

Gold Coast 2018 Commonwealth Games Strategic Plan 2016 to 2018



This Strategic plan was reviewed June 2016 and remains current.

Vision

To stage a great Games in a great city, leaving great memories and great benefits for all.

Mission

To conduct an athlete focused Games with excellent competition in a fun and friendly environment with long lasting benefits for the Gold Coast, Queensland, Australia and the Commonwealth.

Objectives

- To attract the best athletes to compete in a technically excellent, world class, fun and friendly Commonwealth Games
- To launch the Commonwealth Games into a new decade with an inspiring, memorable and landmark event
- To help our partners make the most of the opportunities presented by the Games
- To engage and harness the enthusiasm of our communities
- To contribute to economic growth by working with our partners to promote Queensland tourism, trade and investment
- To present the Games in a creative way that will encourage comprehensive and positive exposure and support

Strategies

An overarching planning framework developed by the Commonwealth Games Federation defines the planning processes for GOLDOC. The planning deliverables and strategies for the various functional areas are included within strategic plans, concept of operations plans and operational plans.

Values

- G** Global – where we think globally for the organisation, the Games and beyond
- R** Respect – where our work and thoughts are respected and valued
- E** Excellence – where we deliver excellence in everything we do
- A** Accountable – where we act with the highest integrity and fairness
- T** Trust – where we are empowered to do our job in a collaborative environment

Key performance indicators

- Level of Commonwealth Games Federation's satisfaction with preparedness for the Commonwealth Games
- Level of target market's engagement in the Commonwealth Games
- Percentage of total GC2018 commercial revenue target contracted

This Strategic Plan contributes to two of the Government's objectives:

- building safe, caring and connected communities
- creating jobs and a diverse economy