Share the Dream
Your Guide to Celebrating GC2018!
Let’s Share the Dream

The Gold Coast 2018 Commonwealth Games (GC2018) will be the largest sporting event Australia will see this decade and the biggest sporting spectacular the Gold Coast has ever seen. From small clubs to local businesses, we want as many people as possible to show their support. After all, it’s a celebration!

Before we get started, it’s important to remember a large part of GC2018 funding comes from our Official Sponsors. As they pay for the rights to use certain logos, names, icons, typefaces and photography related to GC2018, there are certain elements of GC2018 that can’t be used in your celebrations.

Don’t worry, there are still plenty of ways that you can show your support and Share the Dream. This guide will show you how!
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There are many ways to show your support

We want everyone to feel part of something special, celebrate with each other, have fun and show their support for GC2018.

From BBQs to family fun days, you’ll find plenty of ways to inject the spirit of the Commonwealth Games into your activities.

Be inspired by the diversity of our Commonwealth nations and sport in general and let those themes be the base for activities you could plan and take part in.

Over the next few pages we’ll provide some information and guidance around what you can do to celebrate GC2018 in your local area.

Check out our Community Celebration Ideas
‘Share the Dream’ is the official tagline of GC2018 and the expression of who we are, what we believe in, our values and our reason for being.

We want all of our supporters to share this message in the lead up to and during GC2018. When posting on your personal social media channels about the Games, please use our official hashtag #SHARETHEDREAM.
Meet BOROBI
The GC2018 Official Mascot

Borobi is thrilled the Commonwealth Games are being staged in his hometown and he can’t wait to welcome all the athletes and supporters to the Gold Coast and Queensland and watch the athletes achieve their dreams.

Borobi loves making new friends and he can’t wait to meet you at GC2018!

You can read all about Borobi’s story, his paw markings and more koala facts at Borobi’s website

Please note that Borobi is a protected image, so you may not use the Borobi font or his image except in the printable formats below:

Download and have fun with our Borobi activity sheets

Get crafty and make your own Borobi ears - Find these and other great activities here

Learn all the words to Borobi’s song ‘Days of Gold’ by Busby Marou – available on iTunes

Dance off! Get active and learn all the moves to the Borobi Boogie!
Show the COLOURS

Fly your flags with pride

What better way to show your support and excitement than by waving a flag? You can use the flags from any of the 70 participating Commonwealth nations and territories.

All of these vibrant flags will make a colourful display in your home, school or business and are available to download - simply select your flag.

Download your flag

Be creative with the use of flags. Think fancy dress party, cake decorating competitions and more. Check out our creative activities.
Official Decorations

Official GC2018 Community Celebration Packs and Party Packs are coming soon!

Use these to decorate your home, school, business or event with our official GC2018 brightly coloured bunting, flags and posters.

Available for pre-order now!
Stock available from January 2018

AVAILABLE MERCHANDISE

1. Poster
2. Banner Flag
3. Bunting
4. Banner
5. Swirls (Pack of 5)
6. Mobile
7. Hand Waver (Pack of 10)
8. Pole Flag
9. Giant Inflatable Borobi
10. Borobi Mobile
11. Borobi Temporary Tattoos (Pack of 50)
GC2018 OFFICIAL
PARTY PACK
Pack description:
• 2 Posters
• 2 Banners
• 3 Mobiles
• 1 Bunting
• 5 Swirls
RRP: $60.00

GC2018 OFFICIAL
COMMUNITY
CELEBRATION PACK
Pack description:
• 5 Bunting
• 1 Banner Flag
• 2 Mobiles
• 10 Hand Wavers
RRP: $150.00
Celebration Ideas FOR YOUR COMMUNITY

Opening Night In
Celebrate a night of culture, colour and diversity. The GC2018 Opening Ceremony will be an unforgettable moment to share with your friends and family. Host an ‘Opening Night In’ party or a dinner party with the theme ‘Foods of a nation’.

