

## Question on Notice

No. 1015

Asked on 23 August 2018

**MR P WEIR** ASKED MINISTER FOR EMPLOYMENT AND SMALL BUSINESS AND MINISTER FOR TRAINING AND SKILLS DEVELOPMENT (HON S FENTIMAN)

### QUESTION:

With reference to the 2,148 Commonwealth Games tickets purchased by TAFE Queensland— Will the Minister provide a breakdown of recipients by (a) TAFE Board, (b) TAFE Executive, (c) other TAFE staff, (d) TAFE clients, (e) TAFE business development guests, (f) TAFE volunteers and (g) all others?

### ANSWER:

I thank the Member for the question.

The Gold Coast 2018 Commonwealth Games provided a unique opportunity to showcase Queensland to the world and deliver a legacy for the State. TAFE Queensland, in its role as Official Training Partner, was proud to deliver a bespoke training program to the 15,000 volunteer Game Shapers.

The Gold Coast Commonwealth Games were a unique opportunity to showcase the quality training available at TAFE Queensland to a world wide audience, and provided real life large event experience for students that could not be replicated. Students across varied disciplines including hospitality, beauty, design, hairdressing, graphic design and event management gained valuable experience through their roles in the athletes village and at games venues and events.

As part of its strategy to activate its partnership as Official Training Partner of the Gold Coast 2018 Commonwealth Games, TAFE Queensland purchased a range of Games tickets. Tickets were utilised for student and client acquisition, recognising student and volunteer achievements and for business development through the building of new and existing relationships with commercial clients.

TAFE Queensland's investment in these tickets has delivered returns as outlined below and those returns are expected to continue to grow.

As required, the approved ticket allocations for TAFE Queensland have been publicly declared online through the Embracing 2018 website, consistent with other government agencies. The Embracing 2018 website provides the data of the number of tickets bought by TAFE Queensland, by event and date. The information requested over and above this standard public reporting has now been collated in the form requested and is listed in the table below.

Recipient Category	Number of tickets
(a) TAFE Queensland Board	19
(b) TAFE Queensland Executive	30
(c) TAFE Queensland Staff including (f) TAFE Queensland Volunteers	162
(d) TAFE Queensland Clients	1,292
(e) TAFE Queensland Business Development Guests	639
(g) All Others	6

Tickets shown in the above table for the TAFE Queensland Board, Executive, Staff and Volunteers were utilised to attend competition venues and events for business development, student supervision (accompanying students in training opportunities), activations, marketing and other promotional activities. The success and benefits achieved by TAFE Queensland as Official Training Partner were made possible by its staff who worked throughout TAFE Queensland's Games partnership.

Tickets shown in the table above for TAFE Queensland Clients were provided to prospective and existing students as part of client acquisition and marketing activities and to promote TAFE Queensland's role as Official Training Partner for the Gold Coast 2018 Commonwealth Games. More than 34,000 prospective student leads were generated through Games time activations.

Tickets shown in the table above for TAFE Queensland Business Development Guests were provided to prospective and existing commercial business clients as part of TAFE Queensland's Business Development Program. Commercial revenue as a direct result of TAFE Queensland's Business Development program exceeds \$2.3 million to date.

Tickets shown in the table above for All Others represents dignitaries who supported TAFE Queensland in a range of Commonwealth Games events.