

Question on Notice
No. 818
Asked on 14 June 2018

MRS J STUCKEY ASKED THE MINISTER FOR INNOVATION AND TOURISM INDUSTRY DEVELOPMENT AND MINISTER FOR THE COMMONWEALTH GAMES (HON K JONES) —

QUESTION:

With reference to the sale by the Gold Coast 2018 Commonwealth Games Corporation (GOLDOC) of official Commonwealth Games merchandise bearing the Borobi image or name-

Will the Minister advise (reported separately per item type) (a) details of all merchandise items listed for sale, (b) the total dollar amount for all merchandise sold, (c) the total quantity of each item sold, (d) the total cost of all items and (e) the total profits of items sold?

ANSWER:

I am advised that a master licensee was appointed by GOLDOC to manage the official licensing and merchandise program for the Gold Coast 2018 Commonwealth Games (GC2018). This arrangement is a common approach adopted for events like the Commonwealth Games.

The appointment of the master licensee, Matevents Pty Ltd, followed a competitive tender process.

Given the nature of the master licensee contracting arrangements, I am advised that GOLDOC does not hold all of the data that is sought in the question and due to third-party contracts that exist between GOLDOC, the master licensee and other licensees all financial information is commercial in confidence between the respective entities.

However, I can advise that Borobi featured on around 100 items of official GC2018 merchandise – from multiple ranges of clothing, headwear, plush toys, collectables, key rings, magnets, homewares, footwear, stationary, stamps and other accessories. These were produced between 15 licensees.

The Borobi plush products were a great seller and showed the outstanding success of the GC2018 mascot.

As previously reported, approximately 100,000 of the Borobi plush products were sold.