

Melbourne

Australia

7-11 October

2008

gain the edge

- managing leading venues

WORLD'S SPORTING CAPITAL

EXCLUSIVE

INSIDER INFORMATION

NETWORK



About Melbourne

Home to the Australian Tennis Open, Australian F1 Grand Prix and the Spring Racing Carnival including the Melbourne Cup, Melbourne is truly the sporting capital of Australia. Frequently touted as one of the world's most 'liveable' cities, Melbourne is also one of the most multicultural places on earth.

Melbourne's pleasures are understated, and spring from the enormous diversity of its people who enjoy world class restaurants, sporting and cultural events, Australian wildlife and beautiful gardens and open spaces.

Transport

Transport to all tours and social activities is included in the program fee.

Location

Program will be conducted at the **RACV Club**, Level 2, 501 Bourke Street, Melbourne

melbourne



Formula One Grand Prix



Melbourne Cup

Who should attend?

- | CEOs
- | Government Officials
- | Facility Operators
- | Venue Managers
- | Project Managers
- | Event Managers
- | Builders and Architects

Program Overview

The International Sport Facility Management Program provides an outstanding opportunity for you to observe and learn from leading experts with practical experience in the conception, planning, design, construction, establishment and operation of major sport facilities.

During the 5-day workshop, participants will discuss and develop practical tools relating to each phase of the planning and operation of major facilities. The program also involves exclusive tours of the Melbourne Cricket Ground (MCG), Rod Laver Arena, Melbourne Sports and Aquatic Centre (MSAC) and Melbourne and Olympic Parks and enables networking with leading industry professionals.

"I found the program insightful and useful on many levels. I am involved in a couple of projects in various stages of design or construction and found the information from the Program to be applicable across various phases of these projects."

Bruce Mackay - Centre Manager - Monash Aquatic and Recreation Centre

"The Program is a rare gathering of industry professionals that enables the exchange of information, expertise and innovation as well as establishing networks that will be valuable for years to come. I have used the information gained, and the thinking that it prompted, since the course to build and establish the operation of a national standard sports facility. The program challenged me to think, was good value, and for anyone involved in venue management is one that is definitely worth attending."

Don Gordon - Riverway Manager - City of Thuringowa

"A comprehensive program from concept planning through to facility operation with excellent presenters and relevant case studies. It has certainly broadened my knowledge and provided me with a practical toolkit to apply to my projects."

Lex Verhoeven - Strategy Manager - Hastings District Council

Program Structure

The program consists of 5 modules delivered over 5 days in a workshop style format with case studies and tours of Melbourne's major sport facilities.

City of Melbourne skyline.



The 5 modules are

- Planning, Managing and Operating Major Sport Facilities
- Sport Facility Development
- Strategic Design of Facilities
- Sport Facility Management and the Environment
- Facility Establishment, Operations and Programming



Myrtha Pools was founded over forty years ago in Italy and today is the largest modular commercial pool builder in the world. Myrtha Pools have installations in over sixty countries worldwide. The Myrtha Pool system is a unique modular system that combines the use of stainless steel and PVC, to give a long life, low maintenance pool, and a drop in renovation system for failed or old concrete pools. Any shape and size is achievable. www.myrthapools.com



Variopool deliver custom designed swimming pool adjustable floors and pool movable booms, products that have been delivered to an international market. Successful Projects have included the design and installation of a unique 50m movable floor at Melbourne Sports and Aquatic Centre.

Hotel Check In | Program Registration

Accommodation for program participants is available at the prestigious RACV Club in the heart of Melbourne CBD.

Monday 6th October 2008

Arrival, hotel check in and registration

4.00pm - 6.00pm

Program registration at RACV Club



Day 1

Tuesday 7 October 2008

Welcome and Course Introduction

The secret to Melbourne's ability to attract major international sporting events lies in the conceptual planning of the city's sporting infrastructure. This module will explain the role and importance of concept planning in creating a legacy for a city.

Topics include:

Setting the Scene

| What is Occurring on the Australian and Global Market in Sports Facility Development?

| What are the Strategic Implications in Relation to Developing Facilities?

| What is Legacy Planning?

