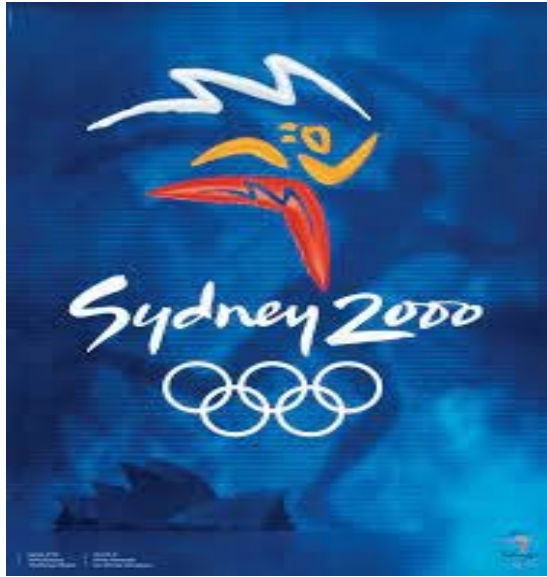




Legacy Impact and the 1956 Melbourne Olympic Games: A Precursor of Changes in the Olympic Movement

Dr Richard Baka, Professor Tracy Taylor, Dr Jade Haycraft

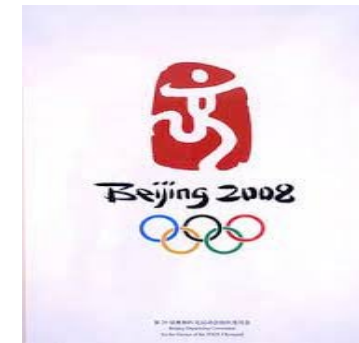
Olympic and Paralympic Research Centre,
Victoria University, Melbourne, Australia



My Initial Interest in the Olympic Movement

Author Attended the 1976 Games as a PhD Student

Attended and worked at 7 Olympic Games (Vancouver, Sydney, Montreal and London rank as my favorites)





