

Embracing 2018

XXI COMMONWEALTH GAMES
THE LEGACY PROGRAM

Ahead of the Games

NOVEMBER 2017

Evaluation report for the Gold Coast 2018
Commonwealth Games legacy program



This publication has been compiled by the Office of the Commonwealth Games, Department of Tourism, Major Events, Small Business and the Commonwealth Games.

© State of Queensland, 2017.

The Queensland Government supports and encourages the dissemination and exchange of its information. The copyright in this publication is licensed under a Creative Commons Attribution 3.0 Australia (CC BY) licence.



Under this licence you are free, without having to seek our permission, to use this publication in accordance with the licence terms.

You must keep intact the copyright notice and attribute the State of Queensland as the source of the publication.

For more information on this licence, visit <http://creativecommons.org/licenses/by/3.0/au/deed.en>

The information contained herein is subject to change without notice. The Queensland Government shall not be liable for technical or other errors or omissions contained herein. The reader/user accepts all risks and responsibility for losses, damages, costs and other consequences resulting directly or indirectly from using this information.

Cover image (top right): © Tourism and Events Queensland – Gareth McGuigan
Current page: © Tourism and Events Queensland – Christian Nott

Contents

Executive Summary	3	Chapter 4 Inspiring Games	60
Economic Growth and Tourism	3	Introduction	61
Trade 2018	4	Achievements	61
Supporting Queensland Business	4	Opportunities	70
Inspiring Games	4		
Aboriginal and Torres Strait Islander Initiatives	5	Chapter 5 Aboriginal and Torres Strait Islander Initiatives	72
Arts and Culture	5	Introduction	73
Sport and Healthy Lifestyles	5	Achievements	74
Engaged and Inclusive Communities	5	Opportunities	84
Introduction	7		
Gold Coast 2018 Commonwealth Games	7	Chapter 6 Arts and Culture	86
The place	7	Introduction	87
The event	7	Achievements	87
The sport	7	Opportunities	93
Embracing 2018	8		
Embracing 2018 legacy program	8	Chapter 7 Sport and Healthy Lifestyles	94
Evaluation and Monitoring Framework	9	Introduction	95
Our benefits	9	Achievements	97
		Opportunities	103
Chapter 1 Economic Growth and Tourism	10		
Economic Growth	11	Chapter 8 Engaged and Inclusive Communities	106
Economic Growth Achievements	11	Introduction	107
Economic Growth Opportunities	30	Achievements	108
Tourism	30	Opportunities	117
Tourism Achievements	35		
Tourism Opportunities	42	Towards Games Time	118
		Opportunities	119
Chapter 2 Trade 2018	44		
Introduction	45	Appendices	122
Achievements	45	Appendix 1 GC2018 Budget	123
Opportunities	52	Appendix 2 Benefits, Measures and Legacy Projects	124
		Appendix 3 International Events and Programs	132
Chapter 3 Supporting Queensland Business	54	Glossary of terms	133
Introduction	55		
Achievements	55		
Opportunities	59		

The Queensland Government acknowledges and respects the Traditional Custodians of the Gold Coast, Queensland and Australia and their Elders past and present.



Foreword



Queensland is on track to successfully deliver the biggest event in its history — the Gold Coast 2018 Commonwealth Games (GC2018).

It's a golden opportunity for Queensland to shine on the global stage and leave a positive legacy for years to come.

History will be made both on and off the sporting track.

Our Games create a strong point of difference and will lead the way for regional cities, as the first hosted outside a major city.

It is the first major sporting event in Australia to develop a Reconciliation Action Plan (RAP), to support reconciliation efforts, and drive economic participation and tangible benefits for Aboriginal and Torres Strait Islander Queenslanders.

It is also the largest para-sport program in the history of the Commonwealth Games.

This report focuses on the Queensland Government's Embracing 2018 Legacy Program which has been developed to deliver a diverse range of long-lasting benefits.

These benefits will be felt throughout the state including across the event cities of Cairns, Townsville and Brisbane, as well as the host city of the Gold Coast.

Overall, GC2018 will help to deliver billions of dollars worth of positive economic impact for Queensland and support more than 30 000 full-time, part-time and temporary jobs.

Tourism will be taken to a new level with an estimated 1.1 million visitors predicted in the lead-up to, during and after the Games – spending more than \$870 million in Queensland.

New and upgraded sporting venues as well as the creation of the Gold Coast Health and Knowledge Precinct will transform the region, support a world-class event calendar and promote economic diversification.

Festival 2018 will ignite community pride with an inspiring arts and cultural program complementing the 11 days of sport. Trade connections with key international markets will be strengthened even further through the *Trade 2018* program.

From supporting grass roots sport to celebrating our culture and way of life, growing our economy, empowering local business and delivering jobs, GC2018 is creating a transformative legacy for Queensland.

It will be a game-changer for our state.

Executive Summary

The Gold Coast 2018 Commonwealth Games promises to be the greatest event in Queensland's history, creating a positive legacy for Queensland.

The XXI Commonwealth Games will be held from 4 to 15 April 2018 on the Gold Coast. It will be the fifth time Australia has hosted the Commonwealth Games, but the first time it has been hosted in a regional city. Some events will also be held in Brisbane, Cairns and Townsville.

Hosting a successful and memorable Commonwealth Games is vital, but it is about much more than providing a 'Great Games'. Since the announcement of the Gold Coast's winning bid for the 2018 Commonwealth Games, the focus has been on maximising legacy benefits for Queenslanders.

The Gold Coast 2018 Commonwealth Games (GC2018) provide a unique opportunity to leave a positive legacy for business, industry, sporting and community groups across the Gold Coast, Queensland and Australia.

The Embracing 2018 Legacy Program is agreed by Games Partners¹ and outlines how benefits will be realised for Queensland. Four aspirations will drive the delivery of the legacy benefits program for our communities in the lead-up to, during and after the Games:

1. Delivering GC2018: The Inspiring Games
2. Enduring Jobs and Powering Economic Growth
3. Accelerating the Gold Coast to a world-class boutique city
4. Building active, engaged and inclusive communities.

Ahead of the Games is the first comprehensive evaluation report before the Games begin. The report's findings highlight the achievements, challenges and opportunities for legacy.

Key GC2018 legacy facts and figures are presented in Figure 1.

Economic Growth and Tourism

- **\$2 billion** boost forecast to Queensland's Gross State Product. This includes a **\$1.7 billion** economic boost to the Gold Coast.
- Predicted to generate more than **16 000 full-time equivalent (FTE) jobs** before, during and after the Games. In terms of total full-time, part-time and temporary employment generated, the Games is expected to support in excess of **30 000 jobs**.
- More than **1.1 million** visitors are estimated in the lead-up to, during and after the Games – spending more than **\$870 million** in Queensland.
- **Construction completed well ahead of the Games** with **three** new sporting venues, **seven** upgraded venues and **one** multi-purpose venue built to support the local community and to host national and international events.
- **Parklands redevelopment** will accommodate 6600 athletes and officials as the Commonwealth Games Village. Post-Games, the Commonwealth Games Village will become the **residential, retail and commercial heart of the Gold Coast Health and Knowledge Precinct** (GCHKP).
- **About \$2.6 billion of additional Government and private sector investments** will ensure the Gold Coast and Queensland offer a globally competitive tourism experience and grow confidence that Queensland is a great place to visit, work, thrive and do business. This includes further development of the GCHKP, key tourism and retail projects and critical transport infrastructure upgrades.

¹ Games Partners are the Queensland Government, Gold Coast 2018 Commonwealth Games Corporation (GOLDOC), Commonwealth Government, the City of Gold Coast and Commonwealth Games Australia.



Trade 2018

- The **Trade 2018** program is leveraging the Games to showcase our state and invite international businesses to the Gold Coast and Queensland to explore opportunities before, during and after GC2018.
- Through the exposure generated by GC2018 for our businesses and investment opportunities, Griffith University modelling has forecast **additional exports and foreign direct investment** of about **\$488 million over the four years** post-Games.
- **International Trade 2018 activations** have been undertaken in five priority Commonwealth markets – United Kingdom, Canada, India, Malaysia and Singapore. Further international activations are scheduled in Papua New Guinea and New Zealand before the Games.
- As of November 2017, *Trade 2018* successfully hosted **12 inbound** trade and investment missions with delegates from more than **15 countries**. Future inbound activations are planned leading up to the Games.
- The *Trade 2018* Games Time program will include trade and investment events and site visits aimed at connecting international business and government visitors with Queensland industry partners. The program will be hosted at a purpose-built beachside facility, **Commonwealth House**, on the Gold Coast and in event cities of Brisbane, Cairns and Townsville.

Supporting Queensland Business

- **About 85 per cent** of Games-wide contracts awarded to **Queensland businesses**, worth nearly \$1.4 billion.
- More than **8400 engagements with businesses** through Games procurement and business development activities.
- Almost **170 000 views** of the Games-related pages **on the Business Queensland website**.
- Working with Queensland businesses to **Be Games Ready** by planning and preparing to take advantage of opportunities the Games will bring.

Inspiring Games

- **Largest para-sport** program in the history of the Commonwealth Games.
- **First of any major international multi-sport event in history – including the Commonwealth Games and Olympics – with an equal number of medal events for men and women.**
- A **record-breaking number of sporting events** for a Commonwealth Games.
- GC2018 tickets are priced to be **inclusive, accessible and affordable**. Tickets for people with accessibility requirements are available for all events.
- The Gold Coast 2018 Commonwealth Games Corporation's (GOLDOC's) **Human Rights Policy** is building a human rights legacy for mega sporting events in the Commonwealth.
- **International best practice standard**, ISO 20121, a leading model for sustainable outcomes, is being implemented for GC2018 planning and delivery.
- The **Queen's Baton Relay** is a source of great community pride as it travels from Buckingham Palace to the Gold Coast, across the 70 nations and territories of the Commonwealth.
- Games Partners are working closely with the Commonwealth Games Federation, Commonwealth Games Associations and other stakeholders to ensure GC2018 **attracts the best athletes**.



Aboriginal and Torres Strait Islander Initiatives

- **Launch of the GC2018 Reconciliation Action Plan (RAP)**, a world first for a Commonwealth Games and providing a significant commitment to deliver legacy outcomes for Aboriginal and Torres Strait Islander people and communities.
- **Nearly \$5 million worth of contracts** secured by Aboriginal and Torres Strait Islander businesses through the Games and as a result of the GC2018 RAP.
- **More than 80 training and 200 employment opportunities** secured for Aboriginal and Torres Strait Islander people through GC2018 RAP business development activities and Parklands redevelopment.
- **Respect, recognition and celebration** of Aboriginal and Torres Strait Islander people, histories and cultures across the Games through involvement in key Aboriginal and Torres Strait Islander milestones and events, cultural capability training for staff and showcasing of Indigenous art and culture.
- **Further opportunities and legacy benefits to be realised** in the lead-up to and during the Games through the delivery of key projects across education, hospitality, tourism and arts businesses, healthy and active lifestyles, volunteering and cultural capability.

Arts and Culture

- Inclusive arts and cultural event **showcasing Queensland's arts and cultural diversity** with four exciting **Festival 2018** cities – Cairns, Townsville, Brisbane and the Gold Coast.
- **One million stars** made to support peace and end violence with stars received from 15 countries across the Commonwealth and beyond.
- The first **Women of the World (WOW): Celebrating the Women of the Commonwealth** to be delivered as part of Festival 2018.
- **Special edition of the Griffith Review** to be developed for the Games, featuring some of the best in contemporary writing, research and thought leadership from a range of countries to reflect on both the past and future of the Commonwealth.

Sport and Healthy Lifestyles

- More than **\$1.8 million** invested into **youth and community sport**. As part of this investment, 25 Queensland not-for-profit community sport and recreation organisations have shared in \$700 000 through Get Out, Get Active grants to deliver enjoyable, accessible and affordable sport and active recreation activities for women and girls.
- About **20 000 sports assets** will be **gifted to sporting organisations and communities** throughout Queensland to support future growth in participation and high-performance success.
- Travel behaviour change programs are being implemented to encourage Gold Coast residents and visitors to use **public and active transport** not just for GC2018, but for the long term.

Engaged and Inclusive Communities

- More than **100 000 Queensland students** and **315 schools** engaged in Commonwealth Games learning activities.
- More than **47 000 applications** received for the **15 000 Games volunteer positions**, with selection and training underway ahead of the Games.
- Through the **Embracing 2018 Statewide Working Groups**, Queensland regions are maximising GC2018 opportunities including pre-event training, business development and tourism.

Figure 1. Embracing 2018 facts and figures

Jobs and economic growth



\$2 billion

boost to the Queensland
Gross State Product

Additional

\$2.6 billion

Government and
private investment



Over 90% of venues
and village contracts awarded
to Queensland businesses



Exposure of opportunities
are predicted to increase
trade and investment by

\$488 million

Working with
Queensland businesses to
Be Games Ready

450 internships
and work
experience

opportunities to
build capacity and industry
knowledge for students



15 000 volunteers

provided with training
and experience



Forecast to generate more than
16 000 full time
equivalent jobs with over
30 000 workers involved

Active, engaged and inclusive communities



More than **\$1.8 million**
invested in youth and community sport

More than **100 000**
Queensland students
and **315 schools** engaged in
Commonwealth Games learning activities



Tourism



Expected to attract over
1.1 million
additional visitors spending
\$870 million
in Queensland



Infrastructure



18 world-class facilities
completed well ahead of the Games

3 new sporting venues

1 new multi-purpose venue

7 upgraded and **7** existing venues

★★★★★★
6 green star

rated Commonwealth Games Village
representing world leadership in
sustainable construction



GC2018 helped to secure
30+ international
events and programs
for the Gold Coast



100% of
stadiums are
accessible for people
with limited mobility

New 7.3km
light rail
extension

to connect with the
Brisbane to Gold Coast rail line



7 hectares of
public parkland providing
green space in the heart
of the Gold Coast

\$8.98 million

invested in **27 Public Domain**
Improvement Projects

The inspiring Games

Biggest

sporting event in
Australia this decade



Largest ever
para-sport
program in the

history of Commonwealth
Games hosting up to
300 para-sport athletes
and **38 medal events**
across **seven sports**



Gender equality

in medals with the same number
of events for men and women
for the first time in the history of
mega-sporting events

1 million stars

made to support
peace and
end violence



World-first Reconciliation Action Plan for a Commonwealth Games.

A Commitment to deliver legacy outcomes for
Aboriginal and Torres Strait Islander people

Introduction



***Ahead of the Games* communicates legacy achievements, benefits and opportunities of hosting the Gold Coast 2018 Commonwealth Games™ (GC2018). The report also examines planned activities leading up to and after GC2018, including learnings for future Commonwealth Games and events.**

GOLD COAST 2018 COMMONWEALTH GAMES

On 22 August 2008, the Queensland Government announced its intention to bid for the Gold Coast to host the XXI Commonwealth Games in 2018.² The official bid was lodged with the Commonwealth Games Federation (CGF) in Kuala Lumpur on Wednesday 11 May 2011, while a competing bid from Hambantota, Sri Lanka was also lodged.³

The Gold Coast's winning bid for the 2018 Commonwealth Games was announced at the CGF General Assembly in St Kitts and Nevis on 11 November 2011.

"In 2018 we will be ready to host a unique world-class and friendly event that builds on the Commonwealth brand and enhances our city's reputation."

Former Premier of Queensland, Hon. Anna Bligh MP⁴

THE PLACE

The XXI Commonwealth Games will be held from 4 to 15 April 2018 on the Gold Coast. Some events will also be held in Brisbane, Cairns and Townsville.

THE EVENT

Over 11 days of competition, 6600 athletes and team officials from 70 nations and territories will participate in GC2018.

The event will be viewed live by 1.2 million spectators. About 1000 hours of live broadcast will reach a cumulative global television audience of 1.5 billion people.

The estimated cost of delivering GC2018 is \$2.015 billion, funded by:

- Queensland Government
- Australian Government
- City of Gold Coast
- commercial income generated by the organising committee.

Games preparation is on track and within budget. As of 30 June 2017, expenditure reached a total of \$775 million. Further information on GC2018 revenue and expenditure is available in Appendix One.

In June 2017, the CGF concluded its seventh Coordination Commission (CoCom) on the Gold Coast monitoring Games Partners' progress on the delivery of GC2018. CGF rated all seven reviews 'satisfied' – the highest CGF rating.

THE SPORT

The GC2018 sports program includes 18 sports, seven para-sports and 23 sports disciplines. It is one of the biggest international multi-sporting events in the world.

Core sports of GC2018 are Athletics, Aquatics (Swimming, Diving), Badminton, Boxing, Hockey, Lawn Bowls, Netball, Squash, Rugby Sevens and Weightlifting.

Optional sports chosen for GC2018 include Basketball, Shooting (Clay, Target, Full Bore, Pistol, Small Bore), Table Tennis, Cycling (Road, Track, Mountain Bike), Gymnastics, Wrestling, Beach Volleyball and Triathlon.

GC2018 Para-Sports program includes Athletics, Aquatics (Swimming), Lawn Bowls, Powerlifting, Track Cycling, Table Tennis and Triathlon.

² Bligh, A. (2008) Gold Coast to bid for Commonwealth Games. Ministerial Media Statements, 22 August, 2008. Available from: <http://statements.qld.gov.au/Statement/Id/59821>

³ http://www.thecgf.com/games/2018/2018_bid.asp

⁴ <http://statements.qld.gov.au/Statement/Id/77625>



Image 1 GC2018 Facts



EMBRACING 2018

Hosting a successful and memorable Commonwealth Games is important, but GC2018 is about much more than providing the best competition for athletes and the best event for spectators – it is about making a difference for our state. Since the announcement of the Gold Coast's winning bid for the 2018 Commonwealth Games, Games Partners⁵ have focused on maximising the benefits from hosting the Commonwealth Games for the Gold Coast and Queensland. The shared vision of the Games Partners is:

To leverage GC2018 to maximise lasting benefits for our communities.

⁵ Games Partners are the Queensland Government, Gold Coast 2018 Commonwealth Games Corporation (GOLDOC), Commonwealth Government, the City of Gold Coast and Commonwealth Games Australia.

⁶ Gratton, C., and Preuss, H. (2008) Maximising Olympic impacts by building up legacies. The International Journal of the History of Sport, 24 (14), 1922-1938, p1924.

Embracing 2018 legacy program

The Embracing 2018 legacy program outlines how lasting benefits will be realised for communities across Queensland. This program delivers legacies across the various planning stages from the bid conceptualisation in 2011 to after the Closing Ceremony.

The term legacy can be described in many ways. In the context of the GC2018 legacy is defined as

'planned and unplanned, positive and negative, intangible and tangible structures created through a sport event that remain after the event'⁶

Aspirations and transformative agendas have been developed to ensure GC2018 creates enduring benefits for our communities in advance of and beyond the event (see Figure 2).

Figure 2 GC2018 legacy aspirations and transformations



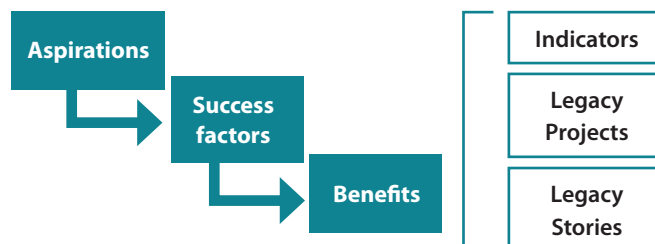
Evaluation and Monitoring Framework

The Evaluation and Monitoring Framework⁷ for the Embracing 2018 Legacy Program has been developed to monitor delivery of legacy achievements and evaluate return on government and stakeholder investment in legacy initiatives for GC2018. The Framework also identifies trends to guide program development and tracks the realisation of lasting benefits from hosting major events for state, national and international stakeholders.

The Framework details the success factors and anticipated outcomes for each legacy aspiration, including both tangible and intangible benefits of hosting GC2018. Figure 3 outlines the benefits management approach in the Framework. Games Partners have developed 18 success factors and 31 benefits for GC2018. The success factors, benefits and legacy projects are included in Appendix Two.

The Framework evaluation design is underpinned by statewide consultation to ensure delivery of the Embracing 2018 program is informed and led by stakeholder and community sentiment and expectations.

Figure 3 Benefits Management Approach



The Framework reporting outputs are:

1. Pre-Games Report (*Ahead of the Games*) – late 2017 (this report)
2. Post-Games Report – early 2019
3. Final Evaluation Report – 2023.

OUR BENEFITS

This report highlights GC2018 legacy achievements, 31 benefits and opportunities across eight themes – see Figure 4. The eight themes represent the diverse benefits Games Partners are striving to deliver for the Gold Coast and Queensland.

Figure 4 Embracing our Games legacy



⁷ See <https://embracing2018.com/games-benefits> for a copy of the Framework.

AHEAD OF THE GAMES – CHAPTER 1

Economic Growth and Tourism



"Building on strong foundations, the third largest sporting event in the world will provide our city with never-before-dreamt-of opportunities for new investment, new industry and new jobs."

Rob Borbidge AO, Chair, Gold Coast 2018 Commonwealth Games Legacy Advisory Committee

Economic Growth and Tourism

The Gold Coast 2018 Commonwealth Games (GC2018) provides an opportunity to achieve diverse and enduring economic growth.

International events such as the Commonwealth Games have a positive impact on the host economies. The Games will deliver billions of dollars worth of positive economic impact and support thousands of jobs for Queenslanders.

ECONOMIC GROWTH

Griffith University's *Economic Impacts of the Gold Coast 2018 Commonwealth Games* report¹ forecasts a \$2 billion boost to Queensland's Gross State Product. This includes a \$1.7 billion economic boost to the Gold Coast.

The Queensland Government has invested in critical transport infrastructure to support the successful delivery of the Games and meet future growth demands. This and additional substantial private sector investment ensures the Gold Coast and the state is a great place to visit, work, thrive and do business. The additional Government and private sector investments are valued at about \$2.6 billion.

The Games are forecast to generate more than 16 000 full-time equivalent (FTE) jobs before, during and after the Games. In terms of total full-time, part-time and temporary employment generated, the Games is expected to support in excess of 30 000 jobs.

"The Games gives us an unprecedented opportunity to take tourism to the next level."

Bob East, Chief Executive Officer, Mantra Group

ECONOMIC GROWTH ACHIEVEMENTS

The delivery of a successful GC2018 requires significant investment in the development of infrastructure, including the Parklands redevelopment (Commonwealth Games Village), sporting venues, transport and digital infrastructure.

To ensure return on government and stakeholder investment, it is important infrastructure is developed not only for a great Games, but also for long-term business, sporting and community use. Failure to develop infrastructure for long-term use or a lack of understanding and awareness of the benefits may harm community perceptions.

Venues and Parklands redevelopment (Commonwealth Games Village)

In preparation for GC2018, the Queensland Government has delivered three new sporting venues, one new multi-purpose venue and seven upgraded venues to provide important sport and community facilities for Queensland.

The Parklands redevelopment (Commonwealth Games Village) represents one of the most significant urban renewal projects undertaken on the Gold Coast. The village will accommodate 6600 athletes and team officials during GC2018 and provides world-class infrastructure and facilities in the Gold Coast Health and Knowledge Precinct after the Games.

More than 16 000 workers were engaged in construction of the venues and village infrastructure. In September 2017, final major works reached practical completion, marking a major milestone in the Games legacy achievements.

The venues and village workforce reached a peak in December 2016 with 1700 workers on site across all projects at that time (Figure 1.1). The highest numbers of inducted workers were in the Parklands redevelopment and Carrara Sports Precinct (Figure 1.2).

¹ Griffith University. The economic impacts of the Gold Coast 2018 Commonwealth Games. Gold Coast; 2017. Available from <https://embracing2018.com/>



Figure 1.1 Venues and village workforce: induced on site

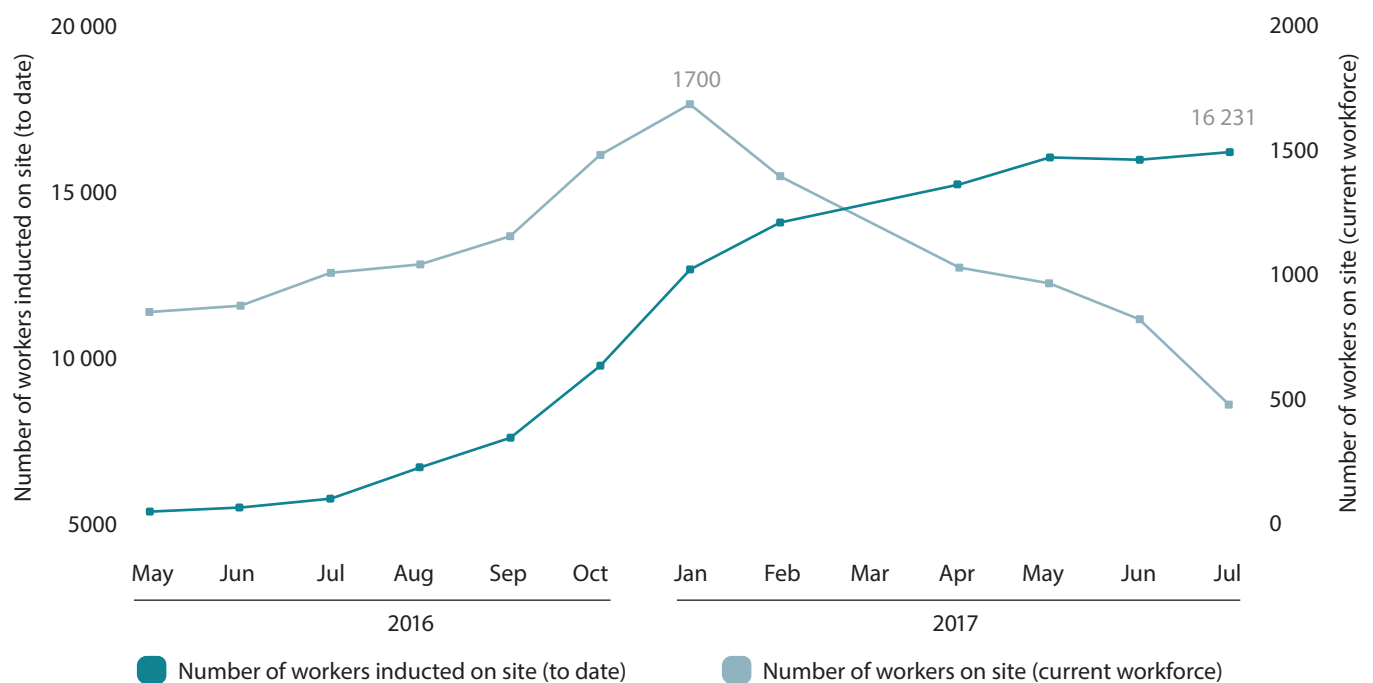
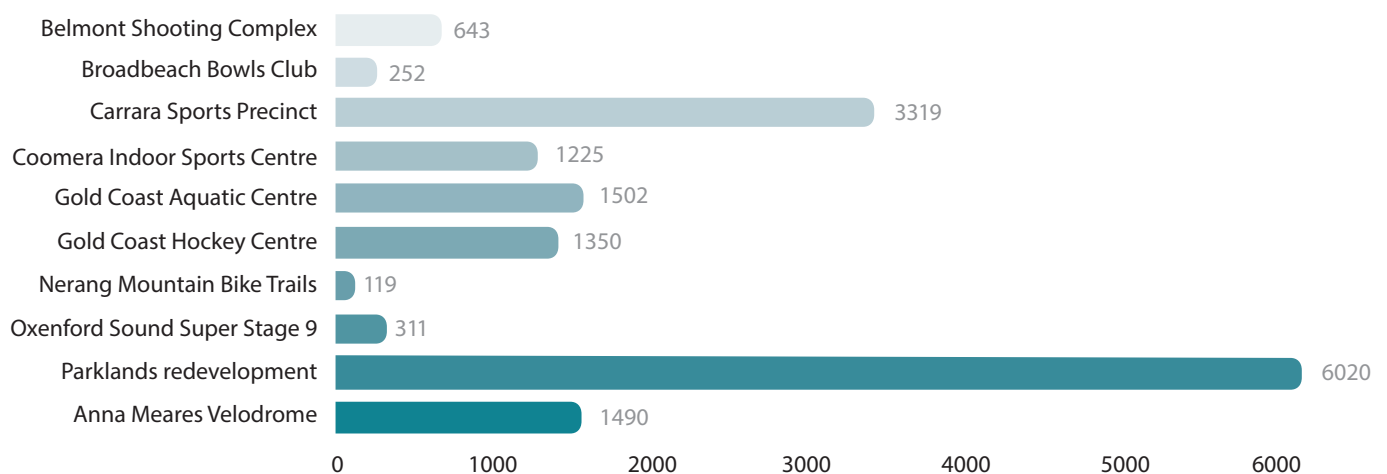


Figure 1.2 Venues and village workforce: induced on-site by project (as at 31 August 2017)



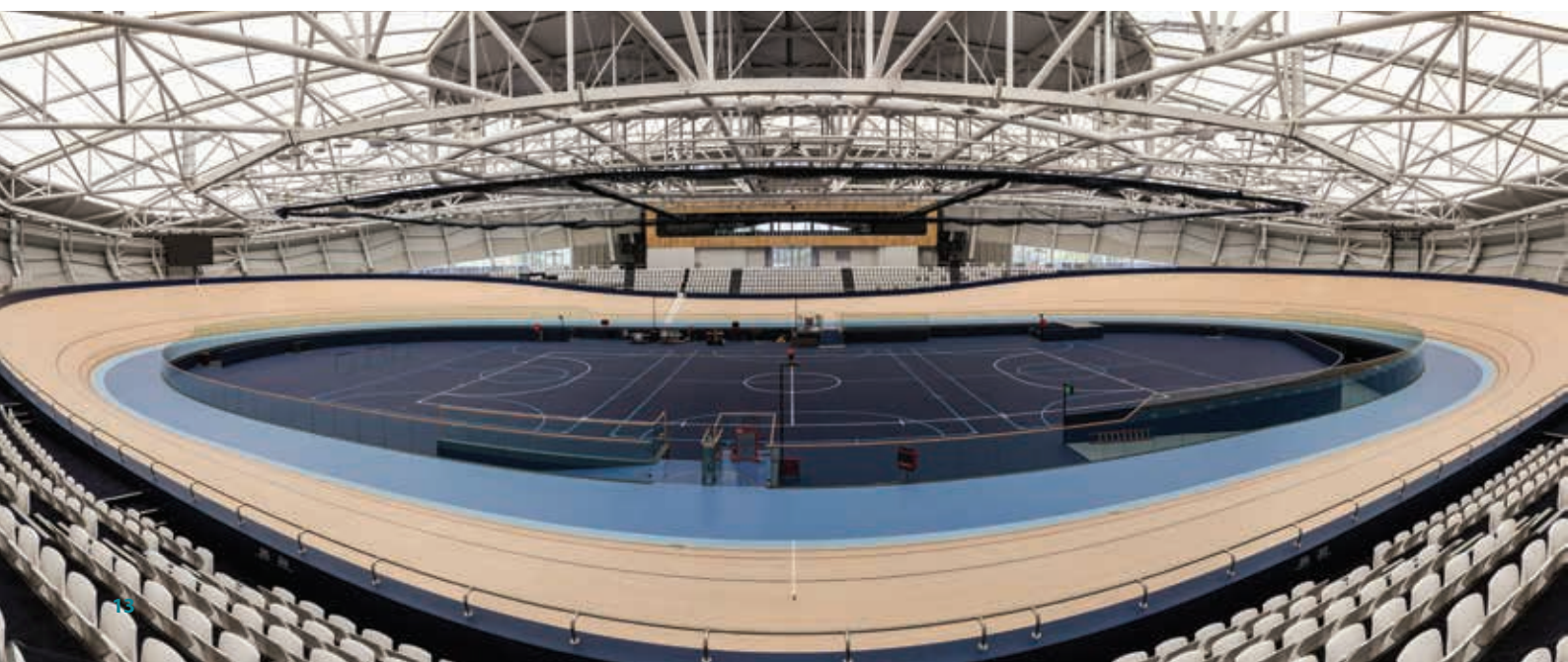
GC2018 sporting venues

All competition venues have been completed well ahead of the Games as part of a \$320 million venue infrastructure program, with more than 1000 jobs supported during design and construction.

This investment into sport infrastructure and community venues will drive long-term economic benefits by attracting elite athletes and world-class events to Queensland for decades to come.

Sporting infrastructure is being used for local, state, national and international competition as a direct result of the new and upgraded facilities. This is creating a positive legacy for both community sport in South East Queensland, as well as assisting in attracting further international sporting events.

For example, the Coomera Indoor Sports Centre is making a profit less than a year after completion, with the revenue from bookings already exceeding the venue's operating expenditure. The original target for achieving this level of use was three years post-construction.





NEW GC2018 VENUES

Gold Coast Sports and Leisure Centre

"It's a first-class, state-of-the-art facility. It obviously ticks a whole lot of boxes."

Thomas Lund, Secretary-General, World Badminton Federation

- \$105 million investment
- Completed April 2017
- Centre will boost the economy by attracting elite high-performance training camps and major events to the Gold Coast
- Completed in time to host its first international sporting event in May – the 2017 BWF Sudirman Cup (international badminton competition)
- GC2018 bid concept was a single-hall community indoor sports facility for the GC2018 badminton competition
- Addition of a second sports hall has enabled GC2018 wrestling and weightlifting to be held at the centre
- Additional permanent legacy facilities include a second 6000 m² sports hall, a 5000 retractable seat show court facility in Hall 1, air conditioning of the two sports halls, exhibition capacity rated floor and roof structures and undercover parking for about 500 cars
- In addition to community and elite indoor sports, the two-hall venue is suitable for 5000 seat cultural events, exhibitions and trade shows

"I think for the girls to be able to play in this facility where the Games are going to be played, they are buzzing! They have the privilege of being able to use the courts before those top teams come and use them."

Darlene Karena, Vice President, Southport Netball Association





Anna Meares Velodrome

"It's a beautiful track. It's going to create a wonderful atmosphere for the Commonwealth Games."

Anna Meares, Australian track cycling champion

- \$60 million investment
- Completed September 2016
- Queensland's first indoor velodrome
- Ninety-five per cent of the velodrome construction contracts awarded to businesses in South East Queensland
- Velodrome is attracting elite training squads and competitions such as the 2017 and 2018 national track championships
- First velodrome in the world with LED broadcast quality lighting – cutting energy consumption by up to 60 per cent
- Includes an indoor gym, office and retail facilities
- More than just a track cycling facility – incorporating additional community sport and recreation uses including mixed-use sport courts and function spaces
- Greater legacy benefits by centrally locating the new velodrome in Brisbane – between the Gold Coast and Sunshine Coast – to service a larger cycling population
- The velodrome won the 2017 Australian Institute of Architects award and was shortlisted in the 2017 World Architecture Festival





Coomera Indoor Sports Centre

"As soon as I stepped into this facility I could feel a big sort of motivation for myself to go to the Commonwealth Games. Having a facility like this it is very beneficial for the athletes."

Michael Mercieca, Australian gymnast

- \$40 million investment
- Completed August 2016
- Part of the Gold Coast's long-term plan to provide significant community infrastructure for sports and recreation to address increasing demand and forecast growth in the area
- Provides much needed community infrastructure to support the growing South East Queensland population with a mixed-use facility that accommodates a range of sports including netball, basketball, volleyball and gymnastics
- The centre started making a profit within a year of being built. The original target date to start making a profit was three years post-construction
- The centre has eight mixed-use sports courts, a gymnastics arena, function rooms, change rooms and two kiosks
- Designed to cater for elite and community use
- 98 per cent of construction contracts were awarded to businesses in South East Queensland
- Won the Queensland State Award for Commercial Architecture in June 2017



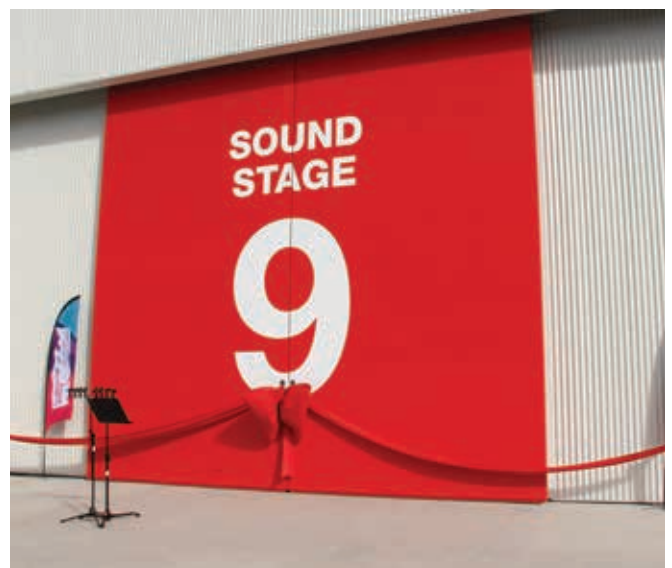


Sound Stage 9

"The film industry is about long-term sustainability and with the addition of Sound Stage 9 to the existing facilities Village Roadshow Studios cements its position as a world-class production facility holding huge appeal for productions."

Lynne Benzie, President, Village Roadshow Studios

- \$15.5 million investment (Queensland Government contributed \$11.1 million)
- Completed April 2016
- Queensland Government partnered with Village Roadshow Studios to build a new sound stage which will host GC2018 squash competition events and also attract major international films to Queensland
- Largest sound stage in the southern hemisphere
- Sound Stage 9 has already attracted big-budget blockbusters to Queensland with *Thor: Ragnarok* filmed at the studio in 2016 and *Aquaman* in 2017
- These two blockbusters have injected more than \$200 million into the state's economy and created 1350 jobs in Queensland

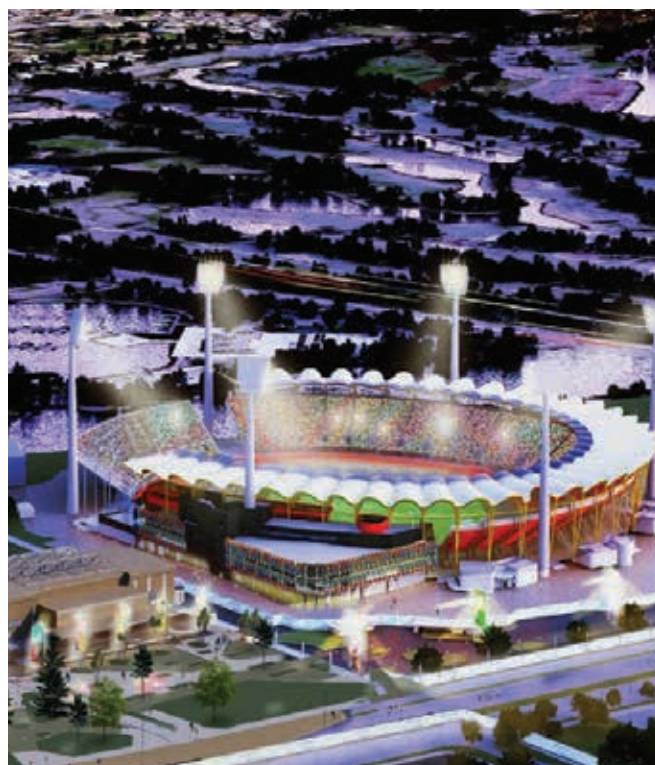




UPGRADED GC2018 VENUES

Carrara Stadium

- \$6 million investment
- Upgraded in March 2017
- Works include permanent lighting upgrades to meet international broadcast requirements when Carrara Stadium hosts the GC2018 Opening and Closing Ceremonies and Athletics
- The new technology will result in less maintenance and energy requirements and the flicker-free design will enhance broadcast quality, particularly for slow motion cameras
- This upgrade not only provides world-class lighting for the Games, but also improves lighting quality for elite sport on the Gold Coast to enhance community experience at entertainment and sporting events





Nerang Mountain Bike Trail

“With the opening of this new facility, it’s going to broaden how many people can ride here. It’s not going to be just locals. We are going to get interstate and international travellers coming specifically to enjoy these trails.”

