Welcome

As a proud Melburnian it gives me great pleasure to be involved in bringing such a prestigious event not only to Melbourne, but also to regional Victoria and for all Australia to enjoy. A city with a proud and enviable reputation for staging major sporting and cultural events will once again shine as the host of the XVIII Commonwealth Games in March 2006.

This cannot be done alone and it is the invaluable and enthusiastic participation of sponsors which will enhance greatly the success of the Games.

I thank you, on behalf of the Victorian Government, the Games Board and the Organising Committee, for your wonderful contribution and commitment to the Games. I can assure you that our team will support you to maximise your investment in the Melbourne 2006 Commonwealth Games.

Welcome aboard and enjoy the experience.

Ronald J Walker AC CBE
Chairman
Melbourne 2006 Commonwealth Games
The Melbourne 2006 Commonwealth Games will be
The Melbourne 2006 Commonwealth Games will be beamed to a worldwide audience of around 1 billion people.
Over 11 days of competition a worldwide audience of over 20 million will have watched the games.
Over 11 days of competition a worldwide audience of over 20 million will have watched the Games.

of over 20 million will have watched the Games.
4,500 athletes will compete from 71 nations.
71 nations of the Commonwealth, representing...
over a third of the world’s population.
The Melbourne 1956 Olympic Games had 3,184 athletes competing in 15 sports. It is anticipated that 4,500 athletes will compete in Melbourne in 16 sports and 24 disciplines.
“The 2006 Commonwealth Games will be a landmark in Melbourne’s history.”
Vision

“The 2006 Commonwealth Games will be a landmark in Melbourne’s history, creating long term benefits for Victorians, Australians and the Commonwealth”.

Mission

“To organise the successful celebration of the XVIII Commonwealth Games in Melbourne, Australia in 2006 as a world class event and competition, and where possible, exceed the expectations of the stakeholders.”

In fulfilling its mission the Melbourne 2006 Commonwealth Games will seek to be a good corporate citizen and exhibit the following values in its day to day operations:

Integrity
Honesty
Competence
Inclusiveness
Transparency
Dynamism
Responsiveness
Key Objectives

- Conduct the competitions to the highest possible standard.
- Provide the athletes and officials with facilities and support services which enable them to perform to the best of their ability and enjoy a happy and comfortable Games.
- Make the Games as accessible as possible and provide Games spectators with a safe, enjoyable and memorable experience.
- Involve and enthuse the people of Melbourne, Victoria & Australia.
- Achieve commercial targets by providing high quality investment opportunities and superior customer service levels.
- Ensure that media coverage of the Games is positive and comprehensive.
- Achieve a unique product position.
- Reinforce appreciation of the value of the Commonwealth and the role and importance of the Commonwealth Games.
- Leave behind valuable legacies.
- Maintain a high level of financial probity and accountability and provide value for money for the Government of Victoria & other partners.
Games Contribution

- Enhancing Melbourne’s reputation
- Creating benefits and legacies for Victorians
- Promotion of sport for health and social cohesion
- Supporting Australia’s role in the Commonwealth
- Economic impact e.g. Manchester >$2 billion

- Jobs stimulus
- International image
- Community confidence
- Sports participation
- Powerful tourism opportunity – 90,000 visitors forecast to visit Melbourne (50,000 Domestic, 40,000 International)
Organisational Overview

Organisational Structure
Board of Directors
Divisions
Departments
Programs
(Refer to Organisational Chart)

Board of Directors
The Organising Committee has a board of 12 consisting of 6 members nominated by the State Government of Victoria, 4 members nominated by the Australian Commonwealth Games Association and 2 members nominated by the Commonwealth Games Federation.

Ronald J. Walker AC CBE
Chairman

Salvatore (Sam) Coffa AM JP
Deputy Chairman

Perry Crosswhite
Board Member

Michael S. Fennell C.D.
Board Member

John Tiernan
Board Member

Alison Lansley
Board Member

Frank King
Board Member

Fran Thorn
Board Member

Don Stockins OAM
Board Member

Peter Bartels AO
Board Member

Sue Taylor AM
Board Member

Colin B Carter OAM
Board Member
Melbourne 2006 Stakeholders

• Sponsor Family
• Commonwealth Games Federation (CGF)
• Australian Commonwealth Games Association (ACGA)
• Federal Government
• State Government of Victoria
  - Office of Commonwealth Games Coordination (OCGC)
• City of Melbourne