XVI OLYMPIAD
1956

MELBOURNE'S
PLAN



Key IOC Legacy Documents

*OLYMPIC Charter



In force as from
8 August 2021
**OLYMPIC
CHARTER**



*Agenda 2020 +5

 **OLYMPIC AGENDA 2020+5**
15 RECOMMENDATIONS



*Legacy Strategic Approach

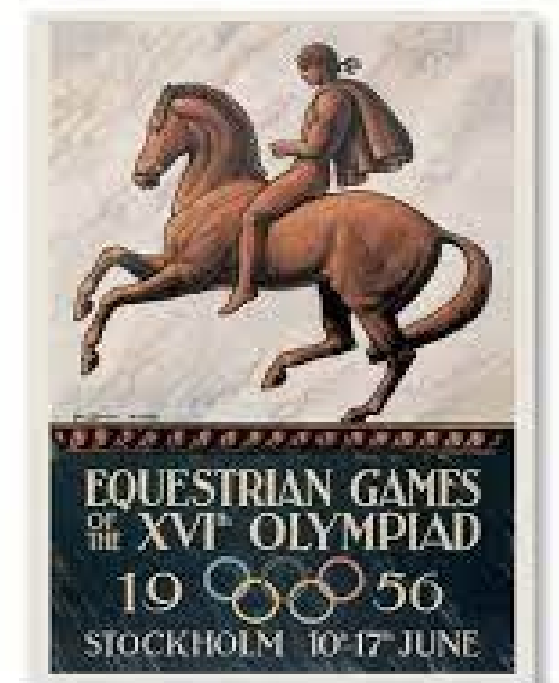


LEGACY STRATEGIC APPROACH
2021-2024 OBJECTIVES

In April 2021, approved by the Executive Board



1. Challenges in Host City Selection: Equestrian Events held in Stockholm Sweden



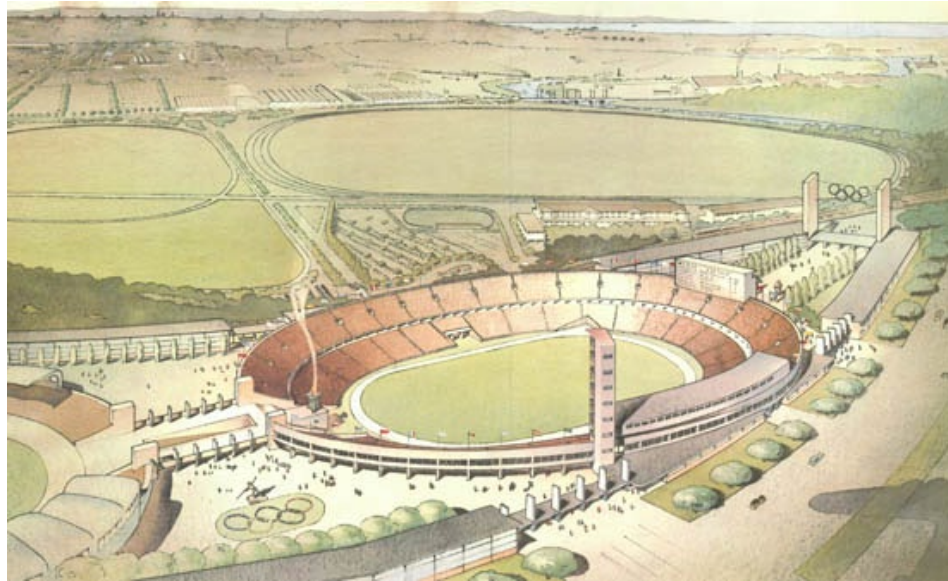
2. Political Issues at the 1956 Games: Suez Canal Crisis; Two China Issue; USSR Invades Hungary



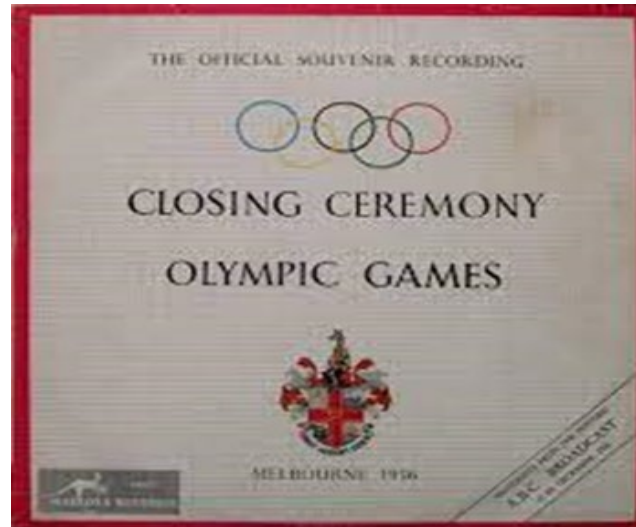
3. Broadcasting Legacy: Live Australian TV Olympic Coverage and First Broadcast Rights Sold



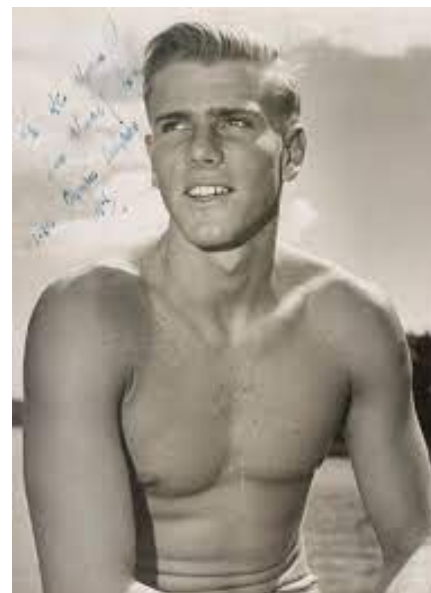
4. Sustainability Concerns: Eliminating “White Elephants”



5. The Friendly Games: Wing's Idea Alters Forever the Closing Ceremonies



6. Australian Olympic Success: Sporting Heroes at the 56 Games



**Australia's
Summer
Olympics Medal
Tally
1896-2021
547 Medals and
10th Overall**

OLYMPIC GAMES	GOLD	SILVER	BRONZE	TOTAL
1948 London	2	6	5	13
1952 Helsinki	6	2	3	11
1956 Melbourne	13	8	14	35
1960 Rome	8	8	6	22
1964 Tokyo	6	2	10	18
1968 Mexico	5	7	5	17
1972 Munich	8	7	2	17
1976 Montreal	0	1	4	5
1980 Moscow	2	2	5	9
1984 Los Angeles	4	8	12	24
1988 Seoul	3	6	5	14
1992 Barcelona	7	9	11	27
1996 Atlanta	9	9	23	41
2000 Sydney	16	25	17	58
2004 Athens	17	16	17	50
2008 Beijing	14	15	17	46
2012 London	7	16	12	35
2016 Rio	8	11	10	29
2020/21 Tokyo	17	7	22	46

