



Speech by

# Hon. PETER BEATTIE

MEMBER FOR BRISBANE CENTRAL

---

Hansard 3 October 2000

## MINISTERIAL STATEMENT

### Olympic Business Forums, Goodwill Games

**Hon. P. D. BEATTIE** (Brisbane Central— ALP) (Premier) (10.13 a.m.), by leave: Queensland was going for gold at the Olympics—in the pool, on the track and in the boardroom. The Olympic Games provided a tremendous opportunity to promote the benefits of doing business with and in Queensland. The Games also offered the chance to further promote the Goodwill Games, which will be held in Brisbane and the Gold Coast next year.

Over two days in Sydney, I hosted almost 400 international and national businesspeople at two functions on board the 6,000 tonne Incat at wharf seven at Darling Harbour. At a lunch function on Thursday, 21 September, Queensland executives mixed with company chiefs from the rest of Australia and overseas with a view to matching business opportunities. At the dinner function the next night, Friday 22 September, I hosted executives who we believed could be interested in investing in Queensland and who have been working with a number of Government departments, including the Department of State Development.

Guests at these functions included Dr Ali Bacher, President of the United Cricket Board of South Africa; Andrew Green, the Executive Director of Australia Venture Capital Association; Alan Grummit, the Consulate General of the Philippines; Mr Wells, manager of bulk and general stevedoring at P & O Ports; Dr Klaus Albrecht, Vice-President of Deutsche Bank; Silvia Giuffrida, Italian Trade Commissioner; Trevor Rowe from Salomon Smith Barney; and the list goes on. I table for the information of the House two attendance records of those functions. They are about 99% accurate, because there are always last-minute changes. I table them so the Parliament has some idea of the diverse and extensive list of business acceptances for those functions.

The functions featured Queensland wines and floral displays and entertainment from Queensland's Ten Tenors opera singers. As an additional springboard to reach executives, we used prime advertising positions in the Sydney Morning Herald every day between Tuesday and Friday in the first week of the Olympics to get our Queensland message across. One advertisement said, "When you move your company to Queensland, it'll be in a Smart State". The second advertisement read, "You're in good company when you make the move to Queensland." I table those advertisements for the information of the House. They cost \$50,000. I believe it was \$50,000 very well spent.

The Queensland Government also took advantage of the Olympic soccer matches that were played at the Gabba in Brisbane. Ministers hosted business, Government leaders and community representatives from Australia and overseas, as well as from Queensland, at corporate boxes and promoted the advantages of doing business with or in Queensland. Among our guests were the Governor of the Saitama Prefecture, His Excellency Yoschihiko Tsuchiya—and, as members know, Queensland has been a sister State with Saitama for some years—as well as other guests including a delegation from our sister State South Carolina, including John Durst, the Director-Elect of the South Carolinian Department of Parks, Recreation and Tourism.

We have also benefited enormously from a long-term, proactive program to ensure Queensland companies won a good share of contracts placed by SOCOG for the Games in Sydney. The State Government has more than doubled its original target to help win Games business for small and medium-sized firms in Queensland. We developed an Olympic 2000 Business Opportunities Project which aimed to assist Queensland businesses to gain short, medium and long-term commercial

benefits from the Olympics. Our original target was \$50m. We have surpassed that with \$105m. With all States jostling for position in the race for business investment, I wanted to make sure that Queensland was out in front in seeking new investment, new business and new jobs, and we have succeeded. I am confident that the work we put in will be repaid by new and enhanced business for Queensland.

I also took the opportunity at these events to talk to businesspeople about sponsorship of the Goodwill Games and other major events and of course promoted the Goodwill Games. We showed a video at both functions in Sydney. The Goodwill Games will be held between 29 August to 9 September and will be the most prestigious sports event held next year. It will be broadcast to 450 million households worldwide, including 80 million households in the United States during prime time. This offers incredible international exposure for Brisbane and Queensland. I hope corporations will back these Games in the same way they have supported the Olympic Games. I also hope the same generous community spirit shown at the Olympics will flow through to the Goodwill Games.

Next year, the International Year of the Volunteer, the Goodwill Games will be calling for volunteers to help in the same way as volunteers at the Olympic Games did. We will need volunteers to perform roles such as meeting and greeting and marshalling at main venues and the media centre. As with the Olympics, volunteers will be an integral part of the success of the Goodwill Games.

At lunchtime today, I will be joining Michael Johnson, Olympic gold medal winner and Goodwill Games competitor, at Milton State School. Michael Johnson, a Goodwill Games ambassador, will be coaching some of the students. I will get to fire the starting gun for one of the races, which will be about as close as I get. Michael Johnson's visit to Brisbane on the back of his performance in Sydney underlines the fact that the Goodwill Games will attract the world's elite athletes. More than 1,300 of the world's best athletes will compete in a fast-paced, finals only competition. The international attention that will come from having top athletes competing head to head will place Brisbane and Queensland at the forefront of world sporting events for 2001.

---