• Sports Federations
• People of the Commonwealth
• Athletes of the Commonwealth
• Nine Network
  - Australian broadcast rights holder
• TWI – Host Broadcaster
Key Contacts

Chris Barnum
Group Manager
Sponsor Services
(03) 9613 2028
0400 130 845
chris.barnum@melbourne2006.com.au

Brooke Nicholson
Coordinator
Sponsor Services
(03) 9613 2204
0416 242 391
brooke.nicholson@melbourne2006.com.au

Ty Speer
General Manager
Sales & Commercial
(03) 9613 2085
ty.speer@melbourne2006.com.au

Melbourne 2006 Commonwealth Games
Postal: Locked Bag 2006
South Melbourne 3205
Street: World Trade Centre
Concourse Level
Siddeley Street, Melbourne
Web: www.melbourne2006.com.au
Phone: (03) 9613 2006
Fax: (03) 9613 2000
Commonwealth Organisations

Commonwealth Games Federation
The heart of the Commonwealth Games Federation’s (CGF) work is to dynamically promote and celebrate a unique, friendly and world class Commonwealth Games. Their role stretches beyond facilitation of the Commonwealth Games, and as a means of improving society and the general well being of the people of member nations, the Federation encourages and assists education via sport development and physical recreation throughout the Commonwealth. For more information on the CGF, log on to their official website: www.thecgf.com

Australian Commonwealth Games Association
The Australian Commonwealth Games Association (ACGA) is the national body responsible for Commonwealth Games operations, publicity and development in Australia specifically providing and organising funding, clothing, travel, accommodation and accreditation of athletes and officials to each Commonwealth Games. The ACGA is both an incorporated association and a non-profit organisation. For more information on the ACGA, log onto their official website: www.ausport.gov.au/acga
Games Information

Melbourne will host the XVIII Commonwealth Games and is the fourth Australian city to host the Games following Sydney (1938), Perth (1962) and Brisbane (1982).
Melbourne 2006 is not only about today and March 2006, but also about the legacies and memories that the Games will leave everyone touched by the event. It’s about creating moments in time and significant memories.

The Melbourne 1956 Olympic Games evokes special feelings. Similarly, the Melbourne 2006 Commonwealth Games will be a spectacular celebration where history will be made.

Melbourne will proudly host the XVIII Commonwealth Games in 2006 and is determined to enhance the event’s reputation as ‘the friendly Games’. The 2006 Commonwealth Games will be the largest sporting event to be staged in Melbourne since the 1956 Olympic Games.


Expected Profile

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nations</td>
<td>71</td>
</tr>
<tr>
<td>Athletes</td>
<td>4,500</td>
</tr>
<tr>
<td>Team Officials</td>
<td>1,500</td>
</tr>
<tr>
<td>Technical Officials</td>
<td>1,200</td>
</tr>
<tr>
<td>Suppliers</td>
<td>5,000</td>
</tr>
<tr>
<td>Media</td>
<td>3,100</td>
</tr>
<tr>
<td>Volunteers</td>
<td>15,000</td>
</tr>
</tbody>
</table>
Sports Program

- Aquatics
  - Swimming
  - Diving
  - Synchronised Swimming

- Athletics

- Badminton

- Basketball

- Boxing

- Cycling
  - Track
  - Road
  - Mountain Bike

- Gymnastics
  - Artistic
  - Rhythmic

- Hockey

- Lawn Bowls

- Netball

- Rugby 7’s

- Shooting
  - Clay Target
  - Full Bore
  - Pistol
  - Small Bore

- Squash

- Table Tennis

- Triathlon

- Weightlifting

- Elite Athletes with a Disability (EAD) Events include:
  - Swimming
  - Athletics
  - Table Tennis
  - Powerlifting
## Commonwealth Nations

