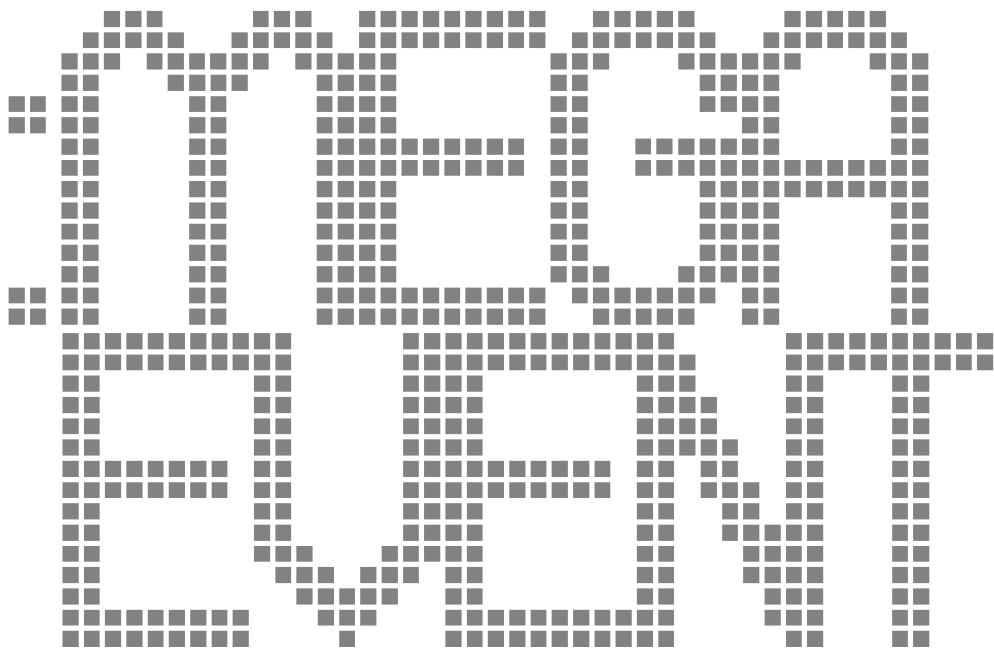
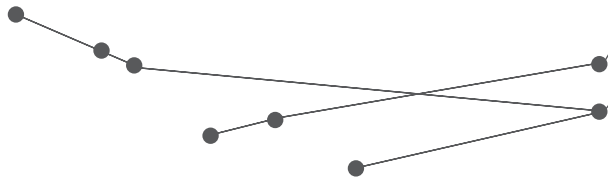
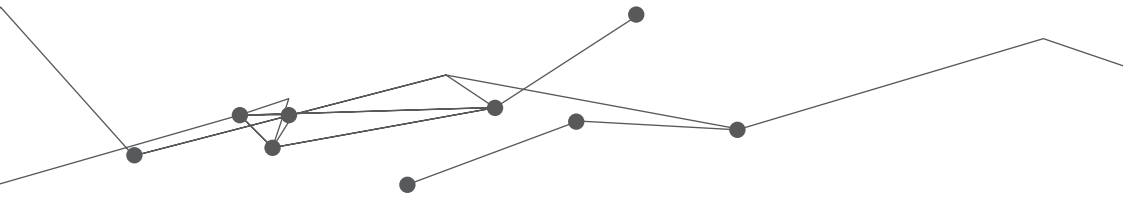


CONNECTING CITIES
:MEGA EVENT CITIES







CONNECTING CITIES
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A PUBLICATION FOR THE
9TH WORLD CONGRESS OF METROPOLIS

Papers by
Adjunct Professor Richard Cashman
Professor Hai Ren
Hiromasa Shirai
Dr Glen Searle
Darlene van der Breggen
Professor Donald McNeill
Dr Mark Davidson
Alan Marsh

Edited by
Alana Hay
Richard Cashman

Published by
Sydney Olympic Park Authority
for Metropolis Congress 2008





FOREWORD

THE 9TH WORLD CONGRESS OF METROPOLIS, TO BE HELD IN Sydney in October 2008, is a great opportunity to generate research into the future direction of cities. With this in mind, the organisers of the congress have developed a number of research publications that explore new concepts related to cities as well as the emerging cities of India and China.

