

CHOGM: LESSONS AND LEGACIES

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CHOGM: LESSONS AND LEGACIES

- Ministerial ownership and drive
- One brand – one project
- Good understanding of – and openness about – risk



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- 5 objectives
- Only changed once
- Consistent
- They were repeated.....
-and repeated



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STATE OBJECTIVES

- A uniquely Western Australian experience for delegates
- Maximum exposure of Western Australia
- Community and business participation in CHOGM events
- The Western Australian community develops a better understanding of the Commonwealth
- A safe and secure event



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- Media and community engagement



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• What worked?

- Cross-government cooperation
- Coordination Group.....it coordinated
- Delegated large chunks – agencies owned them
- People and organisations really joined the CHOGM Team



CHOGM 2011
PERTH, AUSTRALIA

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- What could have been better?
 - Australian Government/State Government communication
 - Public communication



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- What would we do differently next time?



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