



Speech By  
**Hon. Tim Mander**

**MEMBER FOR EVERTON**

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

**Mr MANDER** (Everton—LNP) (Minister for Housing and Public Works) (4.32 pm): It is with great pleasure that I rise in the House to support the Commonwealth Games Arrangements (Brand Protection) Amendment Bill 2013. The 2018 Commonwealth Games is going to be an incredibly exciting time for the Gold Coast in particular, but for all Queenslanders. As an avid sports lover, I am looking forward to seeing sportspeople from all around the world travelling to the Gold Coast to compete at the highest level. It is always great to see a good contest, particularly one where Australians fare so well.

The 2018 Commonwealth Games will be a great promotion for the Gold Coast and Queensland in general and a great boost for tourism. This will be an opportunity once again to put Queensland on the world map. Of course, it will be a huge event for athletes. It is important that we hold events where our elite athletes can compete against the best, show their wares and have an opportunity for Queenslanders and Australians in general to cheer on our champions.

The 2008 Gold Coast Commonwealth Games will be a great incentive and fantastic goal for young athletes who are 14, 15 and 16 years of age today who will be ready to compete on the world stage in 2018. These young people want to emulate people like Sally Pearson, James Magnussen, the Hockeyroos and all these great Australian teams and athletes that we see today. Young sportspeople want to emulate these models in their goal to compete in the 2018 Commonwealth Games.

One of the reasons I so strongly support this bill is that I remember quite fondly the 1982 Brisbane Commonwealth Games. What a fantastic event that was. It was one that was embraced by Queenslanders, Australians and people from all around the world. That event and Expo 88 a few years later really put Brisbane on the world map. Who can forget some of those fantastic events? Who remembers Matilda, as she did that great lap around the oval and did that little cheeky wink?

**Mr Costigan:** She was winking at you.

**Mr MANDER:** Thank you for your interjection, member for Whitsunday.

**Mrs Stuckey:** She is down at Tugun.

**Mr MANDER:** I take that interjection as well from the minister. She is still alive and kicking at Tugun. Who can remember the little joey bunnies—not bunnies, sorry; the joey kangaroos.

**A government member** interjected.

**Mr MANDER:** Sorry, I got mixed up with the spirit of Easter. Remember they ran out of the stomach of Matilda?

**Mr Costigan:** They have cross-bred with the bilbies.

**Mr MANDER:** They did that as well. Who can remember Tasmania being missed on the Australian map? Tasmanians still remind us of that terrible omission. That was a fantastic event which

I embraced myself. I went to many events. One of the great things about the Commonwealth Games is that while of course I went to events like athletics there are unusual sports that you probably do not hear about much and do not support very often. I went to the badminton and that was a fantastic experience. I went to the weightlifting to see Dean Lukin win the gold medal for Australia. That was a surprising event. I did not appreciate how exciting it would be. That was a fantastic event to be involved in.

The 2018 Commonwealth Games at the Gold Coast will be a great event for Queenslanders because Queenslanders have a history of supporting sporting events, and I am sure they will support this event as well. These games will not happen without sponsors and supporters, the Queensland government being one of the most significant supporters. We have to make sure that the brands of supporters and sponsorship deals are protected. That is why it is very important that this bill is passed in the House.

The objective of the bill is to prohibit the unauthorised use of certain images and references for commercial or promotional purposes and prohibit conduct falsely implying an association with the games. Major sporting events tend to attract large numbers of people and businesses taking advantage of the publicity and goodwill surrounding the event, without seeking the appropriate permissions. These circumstances have resulted in it becoming the norm for host jurisdictions to enact special legislation for events such as Commonwealth and Olympic Games and world cups of major sports. This is not a new thing. It has been done before and it needs to be done again.

It is hoped that some of the penalties outlined in this bill will achieve the policy objectives without having to be used, that they will be a deterrent sufficient to ensure there is minimal misuse of games related intellectual property and what use there is ceases on the first informal approach from a games official. I am encouraged to see that a common-sense approach will be applied to non-profit and community groups. We do not need overzealous regulators dampening the spirit of the games. It is good to see there will be a soft touch when it comes to those particular groups.

**Mrs Stuckey:** A ministerial touch.

**Mr MANDER:** A soft ministerial touch. I take that interjection from the minister. It appears that this bill will have bipartisan support with the opposition supporting it. That is a good thing and a common-sense approach. This is a good bill. I congratulate the minister for bringing it before the House and I commend the bill to the House.