

Question on Notice
No. 804
Asked on 31 October 2013

MR HART ASKED THE MINISTER FOR TOURISM, MAJOR EVENTS, SMALL BUSINESS AND THE COMMONWEALTH GAMES (MRS STUCKEY)—

QUESTION:

Will the Minister explain how events associated with the Armor All Gold Coast 600, like the V8 BillyKart Derby held in Burleigh, benefit the Gold Coast Economy?

ANSWER:

I thank the member for Burleigh for the question.

The ARMOR ALL Gold Coast 600 is the third V8 Supercars event in a three-part series for Queensland, including the Sucrogen Townsville 400 and the Coates Hire Ipswich 360 held earlier this year.

The Queensland Government recently announced continued support of the three events for 2014, 2015 and 2016.

All three V8 Supercars races combined generate close to 200,000 visitor nights and around \$60 million in economic benefit. In 2012, the ARMOR ALL Gold Coast 600 alone generated \$36.2 million in economic impact.

This year, V8 Supercars developed a month long 'Superfest' festival in the lead up to the Gold Coast 600 event.

The Superfest concept was created to attract new attendees by diversifying the event program, encouraging additional visitor nights, and activating traders in the precincts outside of the Gold Coast 600 track area, thereby spreading the event's economic contribution to businesses throughout the length of the coast.

V8 Supercars engaged local Gold Coast based event organisers and businesses to lead and assist in the delivery of each Superfest activity, and where internationally recognised event planners were contracted, they worked closely with local agencies to ensure benefits and professional development opportunities remained on the Gold Coast.

Overall, Superfest hosted and promoted 36 different events over the month of October, creating a varied and engaging program of community-based activities in the lead up to the ARMOR ALL Gold Coast 600, with an estimated attendance figure of 77,350 (excluding Sand Jam concert nights).

This included approximately 1,500 attendees at the V8 BillyKart Derby at Burleigh Heads, more than 7,000 at Tapas on Tedder, and around 8,000 at the V8 Superfest Gold Coast Parade at Surfers Paradise.

The majority of events were free to attend which encouraged greater involvement, and where some had a small cost, this was donated to local Surf Life Saving Clubs.

Events such as Superfest and the ARMOR ALL Gold Coast 600 not only drive visitation and boost our local economy, they foster community pride and showcase the Gold Coast as a premier holiday destination.

Supporting events such as this through Tourism and Events Queensland is part of the Queensland Government's commitment to double annual overnight visitor expenditure from \$15 billion to \$30 billion by 2020.