



Sydney Olympic Park Authority Policy

Policy Name	Sydney Olympic Park Map Policy and Guidelines
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Business Unit	Corporate Communications
Office Responsible	Executive Manager, Community Relations and Corporate Communications
Approving Officer	Chief Executive Officer
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Version	Date
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SYDNEY OLYMPIC PARK MAP POLICY AND GUIDELINES

Purpose

The purpose of the Sydney Olympic Park Map Policy and Guidelines is to outline the process for managing, updating and distributing the Sydney Olympic Park map.

Background

The Sydney Olympic Park map is an essential tool for the Authority. It visually represents Sydney Olympic Park, demonstrates the size and diversity of the precinct, assists in way finding and promotes the brand.

The Sydney Olympic Park map is used by both internal and external stakeholders for many different reasons. It is important that any map that is distributed to stakeholders, visitors and the general public is accurate and current, supports the Authority's business objectives and reflects the corporate brand.

As Sydney Olympic Park continues to transform into a vibrant town, with an increasing number of new developments and facilities, there is a need to continuously change and update the Sydney Olympic Park map.

Policy

Staff should adhere to the Sydney Olympic Park Map Guidelines when making updates and when distributing any Sydney Olympic Park map to external parties.

Guidelines

The Sydney Olympic Park precinct is likely to change through:

- Sydney Olympic Park Authority Board decisions
- Commercial decisions
- Property development
- Name changes to locations, venues and facilities
- Town planning activities in and around the Park
- Changes in the public domain or parklands
- External organisations, particularly changes to names of venues or retail shops, facilities and services available in venues/commercial buildings.

Sydney Olympic Park Authority uses two map formats to represent Sydney Olympic Park in printed and online materials:

- CADD map (refer to Appendix A)
- Visitor Map (refer to Appendix B)

Map Updates

Certain staff are responsible (directly or indirectly) for the delivery of a precinct change that is of more than a temporary nature. Such staff should notify the Executive Manager, Community Relations and Corporate Communications of the precinct change as outlined in this policy, so that the map register can be updated and the change represented in the Sydney Olympic Park map that is used by internal and external stakeholders.

Notification of any precinct change should be accompanied by written confirmation and/or approval from the General Manager, Commercial and Corporate or General Manager, Operations and Sustainability. Consideration should be given to the Authority's legislative requirements (particularly the *Sydney Olympic Park Authority Act 2001 No 57* and *Sydney Olympic Park Authority Regulation 2007*).

The checklist in Appendix C outlines the steps in the process which need to be followed so that the map register and Sydney Olympic Park map can be updated and a new map published.

Map Register

A map register will be maintained by the Corporate Communications unit and include:

- Details of the requested precinct change (including details confirmed and details yet to be advised)
- Date that precinct change is expected to take effect
- Requested by
- Approved by
- Date design updated

Changes to retail shops, facilities and services available in venues and commercial buildings will be audited quarterly by Marketing with information provided to the Corporate Communications unit, to ensure that information provided in the map is accurate.

Map Distribution

The Sydney Olympic Park map is distributed to the general public for wayfinding. Marketing develop and distribute maps to the general public through the Visitor Centre and other channels.

There are also a variety of stakeholders that require the Sydney Olympic Park map for operations and marketing relating to events being held in the Park, including venues, event managers and promoters.

The Authority supports third parties using the Sydney Olympic Park map, as it supports the brand and ensures accurate and consistent information is being circulated to the general public.

Before distributing the Sydney Olympic Park map to third parties, other than brochure/maps printed by the Authority for members of the public, staff are to provide to the third party the Conditions of Use (as shown in Appendix D). This is not required if the third party has entered into a license agreement with the Authority, which includes a clause regarding Conditions of Use for the Sydney Olympic Park map.

The Conditions of Use must have an 'expiry' date and a requirement for the third party to seek an updated map after the specified term of use. The third party must sign the Conditions of Use, with the signed copy received by the Authority prior to the supply of the Sydney Olympic Park map. A copy of the signed Conditions of Use is to be provided to Corporate Communications for capture on the appropriate corporate file.

The checklist in Appendix E outlines the steps in the process which need to be followed when distributing the Sydney Olympic Park map.

