



Australian Government
Australian Trade and Investment Commission



AUSTRALIA. CREATING WORLD CLASS SPORTING EVENTS.

GLOBAL EXPERIENCE.
PROVEN CAPABILITY.
INNOVATIVE SOLUTIONS.





A DISTINGUISHED TRACK RECORD

Australian companies have been at the forefront of the world's premier sporting events for many years, demonstrating a global track record of knowledge, experience and expertise. In being declared "the best ever" Olympic Games by Juan Antonio Samaranch, former IOC President, the Sydney 2000 Olympic Games set the benchmark for all future sporting events and positioned Australia as a world-leader in major sporting event delivery – a position that Australian companies have since built upon globally.

Australian event specialists have played key roles in the successful hosting of major international sporting events in Australia, including IRB Rugby World Cup 2003, Melbourne 2006 Commonwealth Games, AFC Asian Cup 2015, ICC Cricket World Cup 2015 and Rugby League World Cup 2017. This strong pedigree continues with the hosting of the Gold Coast 2018 Commonwealth Games and the ICC World T20 tournament to be held in Australia in 2020.

On the international stage, Australian companies have led the way, shaping the delivery of every Olympic and Paralympic Games since Sydney 2000, as well as FIFA World Cups, IRB Rugby World Cups, ICC Cricket World Cups, Commonwealth Games and various regional events, such as Asian Games, Asian Cups and Pan-American Games.

Australian expertise has played a pivotal role in enabling countries to leverage the hosting of major international sporting events to enhance their global image, develop sustainable infrastructure and achieve positive social outcomes by encouraging higher sports participation rates.

DEMONSTRATED GLOBAL EXPERIENCE

Australia's sharing of its expertise is impressive, with diverse and innovative solutions being tailored for key international sporting events across the globe. It is no coincidence that most of the organising committees for these events have an Australian presence.

Australian companies have played key roles in the success of many events, including:

- › Design development for New Doha International Stadium, FIFA World Cup, Qatar, 2022
- › Security program management and planning, FIFA World Cup, Qatar, 2022
- › Planning services, IRB Rugby World Cup, Japan, 2019
- › Design of the Sochi, Kazan and Rostov stadiums, FIFA World Cup, Russia, 2018
- › Design of the Jakarta International Velodrome, Asian Games, Jakarta, 2018
- › Design and implementation of a workforce management platform, Super Bowl, Houston, 2017
- › Project planning, event operations and management services, Olympic Games, Rio, 2016
- › Provision of furniture and sports equipment, Olympic Games, Rio, 2016
- › Design of multicultural community engagement program, AFC Asian Cup, Australia, 2015
- › Venue overlay services, AFC Asian Cup, Australia, 2015
- › Sport presentation, Commonwealth Games, Glasgow, 2014
- › Development and project management of the Olympic Village, Olympic Games, London, 2012
- › Construction of the pink and blue synthetic hockey pitch, Olympic Games, London, 2012
- › Pyrotechnic provisions and special effects for Ceremonies, Rugby World Cup, New Zealand, 2011
- › Emergency management assurance, policies and village operations, Commonwealth Games, India, 2010
- › Roof construction of the Nelson Mandela Bay Stadium, FIFA World Cup, South Africa, 2010
- › Executive Producer/Artistic Director, Opening and Closing Ceremonies, Winter Olympics, Vancouver, 2010
- › Planning and transfer of knowledge seminars, Asian Games, Guangzhou, 2010
- › Design of National Aquatic Centre ('Water Cube'), Olympic Games, Beijing, 2008



Image courtesy of Red Elephant



Archery VR experience – Image courtesy of Lightweave

PROVEN CAPABILITY

Australia's expertise is extensive, stretching across the lifecycle of major sporting events, including:

- › Event assessment and bidding
- › Strategic planning
- › Governance and organisational structure development
- › Venue design and construction, including master planning, overlay and non-competition infrastructure
- › Functional and operational planning services
- › Event management and operations
- › Cultural services and ceremonies
- › Product design and supply
- › Innovative solutions and technology

INNOVATIVE SOLUTIONS

Innovative solutions and emerging technologies are key to Australia's success in and around premier sporting events. Australian companies embrace new and evolving technologies and view the emergence of virtual and augmented reality and artificial intelligence as game-changing opportunities to enhance the experience of viewers, spectators and participants.

Recognising the importance of data capture and data-driven decision making and the transformational potential of the digital economy, Australian companies think outside the box and leverage market-leading experience and emerging technologies to deliver smarter, more efficient solutions to complex issues in this rapidly-changing environment.

CREATING WORLD CLASS SPORTING EVENTS

With a presence in almost every country hosting a major sporting event over the next decade, your local Australian Trade and Investment Commission (Austrade) office can connect you to Australian specialists with the vision and proven capability to help create your premier sporting event.

Email info@austrade.gov.au
Visit austrade.gov.au
Call 13 28 78

Austrade helps companies around the world to source Australian goods and services. Our assistance includes:

- providing insight on Australian capabilities
- identifying potential investment projects and strategic alliance partners
- helping you identify and contact Australian suppliers.

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