



Speech by

Hon. PETER BEATTIE

MEMBER FOR BRISBANE CENTRAL

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MINISTERIAL STATEMENT

Goodwill Games

Hon. P. D. BEATTIE (Brisbane Central—ALP) (Premier and Minister for Trade) (9.45 a.m.), by leave: In relation to other matters where we have demonstrated what a can-do government we are, I am delighted to say that for 12 days the world's sporting spotlight was on Queensland as we hosted and celebrated the 2001 Goodwill Games right here in Brisbane and on the Gold Coast. The games were a spectacular success that have helped entrench Queensland as Australia's big events state. We invested \$30 million to bring the games to Brisbane and our decision has been repaid with interest. These games were great value for money. It was estimated that these games would inject about \$170 million into the Queensland economy, and the key indicators support that prediction. For the duration of these games major hotels in Brisbane reported a 94 per cent occupancy rate, a phenomenal result for that industry. The Goodwill Games has enabled Brisbane to upgrade its key sporting facilities. The new \$2.25 million track at ANZ Stadium was just part of that investment and means Queenslanders, particularly young Queenslanders, now have the best athletics venue in Australia.

Over and above all of these direct and immediate benefits is Queensland's exposure to the world as a tourism destination and a place to do business. The 2001 Goodwill Games were marketed as the gods of sport coming to compete in our own backyard. The 1,300 athletes from 70 countries who competed in 14 sports were the best of the best. In the pool, our home-grown superstars like Ian Thorpe, Grant Hackett and Petria Thomas gave their all in a superb all-round performance by our gold medal winning men's and women's teams. At the track, we thrilled to the efforts of Marion Jones and Michael Johnson and the record-breaking performance of Russian Olimpiada Ivanova, who slashed more than two and a half minutes off the world record for the 20 kilometre walk. In fact, five world records were set in Brisbane during the Goodwill Games.

The games also provided a perfect stage for Gold Coast teenager Melissa Rollison to graduate from junior prospect to a genuine international champion with her brilliant run to win the 3,000 metre steeplechase. This is a young Queenslander who is now an international star thanks to the Goodwill Games. Another highlight was Australian Sergo Chakhoyan's world record snatch in the 85 kilo class at the weight-lifting. As hosts, Queensland was able to nominate a sport for inclusion in the games. We chose surf-lifesaving and gave the sport a level of exposure to the world it has never experienced before. After 12 days of competition in 14 different sports, the Australian team pipped Russia to win the medal tally 74 to 73, with the United States third on 71. Australia finished with 29 gold, 25 silver and 30 bronze.

I want to say a little bit about the volunteers. A real feature of these games was the friendly and helpful volunteers who did so much to set the tone for the event and showed that Queenslanders really are some of the friendliest people on earth. I again want to thank—I have done this personally but want to thank them in this chamber on behalf of all members—the 3,700 volunteers who have contributed an estimated 115,000 hours of their time and done so much to make these games a great success. Their friendly approach added another notch of warmth to these games.

There has been a lot of hard work done by the Goodwill Games team over the past two to three years. It would be remiss of me as the minister for the Goodwill Games if I did not extend special thanks to a number of people, and I do so. In particular I thank the game's founder and AOL Time Warner

Vice-Chairman, Ted Turner; the 2001 Goodwill Games Chairperson, Wayne Goss; the Chief Executive, Campbell Rose; and Mike Plant, who headed the American side of the games partnership. I thank them and all their hardworking teams. It was a terrific partnership and a great effort.

In terms of crowds and viewing audiences, the Goodwill Games attracted bigger than expected crowds and excellent television ratings in Brisbane, other Australian states and overseas. Our athletics sessions averaged crowds of 29,000 people. That compares well with the recent World Championships in Edmonton, Canada, which averaged 16,000 a day over the 10 days of competition. The price of public transport was included in the ticket cost and Brisbane people took advantage of the opportunity, using public transport to a greater extent than ever before. Our crowds were incredibly good humoured, fun loving and patient. Police reported excellent behaviour throughout, with barely a disturbance or a complaint during the entire games program.

Given the star-studded strength of Australian swimming and its popularity with Australian sports lovers, it is not surprising that it attracted peak viewing audiences around Australia. On Monday evening, 3 September, a peak national audience of 1,815,913 viewers watched Nine's coverage of the men's swimming gold medal final. The average viewing audience that night was more than 1.5 million people between 9 p.m. and 11 p.m., with a 40.2 per cent share of the viewing audience. In the United States, three minutes out of each and every 170 hours of telecast—that was the total—was devoted to highlighting Queensland, our physical beauty, our beaches, the reef and our people. That is almost eight and a half hours of free commercials for Queensland in the United States market. We have never, ever had that before. Of those 170 hours, 120 were on Turner Network Television and 50 hours were on CNN. That is a level of exposure that will provide positive results for our tourism industry for at least the next five years. It is a level of exposure that Queensland has never had before, and we are going to continue to build on this opportunity. It means that when these viewers think of a holiday in Australia they do not just think of Sydney; they will now think of Queensland. It means that we are now a potential destination for all those people.