7. Leadership in the Olympic Movement

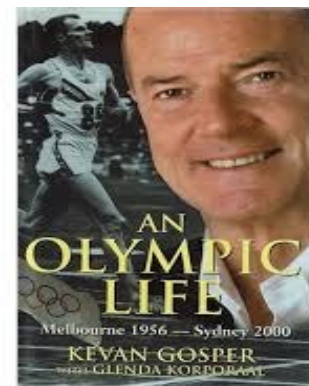


Key individuals included Sir Frank Beaurepaire (Olympian and President of 1956 Organizing Committee); Julius Patching, Kevan Gosper, Geoff Henke, Leon Wiegard and others



Australia has had 12 members on the IOC plus others who served on IOC Commissions with many from Melbourne

Have had two IOC Vice Presidents: Kevan Gosper and John Coates





OLYMPIANS CLUB OF VICTORIA AND AUSTRALIA

”Once an Olympian, always an Olympian”

This phrase captures the spirit of the Olympians Clubs established in each state and territory to bring together Olympians

This club promotes Olympism by undertaking & supporting activities which will progress the Olympic movement in Australia.

Leon Wiegard from Melbourne has been a key player (Victorian Olympians Club was copied by the AOC and other states)

8. Strengthening the Olympic Movement in Australia

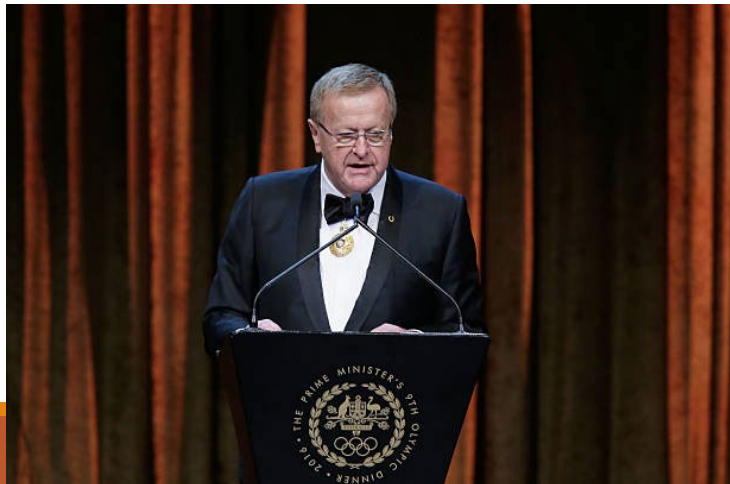
*AOC headquartered in Melbourne until the 1990s when it re-located to Sydney but the VOC was a key player in assisting the national body to mature

*State bodies like the VOC assisted in major fund-raising and promoting community-based programs

*Eventually the AOC moved to a more centralized structure with less involvement by the state bodies

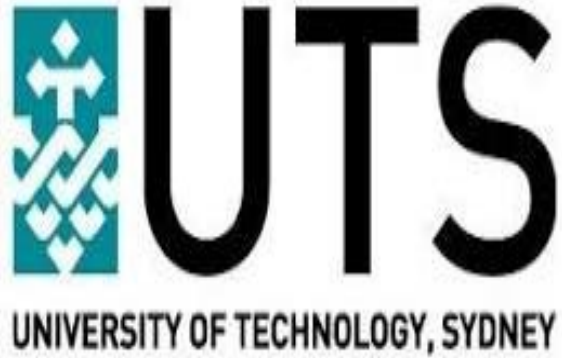


Prime Minister's Gala Olympic Dinner: Major Fund Raiser for Olympic Team



Victorian Institute of Sport





Olympic Studies Centres In Australia

- * Australian Centre for Olympic and Sports Studies at University of Technology-Sydney; established in 2005 but was at the University of New South Wales from 1996 to 2005
- * Centre for Olympic and Paralympic Studies at the University of Queensland in Brisbane; set up in 1996
- * Olympic and Paralympic Research Centre at Victoria University in Melbourne; established in 2021
- * [Link to the I.O.C. Olympic Studies Centre in Switzerland](#)

