

Question on Notice
No. 1237
Asked on 19 September 2018

MR S O'CONNOR ASKED THE MINISTER FOR INNOVATION AND TOURISM INDUSTRY DEVELOPMENT AND MINISTER FOR THE COMMONWEALTH GAMES (HON K JONES) —

QUESTION:

Will the Minister advise what evaluation measures are in place to assess the positive and negative impacts of large events such as the International Triathlon Union World Triathlon Grand Final on local residents and businesses?

ANSWER:

The Palaszczuk Government supports major events through Tourism and Events Queensland (TEQ), the state's lead marketing, destination and experience development, and major event agency.

The Palaszczuk Government has more than doubled the value of events to Queensland from \$380 million in 2015 to \$780 million in 2018.

In developing, attracting and retaining major events, TEQ undertakes a thorough assessment process to identify an event's projected economic and tourism outcomes commensurate with the level of investment.

An event must contribute to the four criteria outlined in the *Tourism and Events Queensland Act 2012*:

- contribute to the Queensland economy
- attract visitors to Queensland
- enhance the profile of Queensland
- foster community pride in Queensland.

Additional assessment criteria are also used to consider the strategic merit of an event for Queensland.

Through a Community Engagement Plan, event proponents are required to work with local governments, the local community and key stakeholders to minimise any disruption during an event.

The Community Engagement Plan outlines a comprehensive community communications program, assists community groups to plan and prepare in advance and ensures the methods of communication are viable and delivered effectively to the community.

I would be happy to arrange a meeting for the Member with TEQ to discuss any specific issues.