

**COMMONWEALTH GAMES
INFRASTRUCTURE AND MAJOR PROJECTS
COMMITTEE REPORT COVER SHEET**

Agenda Item 5.4

6 July 2004

**COUNCIL PLANNING FOR THE 2006 COMMONWEALTH GAMES
STATUS REPORT**

Division Marketing & Communications

Presenter Scott Chapman, Director Marketing & Communications

Purpose

To provide the Committee with an update on the status of Council planning for the 2006 Commonwealth Games.

Time Frame

This report reflects all Commonwealth Games related activity undertaken from January to June 2004.

Finance

Council has made an in-principle commitment to provide \$23,197,000 of in-kind support to the 2006 Commonwealth Games. This was recently reconciled against Council's proposed 2004/05 Capital Works Program to identify variations from the original estimates. Whilst variations to the budget in each financial year have been recorded, the bottom line total of \$23,197,000 remains unchanged. A summary of the shift at the time of this report is as follows:

	May 2003	June 2004 (Reconciliation against proposed 2004/05 Capital Works Program)
2002/03	\$127,612	\$127,612
2003/04	\$3,372,388	\$3,372,388
2004/05	\$4,989,000	\$4,044,000
2005/06	\$14,708,000	\$15,653,000
Total	\$23,197,000	\$23,197,000

Causes of the shift are the delay in major projects, ie Bourke Street Mall and Queensbridge Precinct redevelopments.

Legal

No direct legal implications arise from the proposed recommendation.

Sustainability

The 2006 Commonwealth Games will be the largest sporting event to have been staged in Melbourne since the 1956 Olympics. It is recognised that an important aspect to staging the Commonwealth Games is to ensure that the benefits provided to the local community extend beyond the two-week period of the actual event. This consideration is being fed into the planning of every aspect and used as one of the measures by which projects are considered.

Sustainability issues relevant to Games planning (from the last quarter only) are detailed below:

Connected and Accessible City

The Office of Commonwealth Games Coordination (OCGC) has developed a planning framework that involves the establishment of three key working groups to deliver the traffic and transport plan for the Games. The City of Melbourne is represented on all groups to ensure that mutually beneficial traffic and transport outcomes are achieved for both the City and the Games. Groups and nominated officers are as follows:

- Traffic and Transport Project Control Group (Geoff Robinson, Group Manager Engineering Services);
- Transport Working Group (Haig Poulson, Principle Engineer Traffic Engineering); and
- Traffic Working Group (Andrew Cron, Senior Coordinator Traffic Engineering).

Inclusive and Engaging City

This quarter, the City of Melbourne liaised with the Melbourne 2006 Commonwealth Games (M2006) and OCGC to initiate planning for the 2006 Cultural Program and associated City Festivities. It is envisaged these programs will incorporate a number of free activities to ensure all visitors, stakeholders and residents of Melbourne have the opportunity to engage in the Games experience, deriving positive social outcomes.

Innovative and Vital Business City

A key objective of the State Government and Council is to maximise economic impact of the Games. Due to the scope of the Games program and associated activities not yet finalised, the economic impact to Melbourne is yet to be determined.

It is proposed that a Commercial Plan will be developed by the City of Melbourne to establish strong links between city businesses and the event to maximise economic benefit for the City.

Environmentally Responsible City

The City of Melbourne has established a Games Village Advisory Committee to advise and pursue Council's environmental objectives for the Village.

Recommendation

That the Commonwealth Games Infrastructure and Major Projects Committee recommend that Council:

- endorse the progress of Council planning for the 2006 Commonwealth Games;
- note that future reporting will be provided to Council via 'status reports' in each quarter; and
- note that the next status report will be provided to Committee following the election period.

