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Business briefing targets London 2012 Olympic business opportunities

18 Feb 2009

A special networking event was held on February 18 to help NSW businesses tap into opportunities related to the London 2012 Olympic and Paralympic Games.

The NSW Department of State and Regional Development (DSRD) hosted a meeting with Think London, the official inward investment agency for London, at its NSW Trade and Investment Centre in Martin Place.

The event was held with UK Trade & Investment and the Australian International Sporting Events Secretariat (AISES), which is a partnership between the NSW and Victorian governments promoting Australian expertise in major sporting events internationally.

Some 36 executives from 23 companies participated in the briefing which was also attended by the British Consul General Richard Morris.

Think London will be able to assist Australian companies seeking to access London 2012 Olympic and Paralympic Games business opportunities and establish a foothold in the European market.

Many NSW companies and experts have developed world leading expertise in the preparation and staging of major sporting events and have a lot to offer the London Olympics.

NSW companies cut their teeth at the Sydney 2000 Olympic and Paralympic Games and further honed their skills by contributing to the planning and delivery of subsequent events including the Athens 2004 and Beijing 2008 Olympic and Paralympic as well as the Doha 2006 Asian Games.

The February 18 networking event was a valuable opportunity for NSW business leaders to meet the CEO of Think London Michael Charlton and senior executives of Think London, Wouter Schuitemaker and Michael Travia.

Think London is well positioned to help Australian companies take advantage of Olympic opportunities and clearly understand the Olympic procurement process.

The NSW Government through AISES is also keenly assisting Games experts from Sydney and NSW to secure business in London and to form collaborations with United Kingdom companies.

Several NSW companies and specialists have already been able to engage with the London Organising Committee for the Olympic Games and the Olympic Delivery Authority.

These include PTW Architects which is working on the Olympic handball arena; BVN Architects which is working on the athletes' village; SKM (Sinclair Knight Mertz) which is working on the basketball arena; PB (Parsons Brinckerhoff) which is working on transport planning; and Lend Lease which is developing and constructing the athletes' village.

Specific areas of expertise which NSW companies can offer London include:

- Strategic planning
- Architectural and engineering services
- Construction projects and planning
- Risk management
- Traffic management and associated infrastructure
- Stadium seating
- Accessibility
- Volunteers' management and training
- Security
- Sports surfaces including athletics tracks and hockey fields, etc
- Management of media
- Ceremony planning and staging
- Overlay of Olympic venues
- Torch relay planning
- Business development programs to leverage the event, including for regional locations.

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