- Anguilla
- Antigua & Barbuda
- Australia
- Bahamas
- Bangladesh
- Barbados
- Belize
- Bermuda
- Botswana
- British Virgin Islands
- Brunei Darussalam
- Cameroon
- Canada
- Cayman Islands
- Cook Islands
- Cyprus
- Dominica
- England
- Falkland Islands
- Fiji
- Gibraltar
- Ghana
- Grenada
- Guernsey
- Guyana
- India
- Isle of Man
- Jamaica
- Jersey
- Kenya
- Kiribati
- Lesotho
- Malawi
- Malaysia
- Maldives
- Malta
- Mauritius
- Montserrat
- Mozambique
- Namibia
- Nauru
- New Zealand
- Nigeria
- Niue
- Norfolk Island
- Northern Ireland
- Pakistan
- Papua New Guinea
- Samoa
- Scotland
- Seychelles
- Sierra Leone
- Singapore
- Solomon Islands
- South Africa
- Sri Lanka
- St Helena
- St Kitts
- St Lucia
- St Vincent & the Grenadines
- Swaziland
- Tanzania
- The Gambia
- Tonga
- Trinidad & Tobago
- Turks & Caicos Islands
- Tuvalu
- Uganda
- Vanuatu
- Wales
- Zambia
Competition Venues

- Melbourne Cricket Ground (MCG)  
  Athletics, Opening & Closing Ceremonies, Marathon (Start & Finish)
- Rod Laver Arena (Melbourne Park)  
  Gymnastics (Rhythmic & Artistic)
- Multi Purpose Venue (Melbourne Park)  
  Basketball Finals, Netball Finals, Track Cycling
- Melbourne Sports and Aquatic Centre  
  Aquatics (Swimming, Synchronised Swimming, Diving), Squash, Table Tennis
- Melbourne Exhibition Centre  
  Badminton, Boxing, Weightlifting
- Telstra Dome  
  Rugby 7s
- State Netball Hockey Centre  
  Hockey, Netball Preliminaries
- Royal Botanic Gardens  
  Road Cycling
- Melbourne Gun Club (Lilydale)  
  Shooting (Clay Target)
- Melbourne International Shooting Club  
  Shooting (Small Bore & Pistol)
- Wellsford Rifle Range (Bendigo)  
  Shooting (Full Bore)
- State Mountain Bike Centre  
  (Lysterfield Park) – Mountain Bike
- State Lawn Bowls Centre  
  Lawn Bowls
- Regional Basketball – Ballarat, Bendigo, Geelong, Traralgon (TBC)  
  Basketball Preliminaries
- St Kilda Foreshore – Triathlon
- Docklands (TBC) – Walks

NOTE: Competition venues subject to change at any time without notice. Do not rely on the accuracy or completeness of this information.
## Previous Host Countries

<table>
<thead>
<tr>
<th>Year</th>
<th>City</th>
<th>Country</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1930</td>
<td>Hamilton</td>
<td>Canada</td>
<td>16-23 August</td>
</tr>
<tr>
<td>1934</td>
<td>London</td>
<td>England</td>
<td>4-11 August</td>
</tr>
<tr>
<td>1938</td>
<td>Sydney</td>
<td>Australia</td>
<td>5-12 February</td>
</tr>
<tr>
<td>1942</td>
<td>World War II</td>
<td>World War II</td>
<td></td>
</tr>
<tr>
<td>1946</td>
<td>Auckland</td>
<td>New Zealand</td>
<td>4-11 February</td>
</tr>
<tr>
<td>1950</td>
<td>Vancouver</td>
<td>Canada</td>
<td>30 July-7 August</td>
</tr>
<tr>
<td>1954</td>
<td>Cardiff</td>
<td>Wales</td>
<td>18-26 July</td>
</tr>
<tr>
<td>1958</td>
<td>Perth</td>
<td>Australia</td>
<td>21 Nov-1 Dec</td>
</tr>
<tr>
<td>1962</td>
<td>Kingston</td>
<td>Jamaica</td>
<td>4-13 August</td>
</tr>
<tr>
<td>1966</td>
<td>Edinburgh</td>
<td>Scotland</td>
<td>16-25 July</td>
</tr>
<tr>
<td>1970</td>
<td>Christchurch</td>
<td>New Zealand</td>
<td>24 Jan-2 Feb</td>
</tr>
<tr>
<td>1974</td>
<td>Edmonton</td>
<td>Canada</td>
<td>3-12 August</td>
</tr>
<tr>
<td>1978</td>
<td>Brisbane</td>
<td>Australia</td>
<td>30 Sept-9 Oct</td>
</tr>
<tr>
<td>1982</td>
<td>Edinburgh</td>
<td>Scotland</td>
<td>24 July-2 Aug</td>
</tr>
<tr>
<td>1990</td>
<td>Auckland</td>
<td>New Zealand</td>
<td>24 Jan-3 Feb</td>
</tr>
<tr>
<td>1994</td>
<td>Victoria</td>
<td>Canada</td>
<td>18-28 Aug</td>
</tr>
<tr>
<td>1998</td>
<td>Kuala Lumpur</td>
<td>Malaysia</td>
<td>10-20 Sept</td>
</tr>
<tr>
<td>2002</td>
<td>Manchester</td>
<td>England</td>
<td>25 July-4 Aug</td>
</tr>
</tbody>
</table>