9. Facility Legacy: A Games Precinct Like No Other



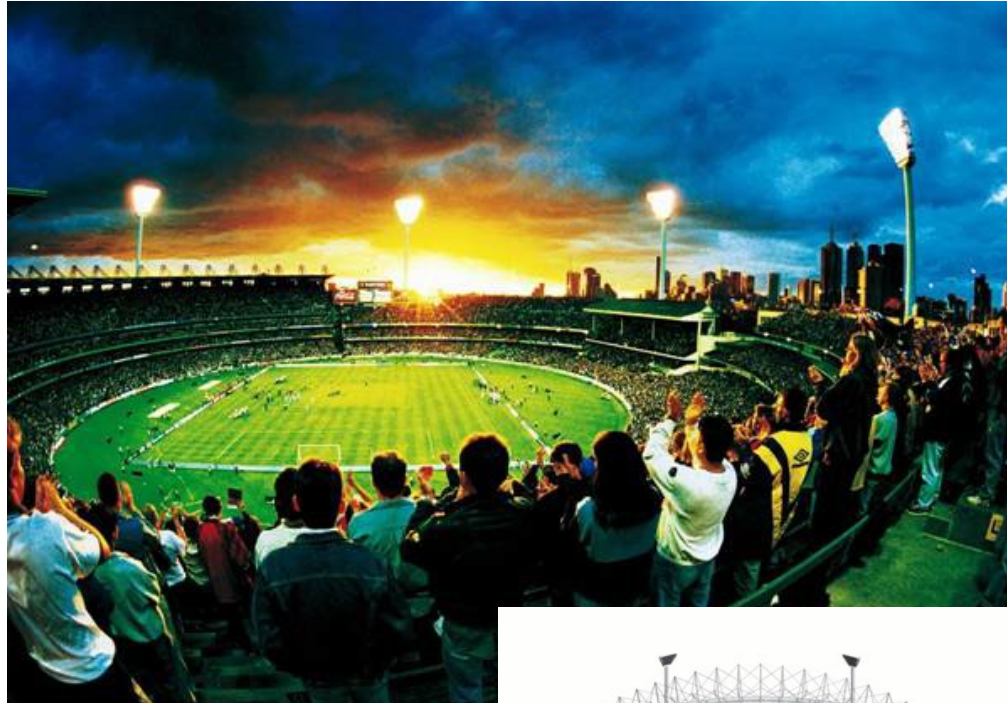


Other Venues for the 56 Games:

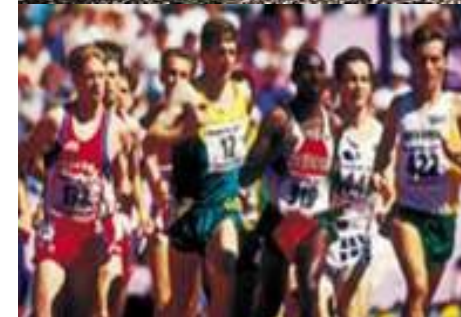
Festival Hall, Lake Wendouree, Port Phillip Bay, Royal Exhibition Building



Melbourne Cricket Ground (MCG)



Capacity 100,000



Australian Sports Museum at the MCG



Olympic Memorabilia, Commemorative Rooms and Olympic Highlights at the MCG

*statues of 1956 Olympians Shirley Strickland and Betty Cuthbert

*an MCC library with Olympic resources

*the Olympic Room, John Landy Room and the Olympic Stand

*an Olympic plaque, tapestry artwork, bronzed doors and photos all within the MCG



Olympic-Themed Tours of the MCG



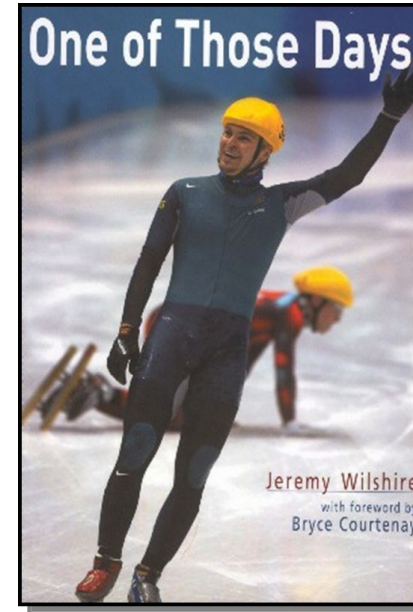
Marvel Stadium (Domed)



