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## Beijing and Beyond



### Olympic Games review event shares business wisdom

The Department of State and Regional Development (DSRD) hosted a business event on 11 November 2008, which brought together a range of Australian organisations that contributed to the success of the Beijing 2008 Olympic and Paralympic Games.

Beijing and Beyond was an opportunity to hear from a selection of high quality Australian companies, organisations and individuals who secured contracts in a range of areas for the preparation and delivery of the Beijing Games.

It was a chance to champion Beijing business successes and reflect on lessons learnt so that NSW and Australian organisations can better target major international sporting events into the future.

Beijing and Beyond was organised by DSRD as well as the Australian International Sporting Events Secretariat (AISES) which is a partnership between the NSW and Victorian governments to promote Australian major sporting events expertise internationally.



Companies and organisations participating in panel discussions were AISES, COX Architects, PTW Architects, BVN Architects, Diane Bernstein Design, DET International (TAFE NSW), Lexian Solutions, The Inocon Group, NSW Food Authority, Looksport, Infostrada Sports, Telstra Corporation, KDJCommunique and Austrade.

The former CEO of the Sydney 2000 Olympic Games and AISES representative Sandy Hollway AO provided an overview of the Beijing Games, and an official guest was the Deputy Consul General of the People's Republic of China (in Sydney), Madam LI Yanduan.

### *Beijing and Beyond* Audio and Presentations

For more information about the presenters, see [the Beijing and Beyond program brochure](#).

#### Introduction

Master of Ceremonies - Simon Balderstone AM ▪ [Audio](#) (4m17s, 1Mb)

Special Guest - Madame LI Yanduan ▪ [Audio](#) (5m09s, 1.2Mb)  
▪ [Transcript](#) (PDF, 30Kb)

Overview of the Beijing Games - Sandy Hollway AO ▪ [Audio](#) (11m55s, 2.7Mb)  
▪ [Transcript](#) (PDF, 58Kb)

#### Panel One - Venue Design and Overlay

Introduction, Simon Balderstone (MC) ▪ [Audio](#) (2m40s, 626Kb)

Moderator David Churches ▪ [Audio](#) (6m39s, 1.5Kb)  
▪ [Presentation](#) (PDF, 295Kb)

Joe Agius, COX Architects ▪ [Audio](#) (5m43s, 1.3Mb)  
▪ [Presentation](#) (PDF, 1Mb)

John Bilmon, PTW Architects ▪ [Audio](#) (6m36s, 1.5Mb)  
▪ [Presentation](#) (PDF,

8Mb)

Andrew Cortese, BVN Architects	<ul style="list-style-type: none"><li>▪ <a href="#">Audio</a> (8m10s, 1.8Mb)</li><li>▪ <a href="#">Presentation</a> (PDF, 4Mb)</li></ul>
Diane Bernstein, Diane Bernstein Design	<ul style="list-style-type: none"><li>▪ <a href="#">Audio</a> (8m52s, 2Mb)</li><li>▪ <a href="#">Presentation</a> (PDF, 5Mb)</li></ul>
Question and Answer	<ul style="list-style-type: none"><li>▪ <a href="#">Audio</a> (3m33s, 835Kb)</li></ul>

#### Panel Two - Preparedness

Introduction, Simon Balderstone (MC)	<ul style="list-style-type: none"><li>▪ <a href="#">Audio</a> (1m32s, 363Kb)</li></ul>
Moderator Mark Rowland	<ul style="list-style-type: none"><li>▪ <a href="#">Audio</a> (2m19s, 546Kb)</li></ul>
Helen Kebby, DET International	<ul style="list-style-type: none"><li>▪ <a href="#">Audio</a> (7m12s, 1.7Mb)</li><li>▪ <a href="#">Presentation</a> (PDF, 631Kb)</li></ul>
Will Arnott, Lexian Solutions	<ul style="list-style-type: none"><li>▪ <a href="#">Audio</a> (7m36s, 1.7Mb)</li><li>▪ <a href="#">Presentation</a> (PDF, 556Kb)</li></ul>
Mark Watson, The Inocon Group	<ul style="list-style-type: none"><li>▪ <a href="#">Audio</a> (6m10s, 1.4Mb)</li><li>▪ <a href="#">Presentation</a> (PDF, 78Kb)</li></ul>
Peter Sutherland, NSW Food Authority	<ul style="list-style-type: none"><li>▪ <a href="#">Audio</a> (7m33s, 1.7Mb)</li><li>▪ <a href="#">Presentation</a> (PDF, 149Kb)</li></ul>
Question and Answer	<ul style="list-style-type: none"><li>▪ <a href="#">Audio</a> (0m24s, 98Kb)</li></ul>

