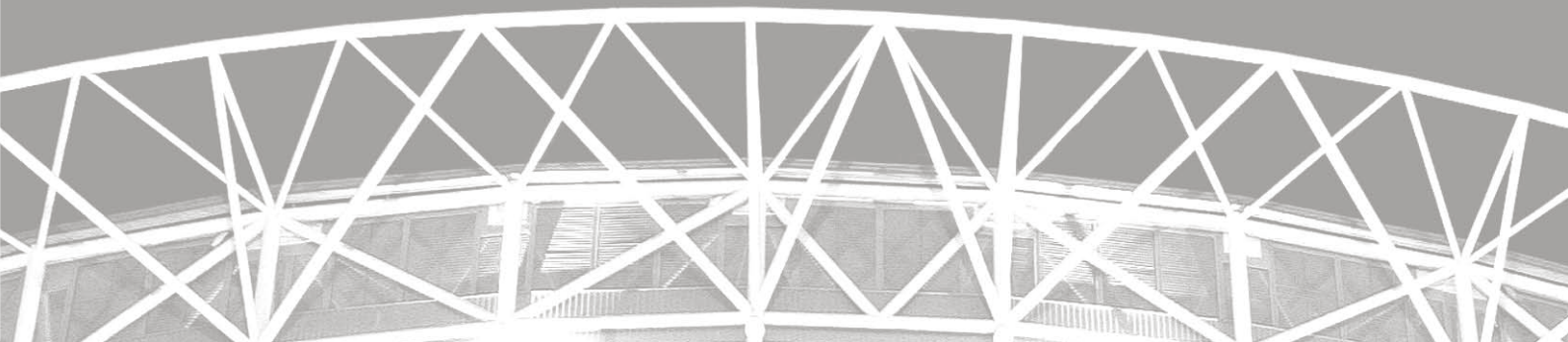




Sydney Olympic Park



10 years and growing





2010

10 years and growing

- Over 9 million people visited Sydney Olympic Park in 2009, twice as many people visit today compared to 2000.
- Acer Arena continues to attract the world's most popular acts and constantly rates in the top 10 most successful indoor entertainment arenas in the world (in gross ticket sales).
- More than 1 million people visit the Sydney Olympic Park Aquatic Centre each year to attend events, participate in school sports activities or carnivals or for leisure and recreation purposes.
- Over 1.1 million people attend major sports events at ANZ Stadium annually making it Australia's leading sports and entertainment venue.
- Almost 5,000 events are held at the Park annually, attracting over 6 million people. This equates to an average of 12 events per day.
- Over 2,000 business events (meetings, exhibitions and conferences) are staged at the Park annually.
- More than 500,000 school students visited the Park in 2009 for a range of sporting events, activities and curriculum-based environmental excursions.
- 2.2 million people visit the parklands annually, of which 35 per cent are cyclists.
- Thirty-eight different sports are played in the Park, by more than 1.7 million participants each year.
- The Park is internationally recognised as a leading example of urban renewal and environmental remediation.
- More than 820 million litres of recycled water was produced in 2008/09, through the award-winning Water Reclamation and Management Scheme.
- Over \$1 billion of development projects since the Sydney 2000 Olympic and Paralympic Games.
- Master Plan 2030 came into effect in March 2010, providing a blueprint for the continued sustainable development of Sydney Olympic Park to support a daily population of over 50,000 workers, students and residents in addition to visitors and event patrons.

