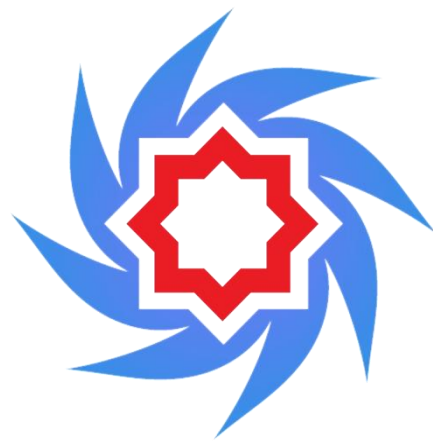


**SYDNEY 2040  
OLYMPICS CAMPAIGN**

**“The Happy Games”**



Sydney 2040

**MASTER PLAN  
NOVEMBER 2014**

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# **CAMPAIGN**

## **CAMPAIGN LAUNCH**

On 15 September 2014, the 14th anniversary of the Opening Ceremony of the Sydney 2000 Olympics, the campaign for the 2040 Olympic Games to be staged in Sydney was launched.

Australian Olympic Committee (AOC) President, John Coates has stated that he believes the next Australian bid should be around 2040.

The Sydney 2040 campaign will remain flexible and will switch to 2036, 2032 or another year if that becomes necessary.

## **FOUR STAGES**

Stage 1: Generating massive support for the Olympic Games to return to Sydney

Stage 2: Launching a formal host city bid

Stage 3: Making the bid successful

Stage 4: Making Sydney 2040 the greatest Olympic Games in history

Our current focus is very powerfully on Stage 1, generating massive support. Large numbers of emails are being sent to MPs, businesses, sporting bodies and others.

## **TO DO LIST**

Some of the important items on our very long To Do list are:

- Continue gaining supporters through email and other requests
- Attract supporters with a wide range of skills and resources
- Eventually receive funding from business and/or other sources
- Run advertising campaigns when funds become available
- Continue filming "Bring on the Happy Games" sound bites
- Produce professional quality campaign videos
- Produce a professional quality recording of the campaign song
- Gradually set up social media, including YouTube, Facebook & Twitter
- Eventually create programs for schools, clubs, etc to participate in
- Create a distinctive logo featuring a smiling Sydney Harbour Bridge
- Produce Sydney 2040 business cards, stationery, t shirts, souvenirs, etc
- Send media releases to all major Sydney media to mark significant events

# TEAM

## COMMITTEE

- **Marc White!**  
Marc White! is a singer / writer / campaigner, whose mission in life is to inspire people to be happy. He is the author of The New Age Book, the definitive book on personal development. He does two 12km runs each week. A lifelong lover of the Olympics, Marc is the founder of the Sydney 2040 campaign.
- **John Xiong**  
John Xiong was born in China and received a PhD in geophysics in Germany. He worked in Canada and the US before joining the CSIRO as a senior research scientist. In 2000, he established New Millennium Images, a photo publishing business. John has kindly provided the beautiful panoramic Sydney Harbour photo, taken during the 2000 Olympics, that adorns our website.
- **Third committee member**  
We are seeking a third committee member, to remove the possibility of split decisions. Interested persons are invited to contact us via [sydney2040.com](http://sydney2040.com)

## EARLY KEY SUPPORTERS

- **Alex Greenwich, MP**  
Alex Greenwich is the Independent New South Wales State Member of Parliament for the Sydney electorate. His message of support for Sydney 2040 is on our website. With state government backing being essential to the eventual launch of a formal host city bid, Alex's support is extremely valuable.
- **Nikki Webster, Sydney 2000**  
Nikki Webster charmed the world as the 13 year old star of the Sydney 2000 Opening Ceremony. She later became a pop star, having a big hit with Strawberry Kisses, and now runs a dance school. Nikki has offered her full support of the campaign and has agreed to appear in our first video.
- **James Gorman, Central Sydney**  
James Gorman is the first journalist to write about the Sydney 2040 campaign. His first article was published in Central Sydney, a News Corp local newspaper, on 1 October 2014.
- **Justin Smith, 2UE**  
Justin Smith is the host of the 2UE Drive Show. He is the first radio personality to cover Sydney 2040, and has already conducted two on air interviews. Justin has provided a support comment on our website and has kindly offered to provide a platform for the campaign.

# VALUES

## OLYMPIC CHARTER

The Sydney 2040 Olympics campaign operates in accordance with the Fundamental Principles of Olympism, as described in the Olympic Charter, particularly Principle 2:

“The goal of Olympism is to place sport at the service of the harmonious development of humankind, with a view to promoting a peaceful society concerned with the preservation of human dignity.”

To this, we add that one of the major goals of the Sydney 2040 campaign is to promote a happy society. The philosopher Aristotle said:

“Happiness is the meaning and the purpose of life, the whole aim and end of human existence.”

Everyone has the right and the ability to be happy, not just during the Olympic Games, and this campaign is going to strongly promote that fact, in various ways.