Presented by:

Simon Weatherill - CEO, State Sport Centres Trust

Program Facilitator:

Des Bethke OAM - Founder and Principal Consultant ,
Hunt & Hunt Consulting

Planning, Managing and Operating Major Sports Facilities

The translation of the Facility, Concept, Vision and Business Plan into a design feature and architectural drawings requires a design and documentation phase. This module outlines international trends and features Olympic developments in Beijing.

Topics include:

| International Trends

| Olympic Development Beijing

Presented by:

Alastair Richardson - Principal, HOK Sport

Mike King - Director, SGL Group

Panel Discussion

Simon Weatherill - CEO, State Sport Centres Trust

Mike King - Director, SGL Group

Alastair Richardson - Principal, HOK Sport

Facilitator:

Leighton Wood - Chief Executive, Sport Knowledge Australia



Melbourne Sports and Aquatic Centre

Cocktail Reception and Official Welcome

Time: 6.00pm - 8.00pm

Venue: Sir Redman Barry Room,
ANZ Tower Level 46,
55 Collins St,
Melbourne

Day 2

Wednesday 8 October 2008

Sport Facility Development

Participants will visit first hand the famous MCG and Rod Laver Arena. Chief Executives Stephen Gough and Brian Morris will facilitate the tours through these famous facilities and prepare participants for the case studies on the Strategic Design of Facilities on day 3.

Site visits of Melbourne Cricket Ground and Melbourne & Olympic Parks

Facilitated by:

Peter Wearne - Facilities Manager, Melbourne Cricket Ground

Brian Morris - CEO, Melbourne and Olympic Parks Trust

Design Issues

Critical Concept Planning

The expected process for the concept planning for the design of a facility is rarely if ever followed. Numerous issues – including the influence of creativity, the role of politics on priorities, the importance of designers and the testing of ideas and defining potential – all impact on the design outcome. This session will examine the various designs of Peter Brook and Peddle Thorp including the Melbourne Sports and Aquatic Centre and the National Tennis Centre and consider the issues and steps involved in finalising the concept for design, including the documentation process.

Presented by:

Peter Brook - Director, Peddle Thorp

Different Designs: Challenges and Pitfalls

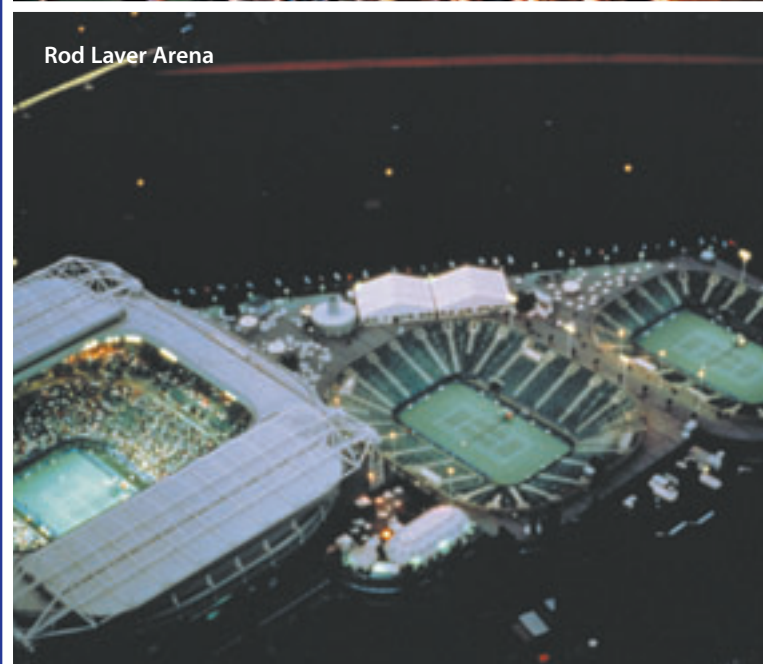
There are 4 design essentials: vision, content, static and dynamic conditions. However, the processes to achieving the design can be either divergent or convergent. The "Sports Model" used by Jackson Architecture will be examined to illustrate the problems and solutions for the design of the iconic Melbourne Cricket Ground and the Telstra Dome, Docklands.