#### Panel Three - Operations and Presentation

Introduction, Simon Balderstone (MC)	<ul style="list-style-type: none"><li>▪ <a href="#">Audio</a> (2m05s, 491Kb)</li></ul>
Moderator Suzy Grierson, Looksport	<ul style="list-style-type: none"><li>▪ <a href="#">Audio</a> (6m32s, 1.5Mb)</li><li>▪ <a href="#">Presentation</a> (PDF, 760Kb)</li></ul>
Steve Dettre, Infostrada Sports	<ul style="list-style-type: none"><li>▪ <a href="#">Audio</a> (4m53s, 1.1Mb)</li><li>▪ <a href="#">Presentation</a> (PDF, 377Kb)</li></ul>
John Hunter, Telstra Corporation	<ul style="list-style-type: none"><li>▪ <a href="#">Audio</a> (5m54s, 1.4Mb)</li><li>▪ <a href="#">Presentation</a> (PDF, 231Kb)</li></ul>
Katrina de Jersey, KDJ Communique	<ul style="list-style-type: none"><li>▪ <a href="#">Audio</a> (9m02s, 2.1Mb)</li><li>▪ <a href="#">Presentation</a> (PDF, 1.5Mb)</li></ul>
Question and Answer	<ul style="list-style-type: none"><li>▪ <a href="#">Audio</a> (5m56s, 1.4Mb)</li></ul>

#### Panel Four - The Future of the Industry

Introduction, Simon Balderstone (MC)	<ul style="list-style-type: none"><li>▪ <a href="#">Audio</a> (1m02s, 245Kb)</li></ul>
Sandy Hollway AO	<ul style="list-style-type: none"><li>▪ <a href="#">Audio</a> (0m43s, 171Kb)</li></ul>
David Churches	<ul style="list-style-type: none"><li>▪ <a href="#">Audio</a> (2m50s, 665Kb)</li></ul>

Peter O'Byrne	<ul style="list-style-type: none"> <li>▪ <a href="#">Audio</a> (4m04s, 954Kb)</li> </ul>
Michael O'Sullivan	<ul style="list-style-type: none"> <li>▪ <a href="#">Audio</a> (1m46s, 417Kb)</li> </ul>
Bruce Levett	<ul style="list-style-type: none"> <li>▪ <a href="#">Audio</a> (2m57s, 694Kb)</li> </ul>
Question and Answer	<ul style="list-style-type: none"> <li>▪ <a href="#">Audio</a> (8m52s, 2Mb)</li> </ul>
Panel Four transcript	<ul style="list-style-type: none"> <li>▪ <a href="#">Transcript</a> (PDF, 72Kb)</li> </ul>
Closing Remarks	
Michael O'Sullivan	<ul style="list-style-type: none"> <li>▪ <a href="#">Audio</a> (1m18s, 306Kb)</li> </ul>

*NSW/Australian specialists worked on Beijing 2008 preparations in a variety of areas including master-planning; building and venue design; overlay planning; project management; leadership and volunteer training; telecommunications; food safety; security; building materials; sports consulting; lighting and landscaping design; transport planning; engineering advice; financial services; torch relay planning and management; sports and medals presentations; opening and closing ceremonies technical content; media operations; athlete asthma testing; sponsors' brand development and merchandising; and sports clothing.*

*AISES continues to target business opportunities for Australian companies at forthcoming major international events. These include the Delhi 2010 Commonwealth Games; Guangzhou 2010 Asian Games; Shenzhen 2011 World University Games; Vancouver 2010 Winter Olympic Games; Shanghai 2010 World Expo; Singapore 2010 Youth Olympic Games; South Africa 2010 FIFA World Cup; and London 2012 Olympic and Paralympic Games.*

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