Melbourne Convention & Exhibition Centre



O'Brien Group Arena at Docklands: Home of the Olympic Winter Institute



STEVEN
BRADBURY: First
Australian Olympic
Winter Games Gold
Medallist

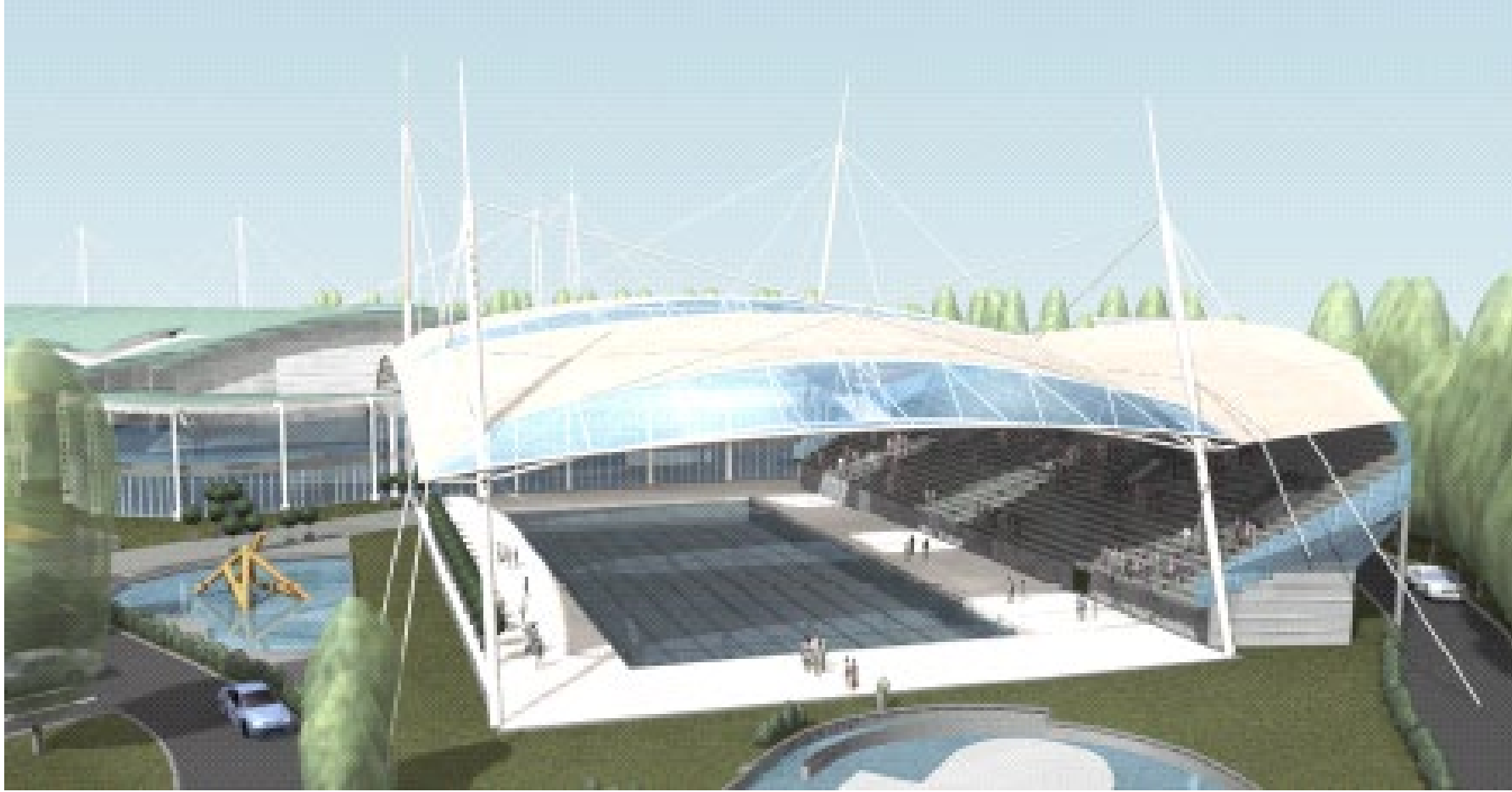


**Australia's
Winter Olympics
Medal Tally**

**19 medals: 26th
ranking**

YEARS	GOLD	SILVER	BRONZE	TOTAL
1936 – 92 Various	0	0	0	0
1994 Lillehammer	0	0	1	1
1998 Nagano	0	0	1	1
2002 Salt Lake City	2	0	0	2
2006 Turin	1	0	1	2
2010 Vancouver	2	1	0	3
2014 Sochi	0	2	1	3
2018 Pyeongchang	0	2	1	3
2022 Beijing	1	2	1	4

