

**\*\*\*\* SPECIAL OLYMPIC EDITION \*\*\*\***

Australia is bracing itself for what will be the biggest short-term influx of visitors in its entire history. The Sydney 2000 Games is expected to bring long-term promotional benefits to the whole of Australia and a significant increase in international tourist arrivals.

Some statistics to consider:

- Between 1997 and 2004 an additional 1.6 million international visitors are expected to come to Australia as a result of the Games, generating an additional \$6.1 billion in tourism earnings and creating 150,000 new jobs. Only 0.0825% of these will be athletes, officials, judges, journalists or spectators, representing 132,000 people.
- The impact began in 1998 and has continued to build stronger, then remaining strong for the four years following the Games.
- New South Wales will be the main beneficiary of the boom in international tourist visitors but the spin-off will be significant for the rest of Australia [50% of the additional tourists are expected to visit Queensland, 25% Victoria, 13% Western Australia and 9% the Northern Territory]. Source: Griffith University & KPMG.

Wishing you successful trading during the Sydney Olympics.

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# TARGETT'S TACTICS

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Welcome to the next edition of Targett's Tactics. This newsletter is produced bi-monthly to keep you informed of the latest ideas, techniques and services available for us to provide service beyond our customers' expectations, each and every time. It's too hard doing it by yourself, so fortunately there are alternatives

## **LAST CHANCE TO PREPARE FOR THE OLYMPICS**

This highly informative program is still available but only for a very limited time. Seminars are being presented around shopping centres, and you have one last opportunity to confirm a booking.

A very comprehensive 2-hour presentation is provided, including workbooks, Olympic Survival Kits, pens & highlighters, all for \$950-00. With unlimited number of attendances price-inclusive, this is a once-in-a-lifetime opportunity. More information over the page.

**WILL YOUR RETAILERS BE AFFECTED BY THE SYDNEY OLYMPICS? ARE THEY READY??**

Contact us today, for more information.

***LOOK INSIDE THIS EDITION FOR MORE INFORMATION ON PREPARING OURSELVES FOR THE GAMES....***

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**TARGETT RETAIL TRAINING P/L**

ABN 25 086 170 998

With willingness comes success

## THE OLYMPIC CHALLENGE OF 2000

The Sydney 2000 Olympic Games will create the biggest demand for transport and other services ever experienced in Australia. A range of strategies will be necessary to reduce travel and yet continue to operate your business during the Games.

Many critical issues will need to be addressed to ensure your business continues to function as smoothly as possible. Some of these issues include:

- Sales peaks and troughs versus 'normal' trading times
- Most common product demands to prepare for
- Working hours versus normal trading hours
- Customer parking arrangements and your carparks' opening/closing hours
- Promotions – what to do, when to start, and how to add value
- Stock deliveries and expected freight complications
- Communication to customers and to staff
- Finance issues including credit cards, foreign currency and banking procedures
- Security and issues of increased risk
- Travel arrangements in getting to and from your place of work.

ALL OF THESE ISSUES ARE ADDRESSED IN OUR SPECIAL OLYMPIC SEMINAR PACKAGE. A MUST FOR ANY BUSINESS IN THE DIRECT LINE OF FIRE TO THE GAMES EVENTS AND EFFECTS.

## THE WORKFORCE CHALLENGE OF 2000

During the Games, congestion will be experienced on Sydney's roads and public transport system. As this will impact you, your staff, tourists and freight companies, we must be prepared by planning how to best manage things. Employees will need to adjust their regular commuting routines during the Games period. Daily travel for commuters, freight contractors and commercial users will need to be reduced across the whole of the transport system during the Games – on all rail lines and all major roads.

These reductions will be particularly needed at key times and in specific locations. Therefore, some workforce planning strategies should be put in place now, to reduce travel and maintain business operations. These strategies could include:

- altered working hours
- holiday scheduling
- temporary relocation of some employees to other locations
- car pooling.

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LOOK OUT NEXT MONTH FOR AN UPDATE ON ON-LINE TRAINING & LEARNING – IT'S ONLY A MATTER OF TIME FOR ALL OF US.

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