Attachments:

1. [City of Melbourne Commonwealth Games Planning Strategy – Quarterly Report \(January to March 2004\)](#)

6 July 2004

**COUNCIL PLANNING FOR THE 2006 COMMONWEALTH GAMES
STATUS REPORT**

Division Marketing & Communications

Presenter Scott Chapman, Director Marketing & Communications

Purpose

1. To provide the Committee with a quarterly update on the status of Council planning for the 2006 Commonwealth Games.

Background

2. As the host city, local governing authority and land owner, the City of Melbourne will be instrumental in the delivery of the 2006 Commonwealth Games.
3. Council has developed a three year Commonwealth Games Program to ensure the City is best placed to deliver a successful event for Melbourne. The total program, requiring a financial commitment of \$23,197,000 from Council, was endorsed by the Finance, Corporate Services and Governance Committee at the 11 March 2003 meeting. Implementation of the Program commenced in 2002/2003 and will conclude in 2005/2006.
4. The Melbourne 2006 Commonwealth Games Corporation (M2006) was established with the broad charter to deliver the Games Program on time and to budget.
5. The State Government established the Office of Commonwealth Games Coordination (OCGC) to manage the Government's involvement in the Games. This primarily relates to budget management, provision of required infrastructure, development of policy and strategy and the coordination of all aspects of the 'Public Domain' (discussed further below).
6. Critical to Council's involvement in the Games is the management of the 'Public Domain'. The Public Domain, as defined by OCGC is:

“all non-ticketed/non accredited areas containing people engaged in the Games experience requiring some level of service. Includes all facilities and venues that spectators use to get to a Games specific venue”.

Issues

7. Activity undertaken in the quarter was in-line with general planning trends for the 'two year out mark' for major multi-sport events, focusing on:
 - 7.1. completion of the design/planning phase for major capital works;
 - 7.2. continued progression of policy development; and
 - 7.3. commencement of the conceptual phase of operational planning.
8. An overview of Commonwealth Games related activity undertaken by the City of Melbourne over the last quarter is detailed in Attachment 1.
9. A summary of key issues currently being considered and worked through with OCGC and M2006 is as follows:
 - 9.1. Agreement between the State Government and Council on the legal framework for the use of the Public Domain for Commonwealth Games Activity;
 - 9.2. Need to implement a central system where all applications made for events/activities in the city over the Games period (mid Feb to end March) are assessed, a decision is made and a coordinated response is provided.
 - 9.3. Need to define and agree the role of the City of Melbourne in the development and delivery of the public celebration aspects of the Games including the following:
 - 9.3.2. Cultural Entertainment in the Public Domain;
 - 9.3.3. Public Art Programs;
 - 9.3.4. Live Sites; and
 - 9.3.5. Activity around Opening Ceremony.
 - 9.4. The process for consultation with residents and businesses impacted on by the Games needs to be considered, with a view to implement a communications plan early 2005.

Relation to Council Policy

10. The City of Melbourne's involvement in planning for the 2006 Commonwealth Games provides Council with a unique opportunity to achieve many of the goals and critical success factors as listed in *City Plan 2010*.
11. At a more detailed level, the importance of the successful delivery of the Games is highlighted in numerous Council policies and strategies, including, but not limited to: the *Melbourne Marketing Strategy 2003/04*; *Towards 2006 Sports Policy*; *Recreation & Leisure Strategy*; Business Melbourne initiatives; and the recently approved *National and International Sports Marketing 2003-2008 Policy*.

Consultation

12. Significant community consultation has been undertaken by Council for all major capital projects associated with the Commonwealth Games over the last six months. This has included:
 - 12.1. the second round of community consultation for the proposed Wetlands development; and
 - 12.2. ongoing consultation with key stakeholders on the Games Village, Bourke Street Mall redevelopment and Queensbridge Precinct development.
13. It is envisaged that greater levels of consultation across a variety of groups and industries will be required over the next two years in the lead up to the Games. However, timeframes for consultation are reliant on the progress of OCGC and M2006 planning.