Embrace the Race
Get ready to line the streets and ‘Embrace the Race’ with your friends and family. Enjoy the stunning Gold Coast scenery while you watch one of our free road events.

Super Saturday Sausage Sizzle
Inspiring ways to celebrate this once-in-a-lifetime event, Super Saturday, including unique recipes, games, top tips and more. Witness sporting greatness and celebrate GC2018!

‘Shell’ebrate the Games!
Grab some friends and ‘Shell’ebrate the Games’ with beach-themed games and activities. Learn how to be sun smart and how to stay safe at the beach.
Be prepared with your local council

If you’re planning an event that requires the use of public land, please ensure that you follow the normal approval processes within your own council region.

For event enquiries in Host and Event Cities, please refer to the websites listed below:

- City of Gold Coast
- Brisbane City Council
- City of Townsville
- Cairns Regional Council

If you are planning an event outside of the Host and Event Cities and need advice, please contact your own local council in the first instance. If you need further assistance, please contact the Office of the Commonwealth Games:

Email: embracing2018@dtesb.qld.gov.au
Website: https://embracing2018.com/
Get CREATIVE

Create your own masterpiece at home

Get the children excited about the Commonwealth Games with these fun craft activities that can be created at home or at school.

Try these fun activities at home:

- Make your own flag
- Mascot Ears
- Colour in Borobi
- QBR Baton
- DIY Medals
- Friendship Bracelets
Our Rules

THINGS TO AVOID

In showing your support, please don’t use our trademarks, logos, and word references. They are reserved for our Official Sponsors and are protected from use by the general public.

The official name ‘Gold Coast 2018 Commonwealth Games’ can only be used by our Official Sponsors – this includes any variations of this name (see adjacent table).

As a member of the public please refer to the event as: ‘the Games’.

More information on brand usage can be found on our website.

HELP US TO PROTECT THE GC2018 BRANDS

We ask for your support in protecting the GC2018 brands. The hosting of GC2018 is a major investment by the Queensland and Federal Governments, along with support from our host city.

Community awareness of the importance of protecting the GC2018 brands helps us to prevent marketing, advertising or promotional activities which harm this iconic sporting event through unauthorised association or implied sponsorship of or with GC2018.

UNAUTHORISED USE OF GC2018 BRANDS

Unauthorised use of GC2018 brands may constitute an offence for which you may be prosecuted and/or fined. The court may issue an injunction to restrain the unauthorised activity.

PROTECTED REFERENCES

- Australian Commonwealth Games Association
- CGF
- Commonwealth Games Federation
- Australian Commonwealth Games
- Coast 2018 Games
- Coast Games
- Comm Games
- Commonwealth Games
- GC18
- GC2018
- Gold Coast 2018 Commonwealth Games
- Gold Coast 2018 Cultural Program
- Gold Coast 2018 Games
- Gold Coast Commonwealth Games
- Gold Coast Games
- GOLDOC
- Queen’s Baton Relay
- Celebrating 2018
- Delivering 2018
- Embracing 2018
- Festival 2018
- Borobi

LEGISLATION

GC2018 brands are protected by trade marks, copyright and consumer protection law. In addition, the Queensland State Government and Federal Government have passed specific legislation to protect GC2018 brands as follows:

- Commonwealth Games Arrangements Act 2011 (Qld)
- Major Sporting Events (Indicia and Images) Protection Act 2014 (Cth)

Unauthorised goods bearing GC2018 brands may be seized and confiscated. Penalties of up to $12,190 may apply.