## Games per Country

<table>
<thead>
<tr>
<th>Country</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>4</td>
</tr>
<tr>
<td>New Zealand</td>
<td>3</td>
</tr>
<tr>
<td>Australia</td>
<td>3</td>
</tr>
<tr>
<td>England</td>
<td>2</td>
</tr>
<tr>
<td>Scotland</td>
<td>2</td>
</tr>
<tr>
<td>Wales</td>
<td>1</td>
</tr>
<tr>
<td>Jamaica</td>
<td>1</td>
</tr>
<tr>
<td>Malaysia</td>
<td>1</td>
</tr>
</tbody>
</table>
The first Commonwealth Games (then known as the British Empire Games) took place in Hamilton, Ontario, Canada in 1930. Bobby Robinson, a key force within athletics in Canada, finally implemented the event that had been talked about amongst Commonwealth nations for over thirty years. Eleven countries boasting 400 athletes in total participated in the first Games. $30,000 was provided by the City of Hamilton to these nations in order to defray travel costs.

Since then, the Games have been conducted every four years except for 1942 and 1946, due to World War II. Sixteen Games have been held in total, with three of these hosted by Australian cities - Sydney 1938, Perth 1962 and Brisbane 1982.

From 1930 to 1950 the Games were known as the British Empire Games, then the British Empire and Commonwealth Games until 1962. From 1966 to 1974 they took on the title of British Commonwealth Games and from 1978 onwards they have been known as simply the Commonwealth Games.

While other Games around the globe have been founded on geographic or climatic factors such as the Asian, Pan Am, African Games and Winter Olympics, the Commonwealth Games has been founded on history. Unique characteristics of the Commonwealth Games include being the only Games which shares a common language. All athletes and officials can converse with each other in English, creating an atmosphere that has led to the Commonwealth Games being long known as the “Friendly Games”.

Unlike other sporting occasions, the Commonwealth Games brings together nations from every corner of the world in a unique family spirit of shared history, of common experiences, of a uniting language, of links that transcend cultural barriers and physical borders. The bonds of the Commonwealth Games help to encourage and support the pursuit of health and fitness in each of the member countries and provide an inspiration for youth to strive for excellence.

Every four years, the 71 nations of the Commonwealth gather to enjoy the friendship, entertainment and sporting performances that make the Commonwealth Games the most tangible mortar that binds together this unique family of nations.
Melbourne 2006 Facts

• Melbourne will host the XVIII Commonwealth Games and is the fourth Australian city to host the Games following Sydney (1938), Perth (1962) and Brisbane (1982).

• The Melbourne 1956 Olympic Games had 3,184 athletes competing in 15 sports. It is anticipated that 4,500 athletes will compete in Melbourne in 16 sports and 24 disciplines.

• Eleven countries, including Australia, participated in the first British Empire Games in Hamilton, Canada in 1930.

• There are 71 nations in the Commonwealth, representing over a third of the world’s population.

• Athletics, boxing, and swimming are the only sports to have been on the program at every Games – they will continue their unbroken participation in Melbourne.

• Following the introduction of team sports in Kuala Lumpur in 1998, each Games must now have a minimum of 2 and maximum of 4 team sports. In 2006 team sports included on the program are basketball, hockey, rugby 7’s and netball.

• Melbourne 2006 will introduce basketball to the sports program for the first time at the Commonwealth Games. After making their debut in Manchester, table tennis, mountain bike and triathlon will return.

• 14 of the 16 sports at the Melbourne 2006 Commonwealth Games will be staged at venues within a three kilometre radius of the CBD.

• A new 50-metre competition pool will be constructed at the Melbourne Sports and Aquatic Centre ensuring that Melbourne has one of the best aquatic facilities in the world.