Presented by:

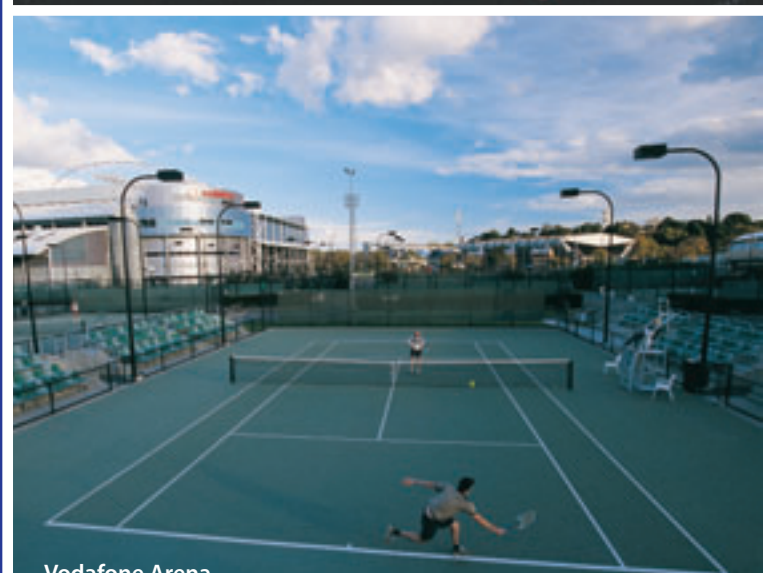
Daryl Jackson - Director, Jackson Architecture



The MCG



Rod Laver Arena



Vodafone Arena

Day 3

Thursday 9 October 2008

Strategic Design of Facilities

Today, we are more aware than ever before that the facilities and infrastructure that need to be built to host major events must be constructed with a long term view in mind. The day to day operation of these facilities long after the event has finished should be the major criterion driving their design and construction. Strategic infrastructure planning is critical to ensure the smooth transition of a stadium or multi purpose venue from its use for a major event, to its eventual absorption as a key component in a growing city,

Ensuring that these venues have a life beyond their special event and provide a lasting legacy for the community is one of the most important planning issues that governments and special event organising bodies face.

Case Study 1

Rod Laver Arena

Presented by:

Dr Ross Smith - Senior Lecturer, Australian Catholic University

Andrew Travis - General Manager Precinct Services, Melbourne & Olympic Parks Trust

Case Study 2

Melbourne & Olympic Parks

Presented by:

Brian Morris - CEO, Melbourne & Olympic Parks Trust

Dr Ross Smith - Senior Lecturer, Australian Catholic University

Wrap up of Case Study, followed by Q & A facilitated by Des Bethke.



Dinner

Participants will proceed to Melbourne's Southbank for a special dinner.



Sport Facility Management and the Environment

This module will provide participants with an understanding of how sport can affect the environment. Particular emphasis will be made in relation to developing, managing and refurbishing sports facilities that will have an improved environmentally sustainable footprint.

Topics Include:

| Sustainability & Environment

| Victorian State Government Position

'Create measurable environmental change through sport'

| Carbon emission

| Energy management

| Waste management

| Closed loop concept

| MSAC Case Study

| Current design

| New initiatives

| Future goals

| Independent Seminars (Concurrent sessions)

Developing an environmentally sustainable footprint

| What is a Green Facility

| Reuse of backwash water

| Water management –
supply corporation perspective

Presented by:

Robert Pascoe - Managing Director, Visy Closed Loop

Peter Murphy - General Manager Facilities,
State Sport Centres Trust



Presenters*

Simon Weatherill

Simon is currently the CEO of the State Sport Centres Trust, comprising the Melbourne Sports and Aquatic Centre, the Melbourne School of Sports & Recreation Management and the State Netball Hockey Centre. In addition to his extensive management experience, Simon has developed major 'greenfield site' sporting facilities in Melbourne including the MSAC project, the SNHC project and the MSAC Redevelopment, and the establishment of the Melbourne School of Sport and Recreation Management.

