

YOUNG DESIGNERS MAKE THEIR MARK

Ten young designers have used Melbourne's landmarks, Australian icons, sportsmanship and friendship as their inspiration to develop their own designs for the Melbourne 2006 Commonwealth Games.

Entries were received from primary and secondary schools throughout Victoria.

The ten winning designs have been showcased in a poster, launched recently at the MCG by Australian basketball legend Andrew Gaze.

The poster has been sent to primary and secondary schools across Victoria in the first of a range of community involvement activities designed to involve and excite all Victorians in the lead up to the Games.

Design Winners

Annabelle Willis, Kew Primary School; James Langworthy, Drouin Primary School; Merric French, Mentone Grammar; Tam Tran, St Gerard's Primary School; Pavita Parathan, St Gerard's Primary School; Terri Coad, Derrinallum College; Kallan Bishop, Lyndhurst Secondary College; Andrew Johnson, Newhaven College; Shannon George, St Bernard's College; Michael Mois, Caroline Chisholm Catholic College.

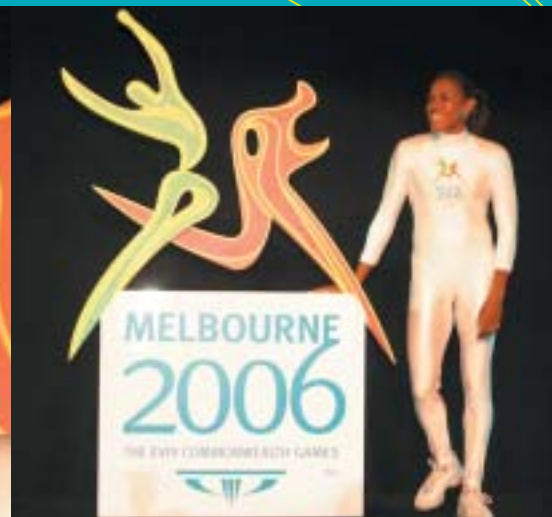


Andrew Gaze with Andrew Johnson of Newhaven College

UNITED BY DREAMS

CATHY FREEMAN – THE FACE OF MELBOURNE 2006

Led by Australian national treasure, Cathy Freeman, athletes past, present and future gathered at Melbourne's Federation Square to celebrate three years to go until the Melbourne 2006 Commonwealth Games.



Freeman joined 1982 Brisbane Commonwealth Games legends Raelene Boyle (athletics) and Michelle Ford-Eriksson (swimming) to unveil the Melbourne 2006 Commonwealth Games visual identity.

The occasion also heralded the announcement of Cathy Freeman as the face of the Melbourne 2006 Commonwealth Games.

In launching the visual identity Minister for the Commonwealth Games, Mr Justin Madden, said the Games will continue Melbourne's unrivalled tradition of staging world class sporting events.

"The Melbourne 2006 Commonwealth Games will be the largest sporting and community event in our State's history," Mr Madden said.

"Melbourne's bid for the Commonwealth Games was based on our passion for sport, great venues and a magnificent city. We have a passion for sport, for hosting major events and for ensuring all Victorians share the benefits with a range of lasting sporting and community legacies," Mr Madden said.

Commonwealth, World and Olympic Champion, Cathy Freeman, said she was "overwhelmed, but proud and happy" to be a Games ambassador adding it was likely Melbourne would be her swansong from competition.

"It's going to be the perfect conclusion to my running career. It's going to be magnificent, spectacular. Just thinking about running in front of 100,000 people at the MCG is amazing."



CHAIRMAN'S MESSAGE

We have celebrated some significant milestones in the past six months.

Recently we announced Cathy Freeman as the face of the Melbourne 2006 Commonwealth Games.

Cathy will be an unsurpassed ambassador for Melbourne and for the Commonwealth Games and she will take our message around the world in a range of marketing and tourism programs.

Cathy also unveiled the visual identity for the Games as part of our celebrations to mark three years to the Games. The Melbourne 2006 identity celebrates sport and culture and its many applications will provide numerous opportunities for everyone to feel part of the Games in Melbourne.

Together with the Victorian Government, we also announced plans for Melbourne's Games Village.

The development will provide a home for the 6000 athletes and officials during the Games, and it will also produce an enduring legacy for Melbourne.

For athletes and team officials, the location, design and parkland setting will make this Games Village a home away from home without equal.

Last month John Harnden, Larry Sengstock and myself attended SportAccord. This was very successful on two counts – we were able to reach agreement with the International Association of Athletics Federations on the scheduling of Track and Field and held discussions with many other International Federations to further develop close working relationships. This is all vital input to our planning process.