• The Commonwealth Games Village in Parkville will become the home away from home for 6,000 athletes and officials.

• The Main Dining Hall at the Games Village will seat 1,800 athletes at any one time and cater for 20,000 meals per day.
Melbourne 2006 Facts

• The Games Village is traditionally open for a total of 25 days, starting 10 days before the Opening Ceremony to allow athletes the necessary time to acclimatise and adjust to their surrounds before they compete. The Games Village closes 3 days after the Closing Ceremony to allow enough time for each team’s departure.

• A 12-day cultural and free entertainment program will fill Melbourne CBD, parks and gardens with activity during the Games. For the first time the entire MCG/Melbourne Park precinct will join with the city, Birrarung Marr and the Yarra and will transform Melbourne.

• Visitors to the Games are unlikely to go hungry - or thirsty. Victoria has around 3,500 restaurants with 2,500 of them within metropolitan Melbourne and 400 in the CBD. There are more than 320 wineries, 100 within one hour of the city. Visitors also have a place to stay - Melbourne has 25,000 hotel beds within 5km of the city.

• Melbourne’s transport system is well developed, diverse and fully integrated with the fourth largest tramway system in the world. It stretches along 244 kilometres of track and has 450 trams efficient in delivering spectators to major events.

• Victoria has a population of approximately 4.7 million people speaking 170 languages, not surprising when you consider that one in four Victorians were born overseas.

• The MCG will host the opening and closing ceremonies and track and field in 2006. The ‘G’ has a long history of hosting track and field competition, most famously for the 1956 Olympic Games. The MCG was also the home of the first amateur athletics meeting in Australia in September 1864 and the first ever Australasian athletics championship in 1893.

• The Queen’s Baton Relay carries the Queen’s message to the athletes competing in the Games which is traditionally read at the opening ceremony. The Queen’s Baton will travel 16,936 kilometres from Buckingham Palace through the Commonwealth, before travelling around Australia on its journey to the MCG.
2.5 Queen’s Baton Relay

**Queen’s Baton Relay**

- A major pre-Games promotional activity
- Building awareness & excitement
- Encompass all Commonwealth nations
- Major focus of community participation
- International & National celebrations

The Queen’s Baton contains a special message from the Queen for the people and the athletes of the Commonwealth. It leaves Buckingham Palace and travels throughout the Commonwealth nations before arriving at the host city for the Opening Ceremony of the Games, at which time it is opened and is historically read by the Queen.

The Relay aims to generate excitement and support for the Games and provides important promotional support for the event and showcases the rich diversity of the nation at home and around the world. The route for the Melbourne 2006 Commonwealth Games Queen’s Baton Relay is yet to be finalised.

**Queen's Baton Relay – Manchester 2002**

- Travelled approximately 59,000 miles
- Visited 23 Commonwealth Nations

In the UK the Baton was:
- On parade 10-12 hours per day
- Carried by 5,000 people
- Welcomed by 59 community celebrations
Major Activities

Ceremonies
• Opening & Closing spectulars
• Thousands of cultural groups and performers will participate

Entertainment & Cultural Program
• Free entertainment at key city precincts and Games venues
• Includes Live Sites

Volunteers Program
• Up to 15,000
• Community ambassadors
• Recruitment commences early 2005

Education Program
• Victorian Program
• Primary & Secondary Schools

Games Legacies

Leveraging the Games through:
• Tourism
• Environment
• Industry / Business
• Education
• Sports Participation
• Equal Access
• Respecting Indigenous Communities
• Engaging Local Communities
• Volunteers
• Employment and Training
Environment Policy

The Victorian Government is committed to demonstrating leadership in environmental performance and ensuring that the Games are managed in a way that is environmentally sound, economically viable and socially responsible. These commitments will ensure that Victoria stages an event that delivers long-term legacies and sustainable assets for our communities and State.

The Government’s key commitments for achieving an environmentally sustainable Games have been developed in the context of the recommendations of the Commonwealth Games Advisory Committee (Environment).

Under the Environment Policy, the 2006 Commonwealth Games will be the first ever carbon-neutral major multi-sport event. In achieving an environmentally-sound, economically-viable and socially-responsible Games, the Government has made the commitment to:

**Carbon Neutral**
Offset marginal excess emissions of greenhouse gases via the planting of 2.5 million trees, minimise emissions of greenhouse gases, minimise energy use and encourage use of energy from renewable sources, reduce motor vehicle use and encourage the use of public transport, walking and cycling.