Michael Hoare, Trail Care Alliance

- \$3.2 million investment
- Upgraded in February 2017
- First international-standard mountain bike trail in South East Queensland
- The mountain bike trail is about 4.7 kilometres, with diverse trail styles, including fast flow trails and slow-speed steep and technical trails
- The Gold Coast Cycle Centre clubhouse underwent minor refurbishment works to ensure facilities adhered to Disability Discrimination Act (DDA) standards for the participants and spectators





Carrara Indoor Stadium

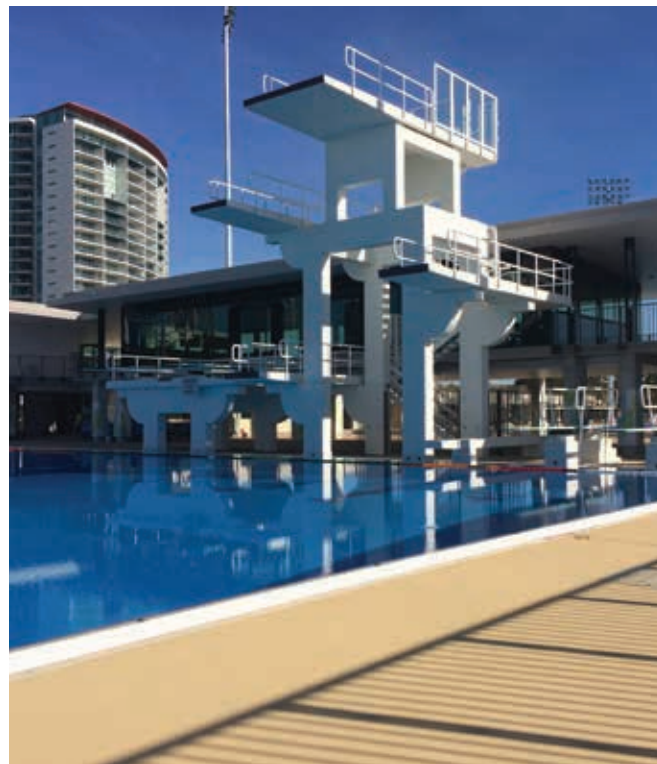
- \$8 million investment
- Upgraded in October 2017
- Upgrades have extended use of the venue by more than 25 years
- Works included new roof sheeting and wall cladding, new seating frames and seat buckets, new ceiling fans and upgraded food and beverage areas, and amenities
- New world-class squash courts are planned for after GC2018





Gold Coast Aquatic Centre

- \$41 million investment
- Upgraded in June 2014
- Facilities include new 50m competition pool and indoor learn-to-swim pool and refurbished dive pool, 50m pool and 25m pool. Other new features include dry dive facility, gym, café, kiosk, meeting rooms and crèche
- Since opening, the Gold Coast Aquatic Centre has attracted several major events and training camps, including the 2014 Pan Pacific Swimming Championships, FINA Diving Grand Prix, British National Diving Team training camp and FINA Men's Water Polo
- The community has also embraced this world-class facility with more than 330 000 visits per year, more than 1400 gym memberships and a popular learn-to-swim program
- The main objective of the Gold Coast Aquatic Centre upgrade is to provide a venue with a lasting legacy for Gold Coast community use





Belmont Shooting Complex

- \$17.5 million investment
- Upgraded in April 2017
- Modifications and upgrades to the existing facilities including pistol ranges, full bore venue and clay target venue
- Only shooting venue in Australia equipped to host all shooting disciplines within a single location, and was also the venue for the 1982 Commonwealth Games shooting competition
- Location of the GC2018 Clay Target Range carefully chosen to minimise environmental impacts
- For every tree removed, three new trees planted
- Hosted Commonwealth Shooting Federation and Oceania Federation Championships between 28 October and 8 November 2017





Gold Coast Hockey Centre

"It's like winning the lotto ... this has just changed the face of hockey on the Gold Coast for many years to come."

Peter Keeble, Facilities Manager, Gold Coast Hockey Centre

- \$16.5 million investment
- Upgraded in May 2017
- GC2018 bid included three new hockey pitches and minimal upgrades to the existing clubhouse
- To maximise the legacy, two new pitches were built along with a new clubhouse
- A third pitch was built at Runaway Bay Super Sports Centre, providing opportunities for school and elite level team training camps at the Super Centre
- The centre is now one of the state's premier hockey venues attracting elite sport and community competition





Broadbeach Bowls Club

"The end product is beyond what we expected, it's brilliant and it's the talk of the whole bowls community in Australia."

Ryan Bester, Bowls Coordinator, Broadbeach Bowls Club

- \$4 million investment
- Upgraded in June 2016
- The world-class bowls venue hosted major international and national events including the 2016 World Junior Championship and Australian Open Championships and has also secured the 2018 World Youth Bowls Championships, 2019 Asia Pacific Championships and 2020 World Bowls Championships
- Ninety-five per cent of construction work awarded to businesses in South East Queensland
- The upgrade enabled the club to expand and hire an additional six staff, including one apprentice kitchenhand and five trainees who now work in hospitality, management and customer service at the club
- Accessibility upgrades include new access ramps, widened footpaths and accessible amenities





Parklands redevelopment (Commonwealth Games Village)

Injecting an estimated \$550 million into the local economy over five years, the Parklands redevelopment has supported up to 1500 jobs during design and construction. About 6000 workers were engaged in construction of the Commonwealth Games Village over the life of the project.

After the Parklands redevelopment was completed in September 2017, work started to transform it in to the Commonwealth Games Village. The transformation includes the fit out of retail stores and the main dining room to seat up to 2300 people at any one time, as well as building temporary structures to house key facilities such as the fully-equipped gymnasium and health facility.

Construction of the Parklands redevelopment was the catalyst for further development of the multi-billion dollar Gold Coast Health and Knowledge Precinct. Redevelopment of the Parklands will be the most significant Commonwealth Games legacy project on the Gold Coast, with expansion of the Health and Knowledge Precinct set to create thousands of new jobs in the future.

The redevelopment will provide vital infrastructure for GC2018 and in the longer term, create a vibrant mixed-use community as the key residential, commercial and retail part of the Health and Knowledge Precinct.

The mixed-use health and knowledge development will complement the adjacent hospital precinct and Griffith University. It will help deliver long-term jobs and diversify the Gold Coast economy.



1252

Apartments and Townhouses



7ha

Green spaces and landscapes



5km

From Surfers Paradise

The project features 1252 permanent dwellings – comprising 1170 one and two-bedroom apartments and 82 three-bedroom townhouses – plus a neighbourhood retail centre at Parklands. The design incorporates more than 18 new buildings up to eight levels in height and various apartment sizes.



Transport infrastructure

“The Gold Coast has benefited from the investment delivered for the 2018 Commonwealth Games and this has significantly improved the infrastructure in the region, transforming it into an international hub.”

Real Estate Institute of Queensland CEO Antonia Mercorella²

Gold Coast Light Rail Stage 2 (\$420 million investment)

Connecting the existing light rail system at Southport to heavy rail at Helensvale Station, the 7.3-kilometre light rail extension includes three new stations at Helensvale, Parkwood and Parkwood East. It also includes a new 1000 car space park 'n' ride facility at Parkwood Station and a 400 space expansion of the existing park 'n' ride facility at Helensvale Station. GC2018 has accelerated the Gold Coast Light Rail Stage 2 project by five years.

Gold Coast rail line duplication (\$163 million investment)

The Coomera to Helensvale rail duplication project was completed in October 2017. Works included duplicating 8.2-kilometres of single track between Coomera and Helensvale stations and constructing eight new rail bridges. This major infrastructure project supported more than 200 full-time construction jobs and caters for the region's growing number of residents and visitors into the future.

Gold Coast major road upgrades (\$166.9 million investment)

This upgrade program funded by the Queensland Government and the City of Gold Coast was accelerated to deliver a suite of major road upgrades across the Gold Coast to support GC2018 transport outcomes and provide lasting benefits including improved network reliability and increased safety for motorists, cyclists and pedestrians.

² QLD Excerpt from the 2017 September Market report, Your Investment Property
<http://www.yourinvestmentpropertymag.com.au/market-report/qld/qld-excerpt-from-the-2017-September-market-report-239355.aspx>

Smart infrastructure

Telecommunications upgrades

Twenty kilometres of high-speed fibre optic cable is being installed along the light rail route from Broadbeach to the Gold Coast Health and Knowledge Precinct to deliver world-class broadband speeds to thousands of businesses and residences.

The fibre optic cables will provide high-speed communication links to key locations and facilities during GC2018, and continue to support Gold Coast businesses and residents long after the Games.

The Gold Coast will also benefit from a \$20 million investment by Optus in its mobile network infrastructure across the Gold Coast ahead of the Games. New mobile towers to improve coverage at Carrara venues, the Commonwealth Games Village, Currumbin and Main Beach are planned.

The Gold Coast is also likely to be among the first in the world to access super-fast next generation 5G phone speeds with plans for Australia's first live trial during GC2018.

Power upgrades

A \$25 million investment into the Gold Coast's electricity grid infrastructure will help ensure the high-voltage transmission network is Games ready.

This power upgrade will improve performance and reliability of Powerlink's transmission network in the Gold Coast region, not only for the Games, but for many years to come.

Private investment

Several private investment projects are underway for the Gold Coast.

Key developments include the \$345 million transformation of The Star Gold Coast; \$670 million Pacific Fair redevelopment ready for completion ahead of the Games; and the \$300 million Gold Coast Airport redevelopment.

Gold Coast sports attraction

New and upgraded GC2018 venues are providing opportunities for the Gold Coast to host major sport events, attract peak sporting organisations and high performance training camps and for community use.

The *Gold Coast Sport Plan (2013-2023)* is a 10-year plan to deliver sporting and outcomes for the region. GC2018 is a major focus, with each strategic area containing actions that are linked to GC2018, whether for activities directly associated with the event, or in relation to pre- and post-Games legacy opportunities.

Peak sporting bodies

Over the past two years, three new national sporting organisations have relocated to the Gold Coast:

- Triathlon Australia
- Mountain Bike Australia
- Federation of International Basketball Association (FIBA) Oceania.

There are now 13 peak sporting organisations located on the Gold Coast.

High performance training

Through the City of Gold Coast's Sport Attraction Program, 19 high performance training camps were attracted to the Gold Coast in 2016-17, generating more than \$1.4 million into the economy (excluding media value). These included:

- Western Sydney Wanderers FC (7 days, 45 people)
- 2017 Queensland State of Origin team (16 days, 46 people)
- Carlton Football Club (9 days, 76 people)
- 2017 PNG High Performance Athlete Summit (6 days, 36 people)
- New Zealand Lawn Bowls Team (392 days, 39 people)
- Judo Federation of Australia (4 days, 800 people).

Sporting events

In 2016-17, the Sport Attraction Program attracted 63 new second and third-tier state and national level sporting events to the Gold Coast, generating over \$26 million for the local economy (excluding visiting partner rates and value added media outcomes).

GC2018 has helped secure more than 30 international events and programs including:

- Pan Pacs Swimming Championships
- FINA Diving Grand Prix (2015, 2016, 2017)
- Sudirman Cup
- 2020 World Bowls Championships.

Appendix Three lists all international events and programs.

Active and Healthy Program

The Active and Healthy Program is designed to directly benefit the community and promote social interaction, improve physical and mental wellbeing, and build active lifestyles through shared experiences.

Participation in the citywide program has risen from 30 000 in 2005-06 to more than 278 000 during the 2016-17 year (eclipsing the 2016-17 target of 198 000).

Hosting GC2018 is also raising the profile of the Gold Coast internationally as a destination for major sporting events. At the SportBusiness Ultimate Sports Cities Biennial Awards in 2016, the Special Award for Best Newcomer went to the Gold Coast. Overall, the Gold Coast ranked second in the 'XS' category of cities (population of 600 000 or below) and 15th overall.

Training

GC2018 is creating opportunities for Queenslanders to obtain new skills, training and experience. Training initiatives have been launched in the lead-up to the Games across a broad range of industries including events, construction and hospitality.



GC2018 Games Interns

As part of the GC2018 partnership with Griffith University, students have access to hundreds of exclusive internship opportunities, including working with GOLDOC during the build-up and staging of the Games.

The GC2018 Internship Program offers students a unique opportunity to be part of the biggest sporting event in Australia this decade while gaining meaningful study-related work experience and credit towards their degree.

Master of Business/Master of Human Resource Management student Hayley Thomas is among Griffith's GC2018 interns and has found the program extremely valuable.

"It has been one of the most fulfilling experiences for me, as I not only developed professionally but personally,"

Hayley says.

"Being immersed in the organisational culture and contributing has been exciting and rewarding."

Hayley was offered a paid full-time position with GOLDOC after completing her internship, joining a number of Griffith graduates already employed at the organisation. "I'm proud to be able to continue my journey from intern to employee," she says.

Griffith's only Indigenous woman engineering student awarded Parklands scholarship

Since work began on the Parklands site in 2014, the project benefited from the work of 128 Indigenous employees, provided more than 800 training hours to Indigenous trainees and partnered with 15 Indigenous-owned businesses.

Kiarna Broomhead, of the Brinja-Yuin people in New South Wales, was awarded an Indigenous Support Scholarship. Kiarna said the scholarship allowed her to focus on her studies, with less pressure to work part-time.

"I didn't expect this — it will mean I can pay for everything I need for uni."

**Kiarna Broomhead, engineering student,
Griffith University**

Security training

Training is provided for an additional 1000 security guards for GC2018. The new security guards will undergo training to attain a Certificate III in Security Operations and students will be encouraged to obtain two industry security licences as unarmed guards and crowd controllers.

This initiative will expand the security provider network in South East Queensland, Townsville and Cairns, where some Commonwealth Games events will also be held, and support future employment opportunities within the industry.

Host broadcast training program

Broadcasters NEP Australia will beam high-definition television coverage to Channel Seven in Australia and all rights-holding broadcasters around the world, capturing exciting images of GC2018's Opening and Closing Ceremonies and 11 days of sporting competition.

NEP Australia launched a host broadcast training program in Queensland, enabling more than 200 local students to gain industry experience through participation and exposure to live broadcasting leading up to and during the Games.

Hospitality training

The Queensland Hotel and Hospitality School has been developed in partnership by TAFE Queensland and Star Entertainment Group. The school is helping build a pipeline of future tourism workers in South East Queensland. TAFE Queensland CEO Jodi Schmidt said the school was leading the charge to prepare Queensland's workforce for thousands of new jobs expected ahead of GC2018.

"The students' six-star training will help them secure exciting careers in tourism and hospitality, and help raise the local service culture to enable our state to compete with the best in the world."

Jodi Schmidt, CEO, TAFE Queensland



Education sector and knowledge economy

Study Gold Coast

The Gold Coast is home to more than 200 international and domestic education providers, including three world-class universities and the largest regional TAFE in Queensland.



Gold Coast education and training facts:

- Education and training contributes more than \$1.4 billion to the Gold Coast economy
- 25 000 international students studied on the Gold Coast in 2016
- Students from more than 130 countries study on the Gold Coast
- Top five source markets:
 - China
 - Brazil
 - Japan
 - South Korea
 - India
- Gold Coast was rated best student city by the beach in the world (QS World Universities, 2016)

The City of Gold Coast is also aiming to leverage GC2018 to build the education sector and knowledge economy to become a defining industry for the Gold Coast. The City of Gold Coast is partnering with education provider Study Gold Coast, Queensland Government, Australian Government, business and industry to invest in an enduring education and workforce legacy beyond GC2018.

Study Gold Coast's strategic plan (2016–2020) highlights three key initiatives resulting from the GC2018 opportunity:

- Targeting media from Commonwealth Nations to 'tell a new Gold Coast story' focused on education and training opportunities in the city.
- Inspiring local Gold Coast high school students (Year 11) through an incentivised study and volunteer program. One thousand students will be able to complete their tertiary studies on the Gold Coast while gaining invaluable work experience in areas such as hospitality, sports management and event management through their training as a GC2018 volunteer.
- Inviting Study Gold Coast member institutions to offer students from Commonwealth Nations the opportunity to study on the Gold Coast during the Commonwealth Games, be appointed student ambassadors and enjoy a unique Gold Coast experience during their stay.

Trade and investment

The global profile of GC2018 provides a unique platform to raise awareness of Queensland as a trade and investment partner, invite international business representatives to visit during Games Time, and match local business partners and investment projects.

GC2018 is predicted to increase trade and investment opportunities by \$488 million over four years post-Games³.

The Queensland Government, in partnership with the City of Gold Coast, is leveraging international interest in the Commonwealth Games by coordinating a parallel trade and investment program, *Trade 2018*. Chapter 2 – Trade 2018 examines the legacy, achievements and opportunities of the trade and investment program implemented for GC2018.

³ Griffith University. The economic impacts of the Gold Coast 2018 Commonwealth Games. Gold Coast; 2017. Available from <https://embracing2018.com/sites/default/files/gc-2018-economic-benefits-griffith-uni-report.pdf>



ECONOMIC GROWTH OPPORTUNITIES

GC2018 is helping drive a transformational social and economic legacy for Queensland set to last decades. The Games will deliver new and bold economic growth and opportunity for our state.

Overall, the Games will generate billions in a major boost to Queensland. They will grow exports, attract more than 600 000 visitors and support thousands of jobs, including around the Gold Coast Health and Knowledge precinct. This precinct is one of the largest and most exciting legacy investments of the Games.

Investments courtesy of GC2018 in our workforce, infrastructure and state's forward planning will support economic opportunities for all of Queensland, for example:

- Competition venues are ready ahead of the Games and already hosting international, national and local events, with multiple bookings secured post-Games. Initiatives such as the Gold Coast Sport Plan 2013-2023 support actions to maximise community and elite venue use to continue the GC2018 legacy.
- Economic opportunities, including in the tourism industry, will flourish in the lead-up to Games Time as Queensland welcomes visitors before, during and after the Games.
- Local creative industry including artists and musicians will benefit from the Games' arts and cultural program – Festival 2018 – and gain exposure to new audiences, markets and opportunities.
- The GOLDOC workforce is growing ahead of the Games across fields including venue logistics, fleet operations, cleaning and catering. More than 16 000 applications have been received for the final intake of 800 GOLDOC positions, which will bring the total GOLDOC workforce to about 1500 people.
- 15 000 trained volunteers will not only help to ensure GC2018 is a great event, they will carry valuable new skills to take into the job market and our economy.

- The Commonwealth Games Village represents one of the most significant urban renewal projects undertaken on the Gold Coast and a significant legacy – transforming into an urban housing precinct with retail, businesses, services and community infrastructure after the Games.

With these and many other economic benefits already being realised ahead of the Games, the Queensland Government and Games Partners are working together to ensure the Games deliver enduring economic and social benefits for the Gold Coast, and for the whole state.

TOURISM

Tourism is important to our economy, directly contributing \$12.6 billion to Queensland's Gross State Product and supporting 137 600 jobs in 2015-16. A further \$12.4 billion is indirectly contributed to Gross State Product and 87 700 jobs are indirectly supported⁴.

It generated \$56.4 million per day in overnight visitor expenditure across the state over the year to June 2017. International visitor expenditure represented 11.3 per cent of Queensland overseas exports of goods and services in 2015-16⁵.

Australians are visiting Queensland in record numbers with 21.5 million domestic overnight visitors spending \$15.4 billion (increases of 6.2 per cent and 5.5 per cent respectively) in the year ended June 2017⁶.

The Gold Coast has also experienced record high overnight domestic visitor numbers. In the year ending June 2017, the Gold Coast welcomed four million domestic overnight visitors (an increase of 7.2 per cent from the previous year). Overnight visitor expenditure grew by 4.1 per cent to \$3.1 billion.

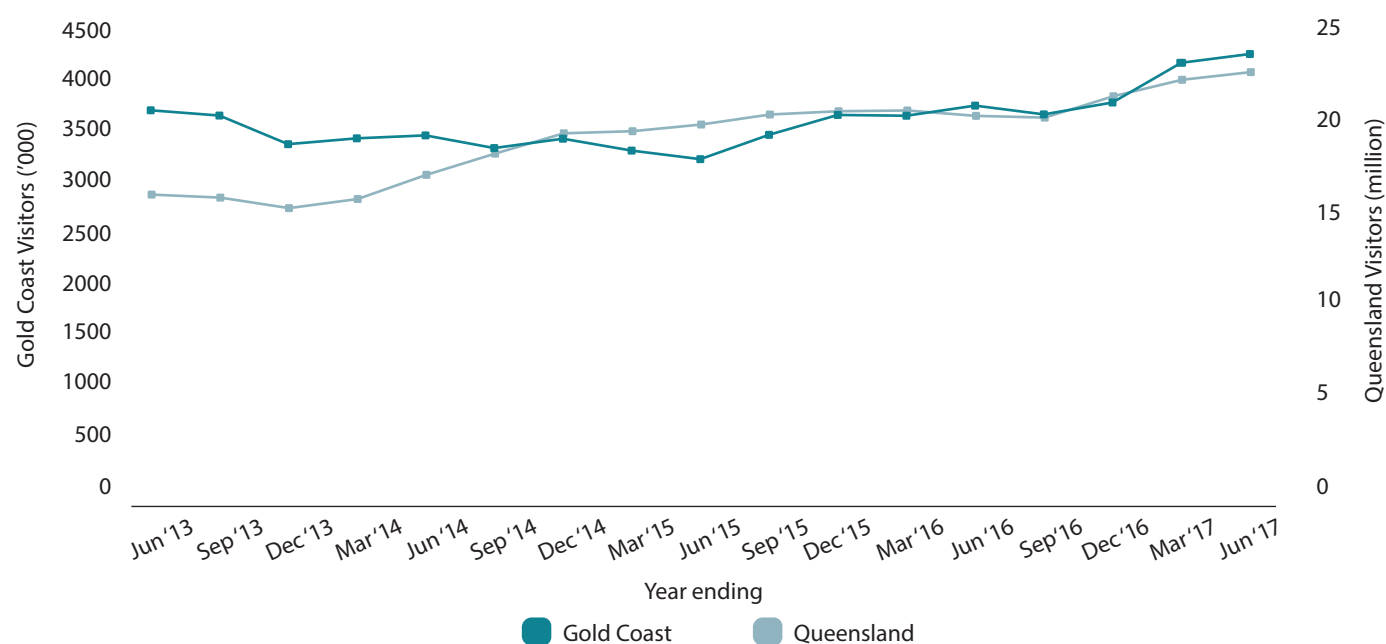
Figures 1.3 and 1.4 detail domestic overnight visitors and expenditure for both Queensland and the Gold Coast over four years.

⁴ Tourism Research Australia, State Tourism Satellite Accounts 2015/16

⁵ Tourism Research Australia, State Tourism Satellite Accounts 2015/16; ABS 5302.0 Balance of Payments and International Investment Position, Australia

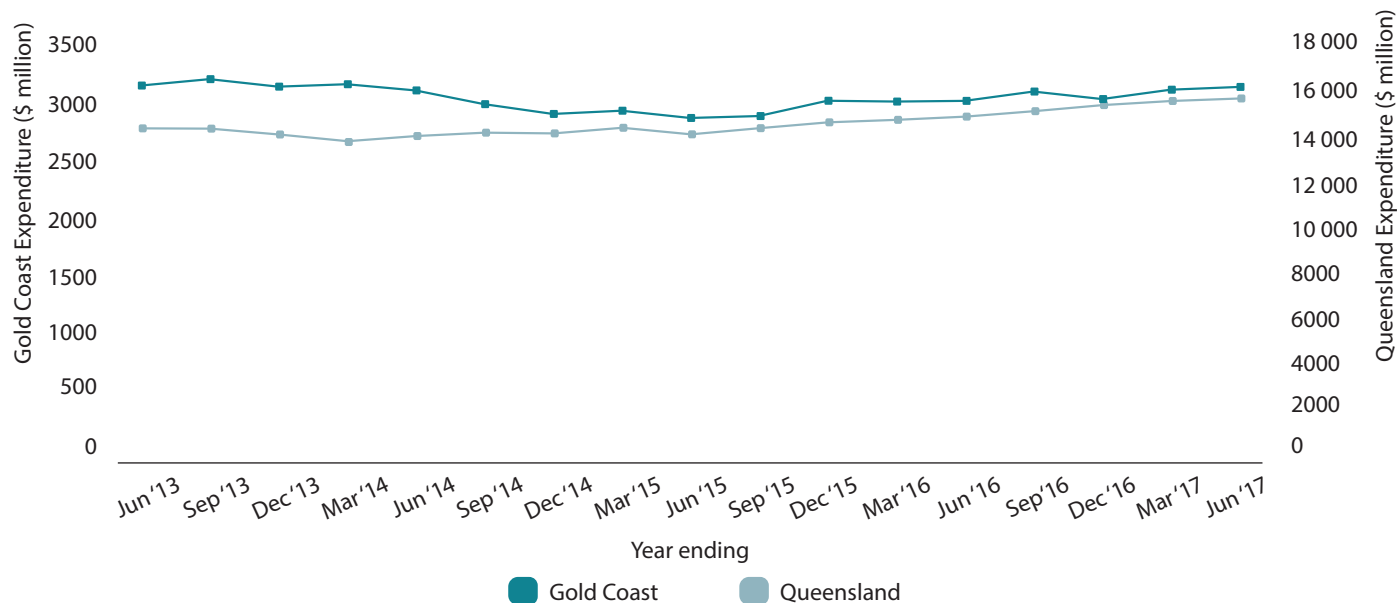
⁶ Tourism Research Australia, National Visitor Survey, year ended June 2017

Figure 1.3 Domestic Visitors – Queensland and Gold Coast



Source: Tourism Research Australia, National Visitor Survey, year ended June 2017

Figure 1.4 Domestic Overnight Visitor Expenditure – Queensland and Gold Coast



Source: Tourism Research Australia, National Visitor Survey, year ended June 2017

More international tourists than ever are visiting Queensland with 5.6 per cent growth to 2.6 million visitors in the year ended June 2017⁷. International visitor expenditure also reached a record high of \$5.2 billion, up 3.2 per cent from the previous year. Queensland remains a highly popular holiday destination, with holiday travel growing 6.5 per cent to a record high of 1.8 million holidaymakers. Holiday visitors accounted for 69.8 per cent of all international travel to the state and 52.7 per cent of expenditure in the year ended June 2017.

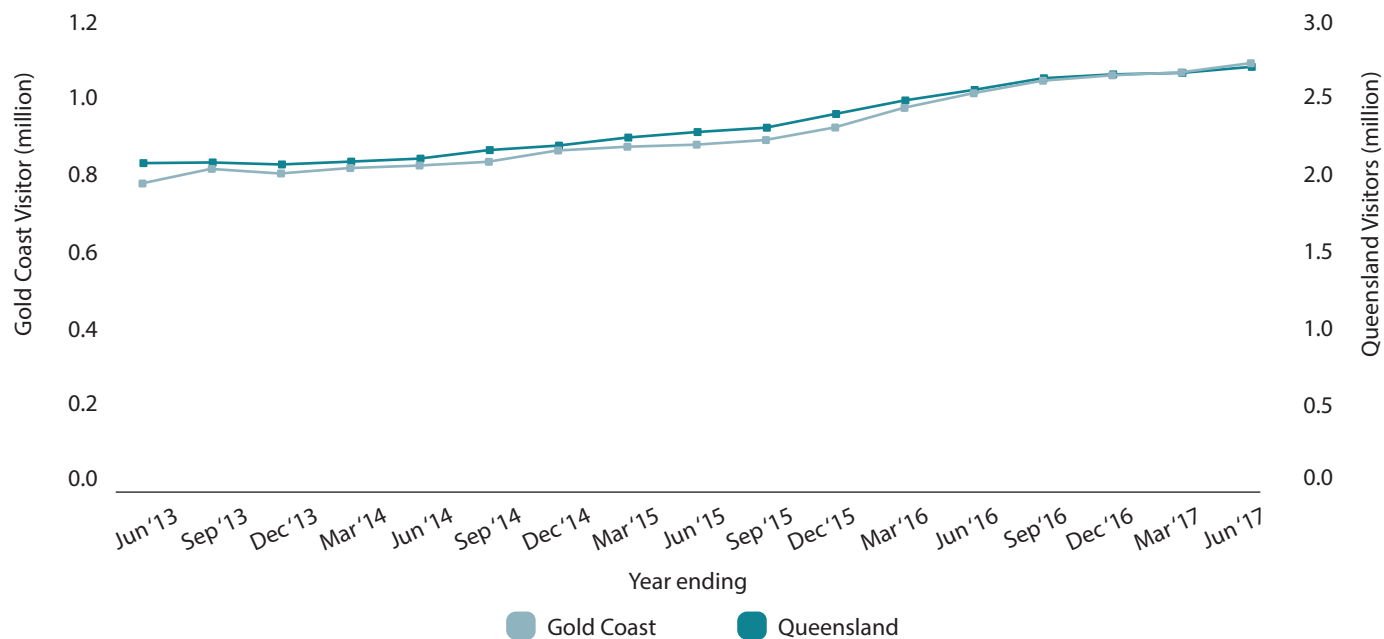
International visitor numbers to the Gold Coast increased 7.2 per cent to a record 1.1 million international visitors for the year ended June 2017. The Gold Coast was the most popular holiday destination in Queensland for international visitors, with holiday visitation at a record high of 841 000 (up 7.4 per cent).

For Queensland and Gold Coast international visitor trends over the last four years, refer to Figures 1.5 and 1.6.

⁷ Tourism Research Australia, International Visitor Survey, year ended June 2017

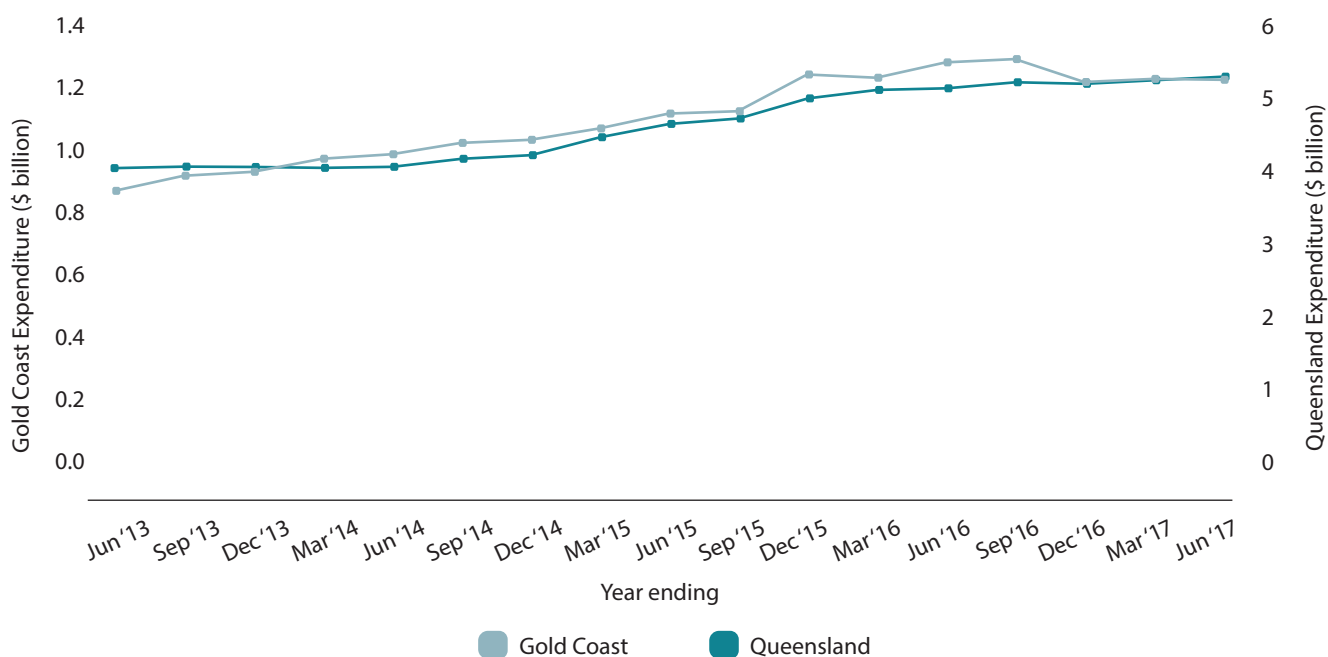


Figure 1.5 International Visitors – Queensland and Gold Coast



Source: Tourism Research Australia, International Visitor Survey, year ended June 2017

Figure 1.6 International Visitor Expenditure – Queensland and Gold Coast

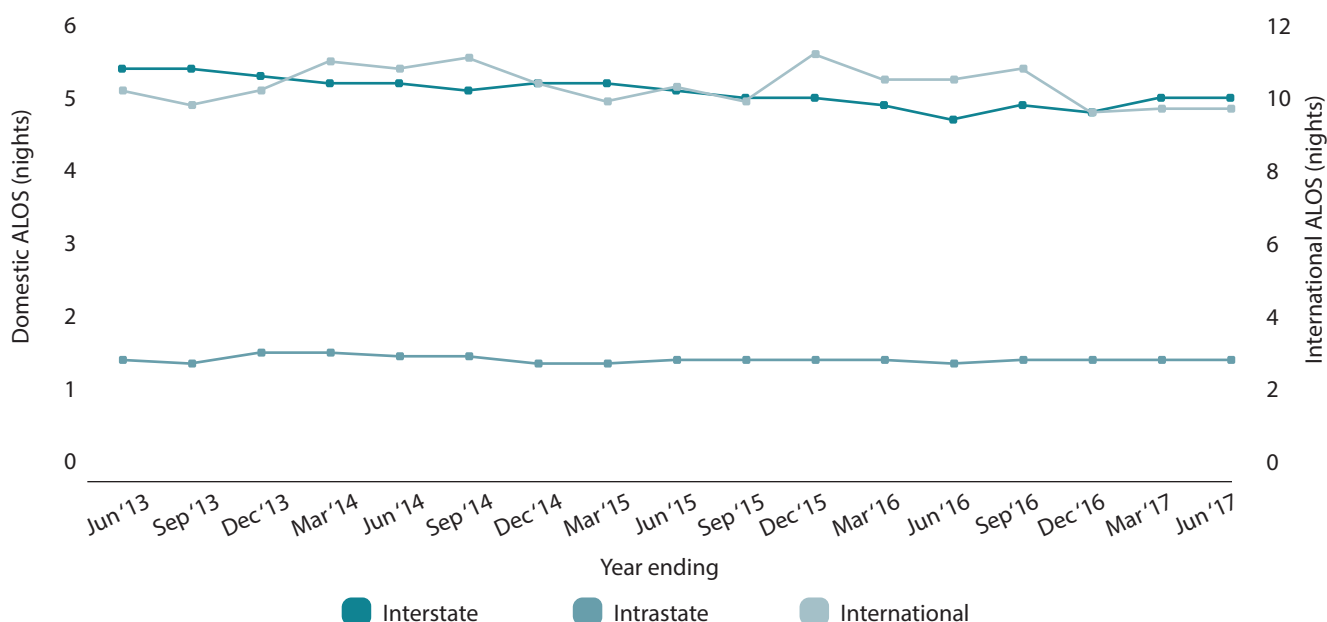


Source: Tourism Research Australia, International Visitor Survey, year ended June 2017



The average length of stay increased slightly to 3.7 nights for domestic visitors to the Gold Coast over the last 12 months, and decreased slightly for international visitors to 9.5 nights.

Figure 1.7 Average Length of Stay – Gold Coast



Source: Tourism Research Australia, National and International Visitor Surveys, year ended June 2017
TEQ provided timeseries NVS and IVS data – for the period YE Jun 09 to YE Mar 17 – via email (8 Sept 2017), and then later for the period YE Jun 17 (21 Sept 2017)

The Gold Coast and Queensland offer a wide range of accommodation options. An accommodation audit undertaken by GOLDOC in January 2017 reveals about 40 000 rooms were available across the Gold Coast. This includes more than 24 000 apartment and hotel rooms as well as tourist parks, Airbnb and other accommodation.

In addition to international and domestic overnight visitors to the Gold Coast, 7.9 million domestic day trip visitors spent \$754 million in the region for the year ended June 2017.



© Tourism and Events Queensland – Mark Toia

Gold Coast snapshot⁸

Gold Coast

Vision – To be recognised locally, nationally and internationally as one of the world’s great tourist and business events destinations.

International visitors

- 1.1 million international visitors
- 10 million nights
- \$1.2 billion overnight visitor expenditure

Domestic visitors

- 4 million domestic overnight visitors
- 14.6 million nights
- \$3.1 billion overnight visitor expenditure
- 7.9 million daytrip visitors
- \$754 million daytrip visitor expenditure

Events deliver a significant boost to tourism and the economy. Tourism and Events Queensland (TEQ) has grown Queensland’s distinctive, world-class calendar of events and has defined several corporate objectives with corresponding targets for the calendar to reach its 2025 potential including:

- Grow the value of the calendar from \$600 million in 2017 to \$1.5 billion in 2025
- Contribute \$1 billion in overnight visitor expenditure
- Generate 5 million direct visitor nights
- Achieve more than 90 per cent positive community sentiment perception towards major events⁹.

The 2018 Queensland events calendar is forecast to generate more than \$780 million in economic benefit to the state’s economy.

GC2018 partners are working with TEQ and the tourism industry to increase tourist numbers and spending in the Gold Coast and Queensland as part of the Games.

The latest report into the economic benefits from hosting GC2018, undertaken independently by Griffith University¹⁰, shows great results for the tourism industry in Queensland.

The Games are forecast to attract about 672 000 visitors, spending \$323 million.

Table 1.1 Forecast Games Time Visitors

	Number of visitors	Tourism Expenditure
Day trippers	356 000	\$35 million
Domestic overnight visitors	265 000	\$225 million
Overseas visitors	50 000	\$63 million

In addition to those visitors attending the Games, the event is predicted to attract an additional 490 000 visitors, spending \$550 million over the period of nine years (four years pre- and five years post-Games) as an induced effect:

- 100 000 visitors from overseas, spending \$143 million
- 390 000 domestic visitors, spending \$407 million.

