Sydney Olympic Park Authority Policy

Policy Name: Sydney Olympic Park Map Policy and Guidelines
Policy No.: POL11/3
Department File No.: F11/397
Business Unit: Corporate Communications
Officer Responsible: Executive Manager, Community Engagement and Communications
Approving Officer: Chief Executive Officer
Date of Approval: 18 August 2011

<table>
<thead>
<tr>
<th>Version</th>
<th>Review</th>
<th>Date</th>
<th>Approved By</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td></td>
<td>August 2011</td>
<td></td>
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<tr>
<td>2</td>
<td>Susan Skuodas</td>
<td>November 2012</td>
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<tr>
<td>2.1</td>
<td>Reviewed by EM, Community Engagement &amp; Communications</td>
<td>January 2014</td>
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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, Communications and Community Engagement 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 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 Visitor Services with information provided to the 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. Communications develop and distribute maps to the general public through the website 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, Communications and Community Engagement
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

[Map of Sydney Olympic Park]

Key:
- Train Station
- Bus Stop
- Ferry Service
- Taxi Rank
- Parking
- Barbecue
- Heritage Significance
- Information
- Cycling Prohibited
- Dogs Prohibited
- Picnic Shelters
- Playground
- Vessels/Accessible

Sydney Olympic Park Map Guidelines
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**APPENDIX C:**

**CHECKLIST: UPDATES TO SYDNEY OLYMPIC PARK MAP**

<table>
<thead>
<tr>
<th>Action</th>
<th>Responsibility</th>
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<tbody>
<tr>
<td>Identification that the Sydney Olympic Park map needs to be updated due to a ‘permanent’ change to the precinct</td>
<td>Relevant staff</td>
</tr>
<tr>
<td>Seek written confirmation/approval from relevant General Manager, ensuring legislative obligations have been considered</td>
<td>Relevant staff</td>
</tr>
<tr>
<td>Notify Executive Manager, Community Relations and Corporate Communications unit</td>
<td>Relevant staff</td>
</tr>
<tr>
<td>Notify Marketing and Visitor Services</td>
<td>Corporate Communications</td>
</tr>
<tr>
<td>Map register updated</td>
<td>Corporate Communications</td>
</tr>
<tr>
<td>Sydney Olympic Park map updated by graphic designer</td>
<td>Corporate Communications</td>
</tr>
<tr>
<td>Updated version of Sydney Olympic Park map sent to CADD.</td>
<td>Corporate Communications</td>
</tr>
<tr>
<td><em>Two versions are required – one with all layers and one stripped of all layers</em></td>
<td></td>
</tr>
<tr>
<td>Updated version of Sydney Olympic Park map copied to the network for use by internal stakeholders</td>
<td>Corporate Communications</td>
</tr>
<tr>
<td>Website, communications and marketing materials updated accordingly</td>
<td>Marketing &amp; Corporate Communications</td>
</tr>
<tr>
<td>Relevant internal stakeholders notified</td>
<td>Corporate Communications</td>
</tr>
<tr>
<td>Relevant external stakeholders notified, including:</td>
<td>Corporate Communications</td>
</tr>
<tr>
<td>- Online maps (eg. Google, Whereis)</td>
<td></td>
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<tr>
<td>- Street directory companies (eg. Gregory’s / UBD)</td>
<td></td>
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<tr>
<td>- Sat nav companies (eg. Tom Tom)</td>
<td></td>
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<tr>
<td>- Government agencies (eg. Transport, Planning, Emergency services)</td>
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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 _____________________________
   ______________________________________ (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]:

Name: ___________________________ Phone: ___________________________
Signature: ______________________ Fax: ___________________________
Position/ Authority: ______________________ Email: ______________________
Date: ___________________________ Address: ___________________________
APPENDIX E:

CHECKLIST: DISTRIBUTION OF SYDNEY OLYMPIC PARK MAP

☐ Third Party request (excluding above external stakeholders) for a copy of Sydney Olympic Park Map: Relevant staff

☐ 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.

☐ Relevant staff provide copy of map to third party Relevant staff

☐ Relevant staff file signed Conditions of Use / License Agreement in appropriate corporate file and provide copy to Corporate Communications Relevant staff

☐ Third Party provided a copy of the Sydney Olympic Park Map to be filed in appropriate corporate file Corporate Communications