Ronald J. Walker AC CBE

IDENTITY REFLECTS SPORT AND CULTURE

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 colours are celebratory, fresh and youthfully optimistic, they evoke feelings of Australia and the landscape, are contemporary in their hue and will dominate Melbourne in the lead up to the Games in 2006.

The visual identity also joins two figures to form a subtle reference to Melbourne.

The Melbourne 2006 visual identity expresses the quality and style of the Melbourne 2006 Commonwealth Games and will be used to inspire and motivate. It will act as the focal point for a complete image program that will engage with the community, commerce and industry, sponsors, Government, sporting associations, athletes and

those involved with the Commonwealth Games in Australia and abroad.

As the visual identity was refined and researched during the design process the new look received the stamp of approval from Victorians who described the look and feel for the Melbourne 2006 Commonwealth Games as “athletic yet artistic”, “muscular yet graceful”, “new and modern”.

The visual identity for Melbourne 2006 was a collaborative effort from design company FutureBrand.

According to project leader and creative director, Richard Henderson, the visual identity required strategic analysis and imaginative creativity.

“Our creative process enabled us to understand how people perceive the Commonwealth Games, Melbourne and the event, to listen to their dreams, expectations and pride, and visualise these feelings as a singular statement.

“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.

“We needed a visual identity that could be enjoyed not only for its good looks but also for the importance of what it represents,” Mr Henderson said.

MELBOURNE TRANSFORMED IN 2006



Melbourne's famous landmarks will be transformed for the Commonwealth Games in 2006.

Melbourne will pulsate with 4,500 athletes from 72 countries competing in 16 sports. Cultural and free entertainment activities will entertain millions of Victorians and visitors from interstate and overseas. Families will take away memories to cherish for a lifetime.

Melbourne's famous parks and gardens will combine with Birrarung Marr, the Yarra River, Federation Square and the sports venues at the Melbourne Cricket Ground and Melbourne Park to form a sport and entertainment precinct never before seen in Melbourne.

MELBOURNE 2006 WEBSITE UPGRADED

To coincide with the unveiling of the visual identity, the Melbourne 2006 website has also undergone a transformation.

You'll still find all the things you need to know about Melbourne 2006 and as the Games approach, the content at Melbourne2006.com.au will expand.



MOMENTUM... (NEWS IN BRIEF)

VISUAL IDENTITY REVEALED...MELBOURNE TRANSFORMED...

MELBOURNE 2006 IMPRESSES AT SPORTACCORD



Melbourne 2006 joined with the Commonwealth Games Federation and Victorian Major Events Company to promote Melbourne as the next host city of the Commonwealth Games at the recent SportAccord conference in Madrid, Spain.

SportAccord brought together the major players in international sport for five days of conferences, presentations, exhibitions, and seminars in an event billed as the "biggest forum for world sport".

Melbourne's message to the international sporting fraternity focussed on the determination to stage the best ever Commonwealth Games, with the Melbourne 2006 delegation of Chairman, Ron Walker, Chief Executive Officer, John Harnden, and Group Manager – Sport, Larry Sengstock, updating International Federations on Melbourne's preparations.

It was a message well received by delegates comprising 95 international sports federations, as well as sponsors, broadcasters, suppliers and other host and bid cities for Olympic, Commonwealth and regional Games and events.

According to Melbourne 2006 Chief Executive Officer, John Harnden, SportAccord provided the perfect opportunity to meet with the International Federations to plan the sporting events at the Games.

"Melbourne has an outstanding reputation as a major event city and it was important to reinforce that position in Madrid. It was also vital that we continued to develop our excellent relationships with the leaders of the International Federations involved in the Melbourne 2006 Games," Mr Harnden said.

Following the stunning success of the 17th edition of the Games in Manchester the Commonwealth Games are stronger than at any time in their 73-year history.

"We wanted to deliver the message that Melbourne will build on Manchester's success," Mr Harnden added.

The highlight of the event for Melbourne 2006 was the agreement reached with the International Association of Athletics Federations (IAAF) for the staging of the athletics program at the end of the Games.

IAAF General Secretary Istvan Gyulai, speaking after his meeting with Melbourne 2006 said: "Athletics will now be the climax of the Commonwealth Games and we all hope that Melbourne will be able to match the sold out crowds, and marvellous atmosphere, of the Sydney Olympic Stadium."

Athletics at the Melbourne 2006 Commonwealth Games is now confirmed for 20-25 March 2006.

MELBOURNE VOTED WORLD'S MOST LIVEABLE CITY

It's not news to Melburnians, but it's always nice to have confirmation. Melbourne has been voted the world's most liveable city.

Melbourne ranked equal first with Vancouver in the survey of 130 cities, conducted by the London-based Economist Intelligence Unit.

Factors taken into account in the survey included housing, education, recreational activities and climate.

MELBOURNE 2006 COMMONWEALTH GAMES PTY LTD

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