In total, this means an estimated 1.1 million visitors predicted in the lead-up to, during and after the Games — spending more than \$870 million in Queensland.

“Queensland has that something special, whether it’s our stunning beaches, the reef, or the great characters living the Queensland lifestyle, there’s truly no better place to visit for leisure or adventure, business or events.”

Brett Godfrey, Chairperson, Tourism and Events Queensland

⁸<https://www.destinationgoldcoast.com/corporate/about-us/corporate-vision-and-values>; Tourism Research Australia, National Visitor Survey, year ended June 2017

⁹Tourism and Events Queensland, *TEQ Events Strategy 2025*, Executive Summary, June 2017

¹⁰Griffith University. The economic impacts of the Gold Coast 2018 Commonwealth Games. Gold Coast, 2017



TOURISM ACHIEVEMENTS

The Games will showcase Queensland's spectacular tourism destinations to a global TV audience of 1.5 billion. Games Partners are working with stakeholders in the tourism industry across Queensland to ensure Games visitors have a great experience and help encourage return visits by their friends and family.

GC2018 Tourism Action Plan

To maximise the tourism benefits from the Games, the GC2018 Tourism Action Plan aims to:

- Drive an increased standard of service and guest experience on offer from the tourism industry.
- Leverage from the delivery of the friendly games to define Queensland as an inclusive, family-friendly, affordable destination offering value for money.
- Showcase Aboriginal and Torres Strait Islander heritage, arts, cultural and tourism experiences.
- Work in partnership across the industry to build capability and capacity, and further promote Queensland's tourism offerings to visitors, event organisers and investors.

One of TEQ's six strategic priority areas for 2017-18 is to optimise the tourism value of GC2018 for Queensland¹¹. To achieve this, TEQ is working with Games Partners to deliver three key objectives:

- Maximise interstate and international visitation to Queensland for GC2018.
- Maximise interstate and international visitor length of stay and overnight visitor expenditure pre, during and post GC2018.
- Enhance the awareness and perception of Queensland as a tourism and events destination to maximise the legacy benefits of GC2018.



GC2018 Tourism Value Optimisation Activity

GC2018 will be the most significant major sporting event to take place in Australia this decade, providing Queensland with the opportunity to leverage substantial tourism value in the lead-up to, during and well beyond April 2018.

The GC2018 Tourism Marketing Strategy aims to ensure tourism benefits are fully maximised. One objective is to build the Gold Coast and Queensland's reputation as tourism destinations of choice.

Activity will not just feature messaging, imagery and footage of the Gold Coast and its unique experiences. A whole-of-state approach will ensure experiences unique to the Outback, Tropical North Queensland and the Great Barrier Reef are also showcased.

TEQ is working to optimise the tourism value of GC2018 for Queensland in partnership with the Gold Coast Commonwealth Games Corporation (GOLDOC); City of Gold Coast; Office of the Commonwealth Games; Tourism Australia; and regional tourism organisations including Gold Coast Tourism, Tourism Tropical North Queensland, Townsville Enterprise and Brisbane Marketing.

A series of domestic and international campaigns has been delivered in the lead-up to the Games.

¹¹ Tourism and Events Queensland. Strategic Plan 2017-2021



GC2018 mascot launch

4 April 2016 represented the two years to go milestone for GC2018. To celebrate, GOLDOC unveiled Borobi, the GC2018 mascot, during a celebration on the Burleigh Heads foreshore on the Gold Coast.

It's Live! in Queensland campaign

In 2014, TEQ launched an integrated events marketing campaign platform to assist in driving value for Queensland's events calendar. The platform involves the events calendar being taken to market under a bespoke brand, *It's Live! in Queensland*.

To enhance GOLDOC's domestic marketing campaigns, TEQ promoted GC2018 via *It's Live! in Queensland* throughout 2017 both domestically and into New Zealand. This activity will ramp-up ahead of April 2018. Campaign highlights to date include:

- A full-page feature in the 2017 Queensland Events Guide distributed as an insert within *The Good Weekend* magazine in Sydney and Melbourne in December 2016
- Incorporation of the GC2018 brand into all *It's Live! in Queensland* advertising across print, outdoor, and digital channels
- Production of an integrated GC2018 / *It's Live! in Queensland* commercial for a television and cinema campaign in 2017
- A GC2018 feature in Unexpected Queensland brand campaign activity including an insert in *The Sydney Morning Herald* and *The Age* in February 2017
- A GC2018 feature in Unexpected Queensland domestic brand campaign activity in September 2017
- A GC2018 feature in Your Place intrastate brand campaign activity in October 2017.

Queen's Baton Relay launch in London

A marketing campaign to attract more British visitors to Australia for GC2018 was delivered in London in March 2017 to leverage the launch of the Queen's Baton Relay (QBR) at Buckingham Palace.

Through a partnership between Tourism Australia, TEQ and Gold Coast Tourism, more than 50 iconic London black cabs were wrapped in Australian images encouraging Brits to 'swap the cold for Gold in 2018'. The campaign also included a four-page advertising wrap of London's *Evening Standard* newspaper on 15 March (the day after the QBR launch) promoting the Gold Coast and Queensland and a win-a-trip to Queensland for GC2018 competition. Amplified by social media activity, the campaign generated more than 35 000 competition entries and over 15 000 new database subscribers.



One year to go celebrations

To mark the one year to go celebrations, the official GC2018 Ticketing Guide was unveiled allowing spectators to start planning their experience ahead of ticket requests opening on 24 April 2017. A one year to go free community celebration event was held on the Gold Coast. Public and media activities were also held in Brisbane, Sydney and Melbourne.



World Press Briefing

The GC2018 World Press Briefing was hosted on the Gold Coast in April 2017. More than 180 journalists, photographers and producers from organisations around the globe attended the three-day event, which was also live-streamed. The briefing provided domestic and international media the chance to engage with GOLDOC representatives about the logistics and operational details of the upcoming event, to ensure optimal media coverage to their followers / readership during the Games, and also included site visits to GC2018 competition venues and the athletes' village.

In partnership with Tourism Australia and Gold Coast Tourism, TEQ hosted a welcome function for more than 150 domestic and international sports journalists. TEQ also hosted a series of eight Gold Coast experience familiarisation tours for over 80 of the journalists including several targeted travel media from the United Kingdom, New Zealand, Singapore and Malaysia. GC2018 athlete ambassadors participated in each familiarisation to provide star power. Both initiatives were aimed at showcasing GC2018 to generate media coverage on Queensland's destination experiences in addition to coverage on preparations ahead of April 2018. Outcomes include multi-page feature articles published in England and Scotland, Malaysia and New Zealand, extensive social media coverage by local and international outlets, and the provision of updated GC2018 imagery to photographic agencies including Getty, AAP and News Corp.

World Broadcaster Meeting

A welcome function was held for GC2018's television broadcast rights holders as part of the World Broadcaster Meeting in April 2017. This established relationships with television rights holders from Australia (Channel 7), New Zealand (TVNZ), United Kingdom (BBC), India (Sony Pictures Networks India) and South East Asia (Asia-Pacific Broadcasting Union) which will be leveraged to maximise the profiling of destination experiences through GC2018 television coverage broadcasts to key markets.

Air Canada activation

A promotion for Queensland and Air Canada's Vancouver to Brisbane route was delivered as part of the City of Vancouver's QBR public celebrations in downtown Vancouver between 27 July and 1 August 2017. The activation was also used at the *Trade 2018* Canada function.

Flight Centre campaign United Kingdom

A partnership between TEQ, Flight Centre and Gold Coast Tourism delivered GC2018 and Queensland campaign activity across print, digital and in-store activity in August 2017. Print and in-store activity focused on Scotland, leveraging the Glasgow to Gold Coast connection, and included turning Flight Centre's Glasgow store Gold for a week. Digital activity had a broader UK-wide footprint and ran across the England, Scotland, Northern Ireland and Wales legs of the QBR.

TVNZ Promotion

TEQ partnered with New Zealand's GC2018 broadcast rights holder, TVNZ, to host the TVNZ Breakfast sports presenter on the Gold Coast for four days in August 2017. Sports reports were broadcast live from various locations on the Gold Coast including Surfers Paradise, Currumbin Wildlife Sanctuary, Gold Coast Aquatic Centre and Kirra Beach. A series of pre-recorded content pieces showcasing a range of GC2018 sports and destination experiences were also broadcast along with a competition to win a trip to the Gold Coast for GC2018. In all, the partnership delivered 38 minutes of live coverage showcasing the Gold Coast and promoting GC2018 to a national audience in New Zealand.



© Tourism and Events Queensland



© Tourism and Events Queensland – Chris Proud

Borobi and athlete ambassador engagement

The profiles of the GC2018 mascot, Borobi and select athletes have been leveraged to promote Queensland experiences with a focus on the host and event cities.

Borobi's Bucket list (2016)

This campaign featured Borobi experiencing the Gold Coast and in Brisbane, Cairns and Townsville:

- Five video clips and blog posts created and promoted on social media channels for each event city, including a whole-of-Queensland clip
- More than 240 000 unique views recorded to date across the five clips.

One-year-to-go milestone (April 2017)

A content piece was produced to coincide with this major Games milestone:

- TEQ featured eight Gold Coast-based athletes and coaches sharing their top Gold Coast tourist experiences
- Clip viewed more than 8500 times.

GC2018 Athlete Ambassadors (June and July 2017)

Ambassadors have featured in media engagement activities, including Australian target shooter and GC2018 hopeful, Rachael Ross, in a content piece showcasing the Gold Coast:

- Clip amplified across TEQ's social media channels
- Viewed up to 10 000 times.

Media releases and photos featuring Rachael's story pitched to media in Australia, Singapore and India.

To leverage the profile of GC2018 Ambassador, NBA star Patty Mills, TEQ partnered with GOLDOC to take Patty on a tour of Townsville, Cairns and the Torres Strait Islands to promote the GC2018 basketball competition, as well as various Great Barrier Reef and Indigenous tourism experiences:

- Media conferences in Townsville and Cairns
- Destination experience shoot at Vlasoff Cay on the Great Barrier Reef
- Special visit to the Torres Strait Islands where Mills was documented connecting with his family and the broader community, and celebrating his strong connection with his cultural heritage. A Channel 7 crew documented the tour and aired a package on the Sunrise program
- Series of experience-focused video clips featuring Mills broadcast on TEQ's social media channels.

Media event with Fanatic Sports, India

As part of Tourism Australia's India Travel Mission, a media event was held in partnership with Tourism Australia, TEQ and Fanatic Sports (a GC2018 authorised travel agent for India) in August 2017. The event highlighted GC2018, Queensland and officially launched Fanatic Sports' GC2018 travel packages in India.

Tourism trade events

GC2018 has been promoted at several consumer and tourism trade shows. Promotions featured appearances by the GC2018 mascot, collateral distribution and brand and event imagery integration into Queensland promotions including:

- Queensland on Tour New Zealand, July 2016
- The launch of the *It's Live! in Queensland* campaign in New Zealand, August 2016
- Destination Showcase India, August 2016
- *DestinationQ*, October 2016
- Queensland on Tour United Kingdom, January 2017
- Flight Centre Expos in Brisbane, Sydney and Melbourne, February 2017
- Flight Centre Queensland Mega Famil, March 2017
- Australian Tourism Exchange 2017 Sydney, May 2017
- Queensland on Stage, New Zealand, June 2017
- Corroboree West, October 2017.



Tourism trade engagement

TEQ has developed a GC2018 tourism trade toolkit to provide tourism trade agencies with the relevant tools to best promote GC2018. Host and event city guides were created for the Gold Coast, Brisbane, Townsville and Cairns including suggested itineraries and experiences.

Media engagement

Leveraging GC2018 media coverage to showcase Queensland destination experiences has been a major focus in 2016-17 with many media engagement activities delivered including familiarisations and content development. This activity has secured coverage highlighting the tourism experiences on offer as part of GC2018, providing even more reasons for sports fans to travel to Queensland and extend their stay beyond the event.

Tactical activity

TEQ has developed a suite of content showcasing Queensland's hero tourism experiences for use across a range of activity targeting athletes, officials, volunteers and spectators, to maximise length of stay, dispersal throughout Queensland and overnight visitor expenditure. A 38-page e-brochure showcasing Queensland was distributed to each of the 70 Commonwealth Games Associations at the Chefs de Mission Seminar in October 2017.

International marketing

Several Commonwealth nations are key tourism markets for Queensland and TEQ is working to further promote Queensland in each market as well as drive direct visitation for GC2018.



2017 BWF Sudirman Cup

The 2017 BWF Sudirman Cup was successfully held at the new Gold Coast Sports and Leisure Centre in May 2017. The event was well attended and delivered more than \$20 million in media value for Queensland with the Gold Coast and Queensland showcased to a global audience of more than 400 million.

GC2018 promotions at supported events

TEQ has leveraged the contracted benefits it receives across a range of relevant supported sporting and lifestyle events to promote GC2018. Benefits included event program advertising, on-site exhibition booth space, event signage, event social media posts, event database promotions (edms), GC2018 television commercials placement on big screen, event commentary mentions, guest appearances for GC2018 mascot and athlete ambassadors, and event website / mobile app advertising.

Recent events at which GC2018 was promoted via the above include:

- Cairns Airport Adventure Festival, June 2017
- Velothon Sunshine Coast, July 2017
- IRONMAN 70.3 Sunshine Coast, September 2017
- Australian University Games, September 2017
- Supercars Gold Coast 600, October 2017.



Attracting new events

GC2018 is set to grow Queensland's global reputation as a world – class destination to host major events. This reputation, strengthened by new and improved sporting venues, the Sports Asset Legacy Program for GC2018 sports equipment, and Queensland's natural assets such as its enviable year-round climate and accessibility, places Queensland in a great position to secure more high-value events into the future.

The new and improved GC2018 sporting venues have helped secure more than 30 international events and programs, positioning Queensland as Australia's leading sports events destination.

Pre-GC2018 events will play a key role in Games readiness preparations, drive visitation to Queensland and deliver publicity and promotional value, including the:

- 2018 Australian Athletics Championships
- 2018 Australian Swimming Trials
- 2017 Oceania and Commonwealth Weightlifting Championships
- 2017 Oceania Shooting Championships.

Guest experience

Across Queensland's tourism, hospitality and wider service sectors, it is essential guests feel welcome and special. In an increasingly competitive tourist market, there is an opportunity for GC2018 to leave a tangible legacy by shifting the focus from functional service to how the guest feels. This ensures during Games Time, Queensland is delivering authentic experiences so guests want to return and viewers want to visit.

The Be My Guest program is being delivered to the tourism, hospitality and wider business community in Townsville, Cairns, Brisbane and the Gold Coast in the lead-up to and following the Games. The program has been designed to drive service excellence, support the delivery and success of GC2018 and create a valuable legacy for the tourism industry.

The program aims to:

- instil a sense of pride in a genuine 'Global Local' experience to all guests to Queensland
- create a foundation of consistent, quality service delivery that resonates with both domestic and international guests, leading up to the Commonwealth Games and beyond as the Games legacy
- provide participants with an understanding of Queensland's key markets and the skills and knowledge to warmly welcome and engage for a memorable "Global Local" guest experience
- bring together different tourism sectors and key visitor service touch points from GC2018 host and event cities as one team to be the custodians of a genuine Games welcome.

As of 30 September 2017, more than 1000 people have attended Be My Guest programs.

Feedback from Be My Guest participants has been very positive:



76% of attendees felt inspired to deliver an even greater guest experience.

"As a new start-up business, the Be My Guest Workshop gave me lots of great information on how to deliver an exceptional guest experience, and it was a great networking opportunity too."

"We are working as a community to take advantage of what the Games will bring to our tourism industry. Townsville is a gem, and at the Be My Guest workshop I learned more about our own North Queensland region and found out about new places."

"The Queensland Government should be congratulated for investing in the Games and programs like Be My Guest. If we can get guests to come to the Games and come back, they will spend money in our hotels, our restaurants and keep us all in jobs. I'm so proud to be from Brisbane and be speaking to you as part of this program."



Greeters program

The City of Gold Coast is developing a greeters program modelled off the 'Brisbane Greeters' to provide meet and greet, orientation, and local advice services to improve the visitor experience. This will include training to support the GC2018 official volunteer program.

GC2018 mobile integrated visitor application

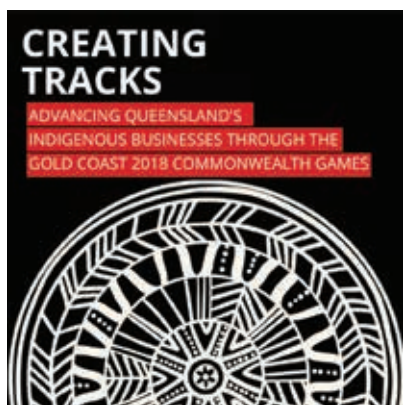
Jointly commissioned with GOLDOC and Gold Coast Tourism, a Games Time mobile application for visitors is planned for GC2018 and will also be available post-Games Time. The application will support visitor orientation and travel to enhance the city's reputation as a welcoming and easy-to-navigate tourism destination.

Indigenous tourism

GC2018 provides an opportunity to showcase Aboriginal and Torres Strait Islander heritage, arts, cultural and tourism experiences.

Creating Tracks is a business development and support initiative for Queensland's Aboriginal and Torres Strait Islander businesses working within the hospitality, tourism and arts industries to leverage opportunities from the Games.

Creating Tracks is preparing Queensland Indigenous businesses to maximise the opportunities presented by GC2018 and beyond. The program offers one-on-one mentoring as well as a series of workshops across the GC2018 event cities in late 2017.



Industry development – Be Games Ready

Small businesses throughout the Gold Coast region and across Queensland are encouraged to continue planning and preparing to take advantage of the opportunities presented by GC2018.

The Be Games Ready program launched in April 2017 and is hosted on the Business Queensland website (www.business.qld.gov.au) to support small businesses to get involved in the Games.

The program offers guidance on a range of activities including:

- business planning
- reviewing, stock and cash flow
- marketing
- preparing the workforce
- procurement opportunities
- business opportunities
- training and mentoring programs available.

Accessible tourism

To be accessible to all means providing products and services in a way that ensures people of all abilities feel welcomed as guests with equity and dignity¹².

GC2018 has the largest integrated para-sports program of any Commonwealth Games. This has inspired a focus on accessible and inclusive tourism from Games Partners, and is a great example of how aligning activity across a partnership can amplify efforts.

The Queensland Inclusive Tourism Guide was launched in early 2017 to help grow our accessible tourism market and break down barriers preventing people with a disability from enjoying a holiday.

"This tool will provide tourism businesses the tools and resources to ensure their destinations, facilities and services delivered an exceptional experience for all of our visitors."

Daniel Gschwind, CEO, Queensland Tourism Industry Council.

¹² Queensland Government. Inclusive Guide. Brisbane; 2017



© Tourism and Events Queensland – Matt Harvey

There are several accessible tourism initiatives underway which will provide information and support to strengthen the industry and encourage growth:

- TEQ in partnership with Tourism Victoria has commissioned research highlighting the potential size of the accessible and inclusive tourism market to industry.
- GOLDOC has applied a framework to identify accessible accommodation in the Gold Coast and event cities.
- Queensland Government has commissioned the University of Queensland to review the websites of popular tourism experiences in the host and event cities, identify which experiences are suitable for guests with accessibility needs.
- Gold Coast Tourism is asking accommodation and experience operators to develop an accessibility pledge and increase information available to guests regarding accessibility.
- Queensland Government is developing a toolkit for businesses highlighting easy and low cost steps which improve business inclusiveness and promotion to the inclusive market.

In February 2017, the Games Partners sponsored Queensland's inaugural accessible tourism forum at the Gold Coast. The forum encouraged tourism businesses to be more accessible and have an inclusive approach to customer service.

“And with the largest-ever para-sport program in Commonwealth Games history, ours will be an event that welcomes participation on and off the field of play by people of all abilities.”

Mark Peters, CEO, GOLDOC

TOURISM OPPORTUNITIES

The activities in the GC2018 Tourism Action Plan and GC2018 Tourism Marketing Strategy will gain momentum leading into the Games. Key opportunities to deliver tourism benefits include:

- Delivering additional Be My Guest workshops and a mega event planned for 2018
- Further promoting Be Games Ready
- Implementing the Creating Tracks program
- Educating GC2018 volunteers about the tourism experiences people can have during their Games stay
- Increasing the profile of accessible tourism in event cities.

Tourism marketing

Leading up to and during the Games there is an opportunity to maximise the tourism prospects through the marketing of the host and event cities. Queensland will be in the international spotlight – we need to shine a light on all of the state, ensuring a tourism legacy for years to come.

Accommodation

To assist with planning ahead of GC2018, Games Partners commissioned a monthly occupancy market intelligence study of Gold Coast and Brisbane operators in October 2017, to monitor the demand for commercial accommodation in March and April 2018.

This initiative will provide insight into the supply and demand for spectator accommodation in the lead-up to and during GC2018. The information can also be used to inform planning for other major sporting events, creating a legacy for the industry to retain a forward occupancy report.



© Tourism and Events Queensland – Romy Bullerjahn

Visitor Information Centre pods

Three new mobile Visitor Information Centre pods are planned to be developed for GC2018. Hosted by GC2018 volunteers, Gold Coast Tourism and City of Gold Coast staff, the pods will provide an exciting and innovative platform for visitors to gain information about the Gold Coast and GC2018 via face-to-face interactions and digital screens.

The pods will be designed to be:

- Easily recognisable to visitors
- Interactive
- Robust and durable
- Accessible for all abilities
- Re-locatable and re-usable for legacy purposes.

Pods are proposed for key entertainment precincts during GC2018:

- Southport – Little Lawn, Broadwater Parklands
- Broadbeach – Victoria Park
- Coolangatta – Queen Elizabeth Park, beachside next to Warner Avenue.

Events attraction

The infrastructure and reputation for hosting events through GC2018 provides opportunities to continue securing major sporting, cultural, lifestyle and business events for the Gold Coast and Queensland well beyond the Games.

Gold Coast wins international triathlon grand final 2018

More than 5000 of the world's best elite and age group triathletes will be heading to Queensland for the final race of the 2018 season.

The Gold Coast will host the Grand Final in September 2018 with athletes representing 46 nations competing at Southport Broadwater Parklands.

International Triathlon Union President and IOC Member, Marisol Casado said, "The city provides an unforgettable landscape for welcoming not only the elite triathletes, but also thousands of age groupers, and with the total support of the city and the great experience of the local organising committee, I am confident that it will be a really successful event."

Delegation to showcase Queensland at international SportAccord Convention

A never before seen opportunity exists to showcase Queensland's outstanding event-hosting attributes (e.g. climate, accessibility, variety of unique event destinations etc) and successful event delivery experience at the SportAccord convention in Bangkok, Thailand.


TEQ will partner with the City of Gold Coast and other key stakeholders to lead a delegation to the convention in April 2018 immediately after the Games. The delegation will be focused on strengthening Queensland's position internationally to secure new high-value major events.

While ultimately taking a whole-of-State approach, the campaign will in the first instance place an emphasis on the Gold Coast given its prominence as the Host City of GC2018.

The delegation activity will be supported by a targeted media campaign in leading sport event industry publications and the development of submissions for high value event industry awards.

AHEAD OF THE GAMES – CHAPTER 2

Trade 2018



"This is the best opportunity that the Gold Coast and Queensland are going to have for a long time to take our economies to the next level and attract a whole lot of trade and investment."

Rob Borbidge AO, Chair, 2018 Commonwealth Games Legacy Advisory Committee

Trade 2018

© Griffith University

GC2018 provides an opportunity to showcase the Gold Coast and Queensland as modern and vibrant destinations to attract business, tourism and investment.

INTRODUCTION

The Queensland Government, in partnership with the City of Gold Coast, will leverage international interest in the lead-up to and during the Commonwealth Games through a parallel trade and investment program, *Trade 2018*. Queensland already has positive trading relationships with Commonwealth countries and there is potential for further growth.

Queensland's two-way trade with Commonwealth countries in 2015-16 was almost \$16 billion, with Queensland's \$9.6 billion of sales to member nations accounting for 20 per cent of the state's total exports for the year.

Trade 2018 will strengthen trade and investment ties across the Commonwealth and boost Queensland's international business profile.

Major sporting events are recognised as important catalysts for promoting international trade and investment. The profile and reach of GC2018 makes it an invaluable vehicle for raising international awareness of the changes taking place in Queensland, and facilitating engagement with new international business partners.

Through the exposure generated by GC2018 for business and investment opportunities, Griffith University has forecast additional exports and foreign direct investment of around \$488 million over the four years post-Games¹.

Business-hosting and matching programs delivered in parallel with major sporting events have been used to drive additional business activity in recent years.

Scotland House came to life as the central location where sport mixed with business during the Glasgow 2014 Commonwealth Games. The Scottish Government estimated Scotland House brought together more than 1000 leading national and international business figures.

Notable Australian trade promotions in association with major sporting events ahead of GC2018 include the Business Club Australia during the Melbourne 2006 Commonwealth Games, the British Business Embassy during the London 2012 Olympics, and Austrade's Casa Australia hosting space at the Rio 2016 Olympics.

Queensland is seeking to achieve diverse and enduring economic growth through hosting GC2018.

ACHIEVEMENTS

The overarching objective of *Trade 2018* is to enhance trade and investment opportunities to support the diversification of the Gold Coast economy, including into the Gold Coast Health and Knowledge Precinct.

The Glasgow 2014 Commonwealth Games identified their trade program would have benefited from activations before the Games. This has been taken into consideration in the planning for *Trade 2018*.

To maximise trade and investment opportunities, *Trade 2018* has three phases:

- **Phase 1** (January 2017-March 2018): International activations in priority markets coinciding with the Queen's Baton Relay
- **Phase 2** (April 2017-March 2018): Inbound activations, with inbound business and trade missions from key international markets in targeted industry sectors
- **Phase 3** (March 2018-April 2018): Games Time activations, with a parallel program of trade and investment-focused activities, including establishment of a dedicated venue, Commonwealth House.

Figures 2.1 and 2.2 highlight key Commonwealth export and inward direct investment markets. *Trade 2018* is focused on seven priority markets:

- Canada
- United Kingdom
- India
- Malaysia
- Singapore
- Papua New Guinea
- New Zealand.

Investment opportunities associated with GC2018 extend beyond sport and events to other sectors of the economy. *Trade 2018* is focused on highlighting trade and investment opportunities in four priority sectors (see Figure 2.3).

¹ Griffith University. The economic impacts of the Gold Coast 2018 Commonwealth Games. Gold Coast, 2017



Figure 2.1 Queensland Commonwealth export markets



Figure 2.2 Australian Commonwealth inward direct investment markets

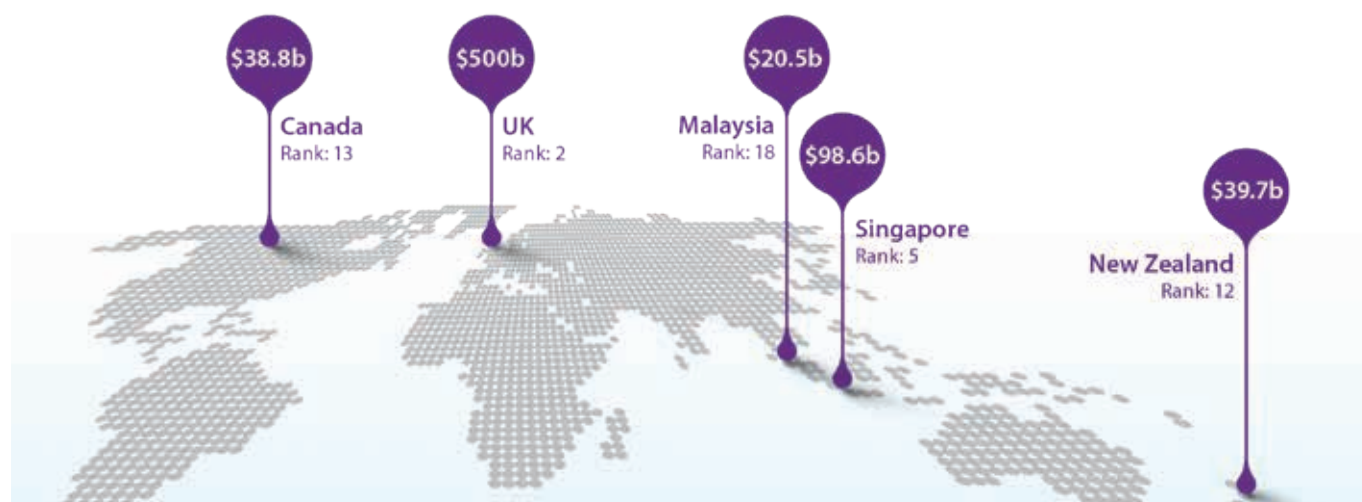


Figure 2.3 Trade 2018 Priority Sectors



Priority sectors reflect the shared priorities of local, state and national partners.



Gold Coast Health and Knowledge Precinct

The Gold Coast Health and Knowledge Precinct (GCHKP) will play a key role in helping to reshape the Gold Coast's economy and redefine its future.

Asia Pacific's emerging health and innovation hub, the 200-hectare GCHKP, is a unique global business location for high-tech industry development, research collaboration and jobs of the future, transforming Australia's leading lifestyle city.

Supported by \$5 billion in infrastructure, including a world-class university, one of Australia's major public hospitals and a new private hospital, the precinct offers a combination of expertise, infrastructure, land and lifestyle unique to Australia.

Co-location of the Gold Coast University Hospital, Gold Coast Private Hospital and Griffith University presents a unique opportunity to facilitate and encourage:

- Research and development
- Commercial opportunities in health, medicine and technology
- Growth and attraction of skilled workers.

The GCHKP includes the GC2018 Athletes Village on a 29-hectare site. This \$550 million legacy project provides the foundation for a vibrant community to flourish in the future.

The GCHKP Project Office predicts the precinct will generate 12 400 new high-value jobs to ultimately support over 26 000 full time equivalent positions.

Following GC2018, more than nine hectares of land will be available for targeted commercial development as the next stage of growth in the precinct.

Trade 2018 Launch

Trade 2018 was officially launched during the Premier of Queensland's official visit to London in March 2017 for the beginning of the Queen's Baton Relay (QBR). The program was co-launched by the Premier and Mayor of the City of Gold Coast at the Queensland Government Reception on 14 March 2017.



The Queen's Baton Relay (QBR)

The QBR is an important tradition which will excite, inspire and unify people as it travels from Buckingham Palace to the Gold Coast, across the 70 nations and territories of the Commonwealth.

The QBR carries a message from Her Majesty Queen Elizabeth II that calls the Commonwealth's athletes to come together in peaceful and friendly competition. The GC2018 QBR will be both the longest and most inclusive to date, spending quality time in each community.

The QBR is a major drawcard for Commonwealth countries. As the QBR makes its way around the Commonwealth, Queensland is actively reaching out to key markets at every stop – promoting trade and investment opportunities with a key focus on priority *Trade 2018* Commonwealth markets.

Phase 1 – International Activations

International activations in priority Commonwealth markets are coinciding with the Queen's Baton Relay.

The Queen's Baton Relay provides the backbone to *Trade 2018*, with business receptions and briefings in priority international markets, all designed to target international buyers and investors.

Positive international activations in the United Kingdom, Canada, India, Malaysia and Singapore highlight the trade and investment opportunities available and encourage visitation to Queensland in the lead-up to and during the Games.



United Kingdom TRADE 2018 HIGHLIGHTS

12 – 15 March 2017, London

Priorities:

- Launch *Trade 2018*
- Encourage businesses to register for *Trade 2018* and visit Queensland during Games Time
- Prioritise GCHKP's role in ensuring Queensland maximises the economic legacy of GC2018
- Identify best practice and develop future relationships with collaboration and incubator centres.

QBR launch and engagements included:

- Inaugural Commonwealth Trade Ministers Meeting
- Commonwealth Day
- Queensland Government Reception
- *Trade 2018* program international launch by the Premier of Queensland and Mayor of the Gold Coast
- Gold Coast Health and Knowledge Investor Roundtable
- Study Gold Coast "Discover Australia's Gold Coast – An Education Experience"
- Commonwealth Games Federation
- Commonwealth Enterprise and Investment Council
- Royal Commonwealth Society High Commissioner's Banquet
- Commonwealth Trade Ministers Meeting: "An Agenda for Growth"
- Roundtable on "Attracting Investment", chaired by the Hon. Steven Ciobo MP, Australian Minister for Trade, Tourism and Investment
- Women of the World
- Sports in Conversation.



Canada TRADE 2018 HIGHLIGHTS

24 July – 1 August 2017, 12 days and 4 cities –
Montreal, Toronto, Edmonton and Vancouver

Priorities:

- Showcase Queensland's trade and investment capabilities linked with *Trade 2018*
- Encourage businesses to register for *Trade 2018* and visit Queensland during Games Time
- Prioritise GCHKP's role in ensuring Queensland maximises the economic legacy of GC2018
- Identify best practice and develop future relationships with collaboration and incubator centres.

Four QBR activities and 25 engagements including:

- Bio World Congress on Industrial Biotechnology including LifeScience Queensland Reception
- Montreal GCHKP Showcase Event
- Toronto GCHKP Showcase Event
- Longines GC2018 Sponsor reception
- Toronto Queensland QBR Dinner
- Vancouver Queensland Reception
- Lifescience Alberta Roundtable
- Squamish and Lil'wut Cultural Centre: site-visit
- Commonwealth Games Canada Reception: Edmonton
- Ryerson DMZ site-visit
- Medical and Related Science Discovery Centre site-visit
- Baker McKenzie Legal Collab Centre site-visit
- Montreal Chamber of Commerce
- Toronto Region Board of Trade
- Greater Vancouver Board of Trade
- Canada, Australia and New Zealand Business Association.

"Being part of the *Trade 2018* and Queen's Baton Relay events has really enabled the Gold Coast Health and Knowledge Precinct to have a platform, to spread the word and the awareness of what's going on here in the State of Queensland in terms of innovation and opportunities to invest."

Diane Dixon, Project Director, GCHKP Project Office



India TRADE 2018 HIGHLIGHTS

**28 September – 5 October 2017, 8 days
and 2 cities – New Delhi and Mumbai**

Priorities:

- Raise awareness of GC2018 among Indian business and government leaders
- Raise awareness of *Trade 2018*, and trade and investment opportunities for India across the Commonwealth, particularly in Australia, Queensland and the Gold Coast
- Encourage Indian business and government leaders to visit the Gold Coast for GC2018 and participate in events and activities at Commonwealth House.

QBR activities and engagements including:

- Sports Forum
- *Trade 2018* Queensland Reception
- Gold Coast Education Experience, Study Gold Coast
- Federation of Indian Chambers of Commerce and Industry
- Confederation of Indian Industry
- Bombay Chamber of Commerce
- Indian Merchant Chamber
- World Trade Centre Mumbai and the All Indian Association of Industry
- The Associated Chambers of Commerce and Industry of India (ASSOCHAM)
- Federation of Indian Export Association
- Trade Promotion Council of India.



Malaysia TRADE 2018 HIGHLIGHTS

18 – 21 October 2017

Priorities:

- Raise awareness of GC2018 among Malaysian business and government leaders
- Raise awareness of *Trade 2018*, and trade and investment opportunities for Malaysia across the Commonwealth, particularly in Australia, Queensland and the Gold Coast
- Encourage Malaysian business and government leaders to visit the Gold Coast for GC2018 and participate in events and activities at Commonwealth House.

QBR activities and engagements including:

- *Trade 2018* Queensland Reception
- Study Gold Coast Showcase
- Malaysia Australia Business Council annual gala dinner
- KL Sports City.



Singapore TRADE 2018 HIGHLIGHTS

23 – 27 October 2017

Priorities:

- Raise awareness of GC2018 among Singaporean business and government leaders
- Raise awareness of *Trade 2018*, and trade and investment opportunities for Singapore across the Commonwealth, particularly in Australia, Queensland and the Gold Coast
- Encourage Singaporean business and government leaders to visit the Gold Coast for GC2018 and participate in events and activities at Commonwealth House.

QBR activities and engagements including:

- Study Gold Coast showcase event
- GCHKP investor roundtable
- *Trade 2018* Queensland Reception
- Roundtable with Board of Commonwealth Alliance of Youth Entrepreneurs (CAYE)
- Entrepreneur and Innovation Roundtable.

Phase 2 – Local industry engagement and inbound activations

Building on Phase 1 and leveraging existing high profile Queensland events, *Trade 2018* is hosting inbound trade and investment missions from key international markets to promote business and investment opportunities.

Trade 2018 is also working with key stakeholders, including Trade and Investment Queensland, to match Queensland businesses and suppliers with potential international opportunities.

In June 2017, the Queensland Government and the City of Gold Coast co-hosted the *Trade 2018* Engagement Forum on the Gold Coast inviting Queensland businesses to embrace the Games and *Trade 2018*.

More than 50 industry and business leaders, High Commissioners, Honorary Consuls and local Chamber of Commerce representatives attended. The Office of the Commonwealth Games and the City of Gold Coast delivered presentations on the *Trade 2018* program and elements including Commonwealth House, generating significant business interest and opportunity for collaboration.

As of November 2017, *Trade 2018* has successfully hosted 12 inbound trade and investment missions and programs with delegates representing more than 15 countries. These visits included high-level government and business meetings and identified new trade and investment opportunities for Queensland, including showcasing the Gold Coast Health and Knowledge Precinct. Additional inbound activations planned up to Games Time include:

- Commonwealth Entrepreneur and Investment Council (CWEIC) visit to Queensland
- Local industry engagements coinciding with the QBR journey in Queensland.



Trade 2018 delegate feedback

- Very high level of satisfaction with *Trade 2018* visits (average 9.1 out of 10)
- Greatly increased delegate knowledge of the Games (average 8.8 out of 10)
- Delegates were very likely to encourage others to visit the Gold Coast during the Games (average 8.5 out of 10)
- The program increased delegates' knowledge of the Gold Coast Health and Knowledge Precinct and opportunities for collaboration (average 8.9 out of 10)
- Following the visit, delegates were highly likely to consider or encourage collaboration opportunities on the Gold Coast (average 8.9 out of 10).

Inbound Trade 2018 visits



Trade 2018 on show to Chinese delegation

Delegates from China's Torch High Technology Industry Development Centre visited Queensland in May 2017.

The world-leading entrepreneurial Torch Program has helped kick-start Chinese high-tech innovation and start-ups, having established more than 150 national level high-tech precincts hosting half a million businesses. These zones are being viewed across China as the engine rooms of innovation, urbanisation and economic growth. The resident businesses in the precincts produced 11.9 per cent of Chinese National Gross Domestic Product (GDP) in 2015 and accounted for 18.5 per cent of China's exports to other markets.

While in South East Queensland, the delegation was shown the range of trade and investment opportunities which exist within *Trade 2018*.

The Torch Program delegation toured health, education and research facilities in Brisbane and on the Gold Coast, including a visit to the Gold Coast Health and Knowledge Precinct to explore collaboration and partnership opportunities post-Games.



GC2018 venues impress visiting delegates

In February 2017, *Trade 2018* welcomed senior representatives from the Singapore Tourism Board, Department of Foreign Affairs and Trade, and Austrade to Queensland.