In organising the Congress, we found that there was a network of researchers and commentators about cities across the globe who had very interesting issues to raise. While many of these will be presenting papers at the Congress, we also thought it would be useful to develop a series of publications that raise these issues in a provocative manner. The first of these books will be about networks—the concept of cities interacting across the globe. The second examines the spreading urban regions around many cities followed by publications that look in detail at the cities of China and India. The final book examines the impact on cities of mega events such as the Olympic Games.

Contemporary world urbanisation, particularly the rise of Chinese and Indian cities, means both opportunities and challenges for Australian cities. These publications put Sydney and other Australian cities in scenarios with global counterpart cities to benchmark their urban performance. The provocative topics are aimed to trigger fruitful debate in government, private sector and the general public regarding how to create better strategies for the future of Australian cities.

We would like to thank all contributors, sponsors and research coordinators. Without their work, these publications could not have been possible. The influence of their contributions will be far reaching.

CHRIS JOHNSON
Director, Metropolis Congress 2008





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HIROMASA SHIRAI
LONDON, UK

Hiromasa Shirai is an architect and a PhD candidate at the Cities Programme in the London School of Economics and Political Science (LSE). Prior to starting his PhD project at the LSE, as an architect, he was involved in various architectural and urban projects throughout the world, including the China Central Television, Beijing, China Headquarters project, which is one of the Beijing 2008 Olympic Games related developments. Since 2006, Hiromasa has been undertaking his PhD research project on *The legacy of Olympic site for the City* at the LSE. Along with his research at the LSE, he has been involved in the design of London Olympic Park.

PROFESSOR DONALD MCNEILL
LONDON, UK

Professor Donald McNeill joined the Urban Research Centre from King's College London. He is known for his research in urban geography and in particular the relationship between architecture and urban space, with particular reference to skyscrapers, hotels, and airports. His latest book, *The Global Architect*, will be published by Routledge in 2008. Having published widely on mayors and urban governance, he continues to research in urban politics and development in Barcelona, London and Sydney.

DARLENE VAN DER BREGGEN
SYDNEY, AUSTRALIA

Darlene van der Breggen is Executive Director of Design at Sydney Olympic Park Authority. She has experience in public and private sectors of practice, specialising in public domain design and policy, urban renewal projects and master planning. She graduated in architecture from the University of Technology in Sydney and has a Masters of Architecture in Urban Design from the Graduate School of Design at Harvard University.



PROFESSOR HAI REN
BEIJING, CHINA

Hai Ren, PhD is the Professor and Director of Centre for Olympic Studies in Beijing Sport University, China. He has specialised in Olympic studies and the social-cultural studies of sport. He has undertaken various research projects on the Olympic movement in China and the Beijing 2008 Olympic & Paralympic Games.



DR MARK DAVIDSON
NEW HAMPSHIRE, USA

Dr Mark Davidson joined the Urban Research Centre from Dartmouth College, USA. He is an urban geographer with interests in gentrification, urban policy, metropolitan politics and social justice. His research has examined the social impacts of 'new-build gentrification' in London, UK. His current research includes work on issues of social sustainability in Sydney and Vancouver, the relationship between health and gentrification in New York City, the social and housing market impacts of infill development in Sydney and place-making activities at Sydney Olympic Park.



ALAN MARSH
SYDNEY, AUSTRALIA

Alan Marsh commenced as Chief Executive Officer of Sydney Olympic Park Authority in February 2008. Alan's previous roles have included Deputy Director General (Office of Public Works and Services) of the NSW Department of Commerce, CEO of Darling Harbour Authority and Commissioner for World Expo 1988. As Executive Director Rugby World Cup 2003, Alan played a key role in the successful delivery of the NSW Government's logistical support and as General Manager of Ticketing for the Sydney 2000 Olympic and Paralympic Games was responsible for delivering a successful ticketing strategy for the 'best games ever'.

DR GLEN SEARLE
SYDNEY, AUSTRALIA

Dr Glen Searle is Director of the Planning Program at the University of Technology Sydney. His former role was Deputy Manager, Policy at the New South Wales Department of Decentralisation and Development, Treasury, and Planning. He has also worked as a Senior Research Officer at the UK Department of the Environment Inner Cities Directorate. His monograph *Sydney as a Global City* was published by the NSW Government in 1996. He is Chief Editor of the 'Urban Policy and Research' journal.