Alastair Richardson

Principal of HOK Sport, Alastair leads the Australasian and Asian efforts from the firm's Asian headquarters in Brisbane. Alastair manages a wide variety of large projects and has been the Design Director on a number of high profile, award winning projects such as Suncorp Stadium, Brisbane and Westpac Stadium in New Zealand, Melbourne Exhibition and Convention Centre Bid as well as the masterplan and redevelopment of The Royal National Agricultural Show Grounds in Brisbane.

Alastair is a member of the Management Board for HOK Sport Asia, and joined HOK Sport in 1996. With an extensive architectural design and planning background, he has been involved in the procurement and development of a range of complex buildings. Alastair has developed particular interest in advanced design technology and media and how these aspects can be integrated into successful architecture, creating unique buildings for a diverse range of clients.

Mike King

Michael King is a Director of the SGL Group and in the past 25 years, he has established a reputation for providing leading edge solutions to difficult leisure problems and he has completed in excess of 200 leisure related studies. Michael is recognised as one of the pre-eminent experts in aquatic and multi-use centre design and management and his knowledge has been widely sought after.

Leighton Wood

Leighton Wood is currently CEO of Sport Knowledge Australia, a Government funded program, seeking to position Australia as a world leader in sport knowledge through the international delivery of sport education products.

Leighton was CEO of the 2006 Commonwealth Games Organizing Committee ('Melbourne 2006'). He was also CE of the 2006 Commonwealth Games Bid and CE of the Melbourne Major Events Company, instrumental in winning a number of world sporting events.

Dr Ross Smith

Ross was a Senior lecturer in Physical Education for 16 years at what is now Deakin University. He has held positions of acting Director of the Australian Institute of Sport (AIS) for 3 years and Director of Sport Science, Sports Medicine and Research at the AIS for 10 years and was General Manager of Game Development at the Australian Football League for 4 years. He is currently working in the School of Exercise Science at the Australian Catholic University, where he was the Assistant Head of School in 2006/7.

Des Bethke OAM

Des Bethke is the founder and Principal Consultant of Hunt & Hunt Consulting. Des' distinguished career in the local government sector has spanned more than 30 years, including roles as an advisor to the Minister for Local Government, CEO of the City of Melbourne and Commissioner and Administrator of the City of Camberwell.

He is also Chair of the Ringwood Transit City Community Reference Group and Chair of the State Sport Centres Trust Community Consultative Committee. In 1996 Des was awarded the Medal of the Order of Australia (OAM) for services to local government and the community.

Day 5

Saturday 11 October 2008

Facility Establishment, Operations & Programming

As the construction phase nears completion, commissioning and handover become a critical aspect of managing the establishment of the facility. This module addresses facility testing, budgeting, staffing, establishment planning, programming and operation of the facility.

Case Study

Melbourne Sports and Aquatic Centre

Topics Include:

- | Tour of MSAC and Case Study
- | Facility Operations
- | Programming

Presented by:

- Simon Weatherill - CEO, State Sport Centres Trust
- Peter Murphy - General Manager of Facilities, State Sport Centres Trust
- Adam Luscombe - General Manager of Sports Venues, Melbourne Sports & Aquatic Centre

Summary and Conclusion

- | Town Hall Session General Wrap Up
- | Panel of Providers and Presenters



Daryl Jackson OA

Daryl Jackson is a Director of Jackson Architecture. Daryl's built works, together with his considerable teaching, writing and lecturing has had a significant influence on the course of Australian architectural development. In 1990, the public recognition of the quality of his services to architecture resulted in the conferring of an Order of Australia and an Honorary Fellowship of the American Institute of Architects.

Peter Brook

Peter Brook is a Director of Peddle Thorp in charge of Design, Town Planning and Urban Design. He has been responsible for the design and concept design of all projects undertaken by the firm since 1983. Peter holds a Masters in Urban Design from Harvard University and has used this skill to develop the masterplans for some of our most famous landmarks, including the Melbourne & Olympic Parks precinct.

Robert Pascoe

With extensive experience in both the packaging and recycling industries over the past 12 years, Robert Pascoe has largely contributed to the development of closed loop recycling; the provision of product which is then collected after use, recycled and remanufactured into new end use products.