The delegation visited GC2018 competition venues and the Gold Coast Health and Knowledge Precinct while in Queensland for the Australia-Singapore Tourism Officials' Talks program.

Singapore is one of seven priority markets for *Trade 2018* which looks to position Queensland as a place to invest and importantly, a premier tourism destination.



© City of Gold Coast

Queensland business exporting to the world – Centium Software

Queensland company, Centium Software, has a strong reputation for providing software solutions to some of the world's biggest sporting events.

Managing the arrivals, departures and accommodation of more than 13 000 athletes, officials and dignitaries is a challenge common to events world-wide. Centium Software has developed a software solution which streamlines and improves hospitality management and client experience for this international market.

Centium Software has exported its technology to numerous events including the Delhi 2010 Commonwealth Games, the 2012 London Olympic Games and the Toronto 2015 Pan American Games.

Backed by a strong portfolio of global experience, Centium Software will provide their world-leading technology to support accommodation, arrivals and departures to and from official points of entry at GC2018.

OPPORTUNITIES

As we approach Games Time, there will be two more international activations in Commonwealth priority markets. The *Pacific Trade 2018* market engagements with New Zealand and Papua New Guinea (PNG) are scheduled in early December 2017.

The New Zealand *Trade 2018* visit in December 2017 will include a briefing function in Auckland, delivered in partnership with the Trans-Tasman Business Circle.

The *Trade 2018* program in PNG will correspond with the Queen's Baton Relay. Key events planned include an information roundtable for PNG emerging agribusiness leaders who will be participating in a Games Time mentoring program in North Queensland.





Phase 3 – Games Time trade and investment program

The culmination of *Trade 2018* will occur during Games Time in April 2018. Alongside the 12-day celebration of sport and culture, the Queensland Government and City of Gold Coast will host a program of trade and investment events aimed at connecting international business and government visitors with local industry partners. The *Trade 2018* Games Time program will be supported by a wider business program including tailored business meeting programs for international delegations, industry and business site visits, and events held in all GC2018 Official Event Cities, including the Gold Coast, Brisbane, Cairns and Townsville.

Commonwealth House – a joint initiative between the State of Queensland and the City of Gold Coast – is a purpose-built business event space and media centre in Broadbeach.

Trade 2018 will host events focused on specific sectoral and investment opportunities, key bilateral relationships, and aims to support broader Commonwealth trade discussions. Participating investors and buyers will experience first-hand the breadth of trade and investment opportunities available in Queensland, Australia and across the Commonwealth.

Program highlights include:

- Business Leaders Welcome Reception
- The Commonwealth – Business Advantages and Opportunities
- Entrepreneur and Investor Exchange
- Value of Sports
- Advancing Queensland through Sports Innovation
- International Education Agent Exchange
- India's Ascent – opportunities for growth and transformation of the world's largest democracy.

Commonwealth House will become a hub for global decision-makers. The *Trade 2018* program will make the most of this gathering of business leaders from Commonwealth member countries by providing a dedicated forum to discuss and promote international business.

Embracing 2018

XXI COMMONWEALTH GAMES
THE LEGACY PROGRAM

AHEAD OF THE GAMES – CHAPTER 3

Supporting Queensland Business



Supporting Queensland Business



GC2018 will help to deliver billions of dollars worth of positive economic impact for Queensland and support thousands of jobs.

INTRODUCTION

The Gold Coast 2018 Commonwealth Games (GC2018) provides significant opportunity for businesses across Queensland.

A key priority for the Queensland Government and Games Partners is to maximise benefits for local businesses by ensuring Gold Coast and Queensland businesses are competitive for contracts to supply goods and services to GC2018.

Various initiatives are helping build awareness, capacity and capability of Queensland businesses for GC2018 contracts. As we get closer to the Games, now is the time for businesses across Queensland to start planning and preparing to take advantage of opportunities the Games will bring.

ACHIEVEMENTS

Procurement information and business development opportunities

Awareness-raising and business development activities to maximise benefits from GC2018 for Queensland businesses started years ahead of the Games, with around 8400 engagements with businesses to date.

In June 2014, procurement information sessions were held to launch the GC2018 Forward Procurement Plan. The Forward Procurement Plan informed businesses of potential supply opportunities for GC2018 and indicative timeframes, supplier expectations and important information such as anticipated procurement strategies and approaches.

As shown in Figure 3.1, these procurement information sessions attracted huge interest, accounting for the majority of business participation in procurement information and business development activities to date. Of the attendees who provided feedback, more than 86 per cent reported being 'satisfied' or 'extremely satisfied' with the quality of information provided.

Following the procurement information sessions, workshops and events tailored to GC2018 needs and specific industry segments have provided opportunities for businesses to develop their capacity and capability to compete for Games opportunities.

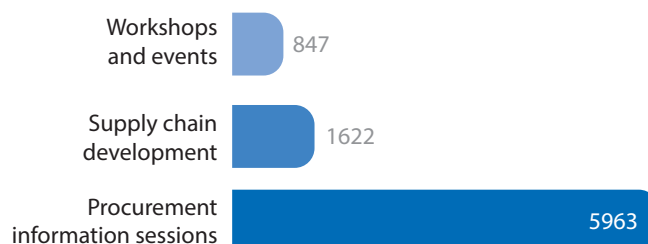
A webinar series held in partnership with the Chamber of Commerce and Industry Queensland in August 2015 updated Queensland businesses on the forward procurement schedule.

Supply chain development activities have also been undertaken to ensure a fair and reasonable opportunity for Queensland businesses of all types and sizes to be considered by larger 'head contractors'. These activities included small-scale GC2018 venue upgrades, providing opportunity for small businesses to be considered by head contractors during the tendering process.

'Meet the Buyer' sessions have been held as part of the Games' goods and services procurement:

- A session for South East Queensland businesses provided information on the official Games licensing and merchandising program and sub-licensee opportunities with the Master Licensee.
- A session for catering services highlighted potential supply chain opportunities with the Games' prime contractor and other suppliers beyond the Games.

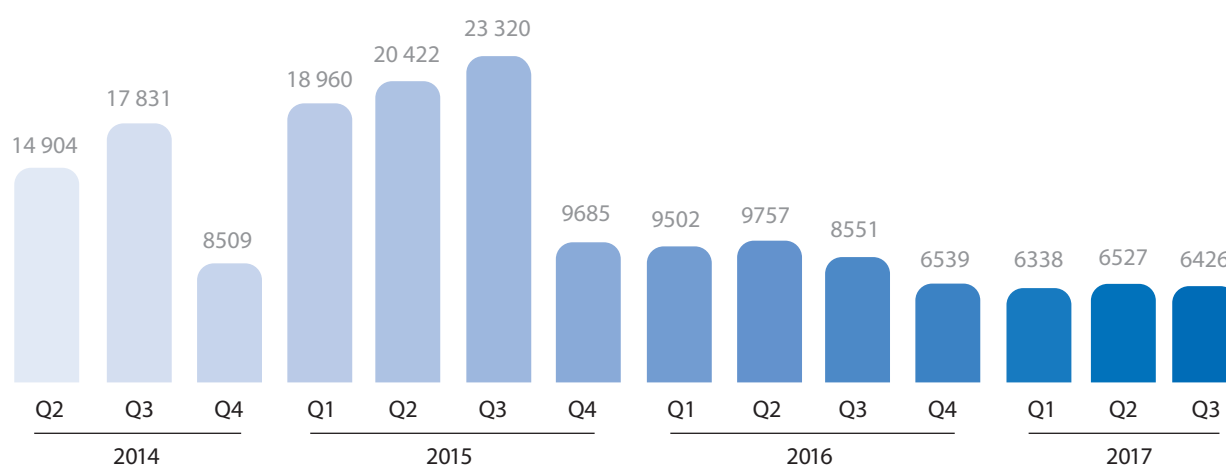
Figure 3.1 Business participation in procurement information and business development activities, as at June 2017





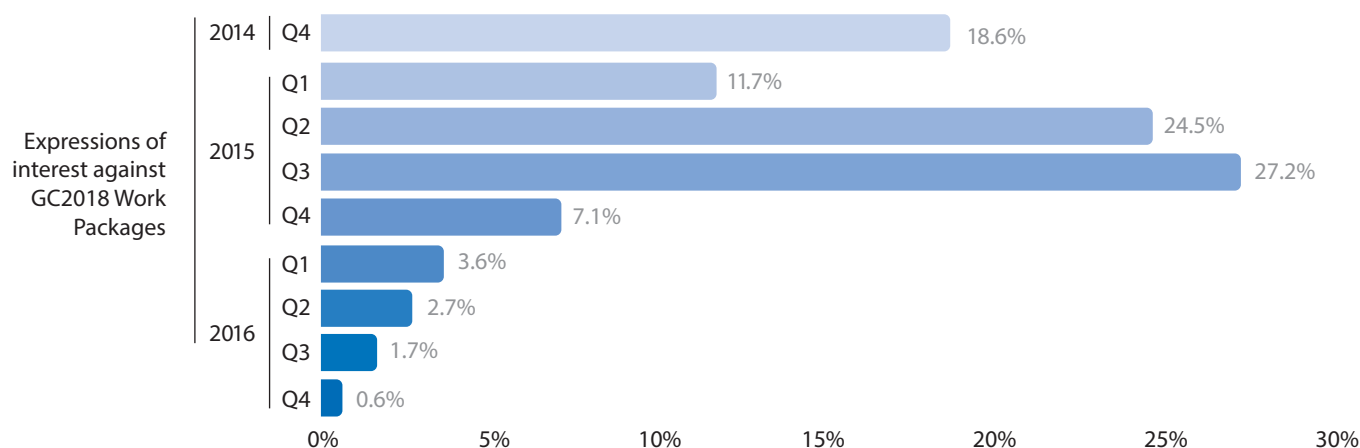
The Business Queensland website has been a key source for businesses seeking further information and tools related to GC2018 procurement activity and how they can get involved. Figure 3.2 shows the number of website hits (based on page views) to the GC2018 related pages on the Business Queensland website, totalling nearly 170 000 at an average of about 4000 per month. Peaks in activity can be seen around the June 2014 (Q2–Q3, 2014) and August 2015 (Q3, 2015) procurement information sessions.

Figure 3.2 Business Queensland activity – total website hits (page views) to GC2018 related pages



As part of the Forward Procurement Plan, and linked via the Business Queensland website, the ICN Queensland Gateway allowed businesses to register their interest against the GC2018 procurement work packages in order to receive updates on procurement activity and business development opportunities. There has been continued growth in registrations since the work packages were launched in June 2014 (see Figure 3.3). Registrations reached a peak by the end of 2016 with 20 144 expressions of interest in GC2018 work packages registered by about 3200 businesses.

Figure 3.3 ICN Gateway Queensland – growth in registrations of interest (quarter on quarter difference %)





Food industry meets the supply chain

About 150 food companies from across the state have expressed interest in Games Time catering opportunities.

In October 2017, 80 businesses were invited to put their products on show at the Meet the Buyer event.

Feedback at the event was positive with the majority of surveyed businesses (87 per cent) satisfied or better with the overall value of the event. Businesses indicated strong interest in expanding the event to include more buyers and a 'showcase' at Games Time, with almost all (95 per cent) interested in participating in a Food Expo with qualified buyers.

Gold Coast and Queensland businesses awarded GC2018 contracts

Games Partners are committed to supporting local businesses. The success of awareness-raising and business development activities is evidenced by the number and value of Games contracts being awarded to Gold Coast and Queensland businesses.

As at 30 September 2017, 85 per cent of Games-wide contracts¹ have been awarded to Queensland businesses, including 61 per cent to businesses with a Gold Coast presence (see Figures 3.4 to 3.7). These contracts are worth almost \$1.4 billion to the Queensland businesses.

Figure 3.4 Games-wide contracts – number of contracts awarded, as at 30 September 2017



Figure 3.5 Games-wide contracts – percentage of contracts awarded by region, as at 30 September 2017

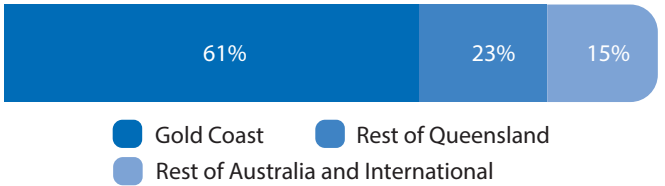
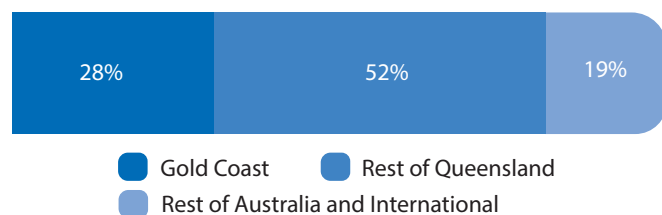


Figure 3.6 Games-wide contracts – value of contracts awarded, as at 30 September 2017



¹ Games-wide contracts include the GC2018 venues and Commonwealth Games Village infrastructure projects managed by the Department of State Development, Games-related transport infrastructure improvements and enhancements led by the Department of Transport and Main Roads, and goods and services procured by both the Gold Coast 2018 Commonwealth Games Corporation (GOLDOC) and the Office of Commonwealth Games (OCG) to deliver a successful Commonwealth Games in 2018. It does not include Local Government spend.

Figure 3.7 Games-wide contracts – percentage of value of contracts awarded by region, as at 30 September 2017



Ipswich company's new AURA

Ipswich-based company, AURA will build portable timber sports floors at the basketball and netball venues for the Gold Coast 2018 Commonwealth Games.

The AURA family business will build more than 10 000 square metres of sports floors at two Games locations – the Coomera Indoor Sports Centre and Gold Coast Convention and Exhibition Centre.

AURA Managing Director Ari Jelekainen said the company has delivered sports flooring to elite and community venues for three decades.

"AURA has a team of 20 full-time staff with half to work directly on the Games. We're all really looking forward to being a part of GC2018 and displaying our products on a global stage."

Ari Jelekainen, Managing Director, AURA

Townsville company secures Games gold

Townsville business Benchmark Scaffolding has been awarded a major GC2018 contract.

Benchmark Scaffolding will provide a range of equipment including public access sections, bridges, walkways, disability stairs/access, all camera towers and media tribunes.

Owner Simon Boyes said it was one of the biggest projects in the company's history.

"Throughout the Games we're going to have about 60 people working for us, but we will need to employ more staff... another 30 or so people."

Simon Boyes, owner, Benchmark Scaffolding

Local companies help build the Games

Queensland businesses have been awarded more than 90 per cent of contracts for the construction of GC2018 venues and Commonwealth Games Village.

With GC2018 construction projects supporting 2500 full-time equivalent jobs during design and construction, these contracts have provided local employment opportunities and helped businesses gain valuable experience.

The Coomera Indoor Sports Centre project supported employment of 20 staff including two apprentices (an additional 14 workers on site and six in the paint shop) at Staplyton business, All Type Welding, during the steel fabrication and construction process.

Beenleigh Steel Fabrications employed an additional 12 staff to carry out work on the Anna Meares Velodrome project in Brisbane, involving 30 000 workshop hours for the steel fabrication. Carrara-based company Superior Walls and Ceilings was also a major sub-contractor, engaging up to 30 workers on site at any one time to build the doors, partitions, walls and ceiling.

A small family business at Ormeau, Caswell Civil and Landscape, has been a major contributor to the new Gold Coast Sports and Leisure Centre. Manager Jason Caswell said the business had grown their workforce from just four in 1989, to now up to 24 people working on the project.

"This is the largest project Caswell has been involved in. Our team is so proud to have been part of building a venue that will be seen on the world stage."

Jason Caswell, Manager Caswell Civil and Landscape



Gold Coast-based family business, Schoenauer Pty Ltd, increased its workforce from 40 to 50 employees to carry out the painting at the Parklands Project – home of the Gold Coast 2018 Commonwealth Games Village. Another Gold Coast-based business, Torrance Aquatic, constructed four large commercial pools within the Parklands Project. Two full-time employees were assisted by three local sub-contractors on the build, Nyanda Excavations, Classic Concreting Pumping and Leisure Engineering.

“I was born and raised on the Gold Coast so I am thrilled to be involved in the construction of the Games Village and being a part of the biggest event the Gold Coast has seen.”

Josh Torrance, Torrance Aquatic

Ashmore Joinery is another local company based at Molendinar that has worked on the Parklands Project, including 17 employees working on the kitchen, laundry and bathroom cabinetry on Lots C and D (seven buildings). Their workforce has increased by three apprentices due to the size of the project.

OPPORTUNITIES

Leveraging the Games spectacle

With the majority of large procurements now either underway or finalised, the focus on maximising benefits for Queensland businesses shifts to planning and preparing to take advantage of opportunities the spectacle of the Games will bring. This includes leveraging the Games to showcase Gold Coast and Queensland businesses, tourism destinations and investment opportunities.

The Be Games Ready² resources provide a range of content to help small business take advantage of all Games-related opportunities, including assessing their business offerings to visitors, athletes and team officials. The information is designed to help improve marketing and social media messaging, and drive sales of goods and services. It can also assist with business elements like stock management, cash flow, staffing, licensing and regulations.

To extend benefits beyond Games Time, Games Partners are also working with statewide stakeholders in the tourism industry to ensure Games visitors have a great experience and help encourage return visits (See Chapter 1 Economic Growth and Tourism). In addition, the Queensland Government, working with the City of Gold Coast, is delivering the *Trade 2018* program and leveraging the global profile of GC2018 to raise awareness of Queensland as a trade and investment partner; invite international business representatives to visit during Games Time; and match local business partners and investment projects (see Chapter 2 Trade 2018).

Advancing Small Business Breakfast

More than 100 Gold Coast Chambers of Commerce representatives and business leaders have heard about how the 55 000 Gold Coast small businesses can make the most of the Gold Coast 2018 Commonwealth Games.

On 2 August 2017, the Queensland Government hosted the Advancing Small Business Breakfast at the Gold Coast Convention Centre. Small business owners were encouraged to look at the Embracing 2018 Be Games Ready and Be My Guest programs for assistance, as well as the broader range of support available as part of the *Advancing Small Business Queensland Strategy 2016-20*.

² <https://www.business.qld.gov.au/industries/commonwealth-games/be-games-ready>

AHEAD OF THE GAMES – CHAPTER 4

Inspiring Games



"This is such a positive move for all sports and I am particularly proud that this initiative will commence in my home-town on the Gold Coast in 2018, to be held up as a shining example for other events to follow."

Sally Pearson OAM, GC2018 Ambassador

Inspiring Games

The Gold Coast 2018 Commonwealth Games (GC2018) will be the largest event staged in Australia this decade. It will inspire communities across Queensland, Australia and the Commonwealth to become involved and unite on issues of importance.

INTRODUCTION

GC2018 will create a legacy for all Australians by creating unforgettable memories as the world unites to Share the Dream.

Games Partners recognise the opportunity GC2018 presents to progress social and cultural initiatives across the Commonwealth and support the Commonwealth Games Federation's (CGF) Transformation 2022 values of Humanity, Equality and Destiny¹:

- Driven by our *Humanity* we embrace all Commonwealth athletes, citizens, communities and nations.
- Respecting *Equality* we promote fairness, non-discrimination and inclusion in all that we do.
- Inspired by *Destiny* we combine high-performance sport with performances that have impact, helping Commonwealth athletes, citizens and communities realise their aspirations and ambitions.

ACHIEVEMENTS

Diverse and inclusive event

Gender Equality

GC2018 will be the first of any major international multi-sport event in history – including the Commonwealth Games and Olympics – to have an equal number of men's and women's medal events.

Seven additional women's events have been added to the GC2018 program:

- one additional Weightlifting event (+90kg)
- three new Boxing events (45kg–48kg, 57kg and 69kg)
- three new Track Cycling events (Keirin, Team Sprint and 4000m Team Pursuit).

"History is being made as the Gold Coast's sport-loving community gets ready to welcome the world next year."

**Bruce Robertson, Vice President,
Commonwealth Games Federation**

Record number of sporting events

The seven events added to the GC2018 sporting program creates a record-breaking total of 275 medal events.

Record number of para-sports

Para-sport events are integrated into the overall sporting program at Commonwealth Games events. GC2018 will host the largest para-sport program in Commonwealth Games history. GC2018 will set a new record, hosting up to 300 para-sport athletes and 38 medal events across seven sports – an increase of 45 per cent more athletes and 73 per cent more medals compared to the Glasgow 2014 Commonwealth Games para-sport competition.

"It will be an historic Games, with the largest integrated para-sport program ever at a Commonwealth Games."

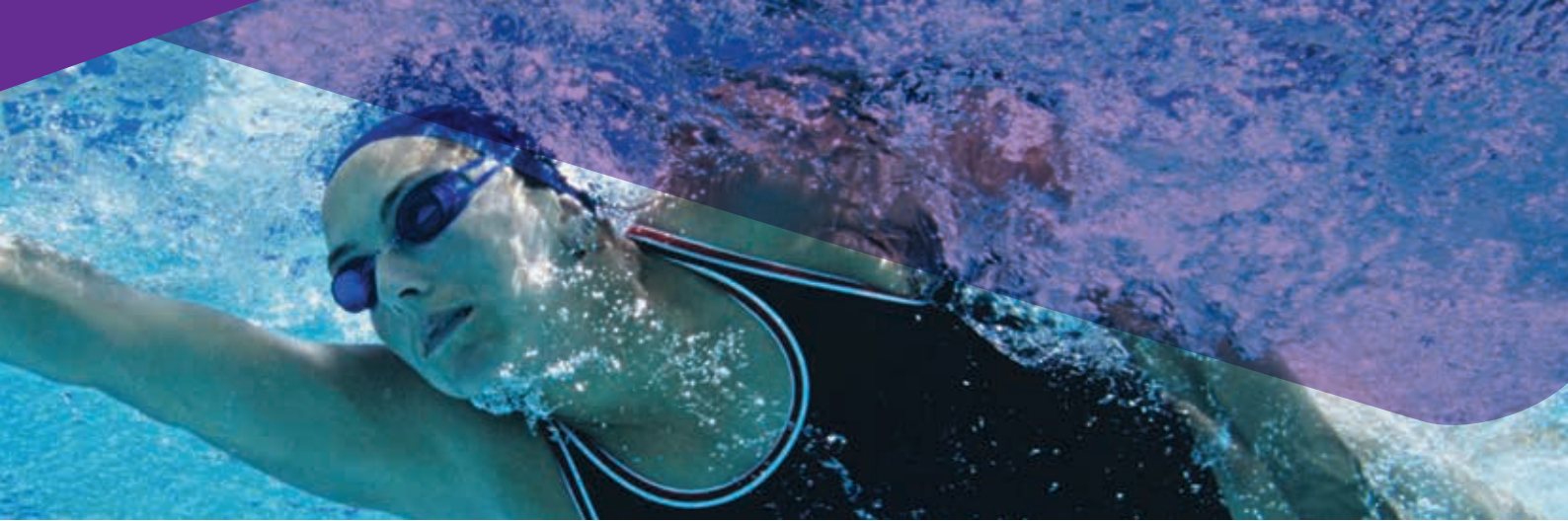
Kurt Fearnley OAM, GC2018 Ambassador

The para-triathlon will debut at GC2018, building on the great success of the Triathlon competition in Glasgow 2014 and the sport's increasing global profile. GC2018 will also host the first wheelchair marathon at a Commonwealth Games.

Reconciliation Action Plan

The GC2018 Reconciliation Action Plan (RAP) will deliver legacy outcomes for Aboriginal and Torres Strait Islander people. It is the first of its kind for a major Australian event and for a Commonwealth Games. Chapter 5 Aboriginal and Torres Strait Islander Initiatives, examines RAP achievements and opportunities.

¹ Commonwealth Games Federation, Transformation 2022, www.thecgf.com/media/content/CGF-transformation-2022.pdf



Inclusive and accessible tickets

Tickets have been priced to be inclusive, accessible and affordable:

- more than 55 per cent of all tickets are priced \$40 or below
- about 80 per cent of all tickets are priced \$80 or below.

GC2018 tickets also include free public transport on event day.

The demand for tickets has been very positive with more than 1.2 million ticket requests in April – May 2017. Tickets have been awarded across all GC2018 sessions. A computer-generated fair and equal draw determined ticket allocations for any sessions that were oversubscribed.

The most popular events through the ticket requests were the Opening Ceremony, Rugby Sevens final and Netball final which alone was oversubscribed by five times.

Other popular sports included Cycling – Track, Cycling – Mountain Bike, Diving, Triathlon and Swimming.

Remaining ticket sales opened to the public on 5 July 2017. The final major release of tickets went on sale on 20 November 2017.

Four GC2018 gold medal events will be free to the public with spectators and locals able to line the course and cheer every athlete:

- Road Cycling
- Cycling time trial
- Marathon
- Race Walk.

Tickets for people with accessibility requirements were made available for all sessions. Accessible seating will be provided with a complimentary companion ticket. Consideration for people with accessibility requirements has been an integral part of the GC2018 planning and delivery process, using universal design principles.

GC2018's aim is to provide a dignified, safe and independent Games experience with participation by people of every gender, socio-economic status, race, religion, orientation or ability.

Accessibility

One of the great initiatives of GC2018, given the size of the para-sport program, is use of the new international symbol of accessibility.



“We wanted to utilise this more dynamic symbol with our stakeholders and show support for the community of people with accessibility requirements and our para-athletes, which is a great legacy for this community to lead the way forward.”

Hannah Walter, Manager, Look and Signage

Sustainable Games

As a transformational event, GC2018 presents a unique opportunity to demonstrate leadership in sustainability and supports a shared vision for a strong and diversified economy, a pristine natural environment and an active, inclusive community.

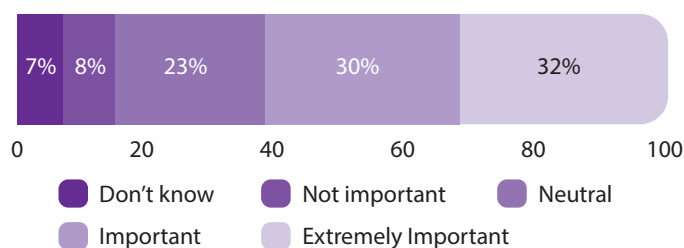
The Gold Coast is renowned for its natural beauty, and GC2018 provides the ideal setting to celebrate and connect with the city's natural assets, as well as showcase its vibrancy and diversity.

Nearly two thirds of surveyed Australian residents² indicated it is important that GC2018 adopts environmentally sustainable practices (see Figure 4.1).

² Brunton, C, Buttenshaw, J, Yule, M. 29 March 2017, *Community Sentiment Research – Wave 10*, GOLDOC

Figure 4.1 Residents' views on sustainability for GC2018

How important is it to you that GC2018 adopts environmentally sustainable practices?



Guiding GC2018 delivery is the International Standard ISO 20121 event sustainability management system and the Global Reporting Initiative (GRI) framework Sustainability Reporting Standards. The implementation of the frameworks and sustainability priorities (Figure 4.2) will provide valuable insights for the sustainable delivery of other events on the Gold Coast, Queensland, Australia and for future Commonwealth Games.

Figure 4.2 Sustainability Priorities

Vision	To show leadership in sustainability by delivering GC2018 to international standards of best practice, leaving positive economic, environmental, social and community legacies
Enabling Framework	ISO 20121 – Sustainable Events Management System Global Reporting Initiative (GRI) reporting framework
	Food and beverage: To provide sustainable food and beverage options and reduce food packaging waste.
	Transport: To encourage public and active transport as the primary modes of transport to GC2018 events.
	Accessibility: To eliminate barriers (physical or otherwise) to a safe, independent and dignified GC2018 experience.
	Environmental impacts: To protect the health of our oceans and waterways by reducing use of pollutants such as plastic bags and helium balloons. Demonstrate environmental stewardship.
	Carbon: To minimise the carbon emissions attributable to GC2018.
	Inclusivity and diversity: To stage an event that welcomes participation by people of every gender, socio-economic status, orientation or ability.
	Sustainable procurement: To responsibly manage our supply chain and enhance our sustainability performance through sustainable sourcing and material selection practices.
	Economy and community: To ensure the needs and expectations of the community are considered as well as legacy outcomes. To raise awareness, share knowledge and build capacity. To promote healthy and active living.
	Waste: To reduce waste to landfill through innovative waste management practices and adopting the Waste and Recovery Hierarchy (avoid, reduce, reuse, recycle, recover, dispose).
Education and Communication	

Sourcing Responsibly

Embedding sustainability upfront in the procurement process is an effective way to deliver a sustainable GC2018.

When sourcing responsibly, the whole supply chain is positively impacted, from material selection to labour rights and local capacity building.

Games Partners are committed to delivering the GC2018 procurement program in a way that:

- achieves value for money
- contributes to the local economy
- minimises environmental impacts
- is socially responsible.



GC2018 Food Experience

The GC2018 Food Experience, developed in conjunction with the City of Gold Coast and the local food industry, forms the basis for GOLDOC's Catering Department to support and deliver the catering services across all GC2018 venues.

Australia's reputation for its clean, green, innovative food has won many admirers around the world. There is a large and varied array of healthy food and drinks on offer within Queensland and surrounding areas, which currently supplies much of the requirements of the local population.

The opportunities to promote this produce are endless, from local seafood, pasture-fed meats, local bush tucker foods and boutique beers and wines, to the diversity of fruits and vegetables.

Other sustainability initiatives

GC2018 will be a helium balloon-free event and Games Time messaging will encourage spectators to bring their own transparent, re-fillable water bottle, with free drinking water available at GC2018 venues.

GOLDOC is working with suppliers and sponsors to support sustainability and encourage spectators to choose environmentally-friendly options.

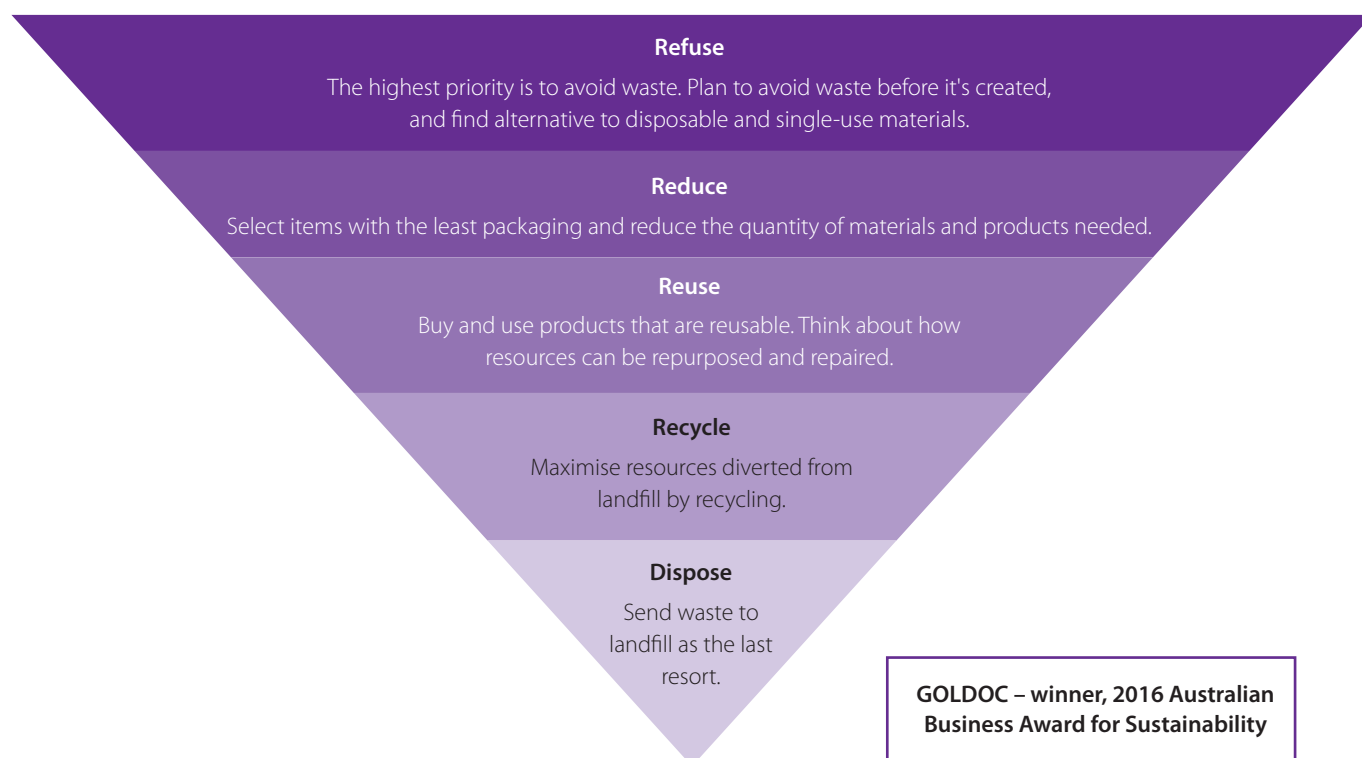
Recycling and waste management

GC2018's recycling and waste management systems and practices will be designed to maximise diversion from landfill within the constraints of the Gold Coast's existing recycling and waste management facilities.

GOLDOC's *Materials and Packaging Policy* will be a key contributor to the responsible management of GC2018 waste.

GOLDOC's approach to recycling and waste management for both GOLDOC's Headquarters (GHQ) and GC2018 is based on the following Waste and Recovery Hierarchy.

Figure 4.3 Resource Recovery Hierarchy



City of Gold Coast organic waste trial

The City of Gold Coast's *Solid Waste Strategy 2024* identifies organic waste management as a key component to the successful future of waste management in the Gold Coast. With about 1000 hospitality businesses in Surfers Paradise and Broadbeach alone, there is significant potential to reduce the amount of food waste which ends up as landfill and increase the amount of compost to nourish the city's parks and gardens. In line with this strategy, and given the ambition of GC2018 to recycle its food waste, the City of Gold Coast implemented a food waste recycling trial in early 2016 with several council-managed sites and Gold Coast businesses.

The trial involved 10 high-volume commercial businesses operating in the Broadbeach and Surfers Paradise entertainment precincts. The trial aimed to provide insight into food waste management opportunities for GC2018 and information to support a potential regional food waste recycling system in Queensland.

This successful trial resulted in the City of Gold Coast initiating a new food waste service for commercial customers, primarily within the hospitality industry. The Commercial Food Waste Recycling Service aims to divert 1000 tonnes of food waste from landfill per year, across 51 participating restaurants.

Games Headquarters 4 Star Green Star – Interiors PILOT Rating

GOLDOC's Ashmore headquarters include industry-leading 12 colour-coded recycling streams for office staff to recycle and maximise diversion from landfill.

This commitment to recycling and reinvention was rewarded with GOLDOC achieving the city's first 4 Star Green Star – Interiors PILOT rating from the Green Building Council of Australia (GBCA) – recognising best practice in sustainable interiors.

Key features of GOLDOC's headquarters include:

- Extensive use of local experts for the construction and materials
- Reuse of an existing building, with a focus on recycled materials, fixtures and fittings, including floorboards sourced from a dismantled basketball court
- A workplace travel plan incentivising active, public and shared transport
- Emphasis on accessible design, including upgrades to bathrooms, parking and building entrance, as well as accessible sinks in kitchens and hearing loop systems in major meeting rooms
- More than 360 indoor plants to enhance the visual aesthetics and working environment will eventually make their way to the Commonwealth Games Village
- Incorporation of Reconciliation Action Plan (RAP) elements into the building.

Carbon Emissions

Climate change is an important issue for Commonwealth nations and the Oceania region. Responsibly managing the direct and indirect carbon emissions attributable to GC2018 is essential to delivering a sustainable event.

To understand its carbon impact, GOLDOC has developed an operational carbon baseline estimate. The baseline and carbon accounting practices meet the technical requirements of the National Carbon Offsetting Scheme for events and will allow GOLDOC to:

- identify high impact areas of delivery and prioritise efforts to mitigate emissions
- assess performance in reducing GC2018's operational carbon impact.

GOLDOC's approach to mitigation focuses on low-cost efficiency and conservation measures towards best practice carbon management outcomes while supporting GOLDOC's operational and budget objectives.

Transport

A successful transport operation is critical to the success of any major sporting event. GC2018 is a catalyst to bring forward transport infrastructure improvements for long-term community benefit.

Public and active transport are the primary modes of transport to GC2018 events and it is important to identify accessible transport options to cater to varying transport needs.

The GC2018 transport task is broad, ranging from public transport for spectators and workforce, ensuring that Gold Coast businesses can continue to operate as usual during GC2018 and the development of a priority transport network for the Games Family (athletes and team officials, Games officials, accredited media and technical officials).

Travel Demand Management

To ease pressure on the transport system, the Travel Demand Management (TDM) program will influence travel behaviours in the lead-up to and during GC2018. The program focuses on safety and efficiency, accessible transport connections and permanent adoption of active and public transport usage.

Public transport, telecommuting, active travel and off-peak travel to reduce pressure on the transport system during GC2018 will be encouraged.

These changes could contribute ongoing benefits such as reduced congestion, better health and cleaner air for the region.

An efficient transport fleet

Fleet vehicles are required during Games Time to transport athletes, technical officials and other members of the Games Family.

GOLDOC's approach to fleet management is two-fold:

1. To procure the lowest vehicle emissions fleet operationally possible
2. To create operationally efficient fleet vehicle running schedules.

In 2013, GOLDOC developed an initial estimate of fleet requirements using vehicle numbers and information from past Games and events. Initial estimates identified the need for 1500 vehicles and 185 000 days of use, equating to about 945 000 litres of fuel consumed. This would have resulted in 2430 tonnes of carbon emissions.

GOLDOC's fleet team has since worked closely with other departments to refine fleet requirements and reduce GOLDOC's fleet carbon emissions by:

- Securing Commonwealth Games Federation approval to revise Games Family fleet service levels for GC2018. This allowed GOLDOC to re-allocate a number of vehicles from a dedicated personal car service to an on-demand taxi style transport system.
- Further refining departmental requirements regarding vehicle types and days of use.

Based on this work, GOLDOC has been able to save approximately:

- 150 vehicles
- 90 000 days of use
- 255 000 litres of fuel
- 666 tonnes of carbon.

Sustainable venues

All GC2018 venues were designed and built with accessibility and environmentally sustainable design in mind.

New and upgraded GC2018 venues have been designed to the National Construction Code requirements for accessibility. GC2018 venues are accessible to all people regardless of age, family needs or mobility and include accessible features such as lifts, access ramps, widened footpaths, accessible toilets and change room facilities.

Parklands Redevelopment (Commonwealth Games Village)

The Commonwealth Games Village and Parklands are guided by environmentally sustainable design principles, encompassing environmental, social and economic initiatives. This is underpinned by accreditation from third party rating agencies and has achieved a:

- **6 Leaf EnviroDevelopment Mixed Use accreditation** from the Urban Development Institute of Australia (UDIA) for its commitment to ecosystems, waste, energy, water, materials and community
- **6 Star Green Star – Communities rating** from the Green Building Council Australia (GBCA), this is equivalent to 'World Leadership' in sustainability. In addition it was awarded 10 out of 10 innovation credit points. Green Star Communities assesses project performance across six categories: governance, design, liveability, economic prosperity, environment and innovation.

