

Submission to the **State  
Development, Infrastructure  
and Industry Committee** on the

**MAJOR EVENTS BILL  
2014**

Prepared by:  
Queensland Tourism Industry Council  
PO Box 13162  
George Street QLD 4003

**SEPTEMBER 2014**

## QUEENSLAND TOURISM INDUSTRY COUNCIL

*As the peak industry body for tourism in Queensland, the Queensland Tourism Industry Council (QTIC) represents the interests of the industry through partnerships with operators, government agencies, industry bodies and tourism stakeholders at a local, state and national level. This includes our formal partnership with the Queensland Government under DestinationQ.*

*Our membership comprises more than 3,000 regional members (individual and corporate) alongside 13 Regional Tourism Organisations (RTOs) and 18 industry sector associations.*

*Industry has trusted us for more than a decade to advocate for a business environment that delivers on current and future tourism needs. Similarly, decision makers have sought our industry knowledge and networks to influence policy and budget decisions to create a competitive business environment.*

## FEEDBACK

QTIC supports the policy objective of the Bill to provide a generic legislative framework that can be used for the conduct of major events across Queensland. As understood, a range of Queensland legislation currently used for major events will be consolidated into the Bill to provide a more streamlined framework, as well as to reduce red tape and regulatory duplication.

Undoubtedly, events play an important role in tourism development and thereby in economic development, particularly in small regional destinations. This has been reiterated in several government policy documents including Destination Success (20 year plan for Queensland Tourism), the 13 Destination Tourism Plans undertaken by Queensland's Regional Tourism Organisations (RTOs), and furthermore within The Queensland Plan.

Successful events are beneficial to a region and its tourism industry through:

- Increased awareness of the region as a tourism destination
- Increased knowledge concerning the potential for investment and commercial activity in the region
- Creation of new accommodation and tourist attractions
- Increase in accessibility
- Increasing visitor length of stay in region
- Increasing visitor expenditure in region

To give an example of the economic benefits of events, a report by Foresight Partners showed Queensland's major sport and entertainment venues pump hundreds of millions of dollars into the Queensland economy. The combined value of *Stadiums Queensland's* nine facilities (including Suncorp Stadium, Brisbane Entertainment Centre, The Gabba and Queensland Tennis Centre) alone was approximately \$1.3 billion as at 2009.

Benefits reach far wider than just for tourism, with the hosting of major events playing a significant role in local development, acting as catalysts for job creation, business growth, infrastructure improvement and community development.

Visitors, the community and those participating in the events need to be adequately protected for their safety and enjoyment. QTIC believes that the proposed Bill provides a level of protection that is necessary for all persons involved in the event as well as for the overall public benefit. The Bill is one step in ensuring that events in our State are run efficiently and reflective of our desire to be world-class.

Obviously, details of the regulation to follow the Bill will be critical in ensuring the success of the Bill. Such measures such as appointing authorised persons who will have specific powers must be enacted with the highest level of training and procedural care. Transport management of major events must also ensure that tourism businesses do not fail to benefit from the opportunities afforded by these events, and so forth.

Further to our support for the Major Events Bill 2014, we make one recommendation as per below:

#### Declaration of a major event and categorisation

Events vary from major events (eg Brisbane Festival), to hallmark events (eg Gold Coast 600 – V8 Supercars) to what have been classified mega-events (eg The 2018 Commonwealth Games and G20). As the size of these events increases so do their potential attendance, media coverage, and potential costs and benefits, including economic impacts.

Furthermore, the nature of events can also differ due to the number of venues used during the event. Events can be all inclusive at one venue (eg Ashes Cricket Series at The Gabba) or held at many venues throughout a region (eg Commonwealth Games). Multiple venue events are more difficult to evaluate or assess as boundaries become blurred, the sample and study area gets larger, and there is often a chance of counting the same visitor many times.

The development of a framework for the categorisation of events will be useful for determining which of the Bill's provisions should be applied to each event that is declared as a major event. As mentioned in the transcript on Monday, 8 September by Mr Watts from the Department of Tourism, Major Events, Small Business and the Commonwealth Games, regulations following the ratification of the Bill will state which particular aspects of the legislation are brought into force for that major event.

Having a clearly defined framework that categorises events will be helpful to both government and event organisers who may be looking to stage events in Queensland. A streamlined legislative framework for events may give Queensland greater ability to attract these major events, particularly over other jurisdictions that may have more efficient legislative processes.

## FURTHER ENQUIRIES

We thank you for considering this submission and welcome any feedback you may have. For all enquiries, please contact Daniel Gschwind (07) 3236 1445 or email [policy@qtic.com.au](mailto:policy@qtic.com.au).