## CODE OF CONDUCT

Following is the Code of Conduct for all Sydney 2040 Olympics campaign team members:

- We act with total honesty and always honour our commitments to ourselves and others, which means we “under promise” and “over deliver”.
- We implement effective procedures and adhere to them in an organised and disciplined manner.
- We are perfectionists who “go for gold” in everything.
- We are professional, courteous and punctual.
- We are flexible and open minded and willing to innovate.
- We promote fairness, justice and equal rights and opportunities for everyone.
- We respect everyone’s right to have their own opinions, beliefs and values.
- We maintain a positive, peaceful, friendly and happy disposition at all times.
- We do whatever we can to promote happiness through the campaign.
- We always keep the big picture in mind, and are willing to make short and medium term sacrifices for the sake of long term success.
- We persevere as long as necessary, and believe in ourselves and our vision.

# **BRAND**

## **LOGO**

The first campaign logo is an interim logo only. It was created quickly, using logo design software, for the sake of having a start-up logo. For the next version, we plan to have a smiling Sydney Harbour Bridge logo, to promote “The Happy Games”.



Sydney 2040

## **SLOGAN**

The slogan for the Sydney 2040 Olympics campaign is:

**The Happy Games**

One of the chief aims of the campaign is to generate more happiness in the world, during the campaign, then, if we succeed in achieving our aims, during the formal bid process, and during the Games period. However, we will not stop after the Closing Ceremony. We will implement strategies and programs that will assist people to continue to be happy on a permanent basis, after the campaign and the Games.

## **SONG**

The campaign song has already been written. It is a catchy up-tempo pop song called “The Happy Games”. It is deliberately structured to allow for 30 second and 60 second radio and TV ads. A professional recording will be made when funds permit.

## **WEBSITE**

The sydney2040.com website is the focal point of this campaign, and it strongly promotes the Sydney 2040 brand, in its various forms.

# SWOT

## STRENGTHS

- All of the venues have already been constructed, and will only need to be refurbished, greatly reducing the cost of staging the Games.
- Sydney 2000 was officially declared, “The best Olympic Games ever” by the late IOC President, Juan Antonio Samaranch.
- Sydney’s globally recognised icons, the Harbour Bridge and the Opera House, will attract great international support for the host city bid.
- Sydney is growing at such a rapid rate that we will easily be able to host a second Olympics in 2040.

## WEAKNESSES

- The Sydney 2040 campaign has no financial backing at this stage.
- The early campaign is being run on a part time basis only.
- Some people think 2040 is too far into the future to be concerned with.
- Only five cities have ever been awarded the Olympic Games more than once: Athens, Paris, London, Los Angeles and Tokyo.

## OPPORTUNITIES

- A generation of Sydneysiders, who weren’t even born or were too young to remember the 2000 Games, will massively support the return of the Olympics.
- A second Olympic Games would provide another huge tourism and economic boost for Sydney; before, during and after the Games.
- The slogan, “The Happy Games” is already generating a lot of early support, and people are very willing to participate in the campaign by recording “Bring on the Happy Games” sound bites. Given time, this early momentum could eventually build into a cultural phenomenon, leading to a formal host city bid.

## THREATS

- Brisbane and Melbourne (and possibly Perth) are keen to host the next Australian Olympic Games, and will provide intense competition for Sydney.
- John Coates, the President of the Australian Olympic Committee (AOC), has said he favours Brisbane as the next Australian city to bid for the Olympics.
- Mike Tancred, the AOC’s Media Director, rang the Sydney 2040 campaign founder, tried to convince him to terminate the campaign, and told him, “What you are trying to achieve is impossible.”

# **PROGRESS**

## **DAY ONE**

Day one of the Sydney 2040 campaign, 15 September 2014, was a massive labour of love for the campaign founder. Acting on a strong inner calling, he formally started the campaign at 12.05am and then spent the next 12 hours doing all of the start-up work. This included initial research about upcoming host city bids, registering the domain name "sydney2040.com", setting up a basic website, and creating the slogan and interim logo. With this initial work completed, the first media release was written and sent to all major Sydney media outlets, plus many in the Olympic movement.

## **MEDIA RELEASES**

Prior to the creation of this Master Plan, 3 media releases have been sent out:

- 15.09.14: "Sydney 2040 Olympics campaign launched today"
- 23.09.14: "Sydney 2040 Olympics countdown timer launched today"
- 08.10.14: "AOC Media Director challenges Sydney 2040 campaign"

## **MEDIA COVERAGE**

Prior to the creation of this Master Plan, we have had 3 pieces of media coverage:

- 01.10.14: Newspaper article in Central Sydney newspaper by James Gorman
- 01.10.14: First radio interview with 2UE Drive Show host Justin Smith
- 08.10.14: Second radio interview with 2UE Drive Show host Justin Smith

## **WEBSITE SUPPORTERS**

We have been receiving a steady flow of website messages supporting the return of the Olympics to Sydney, since the Support page was created.