Anna Meares Velodrome LED Lighting Solution

The new \$59 million Anna Meares Velodrome provides a centre of excellence for track cycling in Queensland.

As the state's first indoor velodrome, this world-class facility features an international standard 250-metre timber track and will attract elite training squads and competition events to further develop cycling's statewide profile, development and success.

It will host the GC2018 Track Cycling events, including four para-sport events – men's and women's blind and visually impaired sprints and the 1000m time trials.

The velodrome also features mixed-use sports courts to accommodate additional sport and recreation uses.

GOLDOC has contributed to the venue's longer-term legacy solution by upgrading the lighting to meet the needs of GC2018 and cut energy consumption by up to 60 per cent, reducing running costs and carbon emissions.

The permanent, international broadcast standard LED lighting reduces the requirement for additional sports and broadcast lighting for future international competitions at the velodrome.

This GC2018 legacy project is jointly funded by the Queensland Government and Australian Government.

Sustainable Facts

- All dwellings have been carefully orientated to maximise the benefits of favourable solar benefits and cooling breezes.
- The project was committed to only using low volatile organic compound and recycled materials to improve indoor air quality, along with carefully selected LED lighting and water efficient appliances and fixtures and, in construction, a goal to recycle at least 90 per cent of construction waste.
- More than 136 000 trees will be planted in green spaces throughout the completed development ahead of GC2018.

Social Responsibility

Commitment to ending domestic and family violence

GC2018 is providing a platform to unite communities while striving for gender equality and an end to domestic and family violence. The Queensland Government is committed to recognising and addressing community concerns around domestic and family violence. White Ribbon accreditation is a stepping stone in helping make this happen.

The international White Ribbon Campaign is delivered in more than 60 countries and focuses on the positive role men can play alongside women in preventing violence against women.

One Million Stars to End Violence is a global weaving project created by local artist Maryann Talia Pau that has inspired individuals, groups and communities to weave stars to promote light, hope and peace in the world.

Each star demonstrates a powerful statement towards positive change. Refer to Chapter 6 Arts and Culture for further information.

Human Rights

Respect and support for human rights are an essential foundation for strong communities. Mega sporting events such as GC2018 can have a positive impact on human rights and contribute and promote positive social, environmental and economic legacies. GOLDOC's holistic approach to human rights across GC2018 planning and delivery is set out in the GC2018 Human Rights Policy.

Pride in Sport Index

GOLDOC took part in the Pride in Sport Index (PSI), an Australian-first benchmarking program, designed to measure the inclusion of lesbian, gay, bisexual, transgender, intersex (LGBTI) people within Australian sport.

This Australian Human Rights Commission and Australian Sports Commission initiative helps Australian sporting organisations determine good practice and benchmark their own initiatives against an external measure and other sporting bodies.

Being part of the PSI supports the Games' zero tolerance to homophobia, bullying and harassment and sends a clear message about expectations around appropriate behaviour.

GC2018 Official Charity

The Gold Coast Community Fund (GCCF) is the official charity for GC2018.

The GCCF has supported the Gold Coast for more than 16 years as a fundraising umbrella organisation, distributing funds to charities, community organisations and people in need of emergency support.

"This partnership will create a stronger Gold Coast community by reaching people who, through hardship or other circumstances would potentially not experience or benefit from the Games being in their backyard."

Rutland Smith, Chairman, GCCF



Uniting Commonwealth countries

The Queen's Baton Relay (QBR) is a Games tradition that celebrates the Commonwealth's diversity, inspires community pride and excites people about the world-class festival of sports and culture to come.

The Queen's Baton carries a message from Her Majesty Queen Elizabeth II that calls the Commonwealth's athletes to come together in peaceful and friendly competition.

GC2018 marks 60 years since a baton first carried the Queen's message, making it the perfect time to get involved as Queensland communities come together to share the spirit and legacy of the Games.

The GC2018 Queen's Baton Relay will be the longest and the most accessible yet, bringing together and inspiring each community it visits.

The Queen's Baton Relay set off from Buckingham Palace on 13 March, 2017. It will travel for an epic 388 days through all nations

and territories of the Commonwealth, and will make its journey through Queensland between 3 March and 4 April 2018.

Brisbane-based firm, Designworks, designed, manufactured and engineered the GC2018 Queen's Baton and its accessories to be accessible to people of all abilities. Local community played a large role in the GC2018 Baton design process. Re-claimed plastic collected from the beaches and waterways surrounding the Gold Coast was used in the design.

At the GC2018 QBR launch at Buckingham Palace, Yugambah elders Ted Williams and Patricia O'Connor – representatives of the Traditional Owners of the land where the Commonwealth Games will be held – delivered an invitation to all First Nations people of the Commonwealth to join the celebrations on the Gold Coast in April 2018.

This was a first for the Commonwealth Games and a powerful and important moment in Commonwealth sport's history.

Figure 4.3 Queen's Baton Relay Journey





Legacy Advisory Committee

The GC2018 Legacy Advisory Committee (LAC) advises on the development, implementation and evaluation of GC2018 benefits. LAC members are prominent Queenslanders who have extensive knowledge and experience to drive GC2018 legacy outcomes and include:

- Robert Borbidge AO (Chair)
- Andrew Baildon
- Vicki Batten

- Louise Bezzina
- Cam Charlton
- Julie McDonald OAM
- Professor Ian O'Connor
- Gold Coast Mayor Tom Tate
- Nick Scott

The LAC meets regularly to promote the benefits of GC2018 and identify partnership opportunities to create a positive legacy.

Showcasing GC2018

GC2018 Ambassadors

The Commonwealth Games traditionally appoint several official ambassadors. GC2018 Ambassadors have been drawn from various fields to share their knowledge of the Gold Coast, Queensland, Australia and GC2018 with the world.

The GC2018 ambassadors are:



Sally Pearson OAM



Cameron McEvoy



Laura Geitz



Cathy Freeman OAM



Anna Meares OAM



Kurt Fearnley OAM



Patty Mills

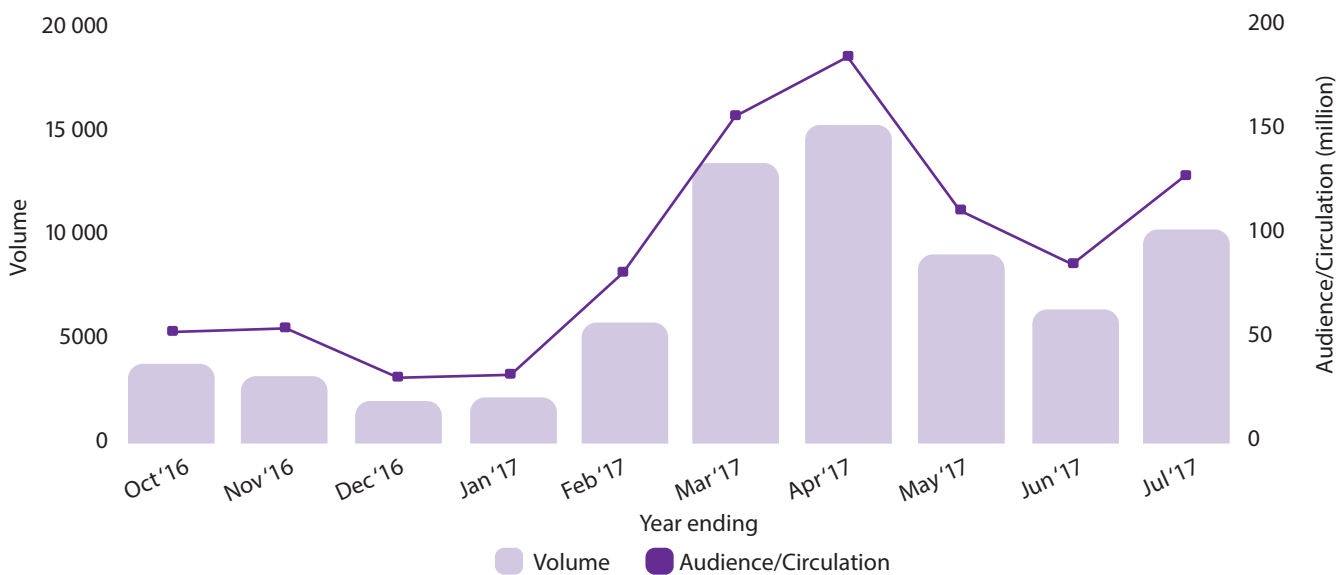
GC2018 ambassadors are integral to the successful delivery of the biggest event in Australia in a decade. Their involvement also helps to build an international media profile for GC2018 and generate interest in GC2018 milestone initiatives such as ticketing, merchandise, volunteering and the Queen's Baton Relay.

Media Profile

Leading up to the Games, the media profile has gained momentum. GC2018 media coverage peaked in March and April 2017 coinciding with the launch of the Queen's Baton Relay and 'One Year to Go' celebrations.

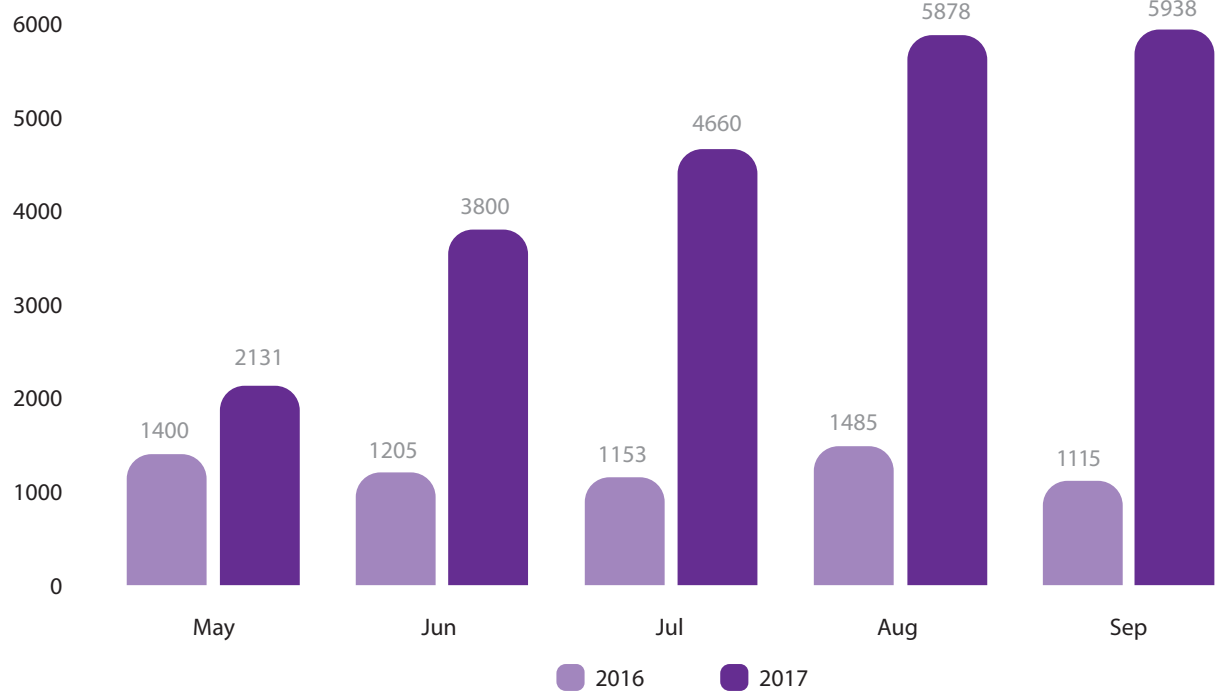
Over the 12-month period to July 2017, the average monthly number of GC2018 media reports was 6500 with an average monthly total reach of 84.6 million³ (Figure 4.4).

Figure 4.4 GC2018 Media Coverage



The Embracing 2018 website is the key source for information on the Legacy Program, *Trade 2018*, Festival 2018 and Get Set for the Games. To prepare for increased community engagement in the lead-up to the Games, a redeveloped Embracing 2018 website was launched in May 2017. Figure 4.5 shows the redeveloped website, supported by increased social media activity, has driven higher engagement with the community. Visitor numbers to the site have increased each month since the re-launch, and are all substantially higher than the equivalent months in 2016.

Figure 4.5 Embracing 2018 website visitors



³ GOLDOC Media Insights Report, Isentia Insights, July 2017

OPPORTUNITIES

As we approach the Games, there are opportunities to build on our achievements in sustainability, inclusiveness and accessibility to deliver a truly inspiring Commonwealth Games that will be a reference for future host cities.

GC2018 is providing opportunities for new public safety initiatives to be introduced and trialled to support a safe and enjoyable Games experience.

Paramedics using bicycle response team for first time in Queensland

The Queensland Ambulance Service (QAS) launched a Bicycle Response Team (BRT) in November 2017 as part of its operations on the Gold Coast. The BRT forms part of the day to day operations within the Gold Coast and provides enhanced response capability within special event precincts, including for Schoolies and GC2018.

During GC2018 the BRT will respond predominantly in and around the Broadbeach and Surfers Paradise Festival 2018 hubs. The custom-fit bicycles are equipped with a state-of-the-art automatic external defibrillator – around the size a mobile phone. This type of equipment allows the bicycle to remain lightweight, without compromising the ability to deliver life-saving intervention to the most serious of cases. The BRT has the ability to provide a rapid response by navigating through busy traffic and pedestrian areas with relative ease compared to large response vehicles.

The BRT will access, assess and treat patients in the same way that an acute ambulance vehicle would and will be fitted with Government Wireless Network communication capability to request further assistance should the patient require transport to a medical facility.

The BRT will be highly visible in and around Festival 2018 hubs and will play an important part of the QAS response capability throughout the Games.

Mobile forensic facility (MFF) and forensic motorcycles

State-of-the-art mobile forensic equipment, workshop and motorcycles were unveiled in October 2017 as part of the Queensland Police Service's Commonwealth Games preparations.

"The Forensic Response Motorcycles are the first of their type anywhere in Australia and will provide an unparalleled agile ability for forensic officers to respond to any forensic incident at any location during the 2018 Commonwealth Games." Deputy Commissioner Gollschewski, Queensland Police Service.

Attracting the best athletes

A key measure of success for GC2018 is the standard of competition and ability to attract the best athletes in the Commonwealth to compete across the 18 sports, seven para-sports and 23 disciplines.

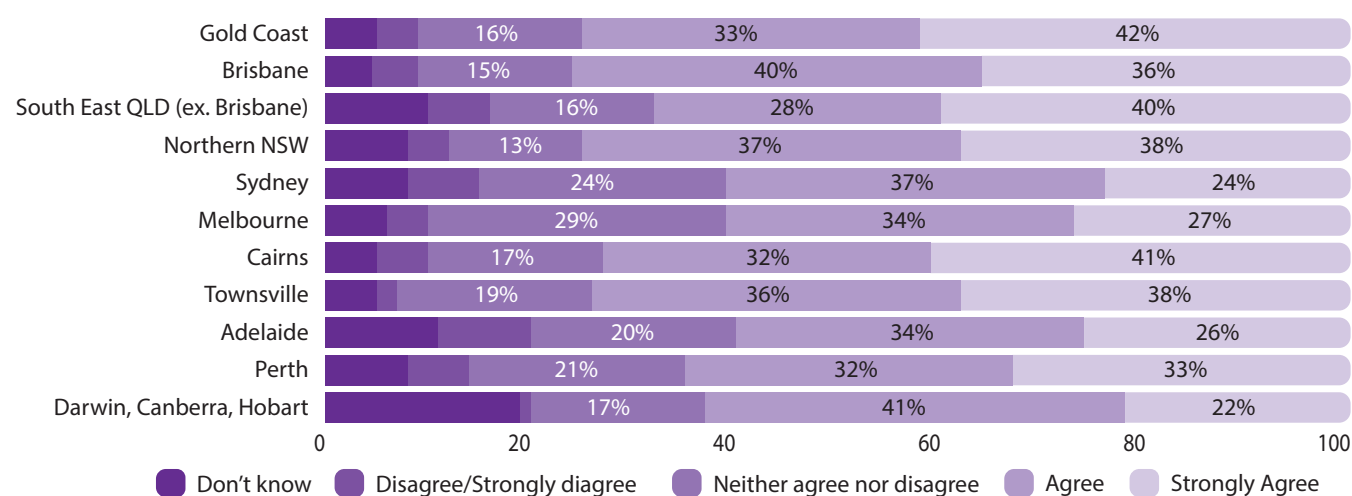
Having the best athletes compete will continue to position the Commonwealth Games as a world-class and 'must-attend' event in an ever-growing calendar of international sport events, further strengthening its brand. Full stadiums and the best athletes in the Commonwealth will also make the Games an unforgettable experience for both athletes and spectators alike.

GOLDOC is leading a coordinated and collaborative approach with key stakeholders to deliver an athlete attraction program. Success is dependent on a tailored approach for individual athletes, working closely with the Commonwealth Games Federation (CGF), Commonwealth Games Associations (CGAs), International Federations (IFs), National Sporting Organisations (NSOs), as well as coaches, managers, agents and sponsors.

Nearly two thirds (65 per cent) of surveyed Australian residents agree GC2018 will attract world-class athletes (Figure 4.6).



Figure 4.6 Residents' views on attracting world class athletes to GC2018



Pre-Event Training

Sporting venues across Queensland will host Commonwealth sporting teams preparing for the Games. Substantial work across Queensland regions has identified suitable pre-event training venues with these opportunities promoted to CGAs, teams and national sporting bodies.

Several teams and nations have already committed to hold training camps in Queensland (Table 1) and there is further opportunity for our regions to attract more Commonwealth teams ahead of GC2018.

Table 1 GC2018 Pre-event training camps

Team/Country	Pre-event training location
Team England	Brisbane
Swimming Canada	Gold Coast
Boxing Canada	Toowoomba
Team Cameroon	Warwick
Welsh Swimming	Sunshine Coast
Welsh Athletics	Sunshine Coast
Team Isle of Man	Sunshine Coast
Team Niue	Sunshine Coast
Team Scotland	Sunshine Coast

Toowoomba to host Canada's best boxers ahead of GC2018

Toowoomba is set to embrace 2018 by hosting a team of athletes and support staff from Boxing Canada in the lead-up to GC2018.

Head Coach Daniel Trepanier recently visited the Darling Downs and was impressed by the region's facilities.

Boxing Canada will complete pre-Games training at Smithy's TGW Gym in Newtown also make use of The Glennie School's tartan running track and indoor pool.

"Everything we need we were able to find in Toowoomba. I was amazed by Smithy's Gym. It's top-notch – you don't see much better in the world."
Daniel Trepanier, Head Coach, Boxing Canada.

AHEAD OF THE GAMES – CHAPTER 5

Aboriginal and Torres Strait Islander initiatives

“To be involved in the very first RAP for a major event or a Commonwealth Games is absolutely amazing and fills me with pride.”

Marcia Browning, Elder



Aboriginal and Torres Strait Islander Initiatives

The Gold Coast 2018 Commonwealth Games (GC2018) is the first event of its kind to have a Reconciliation Action Plan (RAP).

INTRODUCTION

The GC2018 Reconciliation Action Plan was launched on 30 May 2017 and is being delivered by the Office of the Commonwealth Games (OCG) in partnership with several Queensland Government departments and agencies, and the Gold Coast 2018 Commonwealth Games Corporation (GOLDOC). It is the culmination of more than two years of consultation with community and government departments to identify tangible initiatives to create opportunities, respect and relationships with and for Aboriginal and Torres Strait Islander people through GC2018.

RAPs provide a framework for organisations to realise their vision for reconciliation, through practical plans of action based on relationships, respect and opportunities.

The GC2018 RAP aims to leave a lasting and meaningful legacy through:

- Procurement
- Employment and training
- Showcasing Aboriginal and Torres Strait Islander arts and cultures
- Building a culturally capable workforce.

We are already seeing progress towards achieving these legacies, particularly in terms of Indigenous economic participation. The development and launch of the RAP was underpinned by and has supported broad community engagement and cultural capability activities, helping to build understanding and respect for Aboriginal and Torres Strait Islander people, history and culture.

Further opportunities lay ahead across these areas through the delivery of:

- Reconciliation in Queensland Schools
- Creating Tracks
- Indigenous Volunteer Support Program
- Traditional Indigenous Games
- Indigenous language programs
- Embracing our Stories
- Healthy and Active lifestyle programs
- Cultural Capability Program.

Community support for GC2018 RAP

Community members pledged their support of the GC2018 Reconciliation Action Plan at the launch, recognising the significance for Aboriginal and Torres Strait Islander people. Aunty Iris Glenbar was the first to put her pen to paper, commemorating the RAP's gains in internal procurement, employment, staff training, events and awareness initiatives.



Yugambeh Elders Advisory Group

GOLDOC started its community engagement process on the Gold Coast in early 2015 by seeking advice from local Traditional Custodians and community members on its intention to develop a RAP for GC2018.

This led to the establishment of GOLDOC's Yugambeh Elders Advisory Group (YEAG) which endorsed GOLDOC's development of a RAP for GC2018.

YEAG former and current members are:

- Aunty Mary Graham
- Elder Patricia O'Connor
- Uncle Ted Williams
- Aunty Joyce Summers
- Aunty Carol Currie
- Uncle Kevin Page
- Uncle John Graham
- Uncle Victor Slokee
- Aunty Ethel Tuku
- Aunty Geraldine Page
- Aunty Marcia Browning



Indigenous Working Group

Under the guidance of the YEAG, an Indigenous Working Group (IWG) was formed to drive the development of the GC2018 RAP as it relates to the Gold Coast region.

The YEAG and supporting IWG includes representation from Traditional Custodians, Elders, Games Partners and local Aboriginal and Torres Strait Islander Service Providers.

IWG former and current members are:

- Craig Williams (Yugambeh Language Group Traditional Custodian)
- Rory O'Connor (Yugambeh Museum, Language and Heritage Research Centre)
- Jason Sandy (Dreamworld Corroboree Mentor)
- Brad Currie (Mununjali Housing)
- Kieran Chilcott (Kalwun and Jellurgal Burleigh)
- Mark (Charlie) Fay (Tweed Men's Health Group)
- Clinton Brewer (Ngarang-Wal Gold Coast Aboriginal Association)
- Larissa Smyth (Community Representative)
- Louisa Panuel (OCG)
- Linda Biunaiwai (Department of Aboriginal and Torres Strait Islander Partnerships)
- Al Mucci (Indigenous Relationship Manager, GOLDOC)
- Travis Couch (Manager Executive Operations, GOLDOC)

ACHIEVEMENTS

Indigenous businesses

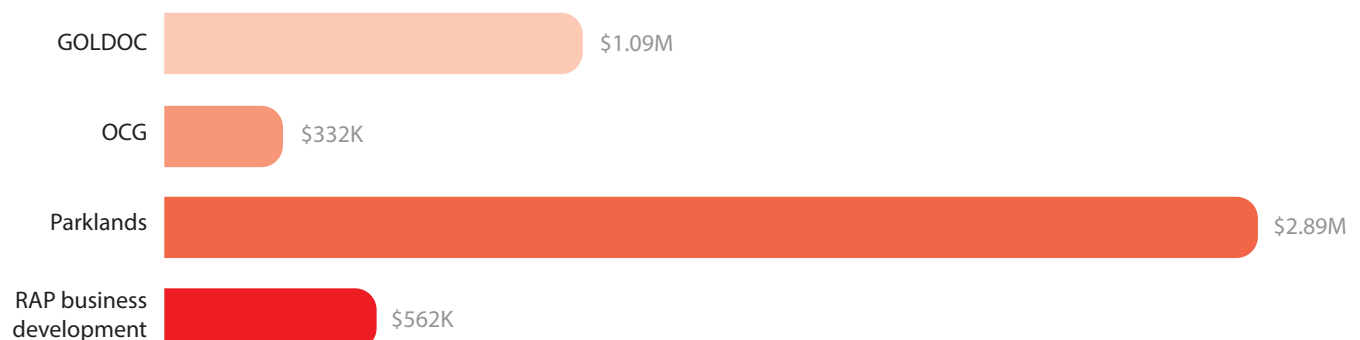
A key action of the GC2018 RAP is to develop partnerships to support Aboriginal and Torres Strait Islander businesses¹ to secure GC2018 procurement opportunities. With the support of the Queensland Government Department of Aboriginal and Torres Strait Islander Partnerships and the Department of State Development, OCG and GOLDOC are working together to raise awareness of GC2018 opportunities amongst Aboriginal and Torres Strait Islander businesses and to implement strategies to support Aboriginal and Torres Strait Islander businesses to make the most of the Games time opportunity.

To date, nearly \$5 million worth of contracts have been secured by Aboriginal and Torres Strait Islander businesses through the Games and as a result of the GC2018 RAP (see Figure 5.1).

Aboriginal and Torres Strait Islander businesses have secured:

- More than \$1.4 million worth of Games-related contracts and purchase orders across GOLDOC and OCG
- Nearly \$2.9 million in contracts as part of the Parklands redevelopment for the Commonwealth Games Village
- About \$562 000 in additional work through GC2018 RAP business development activities—of which \$550 000 was secured following participation in a business development program

Figure 5.1 Value (\$) of Games-related and RAP business development supported contracts awarded to Aboriginal and Torres Strait Islander businesses, as at 30 September 2017



¹ At least 50% Indigenous ownership.

Games spend supporting Indigenous businesses



Karen Seage,
Snap Underwood Franchise Owner

Snap Underwood is an Indigenous business on the supplier panel for OCG and has printed flyers, large signage and promotional products.

Their proudest moment was printing the GC2018 Reconciliation Action Plan.

"Producing work for the Office of the Commonwealth Games has filled our workplace with energy and excitement.

"My staff are the first to let everyone know how privileged we feel.

"I hope I can inspire other Indigenous women to have confidence, think big and know they are capable of achieving success."

Karen Seage, Snap Underwood Franchise Owner



Nikki Chenoweth,
Jimboomba's Bush Therapies

An Indigenous owned and operated business south of Brisbane has been selected to supply its jewellery as official merchandise for the Games.

Jimboomba's Bush Therapies, owned by Aboriginal artist Nikki Chenoweth, was the event's first 100 per cent Indigenous-owned sub-licensee.

Ms Chenoweth and her small team of family and friends plan to create thousands of pieces in the lead-up to the Games next year.



Leeton Lee,
**Cultural workshop facilitator
and didgeridoo performer**

Leeton Lee, a descendent of the Bundjalung and Thunghutti tribes in New South Wales, and the Mualgal tribe of Moa Island in the Torres Strait, is an artist, cultural workshop facilitator and didgeridoo performer.

After attending regular RAP community meetings, Leeton grew more confident to seek out Games opportunities for his business, Leets Dreaming. He has since collaborated with licensee, MATEVENTS, and sub-licensee, Jacaru Australia, to produce a limited-edition hat and leather wallet as part of the official merchandise for GC2018. He is also providing designs for Team Scotland, which will be used by the team in acknowledgement of the First People in Australia.

"The RAP has motivated me to strengthen my business and has boosted my profile as an Indigenous artist.

"It's great to be a small part of the Commonwealth Games, I hope my involvement can inspire and encourage other young people to pursue their dreams and believe in themselves.

"I am not sure I would have had these opportunities without the RAP. I'd encourage other Indigenous businesses to seek out opportunities under the RAP – it gives us a chance to share our culture, values and experiences with the world."

Leeton Lee, Leets Dreaming



Employment and training

Supporting Indigenous businesses greatly increases training and employment opportunities for Aboriginal and Torres Strait Islander people.

Positive outcomes delivered through the GC2018 RAP business development activities and Games projects include:

- More than 80 training opportunities for Aboriginal and Torres Strait Islander people
- About 72 Indigenous trainee hours through the Belmont Shooting Complex upgrade
- More than 200 Aboriginal and Torres Strait Islander employment opportunities, including through the construction of the Parklands redevelopment (see Figure 5.3 and case study below).

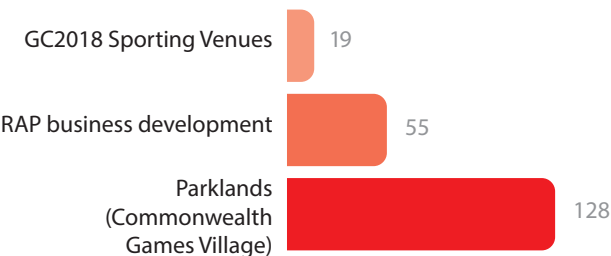
Various training and employment opportunities beyond the Games have been secured through the GC2018 RAP business development activities:

- Birrong Indigenous services partnered with Verifact group to train 30 Indigenous participants in traffic control and guarantee employment to all participants who successfully complete the program.
- 25 business administration traineeships with local councils across the host and event cities (Gold Coast – 10; Brisbane – 10; Cairns – 3; Townsville – 2).

Figure 5.2 Aboriginal and Torres Strait Islander training opportunities, by project, as at September 2017



Figure 5.3 Aboriginal and Torres Strait Islander employment opportunities, by project, as at September 2017



Parklands Indigenous participation

Grocon Reconciliation Action Plan

The Parklands Project is as an example of the positive outcomes that can be achieved through a dedicated focus on Aboriginal and Torres Strait Islander participation.

Outcomes for Indigenous people have been achieved through strategic partnerships:

- DMAC Personnel helped Grocon hire both qualified and trainee Aboriginal and Torres Strait Islander Australians across all aspects of the project
- TAFE QLD helped build the capacity of 15 local Aboriginal and Torres Strait Islander businesses
- Yourtown and the Gold Coast School of Construction have been integral to the training programs for school students and mentoring apprentices, trainees and project team members.

Grocon CEO Craig Mitchell said Grocon encouraged all Parklands Project team members and the local community to develop a deeper understanding and appreciation of Indigenous culture and history as part of a company-wide Reconciliation Action Plan.

“The plan offers learning and development opportunities to everyone within the organisation to acquire knowledge about our cultural heritage. Part of that is providing learning and development opportunities for Aboriginal and Torres Strait Islander people in our office and on our projects. I hope that a legacy of the project is a brighter future for the people who have worked on it.”

Craig Mitchell, CEO, Grocon

Incognitus employment opportunities

Australian company Incognitus has been appointed the Official Housekeeping Service for the Games, including committing to recruit up to 50 Aboriginal and Torres Strait Islander people as part of the 450-strong workforce.

Incognitus is responsible for housekeeping, common area cleaning, waste services and the resident serviced laundries within the Commonwealth Games Village.



Raising awareness and understanding of Indigenous culture

GC2018 provides opportunity for a major sporting event to showcase leadership towards reconciliation in Australia and promote reconciliation to a diverse international audience.

Each of the 70 competing GC2018 Commonwealth Nations has its own unique culture and history.

Through the RAP, GC2018 will recognise, celebrate and respect the traditions and the unique position Aboriginal and Torres Strait Islander people hold as the traditional custodians of the land in Australia.

The Queen's Baton

The Queen's Baton is the centrepiece of the Queen's Baton Relay (QBR), a Games tradition that celebrates the Commonwealth's diversity, inspires community pride and excites people about GC2018.

Made using macadamia wood, spinifex paper and reclaimed plastic sourced from Gold Coast waterways, the Baton's design has been inspired by the region's vibrant spirit and Indigenous heritage.

Spinifex Paper

Spinifex is a grass-like plant with extensive traditional Indigenous uses. Created in Queensland using Spinifex materials and resin sourced from North West Queensland alongside other Aboriginal initiatives, the custom-made paper is an example of what can be achieved by combining traditional techniques and modern material technology. The University of Queensland re-interpreted the Spinifex into cutting-edge sustainable material technologies, producing a thin, tough and special bespoke paper.

Macadamia Wood

The macadamia tree is native to the Gold Coast region and serves as an important symbol and example of traditional sustainable cultural practice. As groups travelled through Country, macadamia nuts were planted along the journey to mark the way and provide sustenance for future generations. Elders would do this with children and at the same time share knowledge, information and stories. The macadamia tree not only provided food sustenance, but cultivated the youth into the future.

Yugambeh Elder, Ms O'Connor's story about her grandmother, who was born in the 1850s, inspired the use of macadamia nut wood in the Baton's design.

Two Gold Coast Indigenous Elders joined launch of the Gold Coast 2018 Commonwealth Games Queen's Baton Relay in London

When Yugambeh Elders, Patricia O'Connor and Ted Williams, joined Her Majesty Queen Elizabeth II at Buckingham Palace on Commonwealth Day, Monday 13 March 2017, a symbolic message of acknowledgement, respect and reconciliation resounded through the Commonwealth.

In a Commonwealth Games first for a QBR commencement ceremony, Traditional Custodians of the Yugambeh Language Group, on which the vast majority of GC2018 will be held, delivered a moving invitation to First Nations people of the Commonwealth to join in the celebrations of GC2018 on Yugambeh land.

Yugambeh Elder Ted Williams delivered the GC2018 First Nations invitation alongside Yugambeh Elder Patricia O'Connor (extract below).

"When I was a little girl I was cracking Queensland nuts and she said she had planted those nuts when she was a little girl walking with her father along the river at Nerang. She said 'I saw the trees grow'...I always remembered the story and I passed it on to my children."

Patricia O'Connor, Yugambeh Elder

Jingeri Jimbelung (Hello, my friends)

Patricia and I have great pride to be here today as part of this special occasion to mark the start of the Queen's Baton Relay, a journey that will culminate on the Gold Coast, Australia as part of the opening ceremony of the Commonwealth Games in April 2018.

Our Commonwealth has many First Nations people, and as Traditional Custodians of the Yugambah land on which the next Games will be held, we extend an invitation to all other First Nations people of the Commonwealth to join us in a twenty-first century style celebration of the Commonwealth Games.

We look forward to welcoming people from all over the Commonwealth to Yugambah land in April 2018. These Games will afford a celebration of sport, in tandem with a celebration of all of the wonderfully diverse cultures that reside within our Commonwealth for both the enjoyment and the betterment of all.

*Excitement is high as we await your arrival.
Nyah-nya-bu (Goodbye)*



2017 marked two significant anniversaries in Australia's reconciliation journey:

- 50 years since the 1967 referendum
- 25 years since the historic Mabo decision.

As OCG and GOLDOC plan and prepare for the Games, many activities have been undertaken to raise staff awareness and understanding of Indigenous histories and cultures as part of a shared workforce journey towards reconciliation:

1. Involvement in key Aboriginal and Torres Strait Islander milestones and events:
 - National Reconciliation Week
 - NAIDOC Week
 - Ninth Anniversary of the National Apology to Australia's Stolen Generations.
2. Cultural Capability:
 - Interactive training sessions to increase staff awareness of Aboriginal and Torres Strait Islander histories, cultures, engaged protocols and build a culturally capable workforce
 - Participation in Reconciliation Australia's biennial Workplace RAP Barometer survey in 2016 — the majority of OCG staff who had participated in at least one RAP activity either agreed or strongly agreed (87 per cent) that Aboriginal and Torres Strait Islander people hold a unique place as the first Australians
 - Online 'Keeping place' developed as part of the Queensland Department of Tourism, Major Events, Small Business and the Commonwealth Games' intranet to provide information and resources
 - Acknowledgement of Country at major events
 - 'Word of the Week' campaign embracing Aboriginal and Torres Strait Islander words and meanings
 - Commemoration plaque to acknowledge the Traditional Owners and the Aboriginal, Torres Strait Islander and Australian flags displayed in the OCG office.

NAIDOC week 2017

The Embracing 2018 RAP implementation team attended the Musgrave Park Family Fun Day in July 2017. The event is Australia's largest NAIDOC Week celebration and an ideal opportunity to spread the word about the Embracing 2018 Legacy Program and GC2018 Reconciliation Action Plan.

Showcasing Aboriginal and Torres Strait Islander arts and culture

GC2018 Reconciliation Action Plan – The Artwork Story



The Artwork Story

WITH SHARED VISION, TOGETHER IN UNITY, WE MOVE FORWARD WITH ENERGY AND LEAVE OUR LEGACY

The journey begins with a vision, a vision for a reconciled Australia, where we gain strength in the knowledge and respect we share with one another. Learning from the truth of our past, we look to the future with excitement and energy for all it can bring. Strong in culture and purpose, our energy sustains us on the journey where united as a nation we take small steps together, leaving behind a legacy for all that follow of a reconciled and vibrant future.

Lead artist and designer on the Gold Coast 2018 Commonwealth Games RAP artwork Jenna Lee is a proud Larrakia woman from the Brisbane based Indigenous creative agency Gilimbaa. Jenna Lee's artistic practice is strongly influenced by her heritage as she takes inspiration from traditional artwork styles, drawing on the rich artistic practices of her Larrakia ancestors.

Borobi

The GC2018 mascot Borobi (meaning koala in the local Indigenous Yugambeh language) is ready to 'jingeri' (welcome) everyone to the most 'jimbelong' (friendly) Games.

Borobi's distinctive paw prints were created by Chern'ee Sutton, a contemporary Indigenous artist whose heritage lies with the Kalkadoon people of Mount Isa. She started painting on canvas with acrylics paints at age 13.

Each country of the Commonwealth is represented by the campsite or meeting place (on the feet), which has both a male and female athlete symbol around it, athletes from each Commonwealth country and their journey to GC2018, followed by the spectators and supporters also travelling to the Games.

The athletes arrive at GC2018, which is represented by the main campsite. This also represents the ocean/water in the Yugambeh symbols. The main campsite has male and female athletes from each country of the Commonwealth sitting united. The athletes then continue their journey competing for gold at the Commonwealth Games at the various locations. The wavy lines in the fingertips represent the 11 days of competition and the scattered dots represent the spectators from all over the world who will come to support the Games.



GC2018 ambassadors



Cathy Freeman OAM is an official GC2018 Ambassador. Ms Freeman was the first female Aboriginal athlete to win gold at a Commonwealth Games, at Auckland in 1990 at age 16. In 1994, she then won gold in both the 200m and 400m at the Commonwealth Games in Victoria, Canada.

"I'm excited to join such a special group of athletes as a GC2018 Ambassador and spread the word about the Games. Australia has a long history of delivering successful major sporting events and the Gold Coast won't be any different."

Cathy Freeman



Three-time Olympian, NBA championship winner and proud Indigenous athlete, Patty Mills, is also an official GC2018 Ambassador. Patty was born in Canberra, his mother is Aboriginal and his father is from Thursday Island. Widely recognised as one of Australia's best basketball exports, Patty is an inspiration for many young Australians and a leader within Indigenous communities across the country.

Patty is a point guard for the San Antonio Spurs with whom he won an NBA crown in 2014.

"It's an honour to join an inspiring and talented group of Australian athletes as an official ambassador for the Gold Coast 2018 Commonwealth Games. I'm a proud Indigenous Australian and I'm excited to spread the word about the Commonwealth Games being in my home country and the return of basketball for the first time since Melbourne 2006."