Government Relations

14. The City of Melbourne is working closely with the State Government, through OCGC on the majority of Games issues.
15. On June 23, Council convened a Commonwealth Games Workshop for Local Government. Titled "The Impact of the Sydney Olympics on the City of Sydney and the Lessons for the City of Melbourne and other Local Governments", the Workshop involved key senior staff involved in the delivery of the Sydney Games, senior staff from M2006 and OCGC and Cities of Melbourne, Port Phillip, Darebin, Moreland, Stonnington and Yarra.
16. A key outcome of the Workshop will see a new Commonwealth Games Local Government Reference Group formed to identify, discuss and resolve Games planning issues at the local level and to also ensure that 'Greater Melbourne' leverages maximum benefit from the Games.

Recommendation

17. That the Commonwealth Games Infrastructure and Major Projects Committee recommend that Council:
 - 17.1. endorse the progress of Council planning for the 2006 Commonwealth Games;
 - 17.2. note that future reporting will be provided to Council via 'status reports' in each quarter; and
 - 17.3. note that the next status report will be provided to Committee following the election period.

City of Melbourne Commonwealth Games Planning

Status Report (Reflecting activity undertaken January – June 2004)

Planning Area	Activity Undertaken (Jan – Jun 2004)	Proposed Activity for Next Quarter
<p>1. Public Domain Operations (including service provision, traffic, transport and general event logistics)</p>	<ul style="list-style-type: none"> ▪ Public Domain Working Group structure was established by OCGC. Working Groups are chaired by OCGC and are responsible for all operations within the Public Domain (from planning through to eventual management). Council officers have been nominated to the Operations, Traffic, and Transport Working Groups to ensure the City's interests are represented in Games planning. The primary purpose of these groups is to work with OCGC to develop the 'Concept of Operations' for the Public Domain. This will include operational plans for all six precincts (CoM playing a vital role in four) within the Public Domain, i.e: <ul style="list-style-type: none"> - Sports & Entertainment Precinct (CoM involvement); - Central Business District (CoM involvement); - Royal Park Precinct (CoM involvement); - Docklands Precinct (CoM involvement); - Albert Park Precinct; and - Regional Precincts. <p>A more specific review of working group activity is as follows:</p> <p><u>Traffic & Transport Working Groups:</u></p> <ul style="list-style-type: none"> ▪ Development of conceptual traffic and transport management plans for the Public Domain. ▪ On-site assessments of the proposed Road Cycling Course undertaken to assess likely impacts on traffic and transport. <p><u>Operations Working Group:</u></p> <ul style="list-style-type: none"> ▪ Operations Working Group meets fortnightly with representation from OCGC, M2006, CoM, Victoria Police and Parks Victoria. ▪ The Group is currently undertaking a scoping exercise for the Public Domain. The exercise is a detailed audit of all current operational aspects of the precinct (i.e. types, number and level of services provided, temporary and permanent infrastructure, regulatory guidelines, lease agreements, stakeholders etc). Information gained will assist OCGC to assess additional requirements for 2006. 	<ul style="list-style-type: none"> ▪ OCGC to establish the Public Domain Safety and Security Working Group, with an invitation issued to CoM to nominate an appropriate representative to the group. ▪ City Projects to be engaged in the design aspect of works associated with the proposed Road Cycling Course. Following the full assessment of works, a complete budget will be drafted for OCGC. It is assumed OCGC will cover all costs associated with the Course that do not fall within CoM's \$23M contribution. The final draft of the Course and proposed works schedule will be brought to Council for formal approval prior to the August 'Caretaker Period' being enacted.