In 2007 Robert established the Sport for the Environment foundation (S4E) in conjunction with a couple of industry colleagues. The mission of S4E is to create measurable environmental change through sport. S4E has engaged numerous high profile national sporting ambassadors to assist in the delivery of this mission.

Robert Pascoe is the Managing Director of Visy Closed Loop, a company which markets closed loop programmes in Australia. He is also the Founding Director of Closed Loop London, heads the advisory board for the Banksia Environmental Foundation and is a director of the Sydney Swans Football Club.

Brian Morris

Brian started his professional life in the hospitality industry. For a period of time he was engaged as a consultant for Coopers & Lybrand while also lecturing at the University of Pretoria with responsibility for the Chair of Tourism Management. Over a 10-year period with Sun International, Brian managed the development of a number of large multi-use entertainment precincts. In 2000, Brian moved to Australia to take up the role of Chief Operating Officer of the newly opened Fox Studios Australia. He subsequently managed the Victorian operation of Staging Connections before taking up his present position as the Chief Executive Officer of Melbourne & Olympic Parks.

Andrew Travis

Andrew is the General Manager Precinct at Melbourne & Olympic Parks. He is responsible for all aspects of stadium operations and hirings, tenant management, asset management, the service delivery of building, sportsground and parkland maintenance, car parking and capital projects.

Prior to this role he was the General Manager Operations at Telstra Dome. Andrew's role had a diverse portfolio of highly visible service delivery responsibilities comprising event management, asset management, turf management, security, safety, risk management and car parking operations.

Adam Luscombe

Adam Luscombe is the General Manager of Sports Venues at the Melbourne Sports and Aquatic Centre. Adam has a strong background in aquatics from his own professional swimming career as well as the coaching and management perspective as Team Manager for the 2004 Athens Paralympic Games, Director of Swimming for various schools and swim clubs and served in various coaching roles.

Peter Murphy

Peter is the General Manager of Facilities for the State Sport Centres Trust's properties including the Melbourne Sports and Aquatic Centre, the State Netball Hockey Centre and the Melbourne School of Sport and Recreation Management.

Previously Peter has had senior facility management roles with major sports facilities and health facilities.



The Melbourne School of Sport and Recreation Management, provides professional development training, sport management consultancy and career management services designed to benefit the sport and recreation industry at every level. Based at Melbourne Sports and Aquatic Centre, MSSRM specialises in offering a range of industry based services to assist professionals and organisations involved in the management of sporting organisations, events and facilities.

www.mssrm.com.au



SPORT KNOWLEDGE AUSTRALIA

Sport Knowledge Australia (SKA) began operations in January 2005 as the Australian Government's International Centre of Excellence in Sports Science and Management. It seeks, through the delivery of high quality executive sport education product and an extensive research programme, to position Australia internationally as a source of best practice sport knowledge. Its premium education products include intensive, residential programmes in Sydney and Melbourne and short courses delivered around the world through a network of delivery partners. SKA leading edge product combines best Australian and international academic talent with industry best practitioners in the areas of sport management, venue management, event management and athletic performance, including coaching and sports science.

www.sportedu.org



The State Government of Victoria, through the Department of Innovation, Industry and Regional Development (DIIRD), and the Industry Capability Network (ICN), is working to maximise the ongoing benefits to the Victorian economy in investment and export around major sporting events.

www.iird.vic.gov.au

www.icn.org.au

The 3rd Annual International Sport Facility Management Program is proudly sponsored by



Sponsor of Day 4 - Sport Facility Management and the Environment

The Melbourne School of Sport and Recreation Management
375 Albert Road,
Albert Park, Victoria Australia 3206
Phone +61 3 9926 1300 Fax +61 3 9926 1333
Email: admin@mssrm.com.au www.mssrm.com.au

Sport Knowledge Australia
L1 Building A, 1 Herb Elliott Ave, Sydney Olympic Park NSW 2127 Australia
PO Box 3400, Rhodes Shopping Centre, NSW 2138 Australia
Phone + 61 2 9390 9390 Fax +61 2 9390 9391
Email: k.stephenson@sportedu.org www.sportedu.org