

RESOLUTIONS

1. THAT the Board notes and accepts the criticism in the report of the Independent Review Team that it should have been more pro-active in reviewing the detail of major SOCOG management decisions in the ticketing area.
2. THAT the Board recognises that serious matters of administration and management procedures and controls in SOCOG need to be addressed immediately. Accordingly the Board:
 - (a) RESOLVES to modify the organisational and reporting responsibilities in line with the structural proposal in the attached diagram.
 - (b) APPROVES the appointment as an additional Deputy CEO, on secondment from OCA, of Mr Michael Eyers and the appointment as General Manager Ticketing, on secondment from the Darling Harbour Authority, of Mr Alan Marsh.
 - (c) NOTES that both Deputy CEO's will report direct to the CEO, Sandy Hollway, who is responsible for the overall management of the organisation.
 - (d) RESOLVES to delegate to a working party consisting of the President, the Senior Vice-President, the CEO and both Deputy CEOs authority to implement any consequential changes to the organisational structure, subject to ratification by the Board.
3. In the light of the information and recommendations contained in the report of the Independent Review Team, the Board RESOLVES that a sub-committee of the Board consisting of Donald McDonald (Chair), Craig McLatchey and Nick Greiner (with Mr Eyers to act as secretary) report to the next meeting of the Board on any additional matters the Board should consider to ensure its corporate governance responsibilities continue to be fully met.
4. The Board also RESOLVES to continue and accelerate the process of review in detail of key management decisions which the Board embarked upon at the 21 October 1999 meeting and REQUIRES that:

Management report monthly to the full Board on the state of SOCOG's total ticket inventory.

Management report to the full Board at its next ordinary meeting on the number and type of tickets available in the Olympic Opportunity category.

No action be taken on the marketing of Olympic Opportunity tickets without prior detailed approval of the Board or as appropriate the Ticketing Sub-Committee. —

The next Ticket Brochure include information for each category at each session on the minimum number of tickets available for sale to the public through the Ticket Brochure.

The next Ticket Brochure be prepared in line with principles agreed with the ACCC and with the level of due diligence appropriate to a prospectus for a public float, to be reviewed by the Independent Consumer Protection Advisory Committee and signed off by the Board before the Ticket Brochure is printed.

news release



11 NOVEMBER 1999

524,451 TICKETS RETURNED TO THE PUBLIC

Best Seats Available to Key Events

More than 524,000 tickets to many key sessions of blue-ribbon events of the Sydney 2000 Olympic Games have been returned to the pool of tickets for sale to the Australian public.

The Board of the Sydney Organising Committee for the Olympic Games (SOCOG) today approved a recommendation by its Ticket Sub-Committee to channel tens of thousands of the best seats to topline sports back into the public ballot.

"The Ticketing Sub Committee has done an excellent job of identifying many of the best seats to the most popular sports and providing a formula for returning many good seats to the public", the President of SOCOG, Michael Knight, said today.

"These tickets - a total of 524,451 - were those the Board deliberately took back from those previously set aside by staff for possible use in premium products.

"It means that the number of tickets available for sale to Australians now totals 3.6 million, without taking into account tickets currently held in contingency.

"This means, for example, that for Athletics, on the night of Monday 25 September - a night all Australians are looking forward to as Cathy Freeman will be running for gold - a total of 5,575 are now being made available in A, B and C categories. This includes 4,564 new A class tickets".

"For the Mens 1500 metre Swimming final session a further 548 tickets are now available for Australians".

"For the Mens Basketball final session there are now an extra 624 tickets available".

"For cycling on the night of 19 September, the Mens team pursuit final session, there were originally 242 tickets available for the public. We have now added an extra 258 tickets more than doubling the public quota".

"For the Equestrian Jumping final on 28 September 5,529 tickets were previously available to the public. We have now added an extra 2,471".

"For the Women's Hockey final on 29 September we now have another 611 tickets available".

Mr Knight said that The Board's Ticketing Committee ensured, when deciding on the allocation of tickets, a fair split between these 524,451 available for the public and the 200,000 being retained for the development of hospitality packages.

It ensured that half of the high demand tickets would go to the public.

Mr Knight said the SOCOG Board had approved the release of the 524,451 tickets in two ways.

"That portion of the 524,451 tickets that are for sessions which were not sold out in the first round will swell the pot of available tickets in the ticket offer which closed on October 22".

"The remaining portion of the 524,451 tickets, which were for sessions which were sold out in the first round, will be allocated under a fair system which gives an advantage to those who unsuccessfully sought those tickets in the first round".

"These tickets will go to those people who were, in effect, next in line".

"Original applicants who missed out on a ticket for one of these sessions will be offered tickets based on their randomised application form in the order that was processed in the original session ballot".

"This will be done on a session-by-session basis".

Mr Knight said SOCOG will be writing to successful applicants and asking them if they wished to purchase the ticket. If they decline, SOCOG will contact the next applicant in randomised order and so on until all tickets are sold.

"In addition, SOCOG will also be giving customers contacted under this system the opportunity to obtain a refund for any second choice ticket they received in order to pay for the first choice ticket now on offer".

"We believe this will be of financial assistance to some people".

"The Olympic Coordination Authority and SOCOG are working closely together to assess the exact number of seats required in all venues for contingencies, with the aim of returning more tickets to the public early next year".

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NEW TICKETS FOR THE PUBLIC - FACT SHEET

66,446 new Athletics tickets for the public, including 20,230 tickets for sessions which were more than 20 per cent oversubscribed in the first offer by first choice requests.