**Low Waste**
Minimise waste generation associated with Games infrastructure developments and operations, maximise diversion of wastes from landfill.

**WaterWise**
Minimise portable water use and maximise recycling and sustainable management of stormwater and wastewater.

The delivery of these outcomes will involve the development and implementation of environmentally sustainable procurement criteria, appropriate management systems to meet environmental objectives, partnerships within the community, industry and Government to improve environmental performance and promote achievements, and a monitoring and reporting framework to monitor achievement of environmental performance targets.

For a copy of the M2006 environment policy, please log onto GamesNet or contact Brooke Nicholson: brooke.nicholson@melbourne2006.com.au
14 of the 16 sports at the Melbourne 2006 Commonwealth Games will be staged at venues within a three kilometre radius of the CBD.
GamesNet

GamesNet provides the sponsor family with the latest information on the Melbourne 2006 Commonwealth Games and is your on-line resource, delivering up to date information in support of leveraging your involvement with the greatest sporting event Victoria has ever seen.

GamesNet will be your primary outlet for all Melbourne 2006 Commonwealth Games sponsorship information, in a comprehensive and user-friendly manner. Information that can be accessed on GamesNet include:

- Games Information
- Games News
- Team News
- Visual Identity Guidelines including all digital files
- Games Mascot - ‘Karak’ information and relevant digital files
- Activity Endorsement Information & Submission Forms
- Sponsorship Contacts
- Useful Links
- Sponsor Family Information
- Licencing Information
- Rights Protection Program
- Legacy Programs

After completing the Extranet user policy for third parties application form and returning it to Melbourne 2006, a username and password will be allocated to you to allow access to GamesNet.
One of Melbourne 2006 Commonwealth Games’ most valuable assets is its visual identity. It is an extremely important tool in differentiating us and providing positive associations with all those who come in contact with it. A visual identity is made up of many elements - when carefully integrated they provide a look, feel and tone of voice for our communications which can influence perceptions, opinions and expectations.

Sport and culture are combined in the Melbourne 2006 Commonwealth Games visual identity. Conveying sport as a performing art, the visual identity captures that moment when achievement is united with excellence. The visual identity seeks to capture the hallmarks of the Commonwealth Games and combine them with Melbourne’s passion for sport and the arts. The creative idea – “Winning Together” – combines a shared passion for sport and a burning motivation to excel, that is inspired by brilliant performance and culminates with an intense emotional experience and rewarding outcomes.

The Melbourne 2006 Visual Identity Guidelines are able to be accessed and downloaded from GamesNet. Usage of various elements of the M2006 brand identity is subject to individual sponsor agreements.
To ensure that the integrity of the Melbourne 2006 Commonwealth Games brand identity is maintained at all times and that contractual obligations are met, it is necessary for all applications of the M2006 Brandmark, Games Mascot, Games related wording and other items from the M2006 Visual Identity manual be submitted for review and written endorsement by Melbourne 2006 Commonwealth Games be given. The Melbourne 2006 Commonwealth Games Brandmark must not be used in any manner without prior written endorsement by Sponsor Services.

Melbourne 2006 Sponsor Services are your resource to support your marketing activities and assist to facilitate enquiries, explore opportunities for leveraging, assist with operational obligations and protect your Games association. It is important that Melbourne 2006 reviews your proposal activities to ensure all communication is effective and relevant.

The Sponsor Activity Endorsement Program Policy and samples of the endorsement submission forms are able to be accessed and downloaded from GamesNet.
Official Mascot – Karak

Karak is a South-eastern Red-Tailed Black Cockatoo – one of Australia’s most endangered native animals. Named after his birdcall, Karak is distinctly Australian and welcoming to all, making him the perfect Mascot to unite Australians and embody the spirit of the Games.

Karak is very much Melbourne in essence – vibrant, friendly, dynamic, sophisticated, cosmopolitan and lots of fun. However, he also reflects the nature of all the people who live in Australia, and indeed the Commonwealth. Karak loves nothing more than to talk about sport and culture and takes his job as the Official Mascot for the Melbourne 2006 Commonwealth Games very seriously.

