

Question on Notice
No. 325
Asked on Tuesday, 26 March 2019

MR D PEGG ASKED MINISTER FOR HOUSING AND PUBLIC WORKS; MINISTER FOR DIGITAL TECHNOLOGY; MINISTER FOR SPORT (HON M DE BRENNI)

Will the Minister provide an update in relation to the naming rights at the iconic Gabba?

ANSWER

The Gabba is the home ground for the Brisbane Lions AFL Team, Brisbane Heat and the Queensland Bulls, as well as a host venue for major concerts and events. In 2017-18, over 560,000 fans made their way through the gates to experience some of the best entertainment on offer in Queensland.

As one of Queensland's most-beloved sporting venues and with its passionate fan base and national and international television audience reach, there are significant promotional and marketing opportunities including venue signage and branding.

In March 2019, the Queensland Government announced an Expression of Interest for naming rights for the Gabba, which will provide the venue an extra revenue stream to assist with upkeep and enhancements of the ground.

Stadiums Queensland has received interest from a number of interested parties and third parties acting on behalf of prospective partners, across a range of industries.

Expressions of interest closed on 17 April 2019 and an announcement of the successful proponent is expected in advance of the 2019/20 cricket season at the Gabba.

Bringing on-board a naming rights sponsor, which will see the iconic 'Gabba' name retained, will help to continue to deliver ongoing investment and enhancement of the venue.