




Speech By
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BRISBANE OLYMPIC AND PARALYMPIC GAMES ARRANGEMENTS BILL 2021

 **Mr HEALY** (Cairns—ALP) (4.29 pm): I rise to support this absolutely fantastic and unique bill. I think I will start in the beginning. The ancient Olympic Games began back in 776 BC—

Mr Whiting: Tell us how you did in them.

Mr HEALY: I am pretty confident there was nobody from here at the time, but you would not know it the way some of us banter. A cook from the city of Elis was successful in winning a race that was 600 feet long. According to some literary traditions, this was the only athletic event of the games for the first 13 Olympic festivals, or until 724 BC. That is quite amazing.

The Christian Byzantine emperor Theodosius I abolished the games in 393 AD as he thought they were a pagan cult. What sort of man would he be! In an event to rekindle the spirit of the ancient Olympics of Greece, the modern Olympic Games were initiated in 1896. A man very popular with the Greeks, Baron Pierre de Coubertin, a French educator, is honoured as being the man who introduced the path to revive the Olympics. Under his exacting direction, the International Olympic Committee was formed in June 1894. The baron was heavily involved in all aspects of the games' inception and presided personally over the Olympic committee for some 30 years. He is responsible for writing the Olympic charter and protocols, the athletes' oath and the guidelines for the opening and closing ceremonies of the games. In accordance with his desires, his heart remains interred at Olympia in Greece in a monument that commemorates the Olympics renewal. What a remarkable man the baron must have been—I suspect a little intense, but all the same quite remarkable.

Here we are today living in a world which has hosted 28 Summer Olympic Games in the modern era involving 23 cities since 1896. I am beyond confident that the announcement on 21 July this year that Brisbane was elected as the host city of the 2032 Olympic and Paralympic Games was as a result of a large amount of work by a lot of people. I want to acknowledge the Premier and her passion and drive. I also want to acknowledge the parliamentary committee, and I acknowledge the chair who has provided some overwhelming and outstanding guidance. The success of the Commonwealth Games obviously played into this also. No doubt there were hundreds of organisations and people behind the scenes, and I want to acknowledge each and every one of them. I also acknowledge, importantly, that the way this state has handled COVID-19 would have without doubt been part of any process of analysis.

On 21 July 2021 when Brisbane was elected as the host city for the 2032 Olympic and Paralympic Games, the Premier, the Lord Mayor of the Brisbane City Council and the President of the Australian Olympic Committee executed the Olympic host contract. The terms of the Olympic host contract require the hosts to form an organising committee as an entity within five months following the execution of the OHC. Established for every Olympic and Paralympic Games, organising committees coordinate operational games matters, such as: accommodation and transportation for athletes, officials and media personnel; the operation of venues, facilities and the sports program; the torch relay; the opening and closing ceremonies, which as we know are absolutely enormous; and, just as importantly from an economic perspective, the games ticketing program.

The OHC for the Brisbane 2032 games requires the organising committee to be endowed with legal personality under the laws of the host country and in a manner providing for maximum efficiency with respect to its operations and its rights and obligations under the Olympic host contract. Fundamentally, these are the essential legal foundations being established under law for the 2032 Brisbane Olympic Games, and these are part of the essential and vitally important steps on our journey towards providing those Olympic Games.

The 2032 Olympic and Paralympic Games will be a games for all Queenslanders. The key is to start realising the opportunity now. As we have heard—and I agree with previous speakers—it is not about the 16 days of sport in more than a decade's time; it is about using the platform of the world's greatest event to deliver for communities right across the state, whether they are in Cairns or Coolangatta. It will trigger increased investment and opportunities that will benefit not just the host city but, most importantly, our regions through: a 10-year pipeline of construction jobs, trade and investment; industry investment in new skills, capacity and supply chains; attraction of major sporting events and training pre and post games; and investment in renewable energies to deliver a climate-positive games.

The Olympic spotlight on Queensland industry will attract new global business audiences, creating a \$4.6 billion uplift in tourism and, most importantly, trade for Queensland. We know that, in terms of visitation, there is a dispersal rate of around 50 per cent to the regions. That is good news for our regions, particularly those that are key in the tourism sector. Regional tourism operators will be able to leverage the global explosion generated by the world's biggest event and promote Queensland's iconic tourist attractions.

I would like to let my colleagues know that at the time of the Sydney Olympic Games I was one of the international sales managers for Hilton Hotels, and we travelled the world extensively for two years prior to the Sydney Olympic Games. I will just give members a bit of an education on the tourism industry. When you walk into a Helloworld or a Flight Centre, that is a retail shop. They have a brochure. A wholesaler puts the brochure together. If you are buying a product overseas, you will be dealing with an inbound operator. An inbound operator usually takes 25 per cent commission.

Mrs Frecklington interjected.

Mr HEALY: Two ears, one mouth. You pay 20 per cent to the wholesalers, with 10 per cent going to your retailers. We are going to be getting huge exposure across the world and that will be a benefit to businesses that sell our destination. This is how we do it. We enter into commercial arrangements, and we are doing that now. Just as importantly, a Queensland first procurement strategy will also be adopted which will give regional businesses an opportunity to be part of a significant supply chain associated with the Olympic delivery.

In the regional areas, I look at some of the fantastic sports and infrastructure that we have in Cairns. Our regional kids of today are our future homegrown Olympians of tomorrow. Over the next two years the Queensland Academy of Sport will undertake a statewide search for around 400 talented young athletes, paving new elite sporting pathways all the way to the 2032 Brisbane games. I am confident a large number of those kids will come from Cairns.

Not only is this the biggest sporting event in the world; it is the biggest marketing and tourism event in the world. We are coming out of a pandemic. I remember when I was looking at the success of Sydney. The issue that followed the Sydney Olympic Games was the tragedy of September 11 in 2001. That had a significant impact on the flow of numbers around the world and tourism. For Brisbane coming out of this, we have a second runway at Brisbane Airport. We know the by-product of access is going to be aviation increasing into our regions. We know we are going to see other parties coming in and building infrastructure and contributing to existing tourism products. The future looks very bright. People in my region are excited about this. We know it brings significant potential. As a city, Brisbane should be excited. As a state, we should be excited. We are going to provide without any doubt one of the best Olympic Games ever seen.