COMBINATIONS OF PROTECTED REFERENCES

Any combination of a reference from column A with a reference from column B, is also a protected reference shown in the below table:

<table>
<thead>
<tr>
<th>COLUMN A</th>
<th>COLUMN B</th>
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<tbody>
<tr>
<td>2018</td>
<td>Commonwealth Games Games</td>
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<td>21st</td>
<td>Comm Games</td>
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<td>Commonwealth Games</td>
<td>Gold Silver Bronze</td>
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<td>Commonwealth Games athlete</td>
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<tr>
<td>Australian Commonwealth Games Team</td>
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<td>Gold Coast 2018</td>
<td>Gold Coast 2018 GC2018</td>
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<tr>
<td>Cultural Program</td>
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<td>Games</td>
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<td>Commonwealth Games</td>
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<td>Australian Commonwealth Games Team</td>
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<td>Borobi</td>
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<td>Commonwealth Games</td>
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<td>Gold Coast 2018</td>
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<td>Arts and Community Festive Program</td>
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<td>Gold Coast 2018</td>
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<td>Cultural Program</td>
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THE PROTECTED GC2018 MARKS

The following Images and References are licensed by GOLDOC and are protected by trade mark, copyright, consumer protection law and State and Federal legislation.

*All 23 Sport Pictograms
EVERYTHING YOU NEED TO KNOW ABOUT JOINING THE PARTY – THE DO’S AND DO NOT’S

As outlined in the introduction, GC2018 Official Sponsors pay for the rights to use our assets which include our Emblem, names, typefaces, images and references. If you’re a commercial organisation we would love for you to join the party, but it’s important to stick to our Brand Usage policy. You can find that on our website.

THINGS YOU CAN DO!

- Use the Commonwealth flags in your window dressing (see page 7 for more information).
- Use the GC2018 tagline ‘Share the Dream’ (see page 5).
- Decorate with our official Celebration Packs (see pages 8-9 for more information).
- Organise face painting in your business.
- Reference any of the Commonwealth Games sports.

THINGS TO REMEMBER: DO NOT’S

- Do not use any GC2018 protected images or references (see pages 13-14) in your business or on your website and social media channels. This includes advertising, marketing or promotional material.
- Do not produce merchandise or promotional items that bear the GC2018 Emblem, imagery, indicia or other Games’ references.
- Do not use any of the Commonwealth Games names, emblems / logos, pictures or trademarks in your business or on your website. The commercial use of the Games’ marks, emblems or logos or other IP is only permitted with the written authorisation of GOLDOC.
- Any unauthorised use for commercial purposes of the Gold Coast 2018 Commonwealth Games’ IP is a violation of GOLDOC’s IP rights.
- Do not brand a product or service as a combination of ‘Commonwealth Games’ and ’2018’ so as to create an identity that associates itself as part of the brand. For example, using a protected trade mark as a sign or mark to state or imply that you are the supplier of that good or service or the impression you are associated with GC2018.
Q: I AM A SMALL BUSINESS OWNER, CAN I PUT INFORMATION ON MY WEBSITE?
A: Yes you can make factual statements such as: “We are open during the Games.” or “We will be offering extended trading hours during the Games.”

Q: AS A SMALL BUSINESS OWNER WHAT SHOULD I NOT DO?
A: You are not able to conduct promotions which create an affiliation with GC2018, such as using any GC2018 reference, display the Emblem or any of the protected references, including Borobi, on your website or in any promotion or sales activity.

Q: WE WOULD LIKE TO BUY GC2018 BRANDED CLOTHING AND WEAR IT AT OUR BUSINESS TO CELEBRATE THE GAMES – IS THIS ALLOWED?
A: Businesses who are not Official Sponsors cannot suggest they have an affiliation with GC2018 through the use of brand marks on the premises or staff wearing official merchandise. We encourage individuals to wear merchandise in support of GC2018, but groups of people wearing merchandise that could be deemed to be suggesting an affiliation is not permitted.

Q: HOW DO I BOOK BOROBI FOR AN APPEARANCE AT MY EVENT?
A: Borobi’s diary is very full, so please allow as much time as possible for your request. Please note Borobi is not available to be booked during Games time - from 3-15 April 2018.

Borobi requests must be put in writing to: borobi@goldoc.com with your proposed date and time. The Borobi team will first check availability for the day, and if available they’ll send through an application form for you to fill out with details about your event, size, audience etc. The Borobi team will be best placed to provide further details, including any costs and timings.