In 2009

9.1 million

visitors to Sydney Olympic Park

2,000

business events were held

820 million

litres of recycled water

2.2 million

visited our parklands

more than

1 million

people visited the Aquatic Centre

more than

500,000

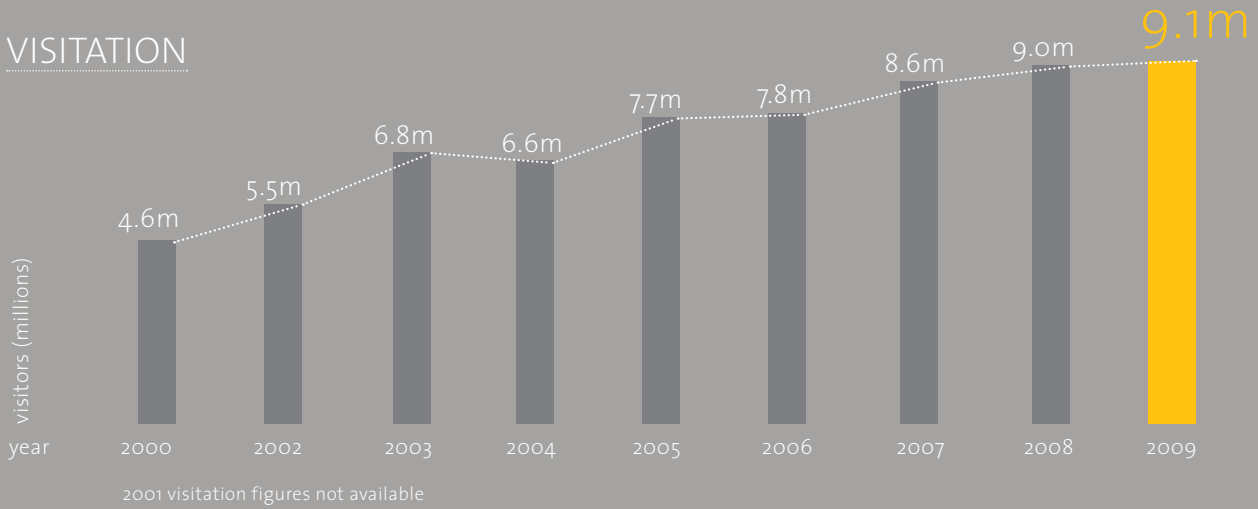
school students used the Park

over

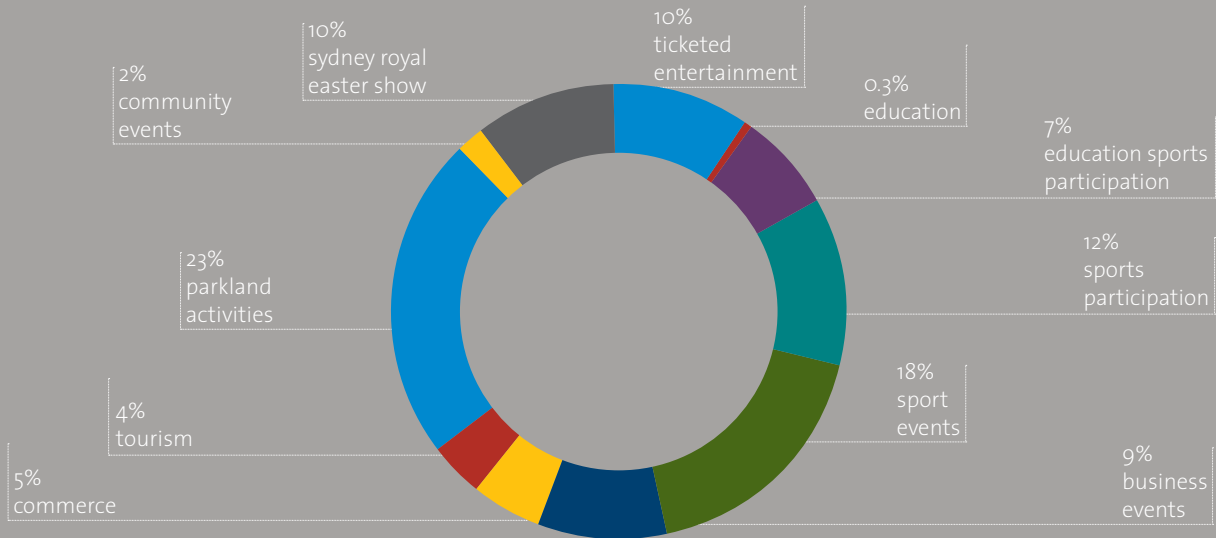
\$1 billion

development project since the Games

VISITATION



PURPOSE OF VISIT





Our Future

Widely acknowledged as “the best Games ever”, the Sydney 2000 Olympic and Paralympic Games were the catalyst for the creation of Sydney Olympic Park. Although the Games have moved on, the legacy of the Park, with its extraordinary natural environment and state-of-the-art sporting and event facilities, is now integral to the lifestyle of the city of Sydney.

Established in July 2001, Sydney Olympic Park Authority is responsible for ensuring the best use and management of this large and unique area in the centre of Sydney.