Patty Mills



GC2018 ambassador, Shantelle Thompson, is world champion in Brazilian Jiu-Jitsu and Australian wrestler. Shantelle's road to success has been a winding one. Shantelle was sent on a path of discovery after her diagnosis with post-natal depression, a path that lead her to a Jiu-Jitsu world championship and now a bid to qualify for the Gold Coast 2018 Commonwealth Games in wrestling. Shantelle is known to her Indigenous community as the 'Barkindji Warrior', a title she takes very seriously and role models frequently in her community, influencing youth leadership and female empowerment.

"I don't allow other people's perceptions or boundaries of what's possible define what I do. By leading with your heart and having the discipline and the courage to pursue what you see as possible anything can happen and even if you don't achieve that end outcome, other things will come from it."

Shantelle Thompson



Taliqua Clancy

Taliqua, a GC2018 ambassador, is one of Australia's top beach volleyball players. Taliqua is from the Wakka Wakka Aboriginal people in Kingaroy, Queensland, and became the first Aboriginal woman to compete in Olympic beach volleyball at the 2016 Olympic Games in Rio de Janeiro, Brazil.

"I want to be a role model and I want to inspire other Aboriginal kids, Aboriginal athletes, Aboriginal people in general, to get out and chase their dreams."

Taliqua Clancy



Brooke Peris

Darwin-born Brooke Peris is a GC2018 ambassador, senior member of the Hockeyroos and mentor for young girls coming through the ranks. Off the field, Brooke hopes to inspire her community to pursue their dreams and not be frightened by them.

"It's really about challenging yourself and getting out of your skin and going to live your dreams."

Brooke Peris

GC2018 medals



**Medal designer –
Delvene Cockatoo-Collins**

Delvene Cockatoo-Collins is a local Nunukul, Ngugi and Goenpul woman of Quandamooka Country, who lives and works on Minjerribah, North Stradbroke Island – her mother and grandmother's birthplace.

Delvene draws upon inspiration from the moments that are shared with her family, particularly her mother, and the written words of her grandmother. She translates these narratives into her own contemporary interpretations to ensure their continuation.

Delvene was engaged to design the artwork for the GC2018 medals. She focuses her designs around the beautiful coastlines and the significance of the coast.

"My inspiration was drawn from the Gold Coast coastline, which for many generations, has been a place for gathering, meeting and sport."

Delvene Cockatoo-Collins

The medal design represents soft sand lines which shift with every tide and wave, also symbolic of athletic achievement.

The continual change of tide represents the evolution in athletes who are making their mark. Records are made and special moments of elation are celebrated. Although the moment in time may be fleeting, it is forever marked within the shells that are brought upon its tidelines.

The ribbon represents the woven strand of the freshwater reed, yungair, which is three reeds woven to form a pattern resembling many triangles joined together. This is reminiscent of the South East Queensland and Gold Coast areas.



Celebrating Indigenous Cultures

Queensland Reds Indigenous Round jersey

As part of NAIDOC Week 2017, the Queensland Reds unveiled its 2017 Indigenous Round jersey, designed by Cherbourg student Janita Langton.

Embracing 2018 is supporting Janita by contributing to a \$2000 bursary to help further her studies and artistic pursuits.



Volunteer Selection Centre Artwork

Indigenous artist Chern'ee Sutton is helping volunteer applicants, Games organisers and media leave their mark through a colourful fingerprint artwork.

The painting, which features Australian native animals and the footprints of Games mascot Borobi, will hang in the Athletes Village.

"I feel really proud and honoured to be able to be involved with the Commonwealth Games and to be part of the volunteers' journey as well."

Chern'ee Sutton



Traditional weaving workshop

The Office of the Commonwealth Games joined a local weaver to celebrate National Reconciliation Week.

Sonja Carmichael is a Quandamooka woman from Minjerribah (North Stradbroke Island).

Her woven baskets and sculptures reflect her family's spiritual connections with the land and seas of Minjerribah.

Sonja's practice is inspired by this long-standing connection to the land, and cultural regeneration and rediscovery are her motivation to continue.

"I'm happy to share my weaving and knowledge of country. It's all about celebrating culture, weaving all together, and sharing."

Sonja Carmichael



Torres Strait heritage inspired backboard design

Commonwealth Games Ambassador Patty Mills attended the Gab Titui Cultural Centre to present an autographed backboard and basketball to the community for display in the gallery.

The pieces were donated by Patty to mark his visit to the Torres Strait Islands and celebrate Thursday Island art.

The backboard—inspired by Torres Strait heritage—was designed by multi-skilled contemporary artist Brian Robinson, who grew up on Thursday Island.

Torres Strait Regional Authority Chairperson Napau Pedro Stephen AM thanked Patty for his thoughtful gift.

“The artwork has been carefully created to reflect the Torres Strait culture. The turtle was drawn on the linoleum and then carved out carefully following the linear design of the animal. The background markings and patterns, known as mineral, are traditional Torres Strait designs and were carved spontaneously and free-hand.”

Napau Pedro Stephen, Chairperson, Torres Strait Regional Authority

The backboard started its journey in Melbourne as a marine ply backboard with a ring, before being shipped to Brisbane, wrapped with the print and coated in acrylic to ensure its longevity.

The backboard then travelled to Cairns to a special Commonwealth Games function where Patty and his teammate Tommy Pau signed the artwork which has now arrived at its final destination, the Gab Titui Cultural Centre.

“Patty is an inspiration to all Torres Strait Islanders and the community is always excited when he returns home,” he said.

“He has achieved so much in his chosen field and continues to be a role model for our young people.”

Team Scotland proud to be collaborating with local artist Leeton Lee

In the build-up to GC2018, Team Scotland is collaborating with well-known local artist, Leeton Lee, to develop its design theme for the Games.



Team Chef de Mission Jon Doig OBE said the exciting initiative was part of the team’s acknowledgement and mark of respect for the First Nations people of Australia and specifically the Yugambah people of South East Queensland.

“When we prepare for each Games, we like to connect with the host country’s culture in the true spirit of the ‘Friendly Games’ and express this in the imagery and branding used within our team area of the Village and for our team hospitality venue, Scotland House,” Mr Doig said.

“Following an introduction from GOLDOC, we have been working with Leeton over recent months to develop a meaningful piece of original artwork, which our design agency Brand Oath can then adapt for use across a range of promotional materials.

“We are thrilled with what he has produced and how it tells the story of our journey to Gold Coast.

“We are looking forward to coming back with our athletes in April and seeing how it beautifully illustrates the connection between our two countries and our enthusiasm for participating in these Games.”

Aboriginal and Torres Strait Islander artist, Leeton Lee, began his painting journey in early 2013 and is developing his art continually.



"I am very excited to have been approached to design the story for Team Scotland and tell their journey through my art," Mr Lee said.

"I was also happy to know that part of the reason for the use of Aboriginal art was as an acknowledgement to the First Nations people here in Australia. I love sharing my culture and art with people any chance I get."

The artwork has been approved by the Yugambah Elders Advisory Group for use in promotional materials produced by Team Scotland for the Gold Coast 2018 Commonwealth Games.

OPPORTUNITIES

Games Partners are continuing to deliver the GC2018 RAP in the lead-up to the Games to create opportunities, respect and relationships with and for Aboriginal and Torres Strait Islander people.

Key initiatives being delivered by OCG are summarised below.



Indigenous Volunteer Support Program

The Indigenous Volunteer Support Program (IVSP) aims to increase Aboriginal and Torres Strait Islander volunteer representation at GC2018 and provide active lifestyle opportunities for Indigenous people.

IVSP is a partnership between OCG, GOLDOC and PCYC Queensland's Indigenous Programs Unit. It will support Aboriginal and Torres Strait Islander people from remote and regional communities to volunteer at GC2018 by providing assistance with accommodation and travel.

Post-Games, volunteers supported through IVSP will be expected to deliver two events to ensure a legacy for their communities.

Creating Tracks

Creating Tracks will support Queensland's Aboriginal and Torres Strait Islander businesses working within the hospitality, tourism and the arts industries to leverage opportunities from GC2018.



In partnership with TAFE Queensland, Creating Tracks will prepare Indigenous businesses to seize opportunities through:

- Tailored development workshops and practical marketing sessions in Brisbane, Stradbroke Island, Gold Coast, Townsville and Cairns
- One-to-one mentoring for selected businesses
- Additional development opportunities to meet individual business needs
- Referral pathways to complementary state, local or federal government programs.



Traditional Indigenous Games

This project will deliver infrastructure to showcase traditional games within public spaces. Building on the Gold Coast's Kaialgumm Trail, the project will partner with Nature Play Queensland to provide active lifestyle opportunities for Aboriginal and Torres Strait Islander people, as well as demonstrate respect and raise awareness of Indigenous cultures to a national and international audience.

Signage will include instructions to download online resources for game information and rules.



Reconciliation in Queensland Schools

The Reconciliation in Queensland Schools (RIQS) initiative provides grants of up to \$5000 for projects that promote reconciliation in Queensland State primary schools.

Successful projects are:

- focusing on stronger relationships between Aboriginal and Torres Strait Islander people and the broader Australian community through genuine and mutually beneficial engagement
- increasing understanding of Aboriginal and Torres Strait Islander histories, languages and cultures through school-based learning activities
- acknowledging and celebrating the valuable contributions made by Aboriginal and Torres Strait Islander people
- celebrating Aboriginal and Torres Strait Islander key dates and national events.

Successful schools include:

- Beaudesert State School: Indigenous Mural and Acknowledgment Plaque YARNINGarden: Yarning, Art, Respect and Nourish Indigenous Nature Garden
- Ipswich West State Special School: Indigenous Mural 2017
- Bald Hills State School: The Turrbal Walkabout Heritage Trail
- Gowrie State School: Gummingurra: part of something, you and us
- Torquay State School: Linking Community to culturally significant sites
- Kawana Waters State College: Bush Tucker Garden and Indigenous art story
- Eidsvold State School: Wakka Wakka Revitalisation
- Mossman State School: Respect and Consultation: Honouring Kuku Yalanji language
- McDonnell Creek State School: Mural – Rainforest Place on Yidinji Land



Embracing Our Stories

Funding will be provided to local councils in the host and event cities to increase awareness of Aboriginal and Torres Strait Islander histories and cultures. Projects must demonstrate reconciliation in a public space through permanent physical infrastructure.

The first project is the Skylore Indigenous Astronomy installation at the Brisbane Planetarium, which will include a gallery wall and videos.

Queen's Baton Relay (QBR) Acknowledgement Plaque

As part of the Embracing 2018 QBR Community Celebrations Grant Program, eligible Queensland communities along the QBR route can receive a commemorative plaque. The plaque design and wording will pay respect to Traditional Owners of the area.




RAP Evaluation

A program evaluation will be undertaken specifically for the GC2018 RAP, with reporting expected in mid-2018. The GC2018 RAP evaluation will provide a robust and comprehensive assessment of the achievements, challenges and learnings resulting from the development and implementation of the RAP. It will inform the Post-Games evaluation report for the Embracing 2018 Legacy Program and also provide a legacy for the future development of RAPs for other major events.

AHEAD OF THE GAMES – CHAPTER 6

Arts and Culture



"It's this burst of energy, this burst of investment and often it's where the impossible becomes possible. There is so much more happening than just sport."

Louise Bezzina, Artistic Director, Bleach* Festival

Arts and Culture



The Gold Coast 2018 Commonwealth Games (GC2018) will offer more than unforgettable days of world class sporting competition. It will showcase the best of Queensland's arts, culture and lifestyle.

INTRODUCTION

The Commonwealth Games traditionally features a cultural program that complements the sporting program and engages the community.

Previous hosts in Glasgow, Manchester and Melbourne demonstrated how cultural programs are integral to the success of the Commonwealth Games, and essential in creating a sense of celebration and excitement.

The cultural program for Glasgow in 2014 attracted more attendees than many of the sporting events, with the cultural and arts event hubs drawing an audience of 750 000 – equal to the entire athletics program.

Festival 2018 is the arts and cultural program for GC2018 that will deliver artistic and community legacies through its programs and investments in the arts.

ACHIEVEMENTS

Festival 2018

Communities across Queensland are preparing for Festival 2018, an exciting and inspiring events program to engage Queenslanders and celebrate GC2018.

Festival 2018 will be held across the state over the 12 days of GC2018. It will include hundreds of free events, performances, activities, installations, public art commissions and other family-friendly activations around Games venues and throughout the host and event cities.

Locations:

- Cairns
- Townsville
- Brisbane
- Gold Coast

Festival 2018 aims to:

- celebrate the spirit of the Commonwealth through arts and culture
- actively engage Queenslanders in arts and culture
- uncover and showcase the best of Queensland's culture and active, healthy lifestyle
- enhance and extend the Games experience
- reinforce the value that arts and culture contributes to society and communities.

It will feature artistic events that celebrate the spirit of the Commonwealth, reflect the state's lifestyle, culture and creativity and capture the vibrancy of Queensland and its communities.

Festival 2018 is designed for a diverse audience and will reveal some of Queensland's best kept arts and cultural secrets, with events across the Gold Coast and event cities – Brisbane, Townsville and Cairns. Festival 2018 will enliven public spaces in iconic and unexpected locations.

Key program priorities include partnering with Aboriginal and Torres Strait Islander people to share their stories with the world and celebrate Queensland's Indigenous cultures.



Festival 2018 Creative Principles

Arts and Culture – at the centre of Festival 2018 will be arts and cultural activities that enhance the cultural life of the host and event cities.

Quality – Festival 2018 aspires to deliver exceptional and engaging content that has been achieved through high-quality processes and an integrated approach.

Change – Festival 2018 will inspire opportunities for positive change across cultural, social, political, human and environmental areas.

Balance – Festival 2018 creative content will be delivered with a broad balance of artistic and cultural pursuits, sourced from artists locally, nationally and internationally from the Commonwealth and beyond with creative content that appeals to a broad range of audiences.

Diversity and inclusivity – Festival 2018 will be delivered by a range of voices, inclusive and respectful of culture, gender, ability and representation.

Celebration – Festival 2018 will inspire hope, optimism and a sense of occasion.

Transformation – Festival 2018 creative content has been selected where it can contribute towards supporting and strengthening the local creative sector by nurturing collaborations, increasing profile and reaching new audiences.

Indigenous and First Nations – Festival 2018 will deliver powerful Aboriginal and Torres Strait Islander and First Nations presence across the program. It will be meaningful, engaged and respectful, and developed in conjunction with and in response to the needs of the community.

Engagement – Festival 2018 will be community focused, providing ample opportunities for communities (particularly children and their families) to actively participate in creative experiences that celebrate Commonwealth values and relationships. Festival 2018 creative content will present a contemporary and positive image of the host city and event cities, and of Queensland, that reflects the diversity of local culture and lifestyle. Programming will be free of charge wherever possible.

Festival 2018 on the Gold Coast

Festival 2018 on the Gold Coast will be a 12-day event transforming public parks, beaches and streetscapes of the Gold Coast; galvanising the city, inspiring audiences and celebrating GC2018.

The Festival 2018 program will include world and national premieres and new public art installations.

International and national artists will be engaged to collaborate with and inspire emerging artists within the Gold Coast arts community.

There will be opportunities for the community to join discussions, workshops and talks on issues facing Commonwealth nations.

The Gold Coast's annual Bleach* Festival will be integral to the success of the artistic program. Bleach* at Festival 2018 will commission and produce works that use the Gold Coast's world famous natural landscapes as venues for expression, curated to encourage community ownership and participation. It will provide legacy-building capacity for both Gold Coast artists and the community.

Festival 2018 will feature two hubs on the Gold Coast, at Surfers Paradise and Broadbeach.

Surfers Paradise and Broadbeach were selected based on centrality, access, set-up and capacity to accommodate festival activities over the GC2018 period.

Festival 2018 in Brisbane

Festival 2018 will engage Brisbane in an inclusive and diverse arts and cultural program showcasing the capital as a vibrant, creative city.

City streets, laneways and public places will host music program, *City Sounds*, and street art program, *Brisbane Canvas*. Brisbane's inaugural art exhibition – *Botanica* – in the Botanic Gardens will feature international and national artists.

Engagement initiatives such as *Songs of Our Suburbs*, will celebrate Brisbane's diverse and authentic cultural voices.

Cultural tourism opportunities for Aboriginal and Torres Strait Islander artists include visual arts program, *Maiwar*, and performance program – *Gathering*. The festival will include performance, dance, art, film and music to reach new audiences.

Festival 2018 in Townsville

Plans are underway to reflect the military and industrial heritage of the Townsville region through unique public art projects and performances at Queens Gardens, The Strand and Jezzine Barracks. The program will include a Military Tattoo or Beating the Retreat-style event hosted by the 3rd Brigade of the Australian Army based in Townsville at the historically significant Jezzine Barracks Parkland. This event will welcome athletes and mark the opening of GC2018 in Townsville.

The festival will also include a spiegel tent and the 400-seat octagon – venues never before seen in Townsville. Queens Gardens will host cabaret, song, music and theatre performances.

Other features will include roving puppets and a colossal shipping-container art project. The *Container Art Park*, unveiled over the course of the festival, will showcase renowned street artists who will transform up to 30 shipping containers as their canvas to be transformed into works of art.

The local Townsville arts and cultural community has the opportunity to include their own creative works in the festival, including Traditional Owners of the region, the Wulgurukaba and Bindal people, as well as the community from nearby Palm Island.

Festival 2018 in Cairns

Cairns Regional Council has plans to feature the diverse culture of this tropical city and unique Far North Queensland lifestyle.

The Esplanade will host festival hubs where residents and visitors can watch the Games live on big screens and enjoy live performances reflecting the region, its natural environment, cultural diversity and Indigenous history.

Cairns' welcome and opening ceremony will include a community celebration and live streaming of the Opening Ceremony from the Gold Coast.

Council is working with local artists, performers, musicians, and creative and community groups to develop a program of local, national and international acts.

The program will also include a theatrical production – locally devised, written, produced and presented – sharing the stories of Cairns through a 300-strong local cast.

Generate: Creative Development

Generate is a three-year program providing professional development for ten artists from the Gold Coast, to contribute to the creative capacity of the region in readiness for Festival 2018. Almost all artists in the program will have their work included in Festival 2018.

Generate is an initiative of the City of Gold Coast supported by the Queensland Government through the Regional Arts Development Fund and the Office of the Commonwealth Games.

Women of the World (WOW): Celebrating the Women of the Commonwealth

The Queensland Government has partnered with Of One Mind to deliver the first WOW Festival: Celebrating the Women of the Commonwealth as part of Festival 2018.

The partnership reflects the Queensland Women's Strategy objectives and is also consistent with the remit of the Commonwealth Games Federation's Transformation 2022 Gender Equality Taskforce.

WOW Festival at Festival 2018 will celebrate the achievements of girls and women from across Queensland and the Commonwealth.

Initiated in 2010 by Jude Kelly CBE, Artistic Director and CEO at London's Southbank Centre, WOW is now a global movement with year-round events in more than 15 countries.

WOW Festival will have a strong First Nations voice underpinned by consultation and collaboration with Aboriginal and Torres Strait Islander women.

The program is being developed through a series of 'Think-Ins': workshops where women and girls identify speakers, topics and artists of interest to them and their communities.

'Think-Ins' have been held throughout Queensland and the Commonwealth during 2017 including a dedicated event for young women and meetings in Lockhart River, Caboolture, Gold Coast, Jundah (Channel Country Ladies Day) and the Torres Strait Islands.

One Million Stars

One Million Stars to End Violence is a global weaving project created by local artist Maryann Talia Pau that has inspired individuals, groups and communities to weave stars to inspire light, hope and peace in the world.

In partnership with the Queensland Government, the project has received one million stars from all over the world, to be displayed as part of Festival 2018.

One million stars have been received from star weavers across 15 countries including Nigeria, USA, Canada, Kenya, Fiji, Barbados, Tonga, Japan, New Zealand, Malaysia, Samoa, Scotland, England, Cook Islands and Australia.

The Museum of Brisbane will design and host the One Million Stars installation as part of Festival 2018 during GC2018 in King George Square, Brisbane from 29 March to 15 April 2018.

"For me, it shows just how much we can achieve when we work together to create change and that it inspires a sense of hope, pride and belonging in our communities."

Maryann Talia Pau, Project Founder, One Million Stars

National Day of Action

In support of the One Million Stars to End Violence project, schools were invited to pledge to weave stars on the 2017 National Day of Action against Bullying and Violence. The day is Australia's key anti-bullying event for schools and calls on school communities to say 'Bullying. No Way!' and 'Take a Stand Together'.

More than 300 schools nationally took up the Stars Schools Challenge, with each star woven representing a school's commitment towards a bullying and violence-free environment.

The stars will be displayed in an installation as part of Festival 2018 at the Museum of Brisbane's home at City Hall in King George Square.

Our Million Stars Weaving Community

The star weaving community was surveyed in August 2017 about their participation. From the 268 surveys completed, findings show a broad reach and diversity of the community (see Figures 6.1 to 6.3):

- 72 per cent of star weavers were part of a community group or registered star weave community
- 84 per cent of star weavers were from Queensland, Victoria or New South Wales
- 7 per cent of star weavers were from overseas
- 96 per cent of star weavers were female
- 14 per cent of star weavers lived with a disability
- 14 per cent of star weavers lived in remote or rural areas
- 12 per cent of star weavers spoke another language other than English.

Figure 6.1 One Million Stars – How did you weave stars?

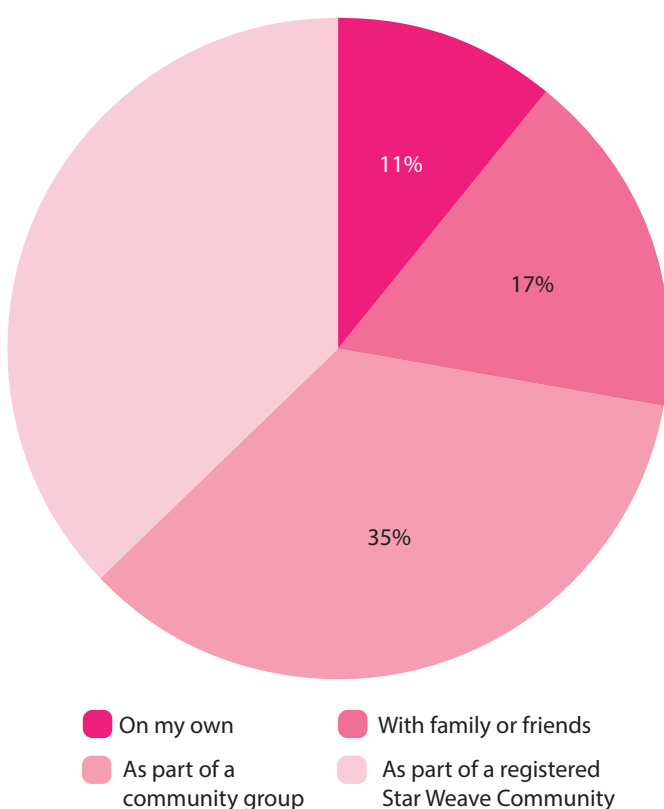


Figure 6.2 One Million Stars – Where do you live?

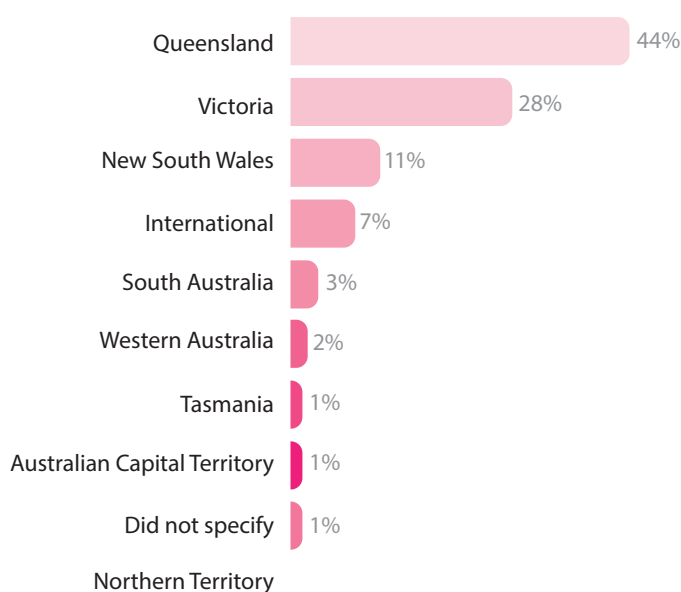
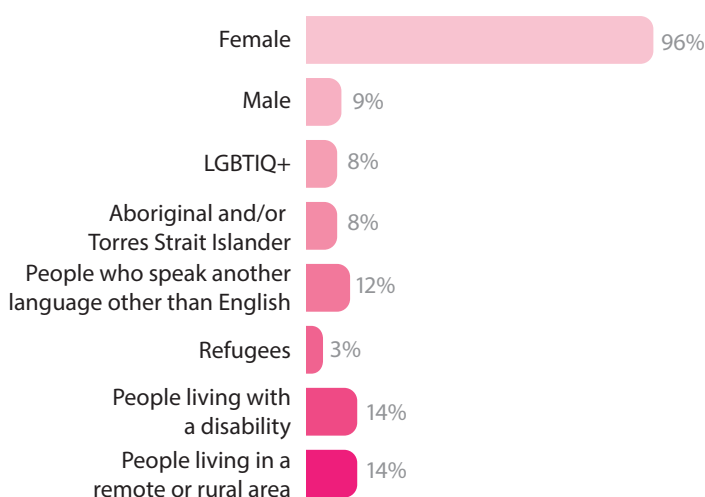


Figure 6.3 One Million Stars – Do you identify as any of the following?





© City of Gold Coast

Star weavers shared insight on why they chose to participate:

- “I felt like a part of the community of star weavers and I finally felt supported. I can officially say I was saved from him because of these stars.”
- “Domestic violence in our family and wanted to be verbal about bringing change for respect and a more peaceful world.”
- “Yes, a commitment to not being silent on all forms of domestic and family violence.”
- “Losing a relative to domestic violence motivated me to weave stars in her honour.”
- “My own healing journey from childhood abuse.”
- “Encourage discussions about peace, love, acceptance.”

The survey results clearly demonstrate the impact of the project, (see Figure 6.4) with nearly all the star weavers (96 per cent) responding that contributing stars made a collective statement for peace, against violence, and inspired them to participate in other projects in the community (87 per cent).

Figure 6.4 One Million Stars – Project impact



Griffith Review: New Commonwealth Now

New Commonwealth Now is a special edition of the Griffith Review to be published for GC2018 to reflect on both the past and future of the Commonwealth.

The review will feature some of the best in contemporary writing, research and thought leadership from across the Commonwealth. Topics will include culture, gender, sport, politics, climate change, equality, family, democratic participation and Indigenous knowledge and experiences.

Authors from a range of countries will write about what it means to be part of the modern Commonwealth:

- Australia
- Bangladesh
- Belize
- Canada
- Caribbean
- Fiji
- Ghana
- Grenada
- Guyana
- India
- Jamaica
- Kenya
- Malaysia
- New Zealand
- Nigeria
- Papua New Guinea
- Singapore
- South Africa
- Sri Lanka
- St Lucia
- Trinidad
- Uganda
- United Kingdom
- Zimbabwe.



Public Art Installations

Significant public art installations will be ready for the Games:

Gold Coast – Hi-Lights

Artwork designed by international artists LOT-EK titled *HI-LIGHTS* will welcome visitors and residents to the Gold Coast. Both artworks will be positioned at two of the city's busiest entry points, in the north along the Pacific Highway and in the south near the airport on the Gold Coast Highway.

Two local artists, Lumen.Cloud (Gold Coast based Michelle Xen and Richard Candy), will be mentored by and work alongside internationally renowned artists and fabricators, LOT-EK, as part of the project.

“It’s part of a real shift on the Gold Coast, which wants to show itself to the world as a forward-looking, sophisticated city, that values arts and culture.”

Professor Jay Younger, curator

The \$2 million installation will bookend the Gold Coast for the next 50 years and is part of the Public Domain Improvement Program – a GC2018 legacy project.

Cairns – Citizens Gateway to the Great Barrier Reef

New artwork, *Citizens Gateway to the Great Barrier Reef*, was unveiled on 31 August 2017 in Cairns.

Cairns Indigenous artist Brian Robinson took inspiration from his Indigenous heritage to create the artwork.

“The stingray is my family totem from my mother’s people, the Wuthathi from Shelburne Bay. Local Aboriginal artists from the Gimuy Walubara Yidinji people and the Yirrganydji people have created stingray designs which are sandblasted into the ground plane of the artwork to convey the unique cultural life and expression of Tropical North Queensland and the significance of the Reef and oceans to these people.”

Brian Robinson, Indigenous artist



© Tourism and Travel North Queensland



Gold Coast Sports and Leisure Centre Public Art

Artwork titled *Yimbun and Muyum: A Nerang River Love Story* is located at the entrance of the Gold Coast Sports and Leisure Centre. It tells the tale of a Muyum and Yimbun, a story passed down through generations of local Aboriginal families.

Local Gold Coast Indigenous artist John Graham was commissioned to complete the artwork.

“It not only means a lot to me and my mob but to a lot of people who call the Gold Coast home too, and that makes me very happy.”

John Graham, Indigenous artist

Fires on Top of Mountains

Fires on Top of Mountains (FOTM) is an arts activation that celebrates and showcases the culture, unique identity and stories of the Scenic Rim leading up to and during GC2018.

FOTM will include many fire arts and cultural projects including permanent artworks, street parties and gatherings across the region and will culminate in a *Fire on Water Finale* on Wyaralong Dam.

OPPORTUNITIES

GC2018 is an opportunity to showcase Queensland's creative talent and culturally diverse communities to a global audience.

The Festival 2018 arts and cultural program is shaping up to be a bold, inclusive and exciting 12-day celebration across the Gold Coast, Cairns, Townsville and Brisbane. Local artists are encouraged to get involved. Festival 2018 planning is underway and full program details will be released in February 2018.

AHEAD OF THE GAMES – CHAPTER 7

Sport and Healthy Lifestyles

"We believe that success from our athletes at the Commonwealth Games can inspire all Australians to pursue sport and an active and healthy lifestyle."

Craig Phillips, CEO Commonwealth Games Australia



Sport and Healthy Lifestyles

The Gold Coast 2018 Commonwealth Games (GC2018) represents much more than just the promise of an unforgettable sporting event—it represents a unique opportunity to inspire our community to lead healthier and more active lifestyles in our beautiful Queensland environment.

INTRODUCTION

The Embracing 2018 legacy programs aspire to build active, engaged and inclusive communities by motivating people to move more, value their health and be active for life.

From fitness in local parks and halls, through to grass-roots clubs and elite sporting pathways, Embracing 2018 legacy programs are supporting Queenslanders from all walks of life and abilities to find ways to be physically active and embrace a healthy lifestyle.

Legacy programs are also gearing up the sport and recreation industry to maximise increased interest in sport and recreation in the lead-up to, during and after the Games—ultimately supporting the industry's longer-term sustainability.

Active Queenslanders

Increased levels of physical activity can bring wide-ranging health and social benefits for adults and children. Recent research of Queensland participation in physical activity¹ found adult levels of participation were significantly higher than participation levels (outside school hours) of children. Among children, participation rates were slightly higher among boys than girls.

Research shows there is room for improvement with nearly one-third of Queensland children (32 per cent) not participating in any physical activity outside of school. Thirteen per cent of adults also responded they did not participate in any physical activity in 2016.

Research also shows participation rates were generally lower for Queensland adults who:

- have a disability or physical condition that restricts their life in some way
- are of Aboriginal or Torres Strait Islander origin
- are unemployed
- speak a language other than English at home.

While Queensland adults living in major cities had the highest participation in physical activities for sport, exercise or recreation, there were similar levels of participation across people living in inner regional, outer regional, and remote or very remote areas.

Queensland Adults (15 years+)

Participation in physical activity for sport, exercise or recreation in 2016



87% adults participated **at least once in 2016**



60% participated **at least three times per week**

79% participated **at least once per week**



Queensland children (up to 14 years)

Participation in organised sport or physical activity outside of school hours in 2016



68% children participated **at least once in 2016**



55% participated **at least once per week**



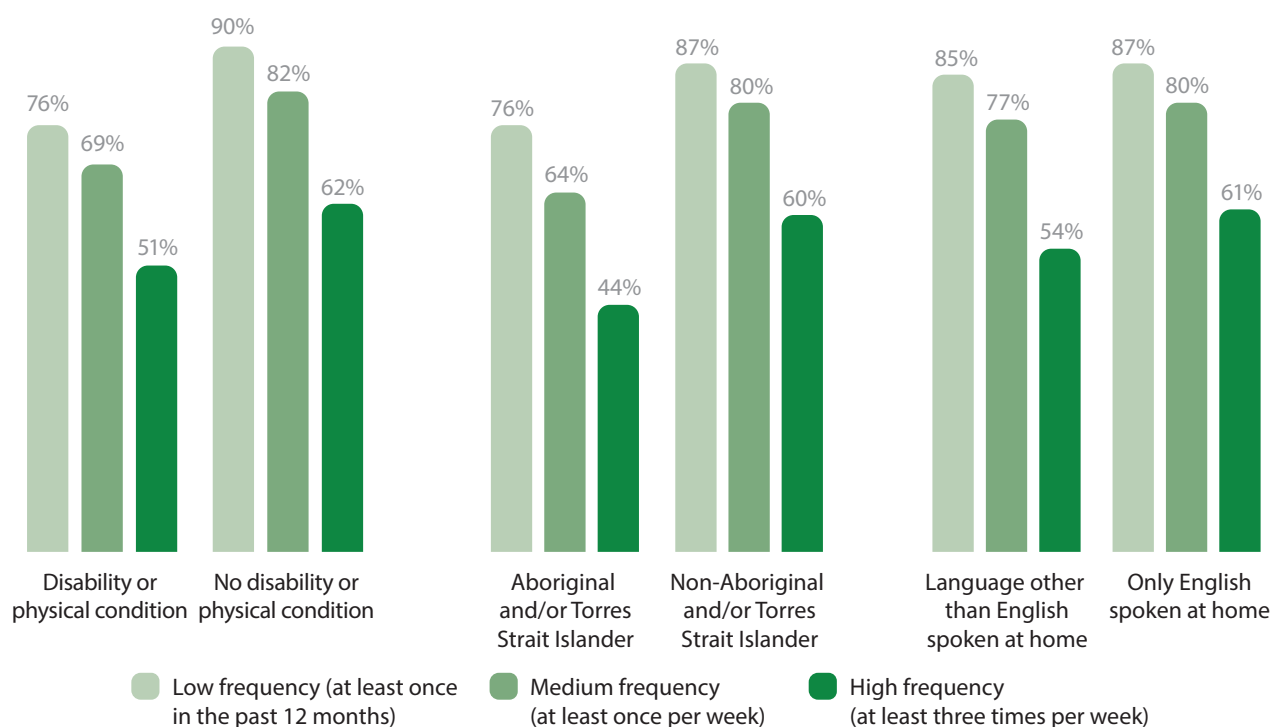
19% participated **at least three times per week**

¹ Australian Sports Commission, AusPlay survey results January 2016 – December 2016



© Tourism and Events Queensland – Mark Toia

Figure 7.1 Frequency of participation in physical activity, Queensland adults



The Embracing 2018 Healthy and Active programs aim to engage key target groups, include those with lower levels of participation in physical activity, including:

- people or communities who are not active
- Aboriginal and Torres Strait Islander people
- people with a disability
- regional communities
- culturally and linguistically diverse (CALD) people
- people from low socio-economic communities
- children.

Understanding the motivations for undertaking exercise and physical activity is important for maximising the success of the Embracing 2018 legacy programs. In 2016, the majority of Queenslanders participated for physical health or fitness (77 per cent), followed by fun and enjoyment (46 per cent) and social reasons (27 per cent). Women are more likely to cite physical health or fitness reasons, while men are more motivated by fun and enjoyment.



© Tourism Australia – Paul Harris

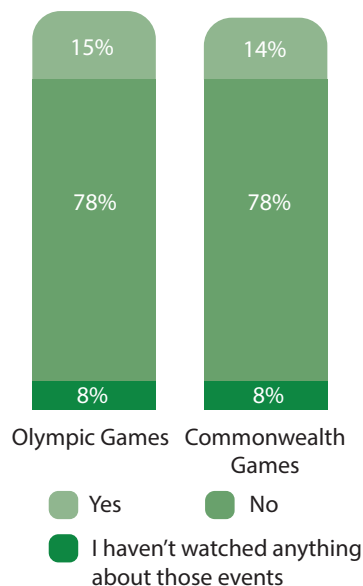
Future involvement in physical activity and impact of watching the Olympic and Commonwealth Games²

Queenslanders are generally optimistic about their future level of physical activity for exercise or recreation. While many expected their levels of physical activity to remain the same over the next 12 months (54 per cent), respondents were more likely to expect their levels of physical activity to increase (41 per cent) rather than decrease (5 per cent). This finding was evident across all types of respondents, regardless of their current level of physical activity.

More than three-quarters of Queenslanders stated their level of participation in sport, exercise or recreation activities was not likely to change as a result of watching the Olympic Games or the Commonwealth Games (78 per cent). Fourteen per cent indicated they were more likely to participate as a result of watching the Commonwealth Games, and this was higher among younger (18-44 years) than older (45 years plus) Queenslanders.

This highlights the importance of the Embracing 2018 Healthy and Active legacy programs in supporting a range of organisations and activities to inspire Queenslanders to lead healthier and more active lifestyles, as simply watching the Games broadcast will not motivate increased levels of participation or physical activity.

Figure 7.2 Anticipated Effect of Olympic and Commonwealth Games on Physical Activity Levels



ACHIEVEMENTS

Active children

Nature Play QLD Embracing 2018 Passport

The Nature Play QLD Embracing 2018 Passport is a small booklet, similar to a passport, which contains fun outdoor play (nature play) ideas and stickers. It is used to document and celebrate outdoor learning activities targeted at children aged three to 12.

The passports bring GC2018 to family backyards and parks across Queensland through special Games-themed activities, such as outdoor missions providing exciting weekend adventure ideas.

Launched in August 2017, the GC2018-themed passports are packed full of missions and ideas to encourage children and families to get outside, play, explore and have fun, with prizes and stickers for children to stamp their passport once a GC2018 mission is complete.

Nature Play QLD Embracing 2018 Passport launch – Gold Coast

The Nature Play QLD Embracing 2018 Passport launched on 5 August 2017 at the Gold Coast Botanical Gardens, Benowa. More than 100 children attended, alongside GC2018 mascot Borobi, Queensland Academy of Sport Ambassador Kirsty Williams and Commonwealth Games athlete and Australian Kookaburras hockey captain Mark Knowles. Attendees participated in Games-themed activities such as pine cone shotput and hay bale hurdles. Since the August launch, more than 95 000 passports have been distributed across Queensland.

² Department of National Parks, Sport and Racing, Queensland Sport, Exercise and Recreation Survey Adults (QSERSA), 2015



Queensland's top athletes inspire young athletes through QAS4Schools

Glass House Mountains State School students were excited to meet Paralympian Blake Cochrane as part of the QAS4Schools program. More than 70 Queensland elite athletes are visiting primary schools throughout the state to share their stories with students.