7,522 new Swimming tickets including 7,077 new Swimming tickets for sessions which were more than 20 per cent oversubscribed in the first offer by first choice requests

1,708 new Track Cycling tickets for sessions which were more than 20 per cent oversubscribed in the first offer by first choice requests.

15,382 new Basketball tickets for the public, of which 11,803 are for sessions which were more than 20 per cent oversubscribed in the first offer by first choice requests.

2754 Closing Ceremony tickets in the 'A', 'B' and 'C' categories, and **211 new Opening Ceremony tickets** in the B and C categories.

New tickets in other sports include:

Baseball: 33,46 new tickets

Beach Volleyball 22,188 new tickets

Boxing: 29,259

Diving: 11,966

Equestrian Three Day Event: 4,435

Artistic Gymnastics: 5,911

Rhythmic Gymnastics: 1484

Hockey: 34369

Rowing: 10,179

Tennis: 11,101

Weightlifting: 11,021

Media Release



17 MARCH 2000

ORGANISERS GET READY TO OFFER 2.4 MILLION MORE OLYMPIC TICKETS

Almost 10,000 more tickets for women's 400m athletics final; and more diving, swimming, cycling and gymnastics tickets

More than 2.4 million tickets to the Sydney 2000 Olympic Games will be made available for sale in Australia starting from next month.

This is in addition to the 0.7 million tickets now on offer in the Olympic Opportunity program.

An inventory of available tickets released today reveals future sales will include 354,000 athletics tickets, 153,000 basketball tickets, 44,000 artistic gymnastics tickets, 22,000 swimming tickets, 1,800 Opening Ceremony tickets and 2,800 track cycling tickets.

Tickets are available to all sessions, including all gold medal sessions.

The new inventory was signed off by the Board of the Sydney Organising Committee for the Olympic Games (SOCOG) yesterday and follows a thorough and rigorous review of venue capacities by SOCOG and the Olympic Co-ordination Authority (OCA). The inventory includes:

Finalisation of the free seating set aside in each venue for broadcasters, press, athletes and officials.

Tickets not taken up by sponsors, broadcasters, international sporting federations, National Olympic Committees and others.

Unsold tickets previously set aside for sale through a premium ticket program including tickets ordered by the SOCOG Board last year to be returned to existing customers and 200,000 tickets previously set aside for a hospitality sales program.

General ticket sales are scheduled to resume from mid April, although in order to manage the expected strong demand there will be a staged release of the ticket stock.



"The release of our ticket inventory marks the first step in a fresh start for general ticket sales in the final months leading up to the Games," Deputy Chief Executive of SOCOG, Michael Eyers, said today.

SOCOG's General Manager, Ticketing, Alan Marsh, said. "There are fantastic opportunities right throughout this inventory, including almost 10,000 tickets to the women's 400m athletics final session, more than 18,000 tickets to the men's gold medal football match, and thousands more diving tickets.

"I'd also expect people will now start focusing on the next tier of competition to find tickets in preliminary and intermediate sessions where they will see their favourite athletes, as well as other Olympic Games sports they haven't considered before."

SOCOG will roll out the additional 2.4 million tickets progressively either by sport or venue until Sydney 2000 box offices open no later than July. All remaining tickets will then go on sale.

There will also be a new "supertickets" scheme where a select number of high demand 'A' category tickets will be offered for sale at higher prices than last year - although there will also be other tickets in these sessions made available first at list price.

Mr Eyers said the "superticket" scheme will not include tickets to swimming, diving, rhythmic gymnastics or track cycling, but will include the Opening Ceremony and sessions of athletics, basketball, artistic gymnastics and tennis.

"The approach we are taking today has been discussed with SOCOG's Consumer Protection Advisory Committee (CPAC)," Mr Eyers said.

"And unlike last year's premium program, which featured negotiated sales which were not open to the public, we will be announcing the details of the 'supertickets' before they go on sale - and they will be available to everyone."

Mr Eyers said that while tickets set aside for public sale to many sessions sold out last year, SOCOG was now able to make available additional tickets from allocations previously set aside for other groups and purposes.

"The inventory released today does not include more than 360,000 tickets held in contingency, most of which we expect will ultimately be released for general sale.

"The tickets are held in contingency to cover changes in venue seating capacity which may occur before venues are finalised. All venues are still being fitted with their Olympic overlay - a massive project with a total costing over \$800 million."

"Tickets will be sold on a first come, first served basis by telephone, or by order forms available through News Limited newspapers or through the internet.

In addition to the ticket inventory released today, SOCOG will be offering tickets to sailing on spectator boats which will first be offered for sale to sponsors.

The attached inventory also includes more than 730,000 Olympic Opportunity tickets already on offer across Australia through schools (and some sporting federations) to children, teachers, parents and guardians, taking the number of Games tickets being offered for sale in 2000 to more than 3 million.



The promised second segment of the Olympic Opportunity program will come from the inventory detailed today.

Mr Evers said the process of allocating people into seats was now underway after the SOCOG Board followed established Games precedent and contractual obligations in approving an order of allocation.

The Board approved the grouping together of Olympians and families and other AOC groups such as national sporting associations, international and Australian sponsors (TOP and TMOP), premium ticket purchasers and the broadcaster NBC to be allocated seating first.

Then follows a second grouping headed by the Australian public, with other sponsors ("supporters" and "providers"), Olympic Club members and other broadcast rights holders.

A further grouping of purchasers who secured tickets through the 199 overseas National Olympic Committees and through hotels was then allocated.

However there will be no grouping for future ticket sales; the next best available seats will be immediately allocated to each new purchaser.

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