The Authority’s vision is for Sydney Olympic Park to be an internationally admired example of sustainable urban renewal and development. One that integrates world-class venue infrastructure and parklands with a new community of workers, businesses, residents, students and visitors to create a valued legacy of the Games.

Now ‘10 years and growing’, Sydney Olympic Park has emerged as an increasingly important business and soon-to-be residential suburb. Situated on 640 hectares, including 430 hectares of green space and parklands, the Park enables workers, visitors and future residents to achieve a healthy work/life balance.

COMMUNITY

Sydney Olympic Park is an exceptional local park and regional destination, attracting an increasing number of local, national and international visitors each year. More than 9 million people visited the Park in 2009, with approximately 1 in 4 people visiting the Park for leisure activities.

Almost 10,000 people work in the Park and 1,000 students attend classes daily. Sydney Olympic Park is also surrounded by a rapidly growing urban community in the demographic centre of Sydney, with over 150,000 residents living within 10 minutes.

The community benefit from the world-class infrastructure at Sydney Olympic Park, and can participate in sporting activities in the same venues where the world’s elite play.

The Parklands are managed to provide people with the space, environment and facilities to engage in leisure and sport activities while continuing to conserve the ecological and heritage values that make Sydney Olympic Park unique.

The community are increasingly looking to celebrate at the Park through a range of community events including India Australia Friendship Fair, Eid Celebrations and the Spring Cycle Classic.

MAJOR EVENTS

Sydney Olympic Park continues to attract major national and international events, building on the expertise,

infrastructure and capabilities developed to host the world's greatest athletes and artists. For example Acer Arena consistently ranks in the Billboard Top 10 World Venues (based on ticket revenue) and is Australia's leading entertainment venue.

The Park also hosts the Sydney Royal Easter Show, the largest annual event in the southern hemisphere, which attracts almost 1 million visitors every year. This is in addition to major national and international rugby, soccer, cricket, rugby league, hockey and swimming events.

SPORT

Sydney Olympic Park is one of the most active sporting suburbs in the world. Thirty-eight different sports are played from community to elite levels, and over 47 different sporting headquarters are located at the Park.

ANZ Stadium hosts around 40 sporting events every year, attracting over 1 million patrons; making it Australia's leading sports and entertainment venue. It is the only stadium in the world to regularly alter the configuration of its seating bowl to accommodate both rectangular and oval sports.

The Park is a leader in youth sports or 'action sports' and is home to Monster Skatepark – the only international standard indoor/outdoor ramp facility in Australia, and Monster Mountain X – a world-class mountain cross facility. These unique venues cater for youth and the young at heart skaters and riders of all levels.

More than 1 million people visited Sydney Olympic Park Aquatic Centre in 2009 either to learn to swim, to participate in swimming carnivals or school sports, for leisure and recreation, or to be a spectator at one of the numerous high-profile aquatic events held at the Centre.

EDUCATION

Currently over 500,000 school students attend school events, excursions and activities at Sydney Olympic Park with 20,000 school students participating in Sydney Olympic Park Authority's unique curriculum based environmental excursions.

Several major educational institutions are also on-site including the NSW Institute of Sport, the Australian College of Physical Education and the Universities Admissions Centre.

The Lodge, a 98 bed accommodation facility in the heart of the parklands, provides a camp style environment to suit all ages. Groups can combine their stay with a wide range of education programs, behind-the-scenes tours and recreational activities offered in the Park.

ARTS AND CULTURE

Sydney Olympic Park is home to the biggest collection of large-scale, site-specific urban art in a single precinct in Australia, with more than 50 pieces of public art and urban cultural features spread across the site.

The collection celebrates the stories of the site, and interweaves layers of its colonial, natural, industrial and Olympic history with contemporary expressions of the vibrant new township that is now taking shape.

In addition to an ever-changing calendar of activities, Sydney Olympic Park presents an outstanding annual program of arts and cultural events catering to diverse audiences. The hub of this program is Newington Armory, which has been transformed from a naval armament depot into a unique arts precinct including a gallery, theatre, outdoor amphitheatre, artist studios and an artist-in-residence program.

The Park hosts an annual film season, the largest outdoor cinema in the country attracting over 25,000 people.