RICHARD CASHMAN
SYDNEY, AUSTRALIA

Richard Cashman is an Adjunct Professor and Director of the Australian Centre for Olympic Studies at the University of Technology, Sydney. He published *The Bitter-Sweet Awakening: The Legacy of the Sydney 2000 Olympic Games*, in 2006 and will publish (with Simon Darcy) *Benchmark Games: The Sydney 2000 Paralympic Games*, in 2008. He has published numerous papers on Sydney Olympic Park.



CONTRIBUTORS

INTRODUCTION / CHRIS JOHNSON

NEW EVENT HORIZON

Cities seem to have a fascination with mega events. Just look at the list of past venues for the Olympic Games—Seoul, Barcelona, Atlanta, Sydney, Athens and Beijing. But even more significant is the list of cities bidding for future mega events.

LONDON HAS WON THE RIGHT TO HOST THE 2012 OLYMPICS WITH TOKYO, CHICAGO, Madrid, Rio de Janeiro, Baku, Doha and Prague bidding for 2016. Participants in the race for the 2020 Olympic Games include Istanbul, Delhi, Cape Town, Melbourne, Brisbane, Toronto and many more.

Cities are also bidding for the 2018 Commonwealth Games. The list of bidding cities includes Auckland, Lagos, Canberra and Toronto. The 2018 Asian Games have Jakarta, Hanoi, Manila, Singapore and Dubai all bidding.

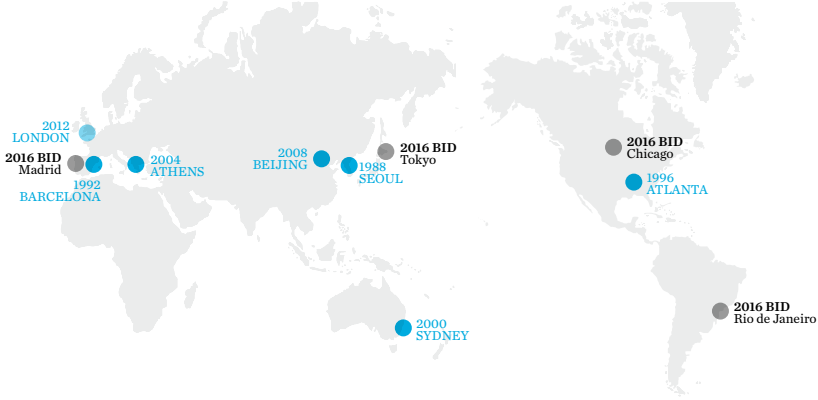
Clearly, these cities see value in hosting mega events despite their increasing costs. Cities, in their quest for global relevance see the value of mega events in terms of capturing the attention of the world's population and the branding their city receives.