Planning Area	Activity Undertaken this Quarter	Proposed Activity for Next Quarter
1. Public Domain Operations cont...	<p><u>Other Activity:</u></p> <ul style="list-style-type: none"> ▪ Officers from Parks & Recreation and Engineering Services together with M2006 and OCGC performed two on-site meetings to assess capital works requirements for the proposed Road Cycling Course. 	<ul style="list-style-type: none"> ▪ CoM to be consulted in initial discussions around the proposed Games Marathon Course. It is understood that there will be only minimal works associated with the Course, however there will be significant impacts on traffic and transport management and as such will require consultation with Council.
2. City Preparation <i>(Capital Works)</i>	<ul style="list-style-type: none"> ▪ Games Village: Council actively involved in the development of plans and management of issues associated with the Games Village through regular sittings of the City of Melbourne Village Advisory Committee. ▪ Public Lighting: The full Yarra Park lighting proposal prepared by CoM was approved by OCGC and Department of Infrastructure. Works have commenced with completion expected in 04/05. All funds for this project have been provided by State Government. ▪ Bourke Street Mall: design concepts finalised (for further details refer to the full report prepared for the 4 May CGI&MP Committee). ▪ Wetlands Project: Principles of the Memorandum of Understanding between State Government and Council approved by the March CGI&MP Committee. CoM's Parks & Recreation branch is driving the project and planning process - early estimates suggest the project will be complete by September 2005. ▪ Visitor Signage: Scoping for provision of a number of new 'Information Hubs' in the city. Design concepts for 3D maps prepared. ▪ Banner Poles: Scoping of sites for the provision of new banner poles (Spencer St and the Sports Precinct). Scoping of new sites in Greek Precinct, Chinatown and Lygon Street. ▪ Catenary Wire Banners: Design and pilot phase of new catenary wire brackets for banners/decorations. 	<ul style="list-style-type: none"> ▪ Queensbridge Precinct: Construction expected to commence, followed shortly after by the restoration of Sandridge Bridge and works on Northbank between Sandridge Bridge and Flinders Street Station. ▪ Bourke Street Mall: Full design proposals to go to Committee for comment and approval. ▪ Mobility Centres: subject to funding and Council review there is a proposal for three mobility centres including Federation Square, Flinders Street Station and Exhibition Building. ▪ Minor Upgrades: Council to work with OCGC to scope capital works requirements for 04/05 (key items for delivery include street furniture, litter bins and road/footpath upgrades). ▪ Visitor Signage: City Projects design officers to meet with OCGC to discuss design aspects of new permanent wayfinding signage for the Games.

Planning Area	Activity Undertaken this Quarter	Proposed Activity for Next Quarter
<p>3. Marketing & Events <i>(inc Cultural Program, Opening & Closing Ceremonies, City Marketing, Themeing, and Commercial Program)</i></p>	<ul style="list-style-type: none"> ▪ The City of Melbourne, in conjunction with the Office of Commonwealth Games (OCGC) and Melbourne 2006 Commonwealth Games (M2006) scoped and confirmed the physical locations of all Cultural/Entertainment activity associated with the Games. Key to this was ensuring that a strong focus was placed on the city. ▪ Relevant members of OCGC and M2006 attended an 'Observer Tour' delivered by Council to look at the features of Moomba Waterfest (MW) and the Australian Grand Prix Live Site at Federation Square (both events delivered by CoM). The purpose of the Tour was to share information pertaining to the management of the Public Domain for major community events and to explore potential for integration of MW into the 2006 Games Cultural Program. ▪ City of Melbourne has been in negotiation with OCGC regarding Council's involvement in the delivery of the Cultural / Entertainment Program, Ceremonies, Live Sites and other City Festivities. Confirmation of the scope and level of involvement will be determined late 2004. ▪ The City of Melbourne scoped and produced a 'City Theming/LOOK' package, detailing all potential theming options for the Games. The package has been lodged with M2006 for consideration. ▪ City of Melbourne liaised with OCGC and M2006 on the roll-out of the 2003/04 and 2004/05 banner pole program. The program has been constructed to deliver mutual benefits for both the Games (ie theming the city at Games time) and the City (ongoing presentation post Games). ▪ Initial discussions commenced between M2006 and Council (Marketing & Major Events Branch) around tourism/destination marketing for the Games. 	<ul style="list-style-type: none"> ▪ Confirmation of the City of Melbourne's role in the delivery of the Cultural/Entertainment Program, Ceremonies, Live Sites and other City Festivities associated with the Games. ▪ MW Branch to undertake an assessment of issues and challenged faced in the delivery of MW in 2006 and beyond. Further discussion at a high level between CoM, OCGC and M2006 are required to confirm status of the event in 06. ▪ OCGC to establish the Cultural Program Steering Committee with representation from OCGC, M2006, Council and Arts Victoria. ▪ Relevant Council branches to meet with M2006 to discuss parameters around the use of public spaces for commercial activities including ticket sales, concessions, merchandising, advertising, promotion/sampling, sponsor showcasing, sponsor hospitality and potential to protect rights. ▪ Discussion around the concept of a 'Yarra River Gallery' (public art program for the Games) to continue with OCGC and Docklands. ▪ Consideration given to the staging of an international conference to showcase Melbourne's creative industries in February 2006. The conference, potentially titled 'Creative Melbourne' would tie into the Games.