## **CAMPAIGN SONG**

The Sydney 2040 campaign song, "The Happy Games", was written in October 2014.

## **PRELIMINARY VIDEO SHOOT**

The preliminary video shoot took place at Sydney Harbour (Blues Point) and Sydney Olympic Park on 2 November 2014.



# **SUPPORT**

## **WEBSITE SUPPORT MESSAGES**

A diverse range of individuals and businesses have begun providing messages on the sydney2040.com Support page. Here are just a few:

### **Nikki Webster**

Sydney 2000 Opening Ceremony Star:

"i couldn't think of a better thing to support to bring the olympics back to sydney what an incredible opportunity that would be best of luck and you have my full support love always Nikki Webster"

### **Alex Greenwich**

State Member of Parliament for Sydney:

"Sydneysiders fondly remember the 2000 Olympics as a special time for our city, and I understand that many would want future generations to have a similar experience."

### **Ryan Irlam**

Skateboarder, Seven Hills:

"I was at Stadium Australia when Cathy Freeman won gold in the 400m in 2000, and it still gives me chills thinking about it. I want to see another Australian milestone moment like that. Nothing beats that feeling."

## **"BRING ON THE HAPPY GAMES" VIDEO MESSAGES**

Our first video shoot took place on a gorgeous spring day in early November 2014. We started out at Blues Point, which provides one of the best city views on planet Earth, featuring the Sydney Harbour Bridge and the Sydney Opera House. We recorded a number of takes of the freshly written campaign song, "The Happy Games", and then travelled to Sydney Olympic Park, the site of the 2000 Games.

Outside Stadium Australia, the site of the Sydney 2000 Opening and Closing Ceremonies and athletics competition, we approached our first potential video subject, and asked if she would be willing to record a video saying, "Bring on the Happy Games." She agreed. So did the next person we asked, and the next. In fact, every person we asked agreed to shoot a video, and we came away with a total of 16 individual and group videos. Sometimes thing goes better than you hoped for.

Now we have started approaching people on the streets of Sydney and another batch of videos was recorded recently. All of these uplifting videos will eventually be uploaded to the sydney2040.com website, on the Visual page. The signs are clear that when we eventually receive funding for an advertising campaign, Sydney is going to gradually fall in love with the expression, "Bring on the Happy Games."

# MESSAGE

## A MESSAGE FROM CAMPAIGN FOUNDER, MARC WHITE!

When the late IOC President, Juan Antonio Samaranch announced in the early hours of the morning of Friday 24 September 1993 (our time), “The Winner is Sydney”, this city celebrated long and hard. After trailing in all of the early rounds of voting, we beat Beijing in the final round by the narrowest of margins, 45 to 43. I celebrated by taking a 1.2km jog around the block, and declared that I was now working on my personal 2000 Olympics Project. My wife and daughter and I celebrated that night by going to Chinatown and having a meal in a Chinese restaurant. When September 2000 finally rolled around, our home city Olympics exceeded all of my huge expectations. It was the best and happiest two weeks of my life so far, and I’m sure many others feel the same way.

Sydney earned the right to host the 2000 Olympics, against fierce international competition, thanks to the incredible work of the bid team, led by CEO Rod McGeoch, who laboured tirelessly for two and a half years. Rod is one of the large number of people I have already contacted seeking support for the Sydney 2040 Olympics campaign, since it began two months ago, and he has agreed to meet with us. That meeting, set to take place soon after the publication of this Master Plan, will be the first of many very important meetings for the Sydney 2040 team in the years to come, and some serious preparation is taking place. I asked Rod if he could tell me where I can buy a copy of his book, *The Bid*, which tells the story of how we won the 2000 Games, since it is now out of print. I was thrilled that his assistant Doreen arranged for me to be given a copy of the book. It was a wonderful gesture, and the book is an amazing source of information and inspiration for this campaign.

Reading *The Bid* is just one small part of the massive research project that I will be undertaking in upcoming years. And research is just one small part in the overall campaign. There is a mountain of work to plough through, and I will willingly do the bulk of it until more human resources eventually become available. A lot of the work will be uncharted territory for me, and some of it may be very difficult, but I love a challenge. I have run numerous campaigns over the last two decades and have deliberately transformed myself into a very organised and disciplined person with massive perseverance at the same time. I’m neither humble nor boastful. I just know what I am capable of, and I will successfully lead this campaign for as long as necessary, regardless of what obstacles may confront us. When AOC Media Director, Mike Tancred told me, “What you are trying to achieve is impossible”, I immediately turned that into powerful motivational fuel. I know that anything is possible, with self-belief, discipline, hard work and perseverance. I love the AOC, who have spearheaded Australia’s phenomenal Olympic success for many decades, and they will eventually become our greatest ally. They just don’t know it yet.

My purpose in life is to inspire people to be happy, and with the eventual support of millions of Sydneysiders, I believe that together we will “Bring on the Happy Games”.