"I have loved swimming ever since I was little. My parents threw me in the water and I haven't wanted to get out since. It is important for all of us to live an active and healthy lifestyle. But it hasn't always been easy. I've had to rely on my inner strength to help get me through the hard times and have had to push myself to the limits every day to reach my sporting dreams."

Blake Cochrane, QAS4Schools Ambassador

"I just wanted to say how much we all enjoyed Blake's visit this morning. The students, staff and parents are very appreciative of him taking the time to visit and also to the QAS for such a wonderful opportunity. A very big thank you also for the legacy gift, it will be put to very good use by our students. I think Blake now has another 450 followers who will be watching his every move on the way to the Commonwealth Games!"

Alison Edwards, Glass House Mountains State School

QAS4Schools

QAS4Schools gives Queensland primary school students the opportunity to see and hear directly from their sporting heroes. More than 70 of Queensland's elite athletes are visiting schools across Queensland talking about:

- Healthy eating and lifestyle habits
- Benefits of physical activity
- Building excitement and anticipation for the upcoming GC2018.

After each visit, schools receive one legacy item as a reminder of the QAS4Schools message. The ultimate goal is to continue inspiring and motivating schools and students, long after the athlete visits and well beyond GC2018.

Active local communities

Get Out, Get Active

The Get Out, Get Active Program provides grants of up to \$40 000 to deliver enjoyable, accessible and affordable community-based sport and active recreation activities for women and girls across Queensland.

In early 2017, Embracing 2018 partnered with the Department of National Parks, Sport and Racing (DNPSR) to provide more than \$1.2 million of funding in round three of the Get Out, Get Active Program. Under this round, more than \$500 000 in funding was provided to Queensland local government organisations and \$700 000 delivered to Queensland-based not-for-profit incorporated community sport and recreation organisations.

A total of 163 applications requesting \$3.7 million were received, with great interest from regional sport and recreation organisations. Successful projects include:

- \$34 700 to Mareeba Mountain Goats Inc. to conduct a 40-week three-tiered program to support mountain biking and cycling at Mareeba
- \$16 180 to Whitsunday Triathlon Club Inc. to conduct a 12-month physical activity program incorporating mountain biking, tennis, walking and other physical activities at Hamilton Island
- \$35 320 to Southern Steelers Sports Inc. to conduct two eight-week multi-sport programs and one multicultural youth games event to support Aboriginal and Torres Strait Islander and culturally and linguistically diverse women and girls at Logan.

Get Out, Get Active grant recipient – Brisbane North Junior Cricket

A Brisbane cricket organisation is using a Get Out, Get Active Grant to encourage more girls and women to get involved in the sport.

Brisbane North Junior Cricket Association Director, Robert Bailey, said the grant would support girls cricket programs.

"I was inspired to apply as I wanted to encourage girls and women in cricket to try bridge the gap of cricket just being considered as a boys sport. I love cricket and I want the sport to be inclusive of everyone," Mr Bailey said.

"There are so many benefits for girls who play cricket – confidence, getting active, body image and also the social benefits of being part of a team and a community.

"The grant I have received will help to leave a legacy long past GC2018 as it has helped me to set up solid foundations for the program, which will go from strength to strength.

"Ultimately my goal is '1 in 3 by 2023', it would be great if one in every three junior players across Brisbane North was female by the start of the 2022/23 season!"

Parkrun

Parkrun provides an easy and convenient option for people nationwide to increase their physical activity in parks and open spaces.

Communities across Australia can enjoy new free weekly timed runs as part of the Embracing 2018 Parkrun4everyone program. The first of five new parkrun sites launched in Queensland in November 2017.

The new parkruns will become a significant GC2018 legacy, encouraging communities across Australia to give it a go, enjoy the outdoors and meet like-minded people also aiming to improve their fitness.

Active and Healthy Gold Coast

The City of Gold Coast's Active and Healthy program aims to create a healthy and vibrant community. The program has run for more than ten years to offer fun, low cost and convenient activities.

The 2016-17 Active and Healthy program attracted 278 000 participants, increasing by 35 per cent from the previous year and eclipsing the initial target of 198 000.

Game On GC2018

Game On GC2018 is encouraging the Gold Coast community to embrace the excitement of the GC2018, including through events and activities promoting GC2018 sports and participation in regular, physical activity.

Game On enables people of all backgrounds to try various sports and Gold Coast-based recreation and fitness services, while also linking residents to opportunities to get healthier.

10,000 steps challenge

The 10,000 Steps project is a health promotion program funded by Queensland Health and managed by Central Queensland University, encouraging adults to use activity trackers to monitor and increase their daily physical activity.

As part of the challenge, GC2018-themed journeys invite participants to log and track their steps on a virtual walking tournament between the event cities (Cairns, Townsville and Brisbane) and the Gold Coast.

Both the AusPlay 2016 and the QSERSA 2015 surveys confirm walking is the most popular physical activity among Queensland adults. Interested participants can register for the free GC2018 Venues Tournament at www.10000steps.org.au.

Did you know?

- Almost 2.25 million steps are required to complete the GC2018 virtual walking tournament
- Participants are encouraged to compete as a team
- Currently more than 55 organisations participating
- As of September 2017, more than 188 billion GC2018 tournament steps have been recorded.

Sport and Recreation

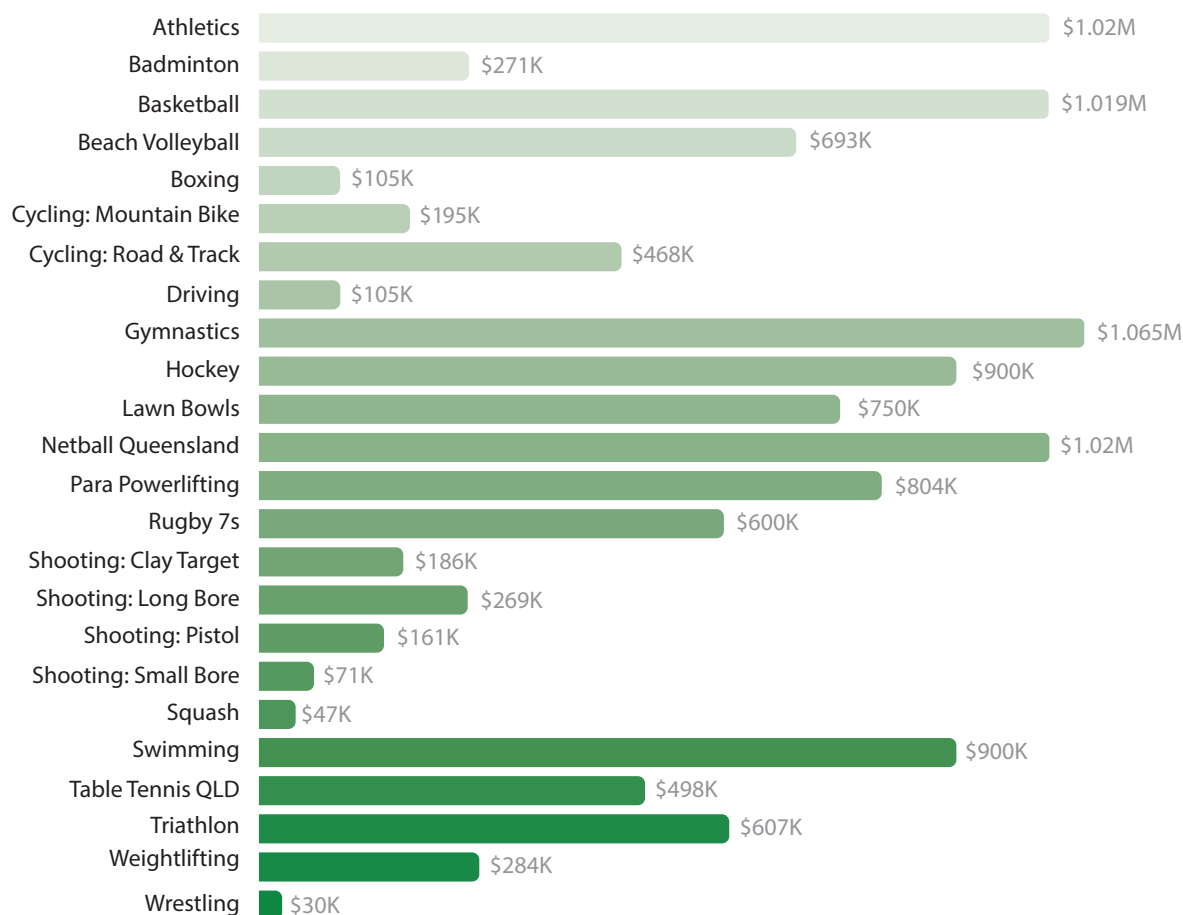
GC2018 aims to inspire growth at all sporting levels from grass-roots participation to the elite sector.

Industry development

State-level sporting organisations delivering GC2018 sports (see Figure 7.3) will receive more than \$12 million in funding between 2017 and 2019 through the Department of National Parks, Sports and Racing's (DNPSR) Queensland Sport and Recreation Industry Development Program (QSRIDP). The program provides funding for statewide programs, services, competitions and events designed to increase participation in sport and active recreation.

QSRIDP funding dedicated to Commonwealth Games sports has predominately been provided for coaching/officiating, with other funding identified for volunteering initiatives and participation initiatives.

Figure 7.3 Queensland Sport and Recreation Industry Development Program 2017-2019



Queensland School Sport Championships

The Department of Education and Training provides sporting opportunities for students across Queensland, including the statewide representative Queensland School Sport (QSS) program. Many GC2018 sports such as netball, rugby union, swimming, track and field, hockey and squash are included in the QSS program. The QSS program invests in the health of young Queenslanders and provides pathways for future sporting success. In partnership with the Queensland Academy of Sport, 14 QSS activations were run in 2017 increasing awareness of the Embracing 2018 Legacy Program and the positive benefits of active healthy lifestyles to over 12 000 attendees. Additional activations will be held in Term 1, 2018.



Sporting Club Capacity

Volunteers are the lifeblood of the sport and recreation industry, particularly at the community level, with about 130 700 volunteers supporting an estimated 8800 sport and recreation clubs across Queensland.

In partnership with DNPSR, \$200 000 has been invested in the Sporting Club Capacity Initiative to recognise the contribution sport and recreation club volunteers make to active, engaged and inclusive communities.

GC2018 is expanding DNPSR's existing Building Active Communities Workshop (BACW) program, which provides free workshops for sport and recreation club volunteers across Queensland. Workshops cover a range of coaching, administration and planning topics improving organisational capacity and capability.

The Sporting Club Capacity initiative:

- has delivered the Plan, Prepare, Perform Sport and Recreation Conference series across eight locations in Queensland in February and March 2017
- is delivering workshops in the GC2018 event cities of Cairns, Townsville and Brisbane between August and December 2017 to help club members provide inclusive sport and recreation opportunities for people of all abilities
- is encouraging sporting club volunteers to access training and education through the existing BACW program.

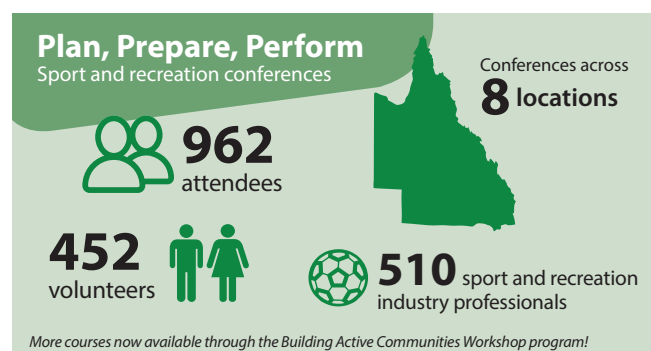
Presentations, case studies and workshop topics include:

- Trends in the sport and recreation industry
- Excellence in volunteer management
- Improving club culture and management
- Financial management.

Plan, Prepare, Perform Sport and Recreation Conference series

In February and March 2017, the Plan, Prepare, Perform Sport and Recreation Conference series was delivered across eight locations in Queensland: Gold Coast, Toowoomba, Brisbane, Emerald, Hervey Bay, Townsville, Cairns and Redcliffe.

The two-day conferences were attended by nearly 1000 sporting club volunteers and sport and recreation industry professionals (see image below). Day one was presented by industry experts and focused on industry trends and best practice models in sport and recreation. Day two was based on the DNPSR's Building Active Communities Workshops, providing training within the organisational development fields of governance and financial management.



The conferences were well received by attendees with nearly all of respondents satisfied with the events (day one participants: 93.3 per cent; day two participants: 99.9 per cent), indicating they gained knowledge which would benefit their organisation (day one participants: 87.1 per cent; day two participants: 99.9 per cent).

Additional objectives for the conferences included promotion of the Commonwealth Games and opportunities for the sport and recreation. Nearly all attendees were aware Queensland would host the next Commonwealth Games in 2018 (95.7 per cent) and most were interested or very interested in the Games (71 per cent). More than half of attendees were confident the Games would leave behind a lasting positive benefit for Queensland (60.5 per cent). The funding of the conferences as part of the Embracing 2018 legacy program was considered a worthwhile investment (88.3 per cent).

"For me the key messages from all speakers provided encouragement that our club is heading in the right direction. The conference has highlighted some things that we need to focus on and do better."

Stephen Skinner, Brothers Sports Ingham



Embracing 2018 Sports Grants

The \$500 000 Embracing 2018 Sports Grants program is providing funding to state sporting organisations that deliver Commonwealth Games sports, for projects that encourage grass-roots participation and demonstrate lasting legacy benefits.

Funded by the Australian Government, and delivered in partnership with DNPSR, grants of up to \$80 000 target:

- children or adults who are not active
- education, training or sport development activities for Aboriginal and Torres Strait Islander people
- programs which decrease barriers to participation and enhance social cohesion
- coaching and officiating programs
- programs which can be replicated outside Queensland.

Thirteen Queensland state-level sporting organisations were awarded Embracing 2018 Sports Grants in October 2017. The grants will deliver participation and sport development projects to enable Queenslanders of all ages and abilities to get involved in Commonwealth Games sports at the grassroots level.



Embracing 2018 Sports Grant recipient – Cycling Queensland

Cycling Queensland (CQ) is one of 13 state sporting organisations to share in the \$500 000 Embracing 2018 federally-funded grant program. The grant will enable CQ to run a Women and Girls Track Cycling Program which has a core recreational focus and aims to build an active, engaged and inclusive women's track cycling community in the Anna Meares Velodrome.

The CQ program expects to engage 1500 women in cycling over a 12-month period.

GC2018 sporting venues – local and elite competitions

New sports infrastructure has been designed and built to support grass roots sports through to elite sports. Chapter 1 Economic Growth and Tourism examines the venues and events secured.



OPPORTUNITIES

GC2018 Sports Asset Legacy

A once-in-a-generation opportunity is available to eligible Queensland sport and community organisations through the gifting of about 20 000 GC2018 world-class sports assets post-Games, strengthening both their capability and capacity to deliver better programs for all Queenslanders.

The GC2018 Sports Assets Legacy program's main objectives are to:

- improve the capacity and capability of Queensland sport delivery organisations through the gifting of GC2018-related sports assets
- target gifting of speciality sports equipment assets to high performance sport organisations or athletes, increasing the probability of future sporting champions originating from Queensland.

Successful recipients will make a legacy pledge and cover associated costs to transport and install the gifted assets.

Applications for the GC2018 Sports Assets Legacy program opened to targeted organisations in late 2017.

Purposeful reinvestment of GC2018 sports assets will support healthy, active Queensland communities and nurture sporting excellence for generations of Queensland athletes.

Game On Queensland

Queensland councils can share in Game On Queensland grants totalling \$700 000 to support healthy and active initiatives for their communities.

Game On Queensland enables local government to provide Queenslanders opportunities to participate in physical activity in their local area.

Funding is provided under two categories – Game On Events and Game On Programs. Projects must target at least one of the following groups:

- inactive people / communities
- Aboriginal and Torres Strait Islander people
- people with a disability
- regional communities (non-urban / outside metropolitan areas)
- culturally and linguistically diverse (CALD) people
- people from low socio-economic communities.

Forty-four local governments from across Queensland have applied for funding, totalling over \$1.88 million in projects. Successful recipients will be announced in late 2017.

Active travel and public transport

During Games Time, more than 6600 Games athletes and team officials, 50 000 workers and volunteers, 3500 accredited media and more than one million spectators will need to get to their destinations safely and on time.

In line with the City of Gold Coast's Transport Strategy 2031, the GC2018 Transport Operations Plan focuses on public transport and active transport – including walking and cycling – as the best ways for spectators and workforce to travel to GC2018 events and precincts, with a legacy of long-term increase in public and active transport use on the Gold Coast. GC2018 will include free travel on public transport for ticketed spectators on event days.

In the lead-up to GC2018, the City of Gold Coast, Gold Coast 2018 Commonwealth Games Corporation (GOLDOC) and the Queensland Government through the Department of Transport and Main Roads (TMR) are working with major employers to promote public transport, telecommuting, active travel and travelling outside of peaks to reduce pressure on the transport system during GC2018.

The 2015 South East Queensland Travel Survey provides baseline measures of resident and workforce travel behaviour across the Gold Coast. There is an increasing trend towards choosing active transport. Between 2007 and 2015, active transport on the Gold Coast increased from 6 per cent to 11 per cent of all trips, with a corresponding decrease in private vehicle transport from 88 per cent to 84 per cent of all trips. Public transport remained at 4 per cent. There is an opportunity to influence positive longer term changes in travel behaviour.

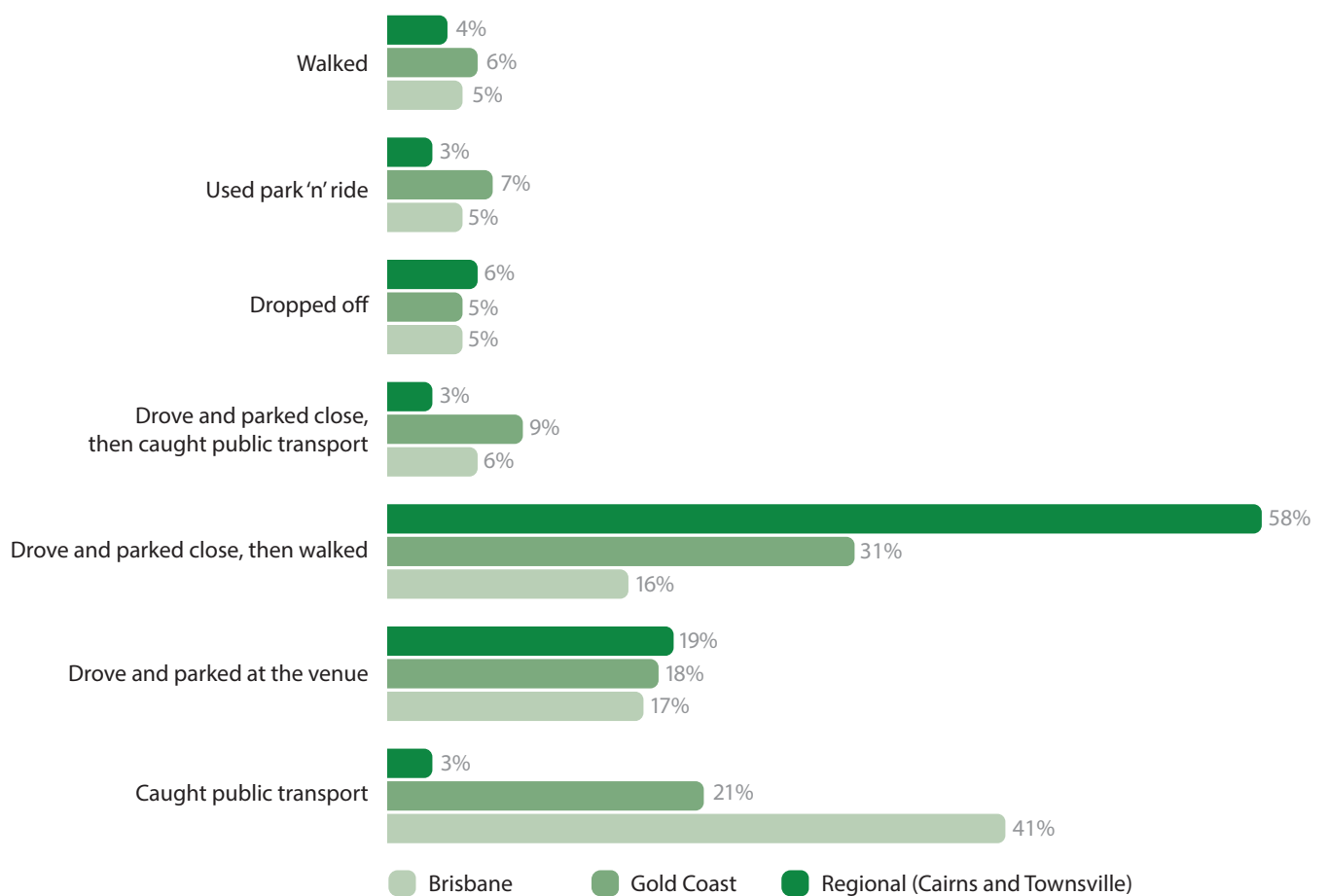


© Tourism and Events Queensland

Event travel

The 2016 Queensland Event Travel Survey provides baseline results for event travel behaviour across Brisbane, the Gold Coast, Cairns and Townsville highlighting the need to promote active travel and public transport.

Figure 7.4 Mode of travel choice, by location, 2016





Travel behaviour change programs are being implemented to encourage Gold Coast residents to use public and active transport not just for GC2018, but long term.

A comprehensive Travel Demand Management (TDM) program is underway and focused on influencing travel habits by providing travel advice and support in the lead-up to, during and post-GC2018. The program will understand the key transport pressure points, develop strategies to balance demand on the network and enable workplaces, residents and visitors to plan ahead.

By developing a safe, connected and accessible active transport network that encourages walking and cycling as alternatives to the car, the aim is to build and sustain long-term travel behaviour changes well after the Games.

Encouraging active transport

To encourage walking and cycling before, during and after GC2018, the City of Gold Coast is upgrading and enhancing pedestrian paths, shared pathways and on-road bicycle facilities across the city.

Active transport initiatives also encourage public transport use by improving connectivity between train stations and major sporting venues for GC2018 and beyond. These include the Nerang train station to Carrara Sports Precinct and the Gold Coast Cycle Centre.

The Nerang Station to Carrara Stadium project provides a section of new pathway to connect the Nerang Rail Station with Carrara Stadium, and will cater to active travel demand during GC2018 and future events. The project incorporates new crossings to safely connect pedestrians from the station to Lakeview Drive. With the Carrara Stadium Precinct located just 2.4km from the Nerang Rail Station, it provides the opportunity for many spectators to walk-up to the precinct.

GOLDOC's Workplace Travel Plan

As part of a commitment to sustainability and creating behavioural change, GOLDOC developed a Workplace Travel Plan (WTP) in consultation with the City of Gold Coast's Travel Demand Management team. The primary purpose was to help GOLDOC staff make informed and sustainable travel choices for the journey to and from work, and to realise the following key benefits:

- reducing the need for car spaces in and around Games Headquarters
- learning to rely less on cars for travel to and from work
- more cars off the road, meaning less pressure on public infrastructure
- contributing to a lower workplace carbon footprint
- a healthier, more productive workforce.

"We are actively encouraging our staff to think about the way they travel, not only to work but also around the Gold Coast by highlighting more sustainable options like cycling, walking, carpooling and public transport."

Michael Whitehead, GOLDOC

The City of Gold Coast will use GOLDOC's WTP experience, together with learnings from other initiatives including GOLDOC's Personalised Travel Planning (PTP) pilot program, to inform a broader workplace travel planning campaign in the lead-up to GC2018 and to develop a PTP offering for Gold Coast workplaces.

AHEAD OF THE GAMES – CHAPTER 8

Engaged and Inclusive Communities

“The legacy should be community as well as sporting... We’ve got some amazing venues, but we also have a community that is going to grow enormously.”

Vicki Batten, Chief Executive Officer, FSG Australia



Engaged and Inclusive Communities



Hosting the Gold Coast 2018 Commonwealth Games (GC2018) provides a unique opportunity to deliver a legacy for Queensland's diverse communities.

INTRODUCTION

The GC2018 legacy program outcomes are reaching those in our community who may not otherwise benefit from hosting an international multi-sport event.

Leveraging GC2018, the profile of the host and event cities is raised. Events such as the Commonwealth Games bring communities together and develop community pride. The Glasgow 2014 Commonwealth Games found the profile of Scotland increased and 86 per cent of residents felt proud of the city¹.

Regular research commissioned by GOLDOC shows community views of GC2018 have been positive (Figure 8.1). The view that the Gold Coast will be a great host city ranked highest.

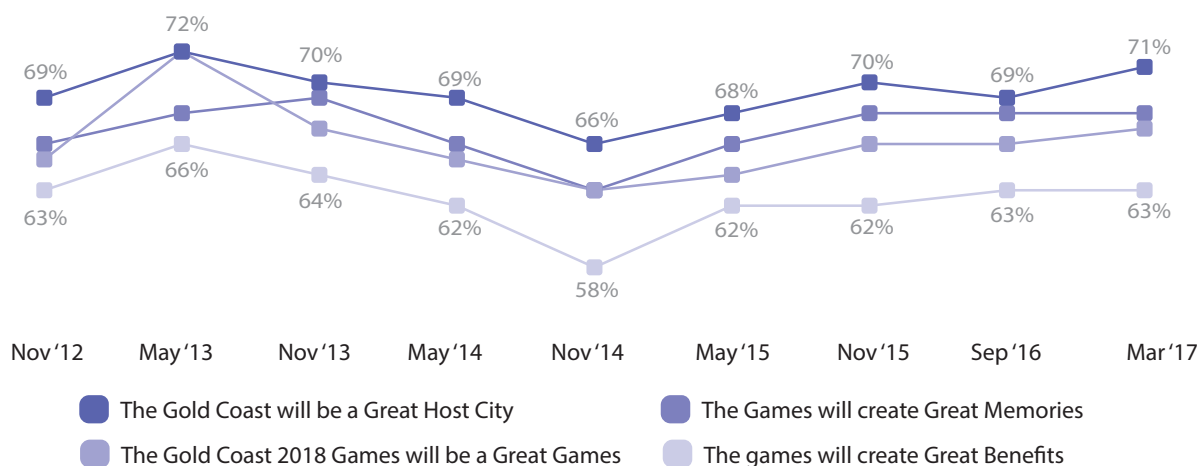
Engaging Queensland communities in both the main spectacle of the GC2018 and associated programs, including arts, culture and legacy activities, helps foster a sense of community pride in hosting this major event.

These associated programs are not only intended to meet their specific aims, such as providing a richer entertainment experience around the sporting event or promoting healthy living options, but also celebrate the diversity of the Commonwealth and Queensland. A further objective is for community engagement around GC2018 to flow through to sustained local community engagement.

The increased interest prompted by GC2018 volunteering provides an opportunity for a flow-on effect with the conversion of Games Time volunteers into future volunteers and a wider interest and participation in volunteering across the community.

School engagement is also a key focus of the Games and Embracing 2018. Programs are providing learning opportunities using the Commonwealth Games as a relevant and interesting context for students, ensuring Queensland schools are connected to Games events and opportunities and inspiring students to live healthy and active lifestyles.

Figure 8.1 Community views on GC2018



¹ An Evaluation of Legacy from the Glasgow 2014 Commonwealth Games: Post Games Report, 2015.



© Bleach Festival

ACHIEVEMENTS

Embracing Queensland

Community engagement

As everyone has a role in creating Queensland's legacy, working groups have been established across the state to maximise engagement with communities (see Figure 8.2). Statewide Working Groups are responsible for identifying priorities and projects in regions. Membership generally includes representatives from the

Department of State Development, local councils, key business, industry and community organisations. Regional communities are encouraged to work with their Statewide Working Group to provide regional input into the Embracing 2018 program.

The Embracing 2018 team has also attended and supported many community events across the state to raise program awareness and showcase the benefits the Games will bring to Queensland.

Figure 8.2 Map of Statewide Working Groups



Table 1. Embracing 2018 – community events attended or supported, 2017 highlights

Royal Queensland Show (Ekka) 2017 – Brisbane

Promoting GC2018 and the Embracing 2018 legacy programs was a key feature of the Department of Tourism, Major Events, Small Business and the Commonwealth Games' stand in the Queensland Government's Advance Queensland precinct for the 2017 Royal Queensland Show (Ekka). Thousands of Ekka visitors were encouraged to weave stars as part of One Million Stars to End Violence, post their photo on the Legacy Wall, or take photos with a Borobi cut-out.

About 200 visitors to the display participated in an engagement survey, with the results showing:

- the majority of respondents (94 per cent) are aware Queensland is hosting GC2018
- forty-two per cent are interested in attending the Games and 49 per cent are interested in watching the broadcast
- half of the respondents attending the Games are considering visiting other parts of the Gold Coast when they attend; one in three are not considering visiting anywhere else
- less than half of the respondents (43 per cent) are aware of other activities and benefits of GC2018.



Youth Parliament – Cairns

In September 2017, Cairns hosted a mock Parliament attended by 87 students from 14 schools. Students debated a series of motions surrounding GC2018 and gained valuable leadership and public speaking skills.



Rugby Sevens International Series – Mackay

Embracing 2018 helped present two days of Rugby Sevens action between the Australian and Japanese men's teams in Mackay in August 2017. The matches formed part of Australia's preparation for the Rugby Sevens competition at the Games and helped boost the local economy and tourism industry ahead of the GC2018. They also provided an opportunity for the team to engage with rugby fans in regional Queensland, including through school visits and open training sessions.

"This is a fantastic opportunity to take Rugby Sevens to the regions of Australia and we're looking forward to getting involved in the local community."

Andy Friend, Australian coach





© Tourism and Events Queensland
– Matt Harvey

Table 1. (continued) Embracing 2018 – community events attended or supported, 2017 highlights

Commonwealth Community Passports – Tamborine Mountain and the Scenic Rim

Tamborine Mountain and Scenic Rim are joining together to celebrate the Commonwealth Games by forming 'A Commonwealth Community'.

The Tamborine Mountain Chamber of Commerce has encouraged 70 businesses to partner with the 70 competing countries and become ambassadors – to learn about and identify with their chosen country and to support the country's athletes and their achievements. The Chamber of Commerce sees this as a wonderful opportunity for the local community to share in the spirit of the Games.

The Chamber of Commerce plans to involve community groups in activities from athletic events through to trivia nights and food events – all designed to unite and celebrate the Commonwealth Community. One initiative is the Commonwealth Community passport. These passports can be purchased for \$5 and feature a page for each country participating at the Games. Passport holders can redeem 'special offers' from participating ambassador businesses.



2018 Rugby League Commonwealth Championship announcement – Redcliffe

In August 2017, Redcliffe was announced as the host for the 2018 Rugby League Commonwealth Championship. The Rugby League International Federation made the selection after the successful joint bid by Moreton Bay Regional Council, Moreton Bay Region Industry and Tourism, Redcliffe District Rugby League Football Club and Redcliffe Leagues Club. Rugby League International Federation Chief Executive Officer David Collier said locals and visitors to South East Queensland would be treated to some exhilarating rugby league action before GC2018. The championship will form part of the Embracing 2018 legacy program, helping to spread the benefits of the Games across Queensland. The Embracing 2018 Moreton Bay Statewide Working Group also worked closely with the stakeholders to help support the bid.

"I can't think of a better location to stage the Championship, which will include a female Championship for the first time,"

David Collier, CEO, Rugby League International Federation



Fast facts:

- Nine-a-side competition featuring Commonwealth nations to be held on 23 and 24 February 2018
- 10 men's Under 23 teams to compete along with four open women's teams and three teams of players with physical disabilities (Australia, New Zealand and World All-Stars)
- Dolphins Stadium, Redcliffe: 10 000 seat capacity, upgraded in 2016.

Cultural diversity

Queensland Rugby Union (QRU) is using rugby and the Embracing 2018 legacy opportunity to promote community cohesion and pride and lead Pacific Islander communities to a more engaged, healthy and active lifestyle. As Rugby Sevens will be played during GC2018, the program represents a great opportunity to engage Pacific Islander communities and improve the sustainability of local sport at a grassroots level.

The QRU's Pacific Islander Community Engagement Project between May 2014 and late 2016 aimed to:

- deliver volunteer education programs
- improve community capacity to improve sustainability of local sport
- develop meaningful relationships within the Pacific Islander community
- strengthen the role of local community leaders.

People with a disability

The integrated para-sport program for GC2018 will be the largest in Commonwealth Games history. GC2018 will set a new record by hosting up to 300 para-sport athletes and 38 medal events across seven sports, which is an increase of 45 per cent more athletes and 73 per cent more medals compared to the para-sport competition staged at the Glasgow 2014 Commonwealth Games.

The inclusion of people with a disability in the Games goes beyond the para-sport athletes competing in the sporting events. New and upgraded GC2018 venues designed to the National Construction Code requirements for accessibility will provide a great spectator experience for everyone. Venues will be accessible to all people regardless of age, family needs or mobility and include accessible features such as wayfinding signage, dedicated car parks, lifts, access ramps, widened footpaths, accessible toilets and change room facilities.

Key achievements – Queensland Rugby Union Pacific Islander Community Engagement Project

Pasifika Youth Forum (August 2016)

- Queensland Rugby Union (QRU) hosted the Pasifika Youth Forum for 30 Year 12 students. QRU worked with the Queensland University of Technology and Griffith University Pathways Program to host the forum. Content aligned to positive role models, employment/education opportunities and health and wellbeing.

St. George Rookies2Reds School Attendance Program

- The program encourages students to participate in healthy active lifestyle activities (rugby) while promoting school attendance and behaviour expectations
- Students who achieved attendance and behaviour levels received a free Rookies pack – bag, ball, cap and poster. The program was delivered to about 200 students annually.

Logan Schools Rugby Sevens competition (September 2014)

- Inaugural event held at Logan Rugby Club. Two Queensland Reds Players, Ben Tapuai and Samuela Kerevi, attended the event and brought together teams from around Logan to boost community spirit.

Logan Schools Rugby Sevens competition (November 2015)

- Event held at Logan Rugby Club, attracting 250 students from 12 schools.

Logan Schools Rugby Sevens competition (August 2016)

- Coincided with the Queensland Government's multicultural month. The competition included about 25-30 boy and girl teams from 13 to 18 years. About 300 students participated in the event.

Reds Rise Up (continuing in 2017)

- This program encourages Year 7 to Year 9 students from high schools in Logan, Brisbane to set goals with school staff towards positive education choices. Students who achieve their goals are rewarded with Queensland Reds apparel and merchandise, player visits and invites to team training sessions and games.



Accessibility at the Commonwealth Games Village

The Commonwealth Games Village incorporates 1170 one and two-bedroom apartments and 82 townhouses that will accommodate 6600 athletes and team officials during GC2018.

All 1170 apartments are built to Livable Housing Design Gold Level status. The Queensland Government and a private developer have together raised the bar for the development, creating an outstanding example of a modern, inclusive and accessible community through innovative, universal housing design.

Delivering liveable housing principles to gold level standard means the apartments will include design and access features to make them suitable for everyone, regardless of age, family needs or mobility.

Sport and healthy lifestyle initiatives under the Embracing 2018 teams of players will also aim to improve the accessibility of sport, active recreation events and programs across Queensland:

- Sporting Club Capacity initiative: Delivering workshops in GC2018 Event Cities of Cairns, Townsville and Brisbane between August and December 2017 to help club members provide inclusive sport and recreation opportunities for people of all abilities.
- Game on Queensland Grants: people with a disability are among the priority target groups for grants totalling \$700 000 for local councils across Queensland to deliver sport, active recreation events and programs in the lead-up to, during and after the Games.
- Active and Healthy Alliance and Gold Coast Recreation and Sport Inc partnership: delivering upskilling initiatives for health, sport and fitness service providers and clubs in the lead-up to the National Disability Insurance Scheme (NDIS) rollout in June 2018. In the Gold Coast region, it is anticipated that more than 20 500² people with a disability will be eligible to receive support under the NDIS. The integration of the NDIS in July 2018 gives people with a disability more control over their participation in services, support, community and social activities and will require a responsive industry to meet demand. The project will deliver training, specialist consultation and support services to clubs and organisations to develop programs for people with a disability. It will also support NDIS training and registration and develop frameworks to improve the connections between disability and mainstream sport and recreation industries.

Embracing Gold Coast

Homelessness support services

The Department of Housing and Public Works (DHPW) has developed a targeted response to plan for and manage potential GC2018 impacts on people experiencing homelessness and vulnerable households. The response builds on learnings from similar events, including the Victorian Homelessness Response for the Melbourne 2006 Commonwealth Games and the 2014 G20 meetings in Brisbane. DHPW also consulted closely with community sector partners, including the Gold Coast Homelessness Network, in developing the response.

The \$1 million GC2018 Homelessness Action Plan will assist those experiencing homelessness and vulnerable renters on the Gold Coast leading up to and during GC2018. The action plan response includes:

- access to 420 temporary emergency bed nights on the Gold Coast and in nearby areas
- a new mobile support service to deliver additional services to homeless young people
- delivering enhanced housing support including support for vulnerable renters to sustain tenancies
- providing greater capacity for Tenants Queensland and the Statewide Tenant Advice and Referral Service (QSTARS) to respond to referrals from homelessness services to improve service responses
- building partnerships with landlords and real estate agents in the area to ensure vulnerable renters have appropriate support so they can sustain housing

- delivering a new Advance to Zero housing program to ensure those most vulnerable are rapidly housed and supported to sustain tenancies
- partnering with Translink to deliver travel options for people in need to access homelessness support services via public transport
- implementing a Homelessness Protocol for agencies and stakeholders to deliver respectful interactions and appropriate service referrals to people experiencing homelessness in public places
- access to the 'Demystifying Homelessness' online training module for agencies and Games volunteers, security staff and contractors to utilise as part of the implementation of the Protocol.

City reputation

The way the Gold Coast is positioned and presented during the Games will provide a unique opportunity to enhance its reputation globally.

The City will leverage GC2018 opportunities to execute reputational growth campaigns within key Commonwealth and domestic markets.

A 2017 Reputation Institute study measuring the Gold Coast's reputation among G8³ countries ranked the Gold Coast 35th out of 56 cities, putting it on par with cities like Dubai, Los Angeles and Budapest. The Gold Coast's reputation ranking was classified 'strong/robust' at 71.5 per cent, an increase from the ranking of 65.7 per cent in 2014. There is opportunity to improve international awareness of the Gold Coast, with only 25.4 per cent of respondents familiar with the City.

Safety – security camera network

An enhanced safety camera network will contribute to delivering a safe and successful GC2018.

The current safety camera network includes 242 permanent CCTV cameras in public spaces, primarily in the entertainment and business precincts of Surfers Paradise, Broadbeach, Southport and Coolangatta, as well as eight of the city's major skate parks.

Network infrastructure improvements, including linking existing and new GC2018 cameras, will support a shared operating environment. This means the same CCTV vision will be able to be viewed from the Joint Emergency Services Coordination Centre, Games Operation Centre and City Operations Centre to improve awareness intervention and management. These capabilities will provide an ongoing operational and technical legacy.