Q: WHERE CAN I BUY GC2018 MERCHANDISE?
A: GC2018 online shop – always open.

Our first official GC2018 shop is now open at:
Gold Coast Airport
Terminal Drive, Bilinga, 4225 Queensland, Australia. Opening Hours: 6:00am - 8:30pm (Monday - Sunday)
Email: airport@matevents.com.au

Broadbeach - Opening 15 December
Victoria Park (Superstore) Gold Coast Highway & Victoria Avenue, Broadbeach 4228 Queensland, Australia.

Surfers Paradise Beach
The Esplanade (adjacent Cavil Avenue), Surfers Paradise 4217 Queensland, Australia.

Competition Venues
During Games time across all 17 venues from 4-15 April 2018.

Q: CAN WE ADVERTISE OUR GC2018 EVENT ON OUR SOCIAL MEDIA PAGES AND IN THE LOCAL NEWSPAPER?
A: You can advertise your event as long as it isn’t promoted as having an association with GC2018 or as an official GC2018 event.

You are not permitted to use any GC2018 Intellectual Property, which includes but is not limited to words, marks, text, images, photographs, videos, graphics in the promotion of your event.

An example of acceptable wording would be: “Come join us at Central Park, Hotham Drive, Pacific Pines to cheer on Australia and celebrate the Games.”

Q: CAN YOU SEND US ANYTHING TO HELP CELEBRATE GC2018 AT OUR LOCAL PARTY?
A: Official GC2018 Community Celebration Packs and GC2018 Official Party Packs are now available for purchase. Use these to decorate your home, school, business or event with our official GC2018 brightly coloured bunting, flags and posters.

See pages 8-9 for more details. You can pre-order now. Stock will be available from January 2018

Please note terms and conditions apply. See page 17 for full details.
FAQs

Q: DO WE NEED TO REGISTER OUR CELEBRATION SPACE IF WE SET ONE UP?

A: If you’re planning an event that requires the use of public land please ensure that you follow the normal approval processes within your own council region. Please see page 11 for more information and contact details.

Q: CAN WE ADVERTISE OUR SUPPORT FOR GC2018 AND OUR CELEBRATION SPACE ON OUR SOCIAL MEDIA PAGE?

A: No. Only members of the GC2018 Sponsor Family have invested in the right to advertise their support of the Games and the Australian Commonwealth Games team. Businesses cannot use any protected GC2018 references on their social media channels for commercial gain.

Q: DO WE NEED TO ADVISE THE GC2018 ORGANISING COMMITTEE OF OUR CELEBRATION SPACE IF WE SET ONE UP?

A: No, you don’t need to advise the GC2018 Organising Committee of your celebration space. You just need to ensure that your event isn’t promoted as having an association with GC2018 or as an official GC2018 event, and you aren’t using any GC2018 IP in the promotion of your event.

Terms and Conditions for GC2018 Official Celebration Material:
• I will not position the Official Celebration Material adjacent to my business name or any other company’s brands.
• I will not use Official Celebration Material for ambush marketing or otherwise in a way that implies a sponsorship or an association with GOLDOC or the Games which does not exist.
• I will not use the Official Celebration Material for any competition conducted by my company or in any promotion of my company’s products or services (or any third party’s products or services).
• I will not deface or alter any element of the Official Celebration Material.
• I agree that GOLDOC or its authorised representative may require the removal of Official Celebration Material from display for any reason without notice.
• I will otherwise comply with GOLDOC’s brand usage guidelines.
Helpful LINKS

GC2018
- GC2018 Official Website
- Where to buy GC2018 Tickets
- Official GC2018 Shop
- GC2018 Brand Usage Policy
- Queen’s Baton Relay

Official GC2018 Decorations
- Official GC2018 Decorations - Online Shop

Borobi
- Borobi’s Official Website
- Borobi activity sheets
- Borobi’s song ‘Days of Gold’ by Busby Marou
- Borobi Boogie

Local Council
- City of Gold Coast
- Brisbane City Council
- City of Townsville
- Cairns Regional Council