The big events state is Queensland. The Goodwill Games is just the beginning of a run of big events coming to Queensland. Big events drive tourism and tourism drives job creation. Tourism is already our second biggest industry, employing some 150,000 Queenslanders. Boosting tourism is critical to our economic wellbeing and growth. Over the next 12 months Queensland will host a number of other events, including the Commonwealth Heads of Government Meeting from 6 to 9 October, the Honda Indy 300 from 25 to 28 October, top golf at the Australian PGA championships from 15 to 18 November and the Holden Australian Open from 22 to 25 November, the Conrad Jupiters Magic Millions Racing Carnival in January 2002, more golf at the ANZ Masters from 21 to 24 February, the Lightce Australian Surf Lifesaving Championships from 20 to 24 March, the Gold Coast Marathon on 7 July, and the Asia Pacific Masters Games in September 2002. They are just some examples.

As well as big numbers at our sporting venues, it is estimated that more than 300,000 people visited South Bank, the venue for beach volleyball, the triathlon and the centre of our River Festival activities. To give the House some examples of how popular the river concerts were, an estimated 25,000 people turned out to watch Killing Heidi, up to 30,000 people watched the Whitlams perform and the closing ceremony on Sunday evening was simply packed out, with estimates of up to 100,000 people at South Bank. South Bank was packed, the north bank was packed, Victoria Bridge was packed and no-one was disappointed. The concerts, fireworks display and light show that concluded our 12 days of sport, fun and festivities were sensational.

As part of this program, we also ran a major \$2 million Where Else But Queensland campaign featuring ads in Victoria and New South Wales. The Treasurer referred to that in his budget speech. I want to table details of that campaign. Merri Rose, the Minister for Tourism, and I launched it. I want to incorporate in *Hansard* a short statement which confirms the details of it for the information of the House.

Leave granted.

Mr Speaker, the Goodwill Games were not only an opportunity to enjoy world-class sport and entertainment—the Games also offered an unprecedented marketing opportunity for Queensland.

The best of the best in the world competing in a finals-only format, before a world-wide audience of millions of people put Queensland firmly in the national spotlight.

My Government seized that opportunity to launch a major advertising campaign—pitched at businesspeople in New South Wales and Victoria.

The \$2 million "Where else but Queensland" campaign featured television and newspaper advertisements, basically using the Goodwill Games as a vehicle to sell the competitive advantages of doing business in Queensland or relocating business to Queensland.

Mr Speaker, I have brought one of the ads with me today so Members can appreciate the quality of the campaign.

Our message was this: the 2001 Goodwill Games is not the only kind of competition on offer in Queensland.

Queensland is better for business. It's cheaper for business and it has a forward-looking Government that wants to do business.

We have Australia's lowest payroll tax, the lowest workers' compensation premiums, low operating costs, a highly skilled workforce, highly competitive power costs and we are strategically located to take advantage of trade and market opportunities in the Asia-Pacific region.

Combine these initiatives with Queensland's increasing "smart sector" trade with the United States and the Asia Pacific Rim and we have a State that takes competitiveness to a new level.

Tourism Minister Merri Rose and I took this message directly to business and tourist operators on their home turf in Melbourne—where we launched the campaign at the Aquarium on 16 August—and Sydney where we launched at Darling Harbour on 17 August.

Mr Speaker, this was the most aggressive advertising campaign we've ever undertaken.

It was important for us to showcase what Queensland offers to businesspeople while attention was focused on our State.

It was important to project a confident and stylish image to the business sector.

It was vital that we make the pitch personally.

In Sydney, the Minister and I were joined by that great swimming champion and Goodwill Games Ambassador and competitor Ian Thorpe and performer Christine Anu.

They lent their talent and support to the launch of the Aquashell, which has hosted 8 concerts while moored riverside at South Bank, during the Games.

It was a fantastic venue for these performances and added something special to the entertainment side of the Games.

Mr BEATTIE: I conclude on this point: we are delighted with the outcome of the Goodwill Games. But it is not just about sport. This is about a lifestyle. This is about encouraging young people into athletics and sport. We often debate and pass legislation in this chamber which deals with drugs, homelessness and a loss of self-esteem for young people. These positive events have more than a sporting benefit; they have a social benefit.

This is about how we encourage young people into the community. This is how we build infrastructure to give our young people a great chance for the future. This is about the whole community. It is bigger than sport and bigger than athletics. This is about building a strong community for all Queenslanders.