Planning Area	Activity Undertaken this Quarter	Proposed Activity for Next Quarter
4. Visitor Services	<ul style="list-style-type: none"> ▪ Internal 'Visitor Services Reference Group' established to explore opportunities for CoM involvement in the provision of visitor services for the Games. Topical issues in the quarter included: <ul style="list-style-type: none"> - potential use of the Federation Square Visitor Centre as the key visitor service centre for the Games; - potential integration of CoM Volunteer and Ambassador Program into the Volunteer Program for the Games; and - potential CoM involvement in the planning and delivery of a 'Melbourne specific' (destination information) training module for Games volunteers. 	<ul style="list-style-type: none"> ▪ Council's 'Visitor Services Reference Group' will continue to meet to progress potential opportunities for collaboration with M2006 and OCGC. ▪ Council to support Volunteering Australia to explore the potential of staging a 'Volunteerism' conference in conjunction with the Games.
5. Policy / Legacy	<ul style="list-style-type: none"> ▪ Development of a City of Melbourne 'Legacy Action Plan' commenced. The purpose of the plan is to ensure that all opportunities to leverage benefits for Council, the City and stakeholders are maximised. ▪ Council (Parks and Recreation Branch) continued to participate on the 'Commonwealth Games Domestic Sports Participation Strategy' Taskforce to ensure legacies for sports development are pursued. 	<ul style="list-style-type: none"> ▪ CoM's Commonwealth Games Internal Working Group to discuss and progress legacy planning for the Games.

Planning Area	Activity Undertaken this Quarter	Proposed Activity for Next Quarter
6. External Relations	<p><u>OCGC & M2006</u></p> <ul style="list-style-type: none"> ▪ CoM drafted an 'Issues Paper' that highlighted the top 6 Games-related issues requiring attention from OCGC and/or M2006. The paper was distributed informally to OCGC and M2006, with both parties responding to the key issues raised via the following: <ul style="list-style-type: none"> - <i>Confirmation of the Pre-Games Functional Structure.</i> The structure identifies all key functional areas, responsibilities and relationships between all delivery organisations and stakeholders. Council provided a formal response to OCGC to outline recommendations and to inform and reinforce the CoM's role in the planning process for the Games. - <i>04/05 Capital Works Reference Group meetings:</i> CoM Officers from Engineering Services met with OCGC to discuss the minor works that will require delivery in 04/05. Works to be undertaken include provision of new litter bins, lighting maintenance, road and drainage upgrades. ▪ New high level working groups involving OCGC, M2006 and CoM at CEO and Director level were established to provide a mechanism for major issue resolution. Both groups meet every 2 – 3 weeks. <p><u>ACGA</u></p> <ul style="list-style-type: none"> ▪ CoM formalised the cooperative partnership with the Australian Commonwealth Games Association (National Federation in charge of the ongoing management of the profile & performance of the Australian Commonwealth Games Team) through development of a Memorandum of Understanding & Cooperation. The purpose of the MoU is to assist the ACGA with their relocation to Melbourne and to maximise the mutual benefits of the Games for both Council and the ACGA. A media-event involving the Lord Mayor and Chairman of the ACGA was staged to promote the newly formed relationship. 	<ul style="list-style-type: none"> ▪

