



Speech By
Ray Stevens

MEMBER FOR MERMAID BEACH

**COMMONWEALTH GAMES ARRANGEMENTS (BRAND PROTECTION)
AMENDMENT BILL**

Mr STEVENS (Mermaid Beach—LNP) (5.59 pm): It gives me great pleasure to rise this evening to speak to the Commonwealth Games Arrangements (Brand Protection) Amendment Bill 2013. As the member for Mermaid Beach and also a former mayor of the Gold Coast, I say it is a great and proud day that we are going forward in the process to see the effective and efficient running of the Commonwealth Games in 2018. At the outset I congratulate the minister on her role of ensuring that all the pieces of this fabulous jigsaw are put together. It is a mammoth task that she is undertaking to ensure that these games go down in history as the best games ever, or whatever Mr Samaranch used to say. That is the minister's goal. She has been given a very difficult task with very little money to work with from the previous government. We have also not received our Commonwealth commitments at this point. The minister has been working very diligently in putting together this program.

This legislation is one of the many important steps in the process that will come to this House to ensure we do have the best games ever. These arrangements are to protect any unauthorised use and commercial gain from promotional material associated with the Commonwealth Games in 2018. There will be a lot of great commercial gain and they should be paying their way as governments at all levels are. The objective of the bill is to amend the Commonwealth Games Arrangements Act 2011 and the Police Powers and Responsibilities Act 2000. I would certainly like to congratulate the State Development, Infrastructure and Industry Committee on their analysis and recommendation to pass this bill in its entirety. The committee goes further and recommends that brand protection of other major events be adopted. This can be achieved by commencing negotiations with the Commonwealth government and a review of the Competition and Consumer Act 2010. Other recommendations of the committee were to include brand protection with regard to ambush marketing, online marketing, social media, guidelines for disposal of seized or forfeited goods and that all games related images and references be included in a schedule to the bill. We do not even know how many changes we will see in the next five years in the IT world or what other brilliant ideas will come forward. So putting in place mechanisms to protect the integrity of the Commonwealth Games is absolutely essential and this bill will go a long way to achieving that goal.

The protection of the Commonwealth Games brand, associated images and promotional material is important for commercial reasons and to protect the sponsors' commercial right to display the logo and related material as part of their commercial contract with the 2018 Commonwealth Games, and I look forward to the release of that logo. In her summing-up the minister might be able to give us an indication of when that—

Mrs Stuckey: April the fourth.

Mr STEVENS: I take the interjection from the minister. I can look forward to 4 April. That is quite exciting. That is the one being launched in the parklands, isn't it?

Mrs Stuckey: You will be invited.

Mr STEVENS: That is wonderful.

The Gold Coast is the sixth largest city in Australia and the perfect place to host the 2018 Commonwealth Games with its fantastic beaches and wonderful scenery. It has more canals than Venice and has accommodation available over all levels from the local tourist caravan park right through to six star hotels. This is the perfect venue for the best Commonwealth Games ever.

The benefits will be great for our city. It is not the panacea for tourism; no-one is getting carried away with that. It will be great for the city in terms of creating jobs, creating opportunities for local business, bringing in tourists to see the Commonwealth Games from around the world. Broadcasting pictures of the fabulous Gold Coast around the world in itself has to be some of the best advertising on which we can spend our money. The Gold Coast will create a lasting memory in people's mind that will hopefully translate into return business.

That reminds me of the schoolies that arrive on the Gold Coast every year—the 50,000 or 60,000 wild, young tearaway things.

Mr Symes interjected.

Mr STEVENS: The member for Lytton was one of those for sure! Later on they will come back with their wife and kids to visit the wonderful Gold Coast where they spent some wild, tearaway times. So in the same vein, the Commonwealth Games is going to help us promote the Gold Coast, which will be great for its future.

The bill is in place to stop the unauthorised use of certain images and references for commercial or promotional purposes in relation to the Commonwealth Games. Other objectives of the bill will be to act as the administrative regime for not-for-profit community purposes and to provide for a practice of resolving disputes and breaches, and you can guarantee there will be many disputes and breaches as the time nears.

In its most simple form, this bill's objectives are in place to stop businesses taking advantage of the Commonwealth Games publicity by misusing logo and brand material and to ensure that there is goodwill surrounding the event. In other words, we do not want the wrong type of people or commercial businesses utilising the logo when it is not appropriate. That could give the Commonwealth Games a bad name. The bill plans to reach these objectives by providing criminal penalties and civil remedies for the unauthorised use of certain references and images for commercial or promotional purposes and for the false association with the games. This will ensure the games' financial success is assured in relation to sponsors and associated supporters. The bill does this by providing police with the ability to seize goods or advertising material that is using the protected references or images in the critical period leading up to the games and in or around the games' venues. It is hoped these penalties are enough to deter those wishing to take advantage of the event using games related intellectual property and will result in the bill's penalties not being used or using them at a minimal level.

This bill will provide an approach that will also aim to use standard practice to resolve the breaches of the rules in an informal way if possible. Of course, this is the friendly Commonwealth Games on the Gold Coast in 2018. We certainly do not want to go down a protracted legalistic avenue or create a Big Brother image if we can avoid it. So, where appropriate, proceedings will be the last resort. This allows for lengthy and financial pressure on people who breach the rules to be minimal.

The only way in which this bill's objectives can be met is via a change of legislation which we have before the House tonight. It is believed that this is the fastest and strongest deterrent whilst also providing appropriate safeguards. In regard to costing, it has been clear since the beginning of the games planning that protection legislation would be absolutely necessary, and the budget for the 2018 Commonwealth Games includes funding for monitoring and enforcement. Queensland Police Service resource implications are expected to be negligible as it is estimated that there will only be a small number of prosecutions, if any.

The bill strengthens the existing framework for the protection of intellectual property for this particular event and plans to exist within the framework of the already existing IP laws. The bill provides certainty with IP in direct context of the Commonwealth Games. It will also introduce the exposure to criminal prosecution, which is justified by the significance of the games. The public expects that the government will monitor the games to ensure the goodwill of the games is not exploited.

The provisions of the bill expire on 31 December 2018; there is a sunset clause. Therefore, it will be a bill that allows for the Commonwealth Games in 2018 to be successfully completed and held in an exemplary manner. I can remember back to 1982 when I was a little boy going to the

Commonwealth Games in Brisbane! I can remember Allan Wells winning the 100 metres. It was a real highlight for me. Those games were the impetus for Brisbane becoming a world city. It changed completely the face of Brisbane, and that was followed up by Expo. Everyone says that Expo was the coming of age for Brisbane, but it was the Commonwealth Games in 1982 that really saw it kick in terms of being able to handle international visitation. I would like someone to move that I have more time! In 1983 I opened one of my retail stores in Surfers Paradise called the Aussie Shop, displaying a lot of Australiana. I was living off the Commonwealth Games. It was a very successful business that existed for 20 years. The guy to whom I sold it made an absolute fortune out of it. I was very pleased for him.

The member for Coomera mentioned that the Gold Coast Clay Target Club may be in line to hold an event. I commend that to the minister to keep that sport on the Gold Coast if it is possible.

(Time expired)