



Speech by

# Hon. PETER BEATTIE

MEMBER FOR BRISBANE CENTRAL

Hansard 11 November 2003

## MINISTERIAL STATEMENT

### Rugby World Cup

**Hon. P. D. BEATTIE** (Brisbane Central—ALP) (Premier and Minister for Trade) (9.36 a.m.): On Sunday, 9 November Queensland hosted its final match of the Rugby World Cup 2003—two cities, 12 matches, 13 nations and almost 464,000 spectators during an amazing four weeks. In total 406,330 people attended nine matches at Suncorp Stadium and 57,748 attended three matches at Dairy Farmers Stadium. I seek leave to incorporate the details of my ministerial statement in *Hansard* because it sets out the full history of this very successful event for Queensland.

Leave granted.

Suncorp Stadium had by far the biggest crowds of any venue across Australia—equating to 94 per cent of available tickets sold, according to the Australian Rugby Union.

I want to draw to your attention comments by ARU chief John O'Neill—he said the atmosphere at Suncorp deserved an A+++ rating

He said of Suncorp—We have given the teams in Brisbane an experience they will never forget. The atmosphere of fun and goodwill has been noted by the international media which is a great reflection on the Stadium and Brisbane.

This World Cup has been a resounding success and the people of Queensland have played an important role in making it the best ever.

Queenslanders, always ready to back the underdog, showered their support on minnow teams with some remarkable results. Captain of the Japanese Rugby team, Takuro Miuchi, said his team enjoyed their stay in Townsville so much they wished all their games could be played there.

This Government worked closely with the Australian Rugby Union in organising Rugby World Cup 2003. We provided services and infrastructure to support the event and helped guarantee the very best result for Queensland.

You will recall, Mr Speaker, that five matches scheduled for Ballymore were moved to Suncorp Stadium due to the better than expected interest in the tournament.

This fantastic Stadium ensured that around an additional 111,000 spectators enjoyed the rugby.

Given the phenomenal crowd numbers and the acclaim the Stadium has received it is only right that Queensland sports followers are rewarded with Bledisloe Cup matches—especially in front of Melbourne.

I am pleased to report that the Government's free public transport offer was a huge success, with 88% of spectators at Suncorp Stadium and 53% of spectators at Dairy Farmers Stadium travelling by public transport. The transport and traffic arrangements were excellent.

Tournament security was effective and no major incidents were reported.

Unfortunately, alcohol got the better of one spectator who invaded the field during the South Africa versus Samoa match at Suncorp Stadium.

Police and security personnel reacted swiftly to the incident and the spectator was charged and fined under the Major Sports Facilities Act 2001.

The Australian Rugby Union estimated that Rugby World Cup matches would be broadcast to around 205 countries and some four billion people.

The Queensland Government recognised this tournament would provide another opportunity for the Smart State to promote its business opportunities and innovation to the world.

Consequently, we conducted a number of activities to promote the Smart State:

- business functions were held here and overseas;
- key Internet sites and local and international media promoted tourism and business benefits; and

- public information on transport arrangements and city festivities was promoted in local papers and on the Internet.

It is too early to calculate the precise economic benefit from the event. However, early indications show positive effects in all sectors of the community. For example:

- local tourist attractions reported a noticeable visitation increase;
- accommodation rates were high across the three week period in Townsville;
- Townsville Taxis reported its best October trade in five years;
- a Brisbane-based company won a \$400,000 tender from the Australian Rugby Union to supply 80 per cent of the training equipment for the tournament;
- Dairy Farmers Stadium is being considered as for future international rugby matches, including Scotland's tour of Australia in 2004; and
- the Department of State Development's rugby business centre attracted interest from ten companies in Japan, France and other European nations.

Many of the benefits take the form of flow-on effects in tourism and business. A better idea of the immediate impact of Rugby World Cup 2003 in Queensland will emerge by the end of this year.

The longer term legacy of the tournament will continue to be monitored as part of our ongoing business development and tourism operations.

Speaking of Suncorp Stadium it is to be the venue for our last Community Cabinet meeting of the year next Monday.

Cabinet has met in many locations in the past year or so.

And it is right that a focus be placed on what is now rated by the Australian Rugby Union's John O'Neill as one of the great success stories (thus far) of the Rugby World Cup.

The Suncorp Stadium Cabinet meeting will be our 68th Community Cabinet since election in 1998.

We have met in many and varied locations with geographic, cultural and industry focuses.

The Stadium is just one of those. It is a \$280 million magnet that has even won the support of those opposite.

The Member for Gregory on October 15 said this—in this place—after having been at the Fiji—USA match:

I was in the Borbidge/Sheldon government when we advocated to have Lang Park upgraded. I was one of the people who did advocate that upgrade.

I have to say to the government today that that stadium is absolutely magnificent.

The new surface there is absolutely magnificent, regardless of what people might say.

Thanks Vaughan—it is absolutely magnificent—we all should be proud of the Stadium and especially in its involvement in the world cup.

In the past 18 months Community Cabinets have been held at Cairns, Barcaldine/Longreach, twice at the Royal Queensland Show (Ekka), Gympie, Redlands/Capalaba, Carina, Ipswich, Mt Ommaney/Indooroopilly, Gold Coast (twice), Townsville, Aspley, Springwood, Queensland Art Gallery, the Sunshine Coast and the Royal Brisbane Hospital.

Finally, I will now table the list of attendees hosted by the Government at Rugby World Cup matches in Brisbane and Townsville.

I will also table details of the advertising schedules highlighting business and tourism opportunities during the Rugby World Cup.

The Rugby World Cup was an unparalleled opportunity to promote the Smart State to interstate and international businesses and to drive home the advantages of doing business here.

I also table details of the Smart Small Business Campaign and the Healthy Hearing Campaign.

As I have previously indicated, I will now table a list of attendees hosted by the government at Rugby World Cup matches in Brisbane and Townsville. I table details of the advertising schedules highlighting business and tourism opportunities during the Rugby World Cup. The Rugby World Cup was an unparalleled opportunity to promote the Smart State to interstate and international businesses and to drive home the advantages of doing business here. I table details of the Smart State Small Business campaign and the Healthy Hearing campaign. I also table a letter from the Ambassador to Uruguay in Australia which sets out his appreciation and an article in the *Courier-Mail* today which sets out a letter from one of our visitors from the United Kingdom.

I have tabled the full list of people who were hosted by the Queensland government. The advertising associated with the Rugby World Cup campaign was \$394,922, the Healthy Hearing campaign was \$27,489 and the Smart State Small Business campaign was \$68,393. I table a statement from my department which explains the full details. It sets out the full advertising schedule for every newspaper. It encloses copies of every newspaper ad that appeared in some detail and some accompanying statements of support. In terms of accountability, there is the cost of every one of those advertising campaigns, including the schedule.