Melbourne Sports & Aquatic Centre (MSAC)



State Netball and Hockey Centre



Melbourne's World-Class Facilities

World Class Facilities near the City Centre



Melbourne Cricket Ground



Melbourne Sports & Aquatics Centre



Albert Park Sports Precinct



Melbourne Tennis Centre



Melbourne Cricket Ground



Melbourne Park



Melbourne Arena



Olympic Park



10. Melbourne: The Sporting Capital of Australia

Victorian Government with support by the Premier's office established peak bodies to scope and secure major events including sport for Melbourne and the state.

These bodies were the **Victorian Major Events Company** and it was replaced by **Visit Victoria** which is still active in this regard



10. The Sporting Capital of Australia

Australian Tennis Open, F1 Grand Prix (both held annually)



2006 Melbourne Commonwealth Games



10. Melbourne: The Sporting Capital of Australia

*FINA World Swimming Championships

*President's Cup Golf

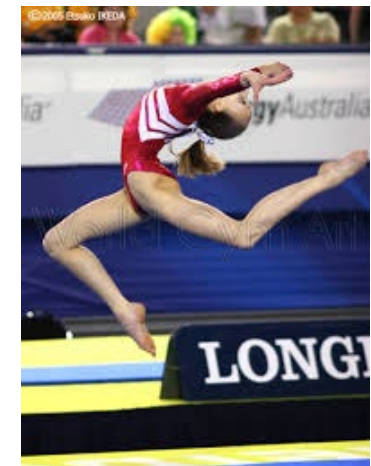


Fina
WORLD SWIMMING
CHAMPIONSHIPS (25M)



10. Melbourne: The Sporting Capital of Australia

- *World Gymnastics Championship
- *World Police and Fire Games
- *World Masters Games



10. Melbourne: The Sporting Capital of Australia

*Rugby Union World Cup in 2003

*Australian Boomers Basketball Series vs USA Dream Team played in 2019 before 55,000 fans in Marvel Stadium



10. Melbourne: The Sporting Capital of Australia: 'Not Entirely Smooth Sailing'

*Melbourne lost the bid for the 1996 Summer Olympics to Atlanta

*Victorian Government cancelled hosting the 2025 Beach Volleyball World Championships but they went to Adelaide so they remained in Australia

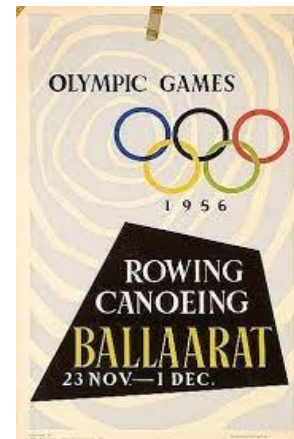
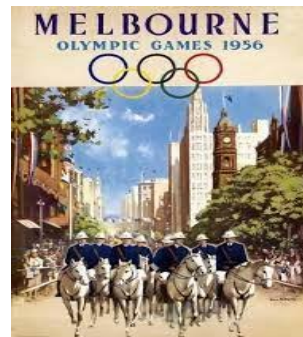
*Victorian Government controversially cancelled hosting the 2026 Commonwealth Games due to costs



CONCLUSIONS

There was a need to assess legacy very differently for the 1956 Games as there were no IOC guidelines in place then.

Melbourne has a very well-defined contribution to Olympic legacy especially in the areas of facilities, hosting major international events, success as an Olympic nation, enhancing the development of the AOC, making a strong contribution to IOC governance and influencing Olympic tradition.



CONCLUSIONS

Melbourne deserves the title of an ‘iconic Olympic City’ and has the infrastructure and expertise necessary to host a future games – without exorbitant costs – in reality, the future looks bleak to ever return due to current IOC requirements on Games dates (July to August) which is winter in Melbourne.

These successful 1956 Olympics, labelled the ‘Friendly Games,’ have definitely helped to pave the way for Australia to be chosen to host both the Sydney 2000 and the upcoming Brisbane 2032 Olympics.



Brisbane 2032

Olympic and Paralympic
Games Host

Queensland



THE END

