic & Transport												★	★		★			
Security																		
Marketing																		
Image & Look																		
Sponsorship/Sponsor Hospitality																	★	
Licensing & Merchandising																	★	
Media																		
Broadcasting																		
Press Operations													★					
Sport																		
Technology																		
Venues																		
Venue Development and Venue Legacy Management																		
Overlay																		
Villages/Village Operations																		
Venue Operations														★				
Workforce																		
Additional Components																		
Opening Ceremony Tickets																		
Closing Ceremony Tickets																		

Legend	
Additional Fee Required	■
Session dates to be determined (see Note on page 10)	■
Primary session	■
Scheduled if there is adequate demand	★



NOTES

The Senior Executive Briefing will contain the following:

- The over-arching organisational framework to run the Games
- The macro strategic and financial considerations
- The key learning outcomes for the Organising Committee and its Government partners
- Managing national and international stakeholders
- Games' legacies - including funding infrastructure and development of effective leveraging programs - eg. tourism and business
- Lessons for the City of Melbourne and its operations
- The role of major events in national, regional and city economies and the role and impact of Government

Specific dates for Security and Sport sessions are yet to be finalised. However, these aspects of the program will be conducted over the entire period. Final session details will be provided after close of subscriptions when level of interest is known. Please indicate your interest on the application form.

Refer to www.melbourne2006.com.au for information on sports that will be offered at the Melbourne 2006 Commonwealth Games.

Booking Conditions, Fees, Accommodation and Travel

Subscriptions to the M2006 Observers Program will be limited. It is important to respond early and within the subscription timetable. Within the time limitations of the accreditation process and security checks, subscriptions for participants will be interchangeable up until the nominated deadline.

M2006 Observers Program Timetable

30 January 2006	First round subscription and fee lodgement deadline. If the first round is fully subscribed there will be no second round offer or the second round offer may be restricted to CGF nominated organisations/participants.
30 January 2006	All accreditation applications and participant details to be lodged by organisational representative or participant.
17 February 2006	Distribution of final and detailed program and session reservations.

To ensure adequate space is available in the sessions, all organisations/participants are asked to indicate their participants' preferences. While changes will be possible during the program this information will be used to determine the space allocation and need for repeat sessions.



Subscription Fee

The M2006 Observers Program Subscription Fee is AUD\$2000 (GST inclusive) per participant.

The subscription fee includes all costs of participation in the M2006 Observers Program but excludes any accommodation, travel (other coach/bus travel specifically provided during M2006 Observers Program sessions) or incidental costs.

All non-refundable subscriptions fees must be paid by the same date as the deadline for lodgement of subscription applications (30 January 2006) in order for the subscription to be accepted.

Payment

Payment is by credit card. If you would like to pay through an alternative method please email gamesobservers@dvc.vic.gov.au

Please fill in the credit card details on the application form.

Accreditation Application Process

In order to participate in the M2006 Observers Program, participants must be accurately registered through the accreditation process. Participants will be required to complete an Application for Accreditation and return it by the 30 January 2006. Upon confirming your place in the Observers Program, an Application for Accreditation will be forwarded.

Once processed and approved, M2006 will advise the details of how to collect your accreditation upon your arrival in Melbourne.

Reminder: Business Visitor Visa for M2006 Observers Program participants

Overseas based participants who do not hold an Australian passport will need to obtain a short stay Business Visitor visa – a 456 visa (paper) or the 977 visa (electronic).

Applications for a visa can be lodged through The Electronic Travel Authority Website.

To apply for a short-stay business visa, you will need to download the Adobe Acrobat PDF application form (456) from The Department of Immigration and Multicultural and Indigenous Affairs Website www.immi.gov.au/allforms/pdf/456.pdf

Details for contacting the appropriate visa office closest to the applicant's place of residence can be found by visiting The Department of Immigration and Multicultural and Indigenous Affairs Website www.immi.gov.au



Accommodation and Ticket Packages

The Commonwealth Games Travel Office provides a range of accommodation options and ticket packages for your visit to Melbourne during the Games.

To browse accommodation options, please visit
<http://travel.melbourne2006.com.au/melbourne2006/accommodation.asp>

For further information and assistance, please contact Ms Mary Davey on:

Phone: (61) 3 9676 2438
Fax: (61) 3 9645 6985
Email: mary.davey@gtaus.com.au

M2006 Observers Program Contacts

Email: gamesobservers@dvc.vic.gov.au

Ph: +61 3 9208 3064

Business Hours: 9-5pm (Australian Eastern Standard Time)

Please submit all subscription applications to:

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