

THE IMPACT  
OF THE OLYMPIC GAMES





## The Impact on Australia's Image and Economy

THE SYDNEY 2000 OLYMPIC GAMES HAVE HAD AND WILL CONTINUE TO HAVE A PROFOUND POSITIVE IMPACT ON AUSTRALIA. The positive image of the Olympic Games has proved to be the perfect complement for the image of Australia as a thriving multicultural nation, and Sydney 2000 has helped to promote and enhance every aspect of the image of Australia throughout the world. The intense global media coverage of the Games has helped to spotlight Australian business, culture and society to the rest of the world. Australia's national economy will be stimulated more by the Olympic Games than by any single event in history, generating a new influx of trade, business and tourism throughout the continent.

*"The media coverage will add depth and dimension to Australia's image by looking at every aspect of our lifestyle and culture, including travel, the arts, business, entertainment and cuisine. The unrivaled exposure we receive on television, radio, print and on the Internet will change forever the way the rest of the world sees us."*

— John Morse, Managing Director, Australian Tourist Commission

 THE GAMES ARE FORECAST TO BE RESPONSIBLE FOR ATTRACTING AN ADDITIONAL 1.74 MILLION VISITORS TO AUSTRALIA, GENERATING MORE THAN US\$3.5 BILLION FOREIGN EXCHANGE EARNINGS BETWEEN 1997 AND 2004.

 IN THE THREE MONTHS AFTER THE GAMES, VISITOR ARRIVALS TO AUSTRALIA INCREASED BY 15 PERCENT OVER THE SAME QUARTER FOR THE PREVIOUS YEAR, CREATING AN ADDITIONAL US\$320 MILLION IN FOREIGN EXCHANGE EARNINGS FOR AUSTRALIA.



## The Emotional Impact of Sydney 2000

THE SYDNEY 2000 OLYMPIC GAMES GENERATED STRONG AND POSITIVE EMOTIONAL reactions from the Olympic athletes, the media, the people of Australia and the people of the world.

More than the records and the rivalries, more than the sights and sounds and statistics, Sydney 2000 will live on in the profound emotional effect that the Games had on all who shared in the experience.



*Euphoria*, a word appropriately of Greek origin, is the only word that can describe the elation that accompanied the Sydney 2000 Olympic Games. A crescendo of excitement began with the Torch Relay. The passing of the Olympic flame gave Australians a deeper understanding of their role in bringing forth an ancient and worldwide tradition and of their place in the glorious history of the Olympic Games.

*"The Olympic flame hit Sydney yesterday and Sydney went wild. A million people took to the streets to give a raucous welcome to the morsel of fire that has traveled halfway around the world and will ignite the cauldron in the Olympic stadium today, signaling that the 2000 Games have finally begun. ... Over the past week the atmosphere has been positively electric and yesterday, as the arrival of the Olympic flame made concrete the dream, Sydney dissolved into one gigantic street party. On a gorgeous spring day, they lined the route of the torch relay: office workers, tourists, children with painted faces. They hung out of balconies and climbed up lampposts. They danced, sang, cheered themselves hoarse. They waved Australian flags, thousands of them. They brought the city to a standstill for hours, and no one minded a bit."*

— *The Independent (United Kingdom)*

*"Seeing the enjoyment of what this has given the people of Australia and the people of the world, this is going to be the turning point of the Olympics. This brings the spirit of everyone together... it is something I'll take with me for the rest of my life."*

— *Greg Norman, professional golfer, on the experience of carrying the Olympic flame across the Harbour Bridge in the Sydney 2000 Torch Relay*



The Sydney 2000 Opening Ceremony brought to an end so much anticipation, and brought about more national pride for all Australians. Stadium Australia was packed to the rafters, and crowds thronged at Olympics Live sites throughout Sydney. The power and significance of the Sydney 2000 Opening Ceremony resonated in all corners of the globe, and the broadcast of the Ceremony now stands as the most-watched event in the history of television.

*"The party got going and is as beautiful as was promised seven years ago ... with a splendid sun and a contagious human warmth ... with a festive atmosphere at the threshold of the third millennium."*

— *Excelsior (Mexico)*

*"The Australian energy ended up contagious in every manner. ... The public was enthusiastic and respectful, happy to take part in the most important sporting event on the planet."*

— *El Pais (Spain)*

*"The greatest asset of these Games is its people, who have given and invested in an event that the entire country calls its own."*

— *El Mundo Deportivo (Spain)*

From beginning to end the Sydney 2000 Olympic Games was a narrative of the athletes' dedication, struggle, heartache and achievement. These Athletes' Games triggered a profound emotional response in us all. The athletes touched us with their inspiring performances, with the fulfillment of their Olympic dreams and with the joy they found in effort and participation.

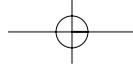
*"Long after the Australian wild flowers which were given to the medalists have died, our memories of being part of the greatest Olympics yet seen will endure, sweet concord to a world which has reflected upon itself for 17 days and declared the experience joyful."*

— *The Sydney Morning Herald (Australia)*

*"It's not all about competition. It's also about respecting all cultures and languages of the world."*

— *A male Olympic spectator from Mauritius*





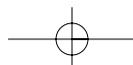
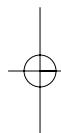
A River of Lightning illuminated the sky as the Closing Ceremony came to an end, and fireworks trailed like a comet from above Stadium Australia to the Harbour Bridge.

*"Sydney's Games restored faith in the Olympic ideals."*

— *Time Magazine (United States)*

*"Hope kindled for a brave new world."*

— *The Independant (United Kingdom)*





*"...an enormous sensation that feels like a thousand things — in particular, peace." — Clarin (Argentina)*