

Media release



FROM THE MINISTER FOR SPORT & RECREATION, MINISTER FOR THE COMMONWEALTH GAMES

DATE: Wednesday, October 8, 2003

GOVERNMENT PROTECTS MELBOURNE 2006 COMMONWEALTH GAMES INTELLECTUAL PROPERTY

Laws to protect the value and integrity of the Commonwealth Games intellectual property are now in place, the Minister for the Commonwealth Games, Sport and Recreation, Justin Madden, said today.

Mr Madden said the laws would ensure that any product or image associated with the Games was authentic and that any advertising or promotion using Games references and images was a true and legitimate representation of the event.

"We are keen to ensure that the Melbourne 2006 Commonwealth Games are a positive experience for everyone associated with them," Mr Madden said.

"This amendment will also maintain the authenticity of Commonwealth Games intellectual property and assist the Victorian Government and the Melbourne 2006 Organising Committee to maximise sponsorship and licensing revenue for the Games."

Mr Madden said the legislation, that passed through Parliament earlier this year, outlined a protocol for regulating the use of the Commonwealth Games logo and Commonwealth Games references.

The regulations relate to using the Games intellectual property without permission, and restrict the ability of individuals or organisations to suggest a sponsorship, approval or affiliation with the Commonwealth Games.

Persons and organisations seeking to use the Commonwealth Games logo and Commonwealth Games references will need to seek authorisation from the Melbourne 2006 Organising Committee before using them.

The Legislation outlines a series of legal implications for individuals and organisations claiming an association with the Commonwealth Games that does not exist.

The arrangements are similar to protections that were put in place for the Sydney 2000 Olympics.

Chairman of the M2006 Organising Committee, Ron Walker, said protection of the intellectual property of the Games was extremely important.

"We are encouraging major organisations to become sponsors of the Games, and we want to make sure that these sponsorship arrangements are properly protected," Mr Walker said.

The Amendment also provides for the creation of the Melbourne 2006 Organising Committee as a Statutory Authority.

"These arrangements provide a framework to deliver the best possible Commonwealth Games for Victoria, and will ensure lasting benefits for the state long after the Games are finished," Mr Madden said.

More information on the new legislation and the M2006 brandmark can be found at <http://www.dvc.gov.au/commonwealthgames> and <http://www.melbourne2006.com.au>

[Copyright](#) | [Disclaimer](#) | [Privacy](#)