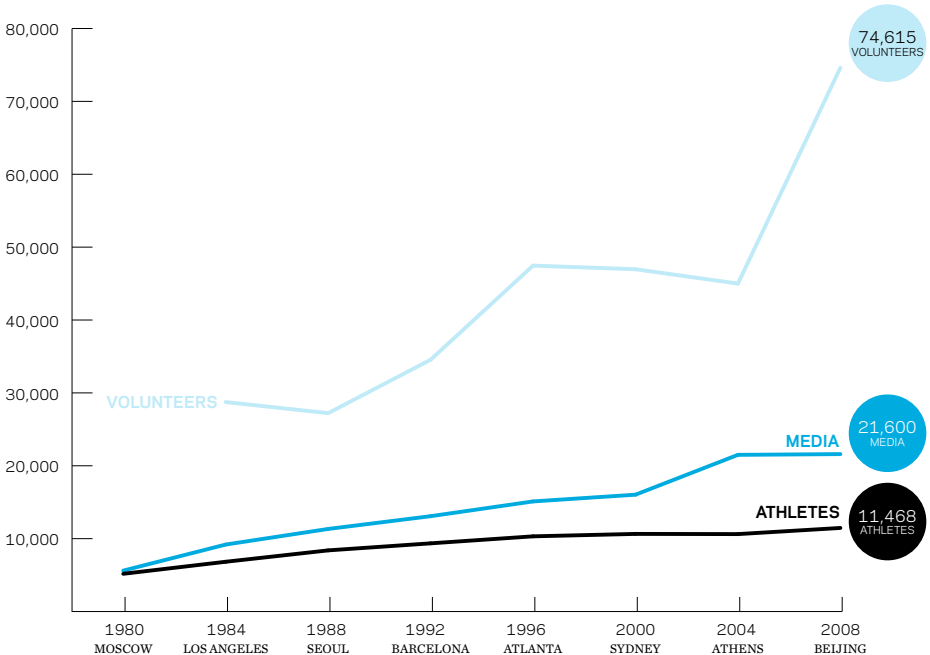
COMPETING EVENT CITIES

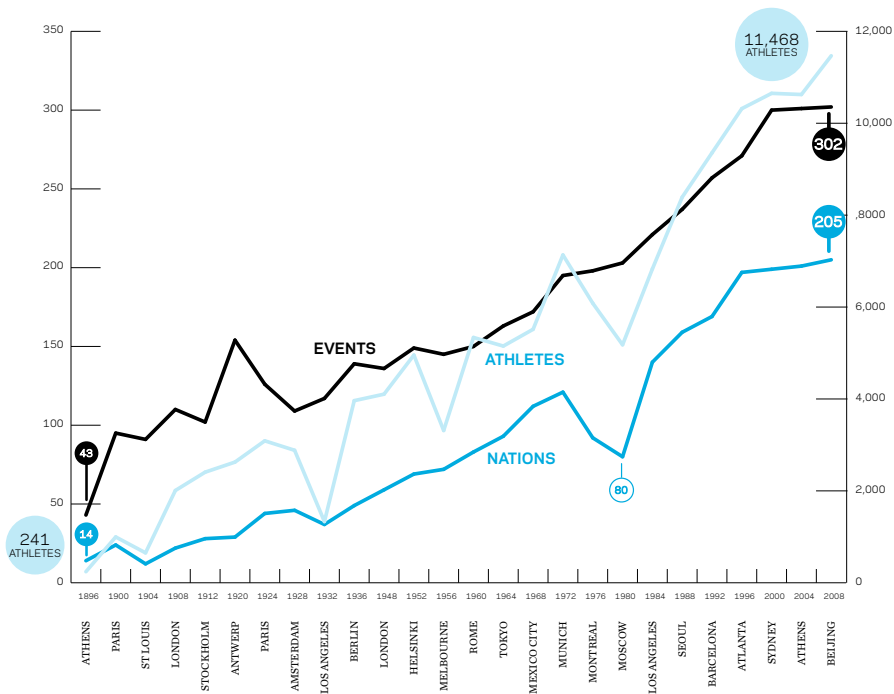
SOURCE: INTERNATIONAL OLYMPIC COMMITTEE WWW.OLYMPIC.ORG

OLYMPIC GAMES 1988-2020



- PROPOSED 2020 BID
- Melbourne
 - Brisbane
 - Lima
 - Monterrey
 - Toronto
 - Philadelphia
 - Istanbul
 - Lisbon
 - Rome
 - Prague
 - Budapest
 - Copenhagen
 - Delhi
 - Kuala Lumpur
 - Busan
 - Doha
 - Dubai
 - Cape Town
 - Durban





This book focuses on the impact of mega events, in particular, an Olympic Games and the legacy that it leaves. The Olympic Games have become an increasingly large event. Beginning in 1896 in Athens with a mere 14 nations and only 241 athletes, they have this year reached a record 205 nations at the Beijing Olympics with 11,468 athletes. This number is double the 5,516 athletes that attended the Mexico Olympic Games in 1968, where 112 countries were represented.

As well as Olympic and sporting events, cities are hosting World Expos. Shanghai is determined to present itself to the world with its showcase in 2010. The World Urban Forum has also moved across various cities and of course, the Metropolis Congress adds prestige to its host city.

As the Director of the Metropolis Congress 2008 in Sydney, I've seen a fascination with the image and brand of Sydney from cities such as Mumbai, Kolkata, Jakarta, Shanghai, Guangzhou, São Paulo, Barcelona and many more. It is an event city that is increasingly becoming the focus for events and the resulting publicity around the world. It is the city that is becoming the attractor of tourism and a city's identity is often an important by-product of one or more mega event. The chapters in this book explore the way three cities have or plan to use an Olympic Games as the catalyst to globally position their city. Beijing, the most recent host city, is positioned by Professor Hai Ren particularly in relation to post-Games use. London the 2012 city, is analysed as a global and a local place by Hiromasa Shirai from the London School of Economics. A series of experts discuss the Sydney experience and the impact of the mega event on the city itself.

