

Question on Notice
No. 23
Asked on 6 February 2007

MR STEVENS asked the Premier and Minister for Trade (MR BEATTIE) -

QUESTION:

With reference to billboards around Brisbane promoting that city's bid to host the 2011 World Athletics Championships—

- (1) What is the State Government Department and division/unit within that department that authorised this advertisement?
- (2) How many billboards in Queensland are displaying this advertisement and how long will this advertisement run?
- (3) Will he provide a breakdown of the monetary cost for the advertisement, including billboard, newspaper, print media, radio and television advertising costs?
- (4) How many Queensland Government employees, contract staff and consultants (Full Time Equivalents) are working on the bid to host the 2011 World Athletics Championships and what is the total staffing cost (including contract staff and consultants)?
- (5) What is the total budgeted cost of the bid and what is the total expenditure to date?

ANSWER:

Athletics Australia's bid for Brisbane to host the 2011 World Championships in Athletics is being administered and coordinated by the Queensland Events Corporation, an agency within my portfolio. Queensland Events Corporation has brought together a small, highly experienced team to work on Brisbane's bid.

The World Championships in Athletics is generally considered to be the third biggest sporting event after the Olympics and the FIFA World Cup and is highly sought after by cities around the World. Initially a record nine cities formally expressed interest in bidding for the Championships. After the submission of formal bids it has now come down to Brisbane and two other cities being Moscow, Russia and Daegu, South Korea. The host city will be determined at a meeting of the International Athletics Associations Federation on 27 March 2007 in Mombasa, Kenya.

Brisbane's bid has the support of both sides of politics. Brisbane Lord Mayor Campbell Newman and Deputy Mayor Councillor David Hinchliffe will be with me in Mombasa in late March when we make our final presentation to the International Association of Athletic Federations (IAAF).

During February, the President of the IAAF visited Brisbane as well as the IAAF evaluation team to assess Brisbane's preparedness and infrastructure to host this event.

As you would appreciate with bids of this nature, the international competition is fierce. Brisbane's bid is now entering the crucial final stages. For this reason, it would be inappropriate for me to release information concerning Brisbane's bid prior to a final determination of the host city being made.

However, I will inform the House of an update on the proposal after the host city for the 2011 World Championships in Athletics has been announced by the International Association of Athletic Federations.