

# Sustainable Rebranding

Rebranding can be sustainable by:

- i) not harming the needs of the future
- ii) creating somewhere with a low environmental impact e.g. little waste, renewable energy, etc

Rebranding is defined as:

"Development that meets the needs of the present without compromising the ability of future generations to meet their own needs"

## CASE STUDY: Sydney Olympics 2000

Sydney bid to be the first ever 'green' olympics with the plan beginning in 1992. The plan was to provide a sustainable development such as:

1. Effective public transport system
2. Affordable housing and rents
3. Mixture of employment opportunities and housing
4. Local services such as schools, medical services, etc
5. Leisure facilities e.g. parks

The games were going to be built at the 14 km site Homebush west of Sydney's central business district. The land surrounding the site was heavily polluted.

The success and failure of Sydney:

<u>Economic Sustainability</u>	<u>Social Sustainability</u>	<u>Environmental Sustainability</u>
<p>Over \$6 billion was spent on infrastructure e.g. redesigning the airport</p> <p>20% of the Olympic spending went to businesses in New South Wales</p> <p>Boost from tourism, 1.6 million tourists spent \$6 billion in 2001, turning the olympics into a profit making event</p>	<p>Sydney's main aboriginal suburbs, Redfern, suffered increased police raids before the olympics causing cultural dilution</p> <p>Many rural police stations had to close in order to provide more police around the games site.</p> <p>Local residents were exposed from toxic dust in the games clean up</p>	<p>Use only brownfield sites - Homebush was an industrial area, much of the land was derelict in 1993 when Sydney won the 2000 games</p> <p>Protect native ecosystems - mangrove and salt marsh in Homebush Bay near the park were protected and extended.</p> <p>Use energy efficiency - all of the 665 houses in the olympic village had solar cells and solar hot water cells fitted.</p>