Further Information

Any enquiries relating to the Sydney Olympic Park Map Policy and Guidelines should be addressed to:

Executive Manager, Corporate Communications and Community Relations
Sydney Olympic Park Authority
8 Australia Ave
Sydney Olympic Park NSW 2127
Phone: 9714 7300 Email: enquiries@sopa.nsw.gov.au

APPENDIX A: CADD MAP

APPENDIX B: VISITOR MAP

APPENDIX C:

CHECKLIST: UPDATES TO SYDNEY OLYMPIC PARK MAP

Action	Responsibility
<input type="checkbox"/> Identification that the Sydney Olympic Park map needs to be updated due to a 'permanent' change to the precinct	Relevant staff
<input type="checkbox"/> Seek written confirmation/approval from relevant General Manager, ensuring legislative obligations have been considered	Relevant staff
<input type="checkbox"/> Notify Executive Manager, Community Relations and Corporate Communications unit	Relevant staff
<input type="checkbox"/> Notify Executive Manager, Marketing and Manager, Visitor Experience	Corporate Communications
<input type="checkbox"/> Map register updated	Corporate Communications
<input type="checkbox"/> Sydney Olympic Park map updated by graphic designer	Corporate Communications
<input type="checkbox"/> Updated version of Sydney Olympic Park map sent to CADD. <i>Two versions are required – one with all layers and one stripped of all layers</i>	Corporate Communications
<input type="checkbox"/> Updated version of Sydney Olympic Park map copied to the network for use by internal stakeholders	Corporate Communications
<input type="checkbox"/> Website, communications and marketing materials updated accordingly	Marketing & Corporate Communications
<input type="checkbox"/> Relevant internal stakeholders notified	Corporate Communications
<input type="checkbox"/> Relevant external stakeholders notified, including: <ul style="list-style-type: none">- Online maps (eg. Google, Whereis)- Street directory companies (eg. Gregory's / UBD)- Sat nav companies (eg. Tom Tom)- Government agencies (eg. Transport, Planning, Emergency services)	Corporate Communications

APPENDIX D:

Dated _____

Conditions of Use for the Sydney Olympic Park Map

1. The Sydney Olympic Park map provided is permitted to be used by _____ [entity name] ACN/ABN _____ (**User**) for a period of six (6) months _____ {state start date} to _____ {state expiry date} (**Term**) as part of _____ {state purpose of use} (**Permitted Use**).
2. The User must not supply the Sydney Olympic Park map to a third party, or use for any other purpose other than those stated in at paragraph 1, without the express consent of Sydney Olympic Park Authority (**Authority**).
3. The intellectual property of the Sydney Olympic Park map provided remains the property of the Authority.
4. The copyright owner, **Sydney Olympic Park Authority**, is to be clearly stated for all Permitted Use.
5. The Sydney Olympic Park map supplied is not to be altered in any way without the written approval of the Authority. The Authority is to be advised of the intent to manipulate the map and is to be consulted on final proof. Upon review of the final proof of the altered map, the Authority will decide if approval to publish, show, display (etc) the altered map is granted.
6. The Sydney Olympic Park map is not to be used in relation to:
 - a. Advertising / Promotion of tobacco products;
 - b. Advertising / Promotion of images of a religious nature;
 - c. Advertising / Promotion of political organisations or advertisements of a political nature;
 - d. Advertising / Promotion of gratuitous violence; or
 - e. Advertising / Promotion of pornographic material or material having express sexual overtones or connotations.
 - f. Advertising / Promotion of defamatory material,
 including but not limited to advertising, promotion, marketing, packaging and publishing.
7. The Authority has the right to request removal of the Sydney Olympic Park map from all publications and/or website(s) if the map becomes out of date or requires amending. During the Term the Authority may provide an update map(s) for replacement. The Permitted Use and Term will remain as per paragraph 1.
8. A copy of the publication, or the pages of the publication and / or web address in which the Sydney Olympic Park map is being published must be provided promptly after the start of the Term to:

Corporate Communications and Community Relations
 Sydney Olympic Park Authority
 8 Australia Ave
 Sydney Olympic Park NSW 2127
 Phone: 9714 7300
 Email: enquiries@sopa.nsw.gov.au

Conditions of Use acknowledged and agreed.

Signed on behalf of

[insert entity name of third party]:

Contact details:

Name:

Phone:

Signature:

Fax:

Email:

Position/ Authority:

Address:

Date:

.....

APPENDIX E:

CHECKLIST: DISTRIBUTION OF SYDNEY OLYMPIC PARK MAP

- | | | |
|---|---|--------------------------|
| <input type="checkbox"/> | Third Party request (excluding above external stakeholders) for a copy of Sydney Olympic Park Map: | Relevant staff |
| <input type="checkbox"/> | Third Party signed the Conditions of Use [Appendix B] for the use of the Sydney Olympic Park Map | Relevant staff |
| OR | | |
| Third party signed License Agreement which includes a clause regarding Conditions of Use for the Sydney Olympic Park map. | | |
| <input type="checkbox"/> | Relevant staff provide copy of map to third party | Relevant staff |
| <input type="checkbox"/> | Relevant staff file signed Conditions of Use / License Agreement in appropriate corporate file and provide copy to Corporate Communications | Relevant staff |
| <input type="checkbox"/> | Third Party provided a copy of the Sydney Olympic Park Map to be filed in appropriate corporate file | Corporate Communications |