Planning Area	Activity Undertaken this Quarter	Proposed Activity for Next Quarter
6. External Relations cont...	<p><u>Local Government Workshop</u></p> <ul style="list-style-type: none"> ▪ On 23 June, CoM convened a full day workshop titled "The Impact of the Sydney Olympics on the City of Sydney and the Lessons for the City of Melbourne". The high level workshop considered not only the issues and challenges but also opportunities for local government in the staging of the Games. A number of issues and outcomes were recorded and will be pursued in the coming months. 	<ul style="list-style-type: none"> ▪ New reference group with representation from CoM, City of Port Phillip, City of Stonnington and City of Yarra to be formed to identify, discuss and resolve Games planning issues at the local level. The reference group will also provide a vehicle for M2006 and OCGC to communicate with all local governing authorities affected by the Games in a centralised forum.
7. Corporate Process & Governance	<ul style="list-style-type: none"> ▪ An internal assessment was undertaken to audit the level and status of Games planning across Council. Results indicate that a number of branches have already been engaged by OCGC and M2006 to provide assistance and advice and the level of planning activity has increased significantly from 2003. ▪ Legal Services provided assistance in process of drafting the Memorandum of Understanding and Cooperation with the Australian Commonwealth Games Association. ▪ The CoM Commonwealth Games Internal Working Group met twice during the quarter. Issues discussed include: Comm Games Budget Management, 'Out of Stadium' Event Planning, progress of Comm Games Infrastructure developments, and the Games Planning Model (working group structure). 	<ul style="list-style-type: none"> ▪ An internal communication strategy to be established and implemented to ensure adequate transfer of information between branches both horizontally and vertically. ▪ M2006 to present status reports on 'Venue Planning' and the proposed 'Games Competition Schedules' to CoM's Commonwealth Games Internal Working Group.

FINANCE ATTACHMENT

**COUNCIL PLANNING FOR THE 2006 COMMONWEALTH GAMES STATUS
REPORT**

Council has made an in-principle commitment to provide \$23,197,000 of in-kind support to the 2006 Commonwealth Games.

Kerrie Jordan
Acting Manager Finance Services

LEGAL ATTACHMENT

COUNCIL PLANNING FOR THE 2006 COMMONWEALTH GAMES STATUS REPORT

Section 3C(1) of the *Local Government Act 1989* (“Act”) provides that:

“The primary objective of a Council is to endeavour to achieve the best outcomes for the local community having regard to the long term and cumulative effects of decision.”

Section 3C(2) of the Act provides that in seeking to achieve its primary objective the Council must have regard to facilitating objectives including:

- “(a) to promote the social, economic and environmental viability of the municipal district;*
- (c) to improve the overall quality of life of people in the local community;*
- (e) to ensure the services and facilities provided by the Council are accessible and equitable;”*

Section 3E of the Act provides that the functions of a Council include *“advocating and promoting proposals which are in the best interests of the community”*.

In addition, section 7 of the *City of Melbourne Act 2001*, (“the CoM Act”) provides additional objectives of this Council being:

- “(a) to ensure a proper balance within its community between economic, social, environmental and cultural considerations within the context of the City of Melbourne's unique capital city responsibilities;*
- (b) to develop and implement strategic directions and policies for the City of Melbourne in collaboration with the Government of the State to ensure alignment with that Government's strategic directions and policies for the City of Melbourne as the capital city of the State of Victoria;*
- (c) to co-ordinate with the State and Commonwealth Governments in the planning and delivery of services in the City of Melbourne in which those governments have an interest;*
- (d) to work in conjunction with the Government of the State on projects which that Government or the Council determines are significant to Melbourne.”*

Council’s commitment to the Commonwealth Games is consistent with the objectives and functions of Council as outlined in the Act and the CoM Act.

Kim Wood
Acting Manager Legal & Governance