WORLD EXPO CITIES

WWW.EXPOMUSEUM.COM

1970	OSAKA JAPAN
1974	SPOKANE USA
1975	OKINAWA JAPAN
1982	KNOXVILLE USA
1984	NEW ORLEANS USA
1985	TSUKUBA JAPAN
1986	VANCOUVER CANADA
1988	BRISBANE AUSTRALIA
1992	SEVILLE SPAIN / GENOA ITALY
1993	DAEJEON SOUTH KOREA
1998	LISBON PORTUGAL
2000	HANOVER GERMANY
2005	AICHI JAPAN
2008	ZARAGOZA SPAIN
2010	SHANGHAI CHINA
2012	YEOSU KOREA
2015	MILAN ITALY

FIFA WORLD CUP HOSTS

WWW.FIFA.COM

2002	SOUTH KOREA/JAPAN
2006	GERMANY
2010	SOUTH AFRICA
2014	BRAZIL
2018	MEXICO? QATAR?
	UNITED STATES?
	ENGLAND? SPAIN?
	NETHERLANDS/BELGIUM?
	RUSSIA? CHINA? JAPAN?
	AUSTRALIA?

It is this impact that will be of particular interest to Beijing and London. Richard Cashman, in his chapter, explains the International Olympic Committee's (IOC) adoption of the Olympic Games Global Impact (OGGI) programme in 2001. This operates over an eleven year cycle and specifically looks at long term legacies through economic, social and environmental impacts of the Games on a specific city. He outlines the evolution of Olympic precincts and compares the decentralised model (Barcelona 1992) with the centralised model (Sydney 2000). Cashman indicates that legacy was not part of bidding criteria at the time when Sydney won the Games. Sydney, eight years on, is building momentum on its next generation of urban development.

Glenn Searle outlines the evolution of Sydney Olympic Park after the Sydney 2000 Olympic Games through the development of a number of Master Plans and visions for the future. These incorporated significant new developments for commercial, retail and residential space in a manner that reinforced the structure of the New South Wales Government's original Master Plan 1995 for development of the Homebush Bay area. Searle relates Sydney Olympic Park to current planning theory and the trend towards more fluidity of spatial relationships rather than traditional fixed Master Planning. An example of this is the possibility of a new metro rail line that could connect Sydney Olympic Park, Parramatta and Sydney's central business district.

Darlene van der Breggen explains the urbanising of Sydney Olympic Park with particular reference to the natural landscape, the sports icons, the axial corridors and the spaces between. Mark Davidson and Donald McNeill examine Sydney Olympic Park as a place and particularly its degree of centrality to Sydney. They focus on mobilities in relation to access to the site and stress the importance of broadly interpreting legacy to include the large amount of parklands and wetlands. Alan Marsh, CEO of Sydney Olympic Park Authority, outlines the importance of engaging local communities and leveraging brand and marketing opportunities provided by the legacy of a mega event such as an Olympic Games. He stresses some of the achievements, including the enormous remediation project, the environmental leadership and waste water recycling system. Marsh then outlines the current markets and uses of the site.

It is clear in reading the chapters on Beijing and London that planning for long-term use is an element integrated into the planning for mega event city developments, particularly for an Olympic Games. London has built long-term legacy into its planning, as is now required by the International Olympic Committee.



There is, of course, a dramatic difference in city population between Sydney, London and Beijing. The larger the city, the easier it is for the mega event to be incorporated into long term planning for a city. The smaller the city, the more impact a mega event has in terms of determining the region's future structure. The keen interest, however, in major cities competing to hold mega events demonstrates the value they see in lifting themselves within the global city stakes. It seems that to become globally competitive a city needs to host mega events—the biggest of these being the Olympic Games.

Legacies from mega events can be more than the physical. Sydney has made a major contribution in the area of sustainability. At a time when climate change was hardly discussed, Sydney championed environmental initiatives. It is now home to one of the world's largest waste water recycling systems, a solar powered suburb, best practice approach to environmental sustainability and the largest remediation project in Australia.

It could be argued that the enduring legacy of the Sydney Olympic Games will not be its success in delivering some of the world's greatest events but perhaps that our 'green games' made other major cities more aware of their own nascent environmental and urban regeneration issues.