BUSINESS EVENTS

Sydney Olympic Park is home to 10 business event venues and over 100 function rooms and outdoor spaces, catering for a vast array of events including conferences, meetings, seminars, workshops, special events, product launches, conventions, team building, incentives, trade and consumer exhibitions and weddings. The Park has attracted almost 5 million business visitors in the last five years to more than 10,000 business events.

ENVIRONMENT AND PARKLANDS

The process of land care and environmental remediation that converted an industrial wasteland

into a place of diverse parklands and rich ecosystems, is one of the great legacies of the Games.

Sydney Olympic Park is now home to three endangered ecological communities, over 400 native plant species, over 180 species of native birds, seven species of frogs, ten species of bats, 15 species of reptiles, many species of fish and many thousands of species of invertebrates along with wetlands, forests and riverlands. It is also a playground for over 6 million people who walk, ride, picnic and relax in this extraordinary place offering over 35 kilometres of cycleways, five kilometres of waterfront and countless places of discovery.

A key environmental legacy of the Games is the investment in water and energy saving initiatives, including the world-class Water Reclamation and Management Scheme that today saves approximately 820 million litres of drinking water annually. Every building at Sydney Olympic Park is supplied with recycled water for non-drinking use.

The commitment that gave Sydney the 'Green Games' is as strong today as it was at the time of the Games. Under the Authority's Master Plan 2030 the Park will continue to build on the internationally recognised initiatives with all new commercial developments required to achieve a 4.5 star Australian Building Greenhouse Rating for commercial developments.

SPECIALIST ECONOMIC CENTRE

Sydney Olympic Park's Master Plan 2030 is the blueprint for future urban development within the Park. It will

provide more than 31,500 jobs, construction of 6,000 new dwellings for approximately 14,000 residents and new education facilities for 5,000 students. The Park will continue to host major events up to 250,000 patrons and access to the parklands will be improved.

During this period, Sydney Olympic Park has planned up to 1.4 million square metres of new construction for commercial, retail, education, residential and venue-related development. This development program will see the first residents move into the suburb of Sydney Olympic Park by 2012. By 2015, it is anticipated that Sydney Olympic Park will attract around \$1.5 billion in private sector investment since the Games.

Sydney Olympic Park's central location, public transport services, car parking facilities, sporting infrastructure, hotels and parkland setting offer a unique proposition for residents and workers to live and work in a healthy environment.

Employees and residents of the Park benefit from the unique and innovative Lifestyle program, which provides rewards and special access to the Park's world class social and recreational infrastructure.

Commercial and residential buildings at the Park are designed and constructed to a very high environmental standard. The combination of 'green buildings' within a 'green campus' gives the Park a leading advantage that underpins the Park's emergence as a hub for commercial and residential in the years ahead.

Since the Games, major developments have included:

- WatervieW Convention and Conference Centre at Bicentennial Park opened in 2005
- New South Wales Institute of Sport complex completed in 2006
- Completion of the Quad commercial office development by General Property Trust in 2006
- the 5-star Pullman at Sydney Olympic Park hotel, opened in 2008
- the 2-star Formule1 Hotel, opened in 2008
- the commercial building complex for the Commonwealth Bank of Australia (CBA) was commissioned and completed in 2008 employing over 3,700 people
- a six-storey commercial office building for Watpac, opened in 2010
- commencement of a 216-unit residential complex by Bilbergia in 2009, due for completion in 2012
- 77 serviced apartments by Quest Apartments to be completed in August 2011

Sydney Olympic Park has evolved into a vibrant specialist economic centre, with over 120 organisations, including restaurants, cafes and essential retail services and just under 10,000 employees. There are more commercial developments approved for completion by the end of 2011.



SydneyOlympicPark 

Sydney Olympic Park Authority

8 Australia Avenue

Sydney Olympic Park NSW 2127

t. +61 2 9714 7300 f. +61 2 9714 7818

www.sydneyolympicpark.com.au

Information in the brochure is correct at the time of printing, July 2010.

Printed on environmentally sustainable paper. Produced by Sydney Olympic Park Authority, 8 Australia Avenue, Sydney Olympic Park NSW 2127

Sydney Olympic Park Authority 2010

Photography: Paul K Robbins, Gerrick Fokkema, Hamilton Lund