Karak’s role is to communicate the ideals of the Melbourne 2006 Commonwealth Games. He is a proud ambassador and tangible identity of the Games. He is a goodwill messenger who will play an important educational role teaching adults and children about sport, sportsmanship, participation in sport, and all the key messages of the Melbourne 2006 Commonwealth Games. His mission is to inspire, entertain, inform and embrace people in a friendly, welcoming style that encapsulates the spirit of Victoria and the Commonwealth Games.

Karak is keen to spread the excitement of the Commonwealth Games and eager to be part of Melbourne 2006’s sponsor family activities. Karak’s standard operating policy and booking form are able to be accessed and downloaded from GamesNet.

Karak’s Image Guidelines can be found within the M2006 Visual Guidelines.
Footage and Photography

The following media outlets are able to assist in sourcing footage and/or photography from past Commonwealth Games, and other international sporting events. There are also a variety of other image libraries who offer Commonwealth Games footage and photography for commercial use.

**BBC**
BBC were the host broadcaster for the 2002 Manchester Commonwealth Games and are therefore able to provide the relevant footage. Log on to: www.bbcmotiongallery.com.au for more information or contact:
Melissa Soobratty
Assistant Sales Executive
Sport – BBC Motion Gallery
Tel: +44 (0) 20 8433 2573 (UK based)
Email: melissa.soobratty@bbc.co.uk

**Getty Images**
Getty Images Sport is the ultimate sports picture syndication network, were the preferred photographer of the 2002 Manchester Commonwealth Games and hold some 700,000 digital hi-resolution password protected images. To register please visit www.gettyimages.com/newsandsport or contact:
Shane Hatchard
Victorian Account Executive
Tel: (03) 9428 6146
Email: shane.hatchard@gettyimages.com.au

**Tourism Victoria**
Tourism Victoria’s official Online Image Library, Visions of Victoria, allows you to search, select, order and download photographs, video footage and digital files of Melbourne’s landscape. To become a registered user of Visions of Victoria log on to: www.visionsofvictoria.com or contact:
Robert Mason
Tourism Victoria
Tel: (03) 9653 9877
Email: robert.mason@dsd.vic.gov.au
Licensees and Corporate Fulfillment

**General Licensees**
Licensees are companies who have been appointed by the M2006 Board to manufacture Official Licensed Products and who have considerable experience in key areas such as manufacturing, wholesaling, sourcing, events and licensing. A royalty (percentage of sales) from the sale of each licensee’s product goes towards funding the Games. Only Licensees are authorised to produce Official Licensed Products for retail distribution and all Licensees have been fully briefed on the use of all M2006 Intellectual Property, making the approval process much easier.

Similar to our arrangement with our sponsor family, we have a responsibility to work with the Licensees when and where possible. The Licensees have all met the necessary M2006 criteria in relation to areas such as Code of Practice on Labour Standards, Environmental Guidelines, Quality Control and Australian Made products.

Please find overleaf the merchandise categories each of our licensees are able to supply along with each licensee’s contact details.

**Corporate Fulfillment Licensee**
**– The Promotions Factory**
A Corporate Fulfillment Licensee has been appointed as a one stop solution for all of your corporate supply and fulfillment needs. The Promotions Factory has over 16 years experience in the industry and are able to create custom merchandise to suit your needs.

Sponsors are free to approach any of our other licensees, however with The Promotions Factory on hand, you have the option to go to one company to source all of your products, rather then dealing with multiple licensees to bring a series of items together.

For more information on The Promotions Factory, please contact:
Rob Hilton
Creative Director
Tel: (03) 9520 1111
Email: rhilton@tpf.com.au
www.tpf.com.au
Sponsor Experience Program

**Privileged 'Insider' Opportunities**

- Priority access to Games Ticketing
- Priority access to Games Accommodation
- ‘Backstage’- Village & Venue Tours
- VIP Accreditation
- Opportunity for employees to work at the Games
- Showcasing and product sampling opportunities (subject to agreement)

**Hospitality & Networking**

- Sponsor Hospitality Village
- Official Games Functions
- M2006 Chairman’s Club
- Venue opportunities
- Invitations to key M2006 functions/events

**Recognition Program**

- Internet
- Venue precincts and Public Domain
- Marketing opportunities
- M2006 emails