




Speech By
Hon. Stirling Hinchliffe

MEMBER FOR SANDGATE

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MINISTERIAL STATEMENTS

Gold Coast Commonwealth Games

 **Hon. SJ HINCHLIFFE** (Sandgate—ALP) (Minister for Transport and the Commonwealth Games) (10.11 am): A key objective of hosting the Gold Coast 2018 Commonwealth Games is to strengthen Queensland's position as Australia's premier tourism and event destination. To take full advantage of this once-in-a-generation opportunity, the Palaszczuk government and our games partners have been working collaboratively with stakeholders to enhance Queensland's image around the games for a range of initiatives. Firstly, Tourism and Events Queensland has recently appointed a Commonwealth Games tourism marketing director to focus on coordinating activities across TEQ, Tourism Australia and the Gold Coast 2018 Commonwealth Games corporation, Goldoc. I thank my colleague the Minister for Education and Minister for Tourism and Major Events for her ongoing passion and support for the games and their lasting tourism legacy.

TEQ and Goldoc delivered a series of promotional activities and activations during the Australian Tourism Exchange held on the Gold Coast in May. That tremendous event was attended by thousands of interstate and international agents from over 36 countries who can promote the games and sell local accommodation and tourism experiences to visitors. The Commonwealth Games had a strong visible presence at ATE and the games booth and Queen's baton display proved very popular with delegates, as did Borobi. The Gold Coast and Queensland need to be at their absolute best so that visitors can experience all Queensland offers and leave happy, inspired and keen to return.

To that end, the Be My Guest initiative is a really practical games legacy program designed to build industry capacity and help tourism operators get games ready. The initiative is the product of a collaboration between all three levels of government and the tourism and hospitality industry to ensure visitors have a great time while holidaying in Queensland. Over the past few months, Gold Coast tourism providers have been polishing their skills at Be My Guest workshops that combine the best of customer service training courses with a strong emphasis on cultural awareness. The 2016 phase of the program is targeted at theme park operators, accommodation providers, restaurants and cafes, as well as front-line tourism service industry personnel such as taxidriver and bus drivers. This has been a key initiative of the 2018 Commonwealth Games Legacy Committee, which was until recently known as the Embracing 2018 Committee, chaired by the Hon. Rob Borbidge AO. I thank Mr Borbidge and his committee for their ongoing work.

The Be My Guest initiative is a great example of the tangible benefits that the games are delivering to the local economy. It will go a long way towards enhancing perceptions of the Gold Coast and our Queensland brand, and will ensure that Queensland leverages the benefits of the games and other major events into the future. I encourage all Gold Coast city tourism providers to get involved and build better tourism experiences for those coming to the Commonwealth Games and beyond. These

initiatives are backed by the government's investments in transport infrastructure on the Gold Coast, especially light rail, as well as our Connecting with Asia tourism package announced in the budget, which is designed to make Queensland the No. 1 destination for Asian visitors.

All of this is helping to drive economic activity and jobs and will shore up confidence on the Gold Coast, as revealed by the latest Griffith University *Gold Coast Bulletin* business confidence poll. This shows increasing optimism off the back of the Commonwealth Games and strong growth in the Asian tourism market, which is driving private sector investment such as the Star Entertainment Group's planned multibillion dollar Jupiters expansion. As members can see, the Palaszczuk government is committed to maximising the tourism legacy of the Commonwealth Games and advancing Queensland's future.