Embracing 2018 Young Leaders

The City of Gold Coast has led the formation of an Embracing 2018 Young Leaders group to promote opportunities relating to GC2018 and its legacy outcomes.

The objectives of the Embracing 2018 Young Leaders group are to:

- foster young people's excitement about GC2018
- inform, promote and encourage young people's participation in GC2018 and its legacy programs and initiatives
- identify, recommend and / or lead specific youth projects
- enhance young people's pride in the Gold Coast prior to GC2018 and beyond
- provide advice, information and ideas in relation to City programs and initiatives.

² Australian Bureau of Statistics, 2011

³ G8 countries are the United Kingdom, Russia, Canada, France, United States of America, Italy, Japan and Germany

Beach protection

The Gold Coast Beach Nourishment Project ran from June to October 2017 and increased the volume of sand available along vulnerable coastline sections between Palm Beach and Main Beach.

Large-scale offshore dredging and subsequent placement along vulnerable sections of the coastline will guard against future storms and coastal erosion. The total amount of sand used during the beach nourishment project was more than 3 million cubic metres.



GC2018 has accelerated these important works to retain and protect the Gold Coast's natural coastal assets and iconic beaches.

Kurrawa Terrace at Broadbeach

Kurrawa Terrace at Broadbeach is the Gold Coast's first absolute beachfront, fully-serviced outdoor event space. Launched in May 2016, in time for the Australian Tourism Exchange conference, Kurrawa Terrace was funded under the Embracing 2018 Public Domain Improvement Program.

The unique space is used for both formal events and as a community space.

The Terrace has the following features:

- low seat walls and a broad grassed area with better connection to Kurrawa Park
- informal seating and shaded green spaces
- adaptable and removable shade for community use and events.

During GC2018, this will be an important entertainment space within the Broadbeach entertainment precinct, as it will be near competition venues, the Gold Coast Media Centre and the official community Celebration Zone at Kurrawa Park.

Embracing Schools

Global Education Program and Gold Coast Schools Connect

Engaging with teachers and students is a key focus of GC2018 and the Embracing 2018 Legacy Program.

The Department of Education and Training's Global Education Program started in 2014 in collaboration with key stakeholders and school communities throughout Australia and the Commonwealth. The program creates rich, real-world and diverse learning experiences related to GC2018 for Queensland students. The program provides teaching and learning resources, including online and interactive curriculum activities.

While the Global Education Program has a statewide engagement focus, in 2015 GOLDOC launched Gold Coast Schools Connect to strengthen engagement with local schools and keep school communities informed of GC2018 events and activities.

To date, more than 315 schools have participated in these programs⁴ (Figure 8.3) with engagement across Queensland (Figure 8.4), including from Thursday Island in the north to Mount Isa in the west.

Figure 8.3 School engagement – number of schools participating, as at 30 June 2017

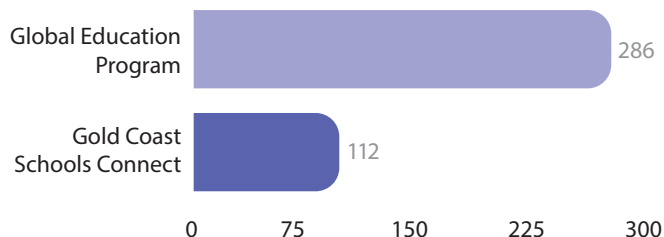
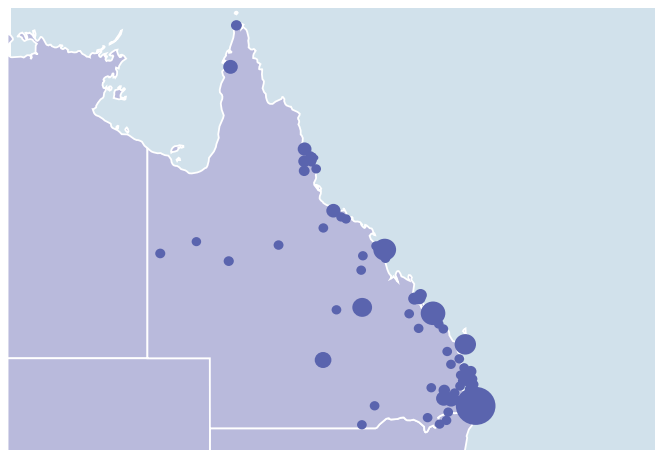


Figure 8.4 Queensland school engagement (by postcode)



These schools have participated in more than 30 activities across the programs in each semester since 2014. More than 11 000 students have participated in the Global Education Program's online learning events and web conferences, with more than 32 000 views of the edStudio digital activities. In addition, more than 92 000 students are enrolled in the schools participating in Gold Coast Schools Connect.

Typically, Global Education Program engagements have been timed or themed to coordinate with the relevant Commonwealth Games milestones or features. For example, Figures 8.5 and 8.6 show the results of school engagement in the 'Rio 2016' and 'Digital Triathlon' activities run in late 2016.

⁴ Program breakdowns cannot be added together as some schools participate in both programs. The Global Education Program statistics reflect only participation in online learning events organised through the program which required the schools to register, with some resources and activities openly available for use without registration.

Figure 8.5 Global Education Program – Digital Triathlon activity school engagement

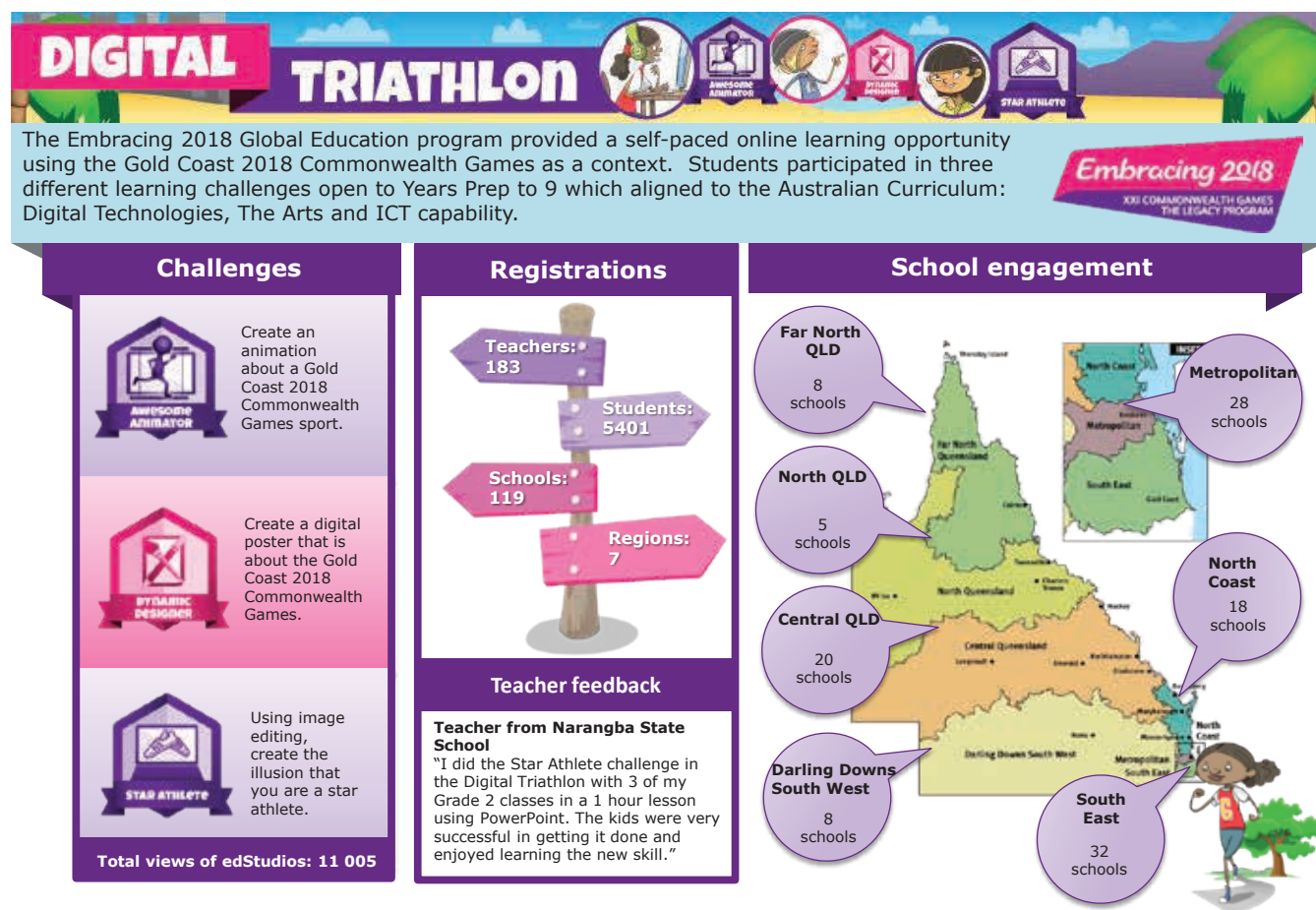
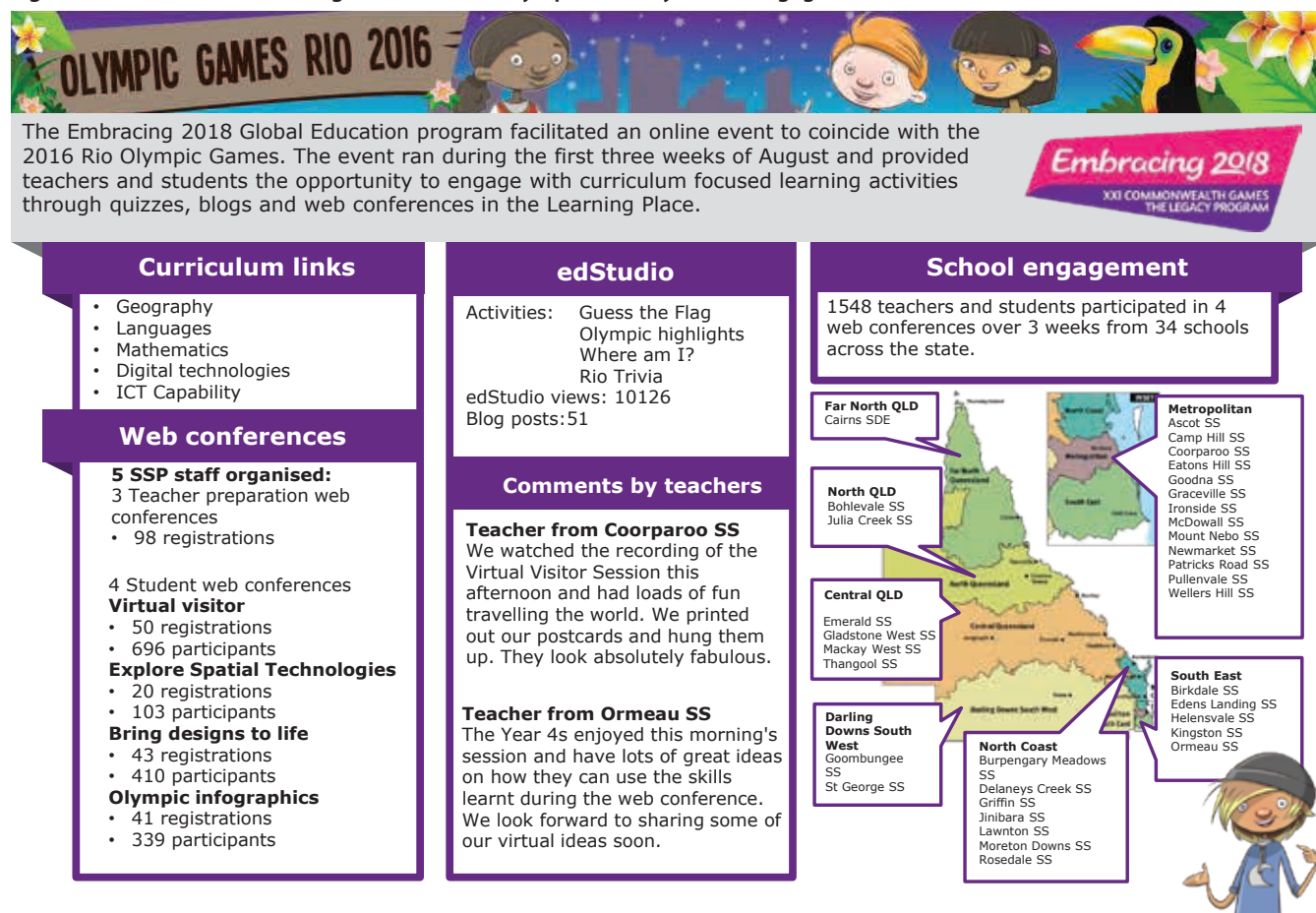


Figure 8.6 Global Education Program – Rio 2016 Olympics activity school engagement



Schools Embrace Learning for GC2018

The new official education GC2018 website, GC2018 Embrace Learning, launched in August 2017.

GC2018 Embrace Learning allows students to explore the sports, cultures, nations and territories of the Commonwealth. It includes activities and resources across all year levels, aligned with the Australian Curriculum. Queensland state school teachers can create learning spaces for their students, assign projects and monitor students' progress.

Teachers and students from all Commonwealth nations and territories are also invited to use educational activities published on the website.

Thirty-one projects were published on the site by August 2017 – exceeding the 2018 target of 26 projects. New projects and activities are uploaded regularly in the lead-up to the Games.

Two months after the site launch, there were more than 11 000 page views and 3300 unique sessions, predominately from within Queensland.

Social media promotion of the site has reached over 63 000 people across the Commonwealth.

More information is available at www.gc2018embracelearning.edu.au

QAS4Schools

Queensland primary school students are being inspired by greatness through the QAS4Schools athlete visits – a Department of National Parks, Sport and Racing initiative in collaboration with the Department of Education and Training.

In the lead-up to the GC2018 students have the opportunity to meet a sporting hero and hear firsthand how an active and healthy lifestyle is its own reward.

Athletes will deliver presentations based on their individual experiences in high performance sport and refer to three main themes:

1. Healthy eating and lifestyle habits
2. Benefits of physical activity
3. Building excitement and anticipation for the upcoming Gold Coast 2018 Commonwealth Games.

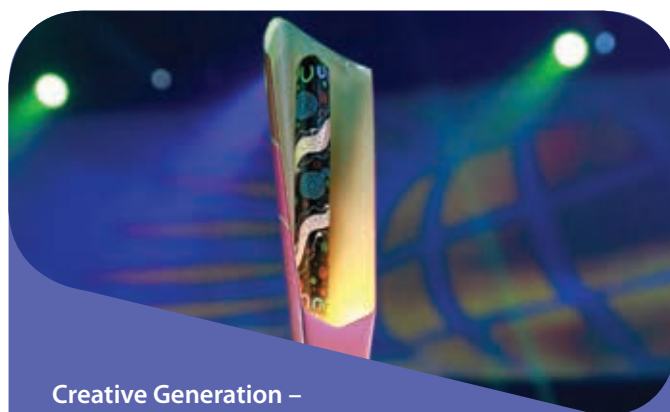
Approximately 70 Queensland elite athletes will visit up to 500 schools across the state as the Games approach.

More 12 660 students have already benefited from these visits since the program was launched in June 2017.

Queensland's elite athletes are proof that with hard work and dedication, dreams can become a reality. The ultimate goal is to continue inspiring and motivating schools and students long after the athlete visits and well after the Games.

Visit www.qasport.qld.gov.au/qas4schools to find out more, including how your school can get involved.

QAS4Schools Ambassadors (L-R) Blake Cochrane, Alyce Burnett and Mark Knowles sharing their stories at a junior school captain summit.



Creative Generation – State Schools Onstage – Share the Dream

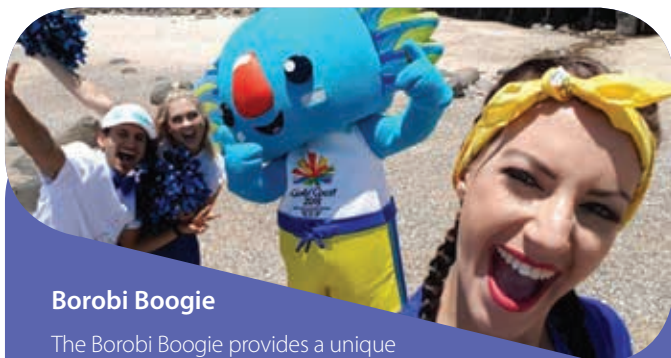
The 2017 Creative Generation (CGEN) – State Schools Onstage spectacular embraced the invitation to Share the Dream and brought to life the Commonwealth Games Federation values – Humanity, Equality and Destiny.

More than 1800 students from over 120 Queensland schools took part in an awe-inspiring production at the Brisbane Convention and Exhibition Centre in July 2017. The event showcased the amazing talents of students ranging from Prep to Year 12.

Students from across the Commonwealth reflected on the meaning of the Games values and shared their hopes and dreams by completing Share the Dream postcards.

These inspiring Share the Dream postcards are housed in the CGEN Dream Baton. A traditional Indigenous message stick, designed and created by artist Jared Coolwell, was provided by the Elders of the South East Region to complete the Dream Baton.

The Dream Baton and message stick are now travelling across Queensland with the Create Queensland Regional Roadshow, inspiring students from across the state to share their dreams in the lead-up to the Games.



Borobi Boogie

The Borobi Boogie provides a unique opportunity for all school communities to Embrace 2018 and experience the Games through arts and culture, while getting active. The Borobi Boogie was launched at Petrie Terrace State School October 2017 and is open to all schools. The Borobi Boogie is more than a fun activity. It also fosters and showcases student innovation, teamwork, inclusion and diversity. Participating schools and students receive a Borobi Award certificate as memorabilia and participating Queensland schools go into the draw to receive a GC2018 Get into the Games sports pack.



Borobi Schools Tour

During Term 4 of 2017, Borobi and his dance crew travelled by bus along the Pacific Coast Way from Brisbane to Cairns visiting more than 14 000 students from 40 primary schools.

In addition to the bus tour, Borobi also met students from Mount Isa School of the Air at the school's annual athletics carnival.

Developed by the Department of Education and Training in consultation with GOLDOC, the Borobi Schools Tour took place in November 2017 — giving regional students across Queensland the opportunity to Embrace 2018 and meet the official Gold Coast 2018 Commonwealth Games mascot.

Department of Education and Training International (DETi) – GC2018 promotions

Education Queensland International's (EQI) GC2018 campaign includes a dedicated webpage, videos, electronic newsletters and an EQI Commonwealth Games scholarship.

The first two DETi GC2018 newsletters have been delivered to accredited education agents and shared by Trade and Investment Queensland offices across the globe.

Newsletter Issue 1

Watch our EQI GC2018 video celebrating Queensland school sports and find out more about the Gold Coast 2018 Commonwealth Games through fun facts, news and location information.

Delivered June 2017

Distributed to 520 agents and contacts

Unique open rate 46.35 per cent

Views and forwards 1134

Newsletter Issue 2

Follow an EQI Study Tour as they learn more about GC2018, and discover how to successfully combine study and sport in our exclusive interview with Olympic swimmer Cameron McEvoy.

Delivered October 2017

Distributed to 513 agents and contacts

Unique open rate 40.55 per cent

Views and forwards 632

Queensland/Quebec Commonwealth Games Student Exchange

Thirty students and two chaperones will travel to Quebec in December 2017 to build the intercultural capability of students and teachers. During the inbound component in April 2018, selected participants and their exchange partners will have the opportunity to participate in GC2018 by attending selected events.

Experience Queensland Scholarships

Leadership scholarship for one student from each of DETi's overseas Queensland Recognised Schools to attend a Department of Education and Training school for two weeks and be part of GC2018.

Official venue openings support student skills as well as recycling

South East Queensland schools played a special part in the opening of two new Games venues – the Anna Meares Velodrome and Gold Coast Sports and Leisure Centre. More than 700 students, cyclists and community members acknowledged the significant contribution Anna Meares made through cycling to Queensland and Australia at the Anna Meares Velodrome opening in November 2016. In addition, students and teachers from Cleveland District State High School, Forest Lake State High School, Ormiston College, Faith Lutheran College Redlands and Emmanuel College helped produce about 3500 mementos using timber remaining from the track construction. Following the success of this project, students from Mansfield State High School, Faith Lutheran College, Redlands and FSG (Freedom, Social Justice and Growth) Australia Youth Group used flooring offcuts from the new Gold Coast Sports and Leisure Centre to make more than 1000 commemorative photo holders for the centre opening in April 2017.



Student art to inspire greatness at GC2018

Students from 111 Queensland schools will motivate athletes even before the competition begins. Official GC2018 Office and Stationery Supplier, Winc, has provided 7000 canvasses for students to paint before the Games, with artwork to feature in athletes' rooms in the Commonwealth Games Village.

The initiative is part of the Queensland Schools Connect program and will involve students from prep to year 10 creating artwork that responds to the theme of 'Our Place', inviting more than 6600 athletes and team officials to gain a new perspective on what life is like on the Gold Coast.

GOLDOC Chairman Peter Beattie AC said the artwork would add to the athlete experience and provide a once-in-a-lifetime opportunity for students.

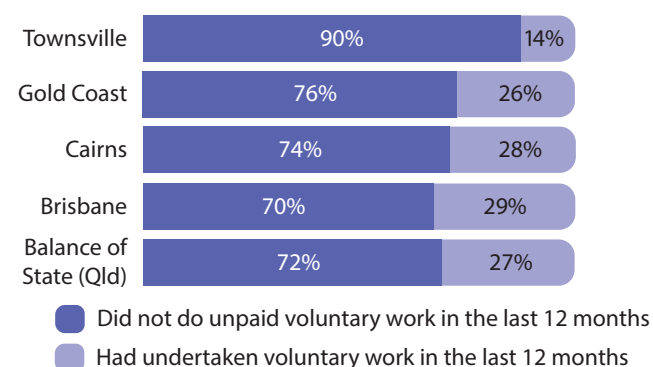
"We'd love to see the athletes take these home as a memento of their time on the Gold Coast. You never know, the budding artists might end up being future Games athletes or forge a career in the art world," Mr Beattie said.

OPPORTUNITIES

Volunteering

In 2014, the Australian Bureau of Statistics, General Social Survey showed nearly 27 per cent of the Queensland population participated in volunteering in the community in the last 12 months. Figure 8.8 provides a breakdown of the results by region.

Figure 8.8 Participation in volunteering in the community, percentage of Queensland population, by region, 2014



Note: totals may not add to 100 per cent due to margins of error and rounding.

A total of 15 000 volunteers with diverse skills and life experiences will volunteer more than one million hours during GC2018. Volunteers will fill crucial roles at 24 locations including at each of the 18 competition venues from Cairns to Coolangatta, as well as the Commonwealth Games Village and Games Family Hotel.

There has been huge interest in Games Time volunteering opportunities. Increased interest prompted by GC2018 volunteering provides an opportunity for a flow-on effect in creating wider participation in volunteering across the community. More than 47 000 people applied for a GC2018 volunteer role during the application period between 6 February and 20 March 2017. Application highlights include:

- overwhelming local interest, with 91 per cent of applicants from Australia, and 76 per cent of these from Queensland
- diversity of the Commonwealth well represented with applicants from 117 countries, almost all of them from the Commonwealth (99 per cent)
- youngest applicants aged 16 and oldest applicants aged 91.

TAFE Queensland will provide 360 000 hours of training to Games volunteers, equipping them with valuable skills and knowledge to successfully perform their roles at the Games, as well as contribute to their communities after the Games.

In May 2017, the Volunteer Selection Centre opened to host 25 000 volunteer interviews. Applicants were selected on merit through a range of scenarios and interviews, not on a 'first come, first served basis'. In June 2017, the first of the successful applicants were inducted into the volunteer team for the Games. The selection process is continuing right through to Games Time, however, the majority of offers were made by October 2017.

AHEAD OF THE GAMES

Towards Games Time

Embracing 2018

XXI COMMONWEALTH GAMES
THE LEGACY PROGRAM



Towards Games Time

As Games Time fast approaches, event organisation and legacy activity is increasing – ensuring GC2018 is a great Games and legacy opportunities are maximised.

TOWARDS GAMES TIME

Ahead of the Games highlights the legacy achievements in the lead-up to hosting GC2018. Opportunities to maximise legacy as Games Time approaches are also explored across eight themes:

- Economic Growth and Tourism
- Trade 2018
- Supporting Queensland Business
- Inspiring Games
- Aboriginal and Torres Strait Islander Initiatives
- Arts and Culture
- Sport and Healthy Lifestyles
- Engaged and Inclusive Communities.

Forecasts and estimates are outlined in this report regarding the economic impact of hosting GC2018. A key source of these estimates is Griffith University's *Economic Impacts of the Gold Coast 2018 Commonwealth Games* report¹.

Evaluations will be undertaken during Games Time to understand the 'actual' results against the forecasts and estimates made pre-Games. These results will inform the post-Games evaluation report and, provide key facts and figures to quantify the impact of the Games.

OPPORTUNITIES

Economic Growth and Tourism

- Maximising GC2018 venues usage to ensure enduring economic outcomes.
- Transformation of the Parklands redevelopment (Commonwealth Games Village) into a new residential commercial and retail community for the Gold Coast Health and Knowledge Precinct.
- Economic opportunities in Games Time roles including jobs in the tourism industry from forecast increased tourism numbers to Queensland as a result of the Games.
- Employment opportunities in local creative industries resulting from Festival 2018 – the GC2018 arts and cultural program.
- GC2018 volunteer training by TAFE Queensland commences in late 2017 providing the opportunity for volunteers to develop new skills.

Trade 2018

- Pacific *Trade 2018* international activations in Papua New Guinea and New Zealand ahead of GC2018.
- Hosting *Trade 2018* inbound trade and investment missions in the lead-up to the Games.
- The *Trade 2018* Games Time program will connect international business and government visitors with local industry partners during GC2018. *Trade 2018* will be supported by a wider business program including tailored business meetings for international delegations, industry and business site visits with events held in all GC2018 official event cities, including the Gold Coast, Brisbane, Cairns and Townsville.

¹ Griffith University. The economic impacts of the Gold Coast 2018 Commonwealth Games. Gold Coast; 2017. Available from <https://embracing2018.com>



© Tourism and Events Queensland – Andrew Watson

Supporting Queensland Business

- Planning and preparing to take advantage of opportunities in the months leading up to and during the Games. This includes leveraging the Games to showcase Gold Coast and Queensland businesses, tourism destinations and investment opportunities.
- The Be Games Ready resources provide a range of content to help small businesses take advantage of all Games-related opportunities, including assessing the benefits their business can offer visitors, athletes and team officials.
- To extend the benefits beyond Games Time activity, Games Partners are working with stakeholders in the tourism industry across Queensland to ensure Games visitors have a great experience and help encourage return visits and trips by their friends and family.

Inspiring Games

- There are opportunities to build on the achievements in sustainability, inclusiveness and accessibility to deliver a truly inspiring Commonwealth Games that will be a reference for future host cities.
- New public safety initiatives will be trialled during the Games including the Queensland Ambulance Service Bicycle Response Team and Queensland Police mobile forensic facility and Australian-first forensic motorcycles.
- Opportunities for Queensland regions to attract more pre-event training camps as Commonwealth countries finalise preparations for GC2018.
- GOLDOC is leading a coordinated and collaborative approach with key stakeholders to deliver an athlete attraction program. The calibre of participating athletes will continue to position the Commonwealth Games as a world-class and 'must-attend' event in an ever-growing calendar of international sport events. Full stadiums showcasing the best athletes in the Commonwealth will also make the Games an unforgettable experience for both athletes and spectators alike.

Aboriginal and Torres Strait Islander Initiatives

- Ongoing delivery of the GC2018 Reconciliation Action Plan (RAP) in the lead-up to the Games will continue to create opportunities, respect and relationships with and for Aboriginal and Torres Strait Islander people.
- The Indigenous Volunteer Support Program (IVSP) will increase Aboriginal and Torres Strait Islander volunteer representation at GC2018, and provide active lifestyle opportunities for Indigenous people. Post-Games, volunteers supported through the IVSP will be expected to deliver two events in their community, ensuring a legacy for their communities.
- Creating Tracks will support Queensland's Aboriginal and Torres Strait Islander businesses working within the hospitality, tourism and the arts industries to leverage opportunities from GC2018.
- Implementation of the Reconciliation in Queensland Schools (RIQS) initiative promoting reconciliation in Queensland State primary schools.
- Games Partners will continue to increase awareness of Aboriginal and Torres Strait Islander histories and cultures in the event and host cities.

Arts and Culture

- The Festival 2018 arts and cultural program is shaping up to be a bold, inclusive and exciting 12-day celebration across the Gold Coast, Cairns, Townsville and Brisbane with opportunities for local artists to get involved.
- Festival 2018 planning is underway and program details will be released in February 2018.
- Festival 2018 provides an opportunity to showcase Queensland's creative talent and culturally diverse communities to more than 1.5 billion people.
- WOW at Festival 2018 will see Brisbane play host to a gathering of women and girls from across the Commonwealth and beyond.



Sport and Healthy Lifestyles

- A once-in-a-generation opportunity is available to eligible Queensland sport and community organisations through the gifting of about 20 000 GC2018 world class sports assets post-Games, strengthening both their capability and capacity to deliver better programs for all Queenslanders.
- Game On Queensland grants totalling \$700 000 are being delivered to Queensland local governments to undertake healthy and active initiatives for the community in their local areas.
- Travel behaviour change programs are being implemented in the lead-up to the Games, Gold Coast residents encouraged to use public and active transport for GC2018 and beyond Games Time.

Engaged and Inclusive Communities

- Games partners are leveraging GC2018 to enhance the reputation of the Gold Coast.
- The increased interest prompted by GC2018 volunteering provides an opportunity for flow-on effects by converting Games Time volunteers into 'all-the-time' volunteers and generating wider community interest and participation in volunteering.
- GC2018 is a catalyst for increased community pride in the Gold Coast and Queensland communities.
- Queensland leads the way in promoting an end to domestic and family violence through the display of more than one million stars collected in the name of peace from all over the globe.

Embracing 2018

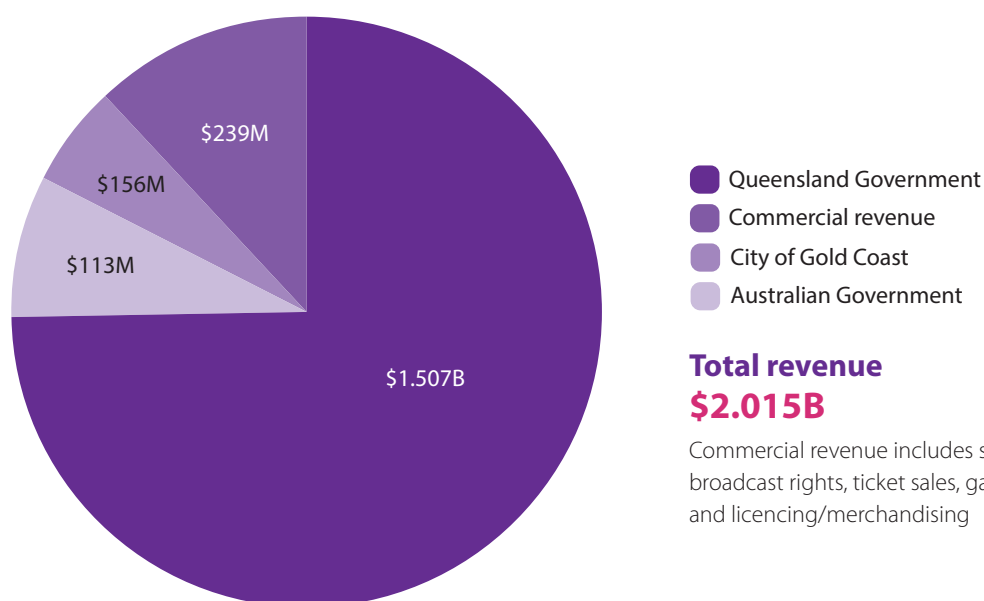
XXI COMMONWEALTH GAMES
THE LEGACY PROGRAM

AHEAD OF THE GAMES

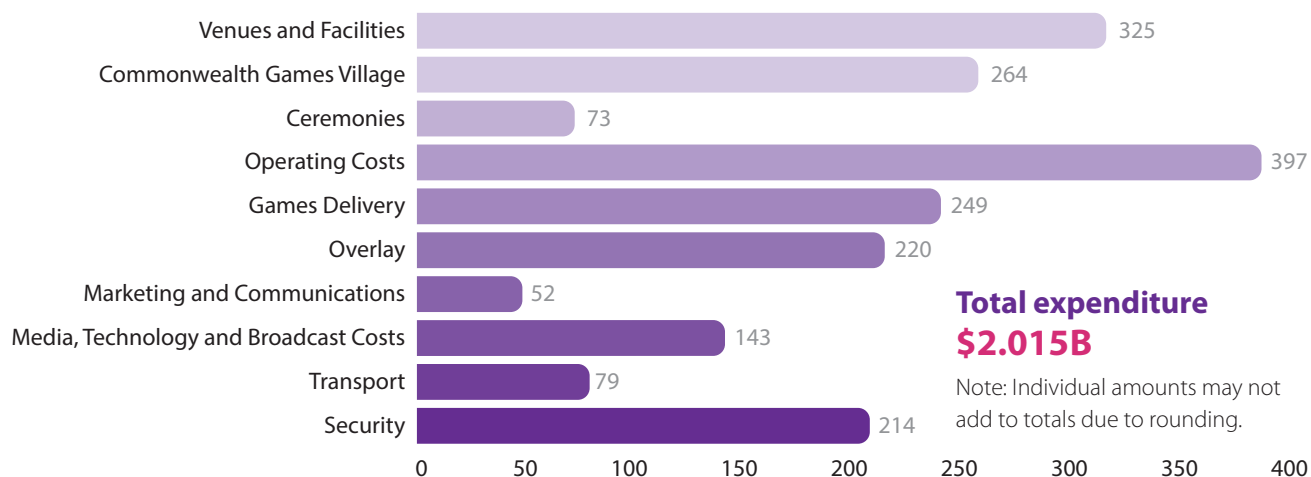
Appendices



APPENDIX 1 GC2018 BUDGET



As of 30 June 2017, expenditure has reached a total of \$775 million. Games preparation is on track and within budget.



Note: Individual amounts may not add to totals due to rounding

Expenditure to date

	2013-14	2014-15	2015-16	2016-17 YTD	TOTAL TO DATE
Venues and Facilities	36	30	135	96	305
Commonwealth Games Village	9	27	26	54	118
Ceremonies	1	1	1	8	10
Operating Costs	16	27	61	88	222
Games Delivery	0	1	4	19	10
Overlay	1	0	1	8	10
Marketing and Communications	1	1	3	12	18
Media, Technology and Broadcast Costs	2	3	8	24	39
Transport	0	0	0	12	13
Security	0	1	5	11	17
	65	92	246	330	775

*Current as at 30 June 2017. Individual amounts may not add to totals due to rounding.

APPENDIX 2 BENEFITS, MEASURES AND LEGACY PROJECTS

SUCCESS FACTOR	BENEFIT	KEY MEASURES ¹	LEGACY PROJECTS ²
Aspiration 1 – Delivering GC2018: the inspiring Games			
Queensland has an international reputation for delivering high quality major events	1. GC2018 showcases legacy opportunities for future host cities	<ul style="list-style-type: none"> • Delivery of a great Games (event delivery) • Interest generated in GC2018 legacy story 	<ul style="list-style-type: none"> • Economy and Community Program • Embracing 2018 website • Evaluation and Monitoring Framework • Get into the Games web pages and resources • Sustainable Procurement Program
	2. GC2018 attracts the Commonwealth's best athletes	<ul style="list-style-type: none"> • Participation of elite athletes in GC2018 	<ul style="list-style-type: none"> • Economy and Community Program • Inclusiveness and Diversity Program • Largest para-sport program
	3. The Gold Coast is recognised internationally as a city for elite sport	<ul style="list-style-type: none"> • Attraction of high-performance training camps and 2nd/ 3rd tier sport events to the Gold Coast • International reputation of the Gold Coast for elite sport 	<ul style="list-style-type: none"> • Economy and Community Program • Embracing 2018 Sports Assets Legacy program • High Performance Sport Attraction • <i>Trade 2018</i>
Best practice lessons in sustainable event management are transferred to future events.	4. GC2018 demonstrates a leading model for sustainable event delivery	<ul style="list-style-type: none"> • Global Reporting Index measures of sustainable event management (international standard ISO20121) 	<ul style="list-style-type: none"> • Accessibility Program • Carbon Program • Delivering a sustainable GC2018 • Economy and Community Program • Embracing 2018 Sports Assets Legacy program • Environmental Impacts Program • Inclusiveness and Diversity Program • Sustainable Procurement Program • Transport Program • Waste Program
	5. GC2018 is leveraged to encourage Gold Coast communities to implement more sustainable practices	<ul style="list-style-type: none"> • Increase in Gold Coast residents' waste recovery and recycling rates 	<ul style="list-style-type: none"> • Food Waste Recycling Trial • Parklands redevelopment (Commonwealth Games Village) • Transport Program • Waste Program
Building peaceful, sustainable and prosperous communities globally by inspiring. Commonwealth athletes to drive the impact and ambition of all Commonwealth citizens through sport³	6. GC2018 is a platform to unite Commonwealth countries on peace, prosperity and sustainability-related issues of critical importance to the host nation's region	<i>Measured through Legacy Projects and Legacy Stories</i>	<ul style="list-style-type: none"> • Delivering a sustainable GC2018 • Event Cities Festival 2018 • Griffith Review: New Commonwealth Now • Host City Festival 2018 • One Million Stars to End Violence • Queen's Baton Relay • Women of the World (WOW) at Festival 2018
	7. The Commonwealth Games, profile as a diverse and inclusive event is enhanced through GC2018	<ul style="list-style-type: none"> • Delivery of diverse and inclusive GC2018 	<ul style="list-style-type: none"> • Accessibility Program • Celebrating Queen's Baton Relay • Economy and Community Program • Embracing 2018 website • Girl Guides Australia – Commonwealth Games Badge • Inclusiveness and Diversity Program • Largest para-sport program • Queen's Baton Relay • Sustainable Procurement Program • Top 10 Accessible Experiences

¹ Key measures are based on the indicators and are subject to change. Benefits will also be measured through Legacy Project outputs and outcomes and Legacy Stories.

² Legacy Projects reported as at 9 October 2017. Where legacy projects contribute to more than one benefit, they will appear multiple times in this table.

³ Sourced from the Commonwealth Games Federation's Transformation 2022 Vision. The related benefits identify the supporting role the Embracing 2018 Legacy Program will play in delivering this vision.

SUCCESS FACTOR	BENEFIT	KEY MEASURES ¹	LEGACY PROJECTS ²
Aspiration 2 – Creating enduring jobs and powering economic growth			
Gold Coast and Queensland businesses are competitive for contracts to supply goods and services to GC2018 and other major projects both domestically and internationally	8. Awareness, capacity and capability building of Queensland businesses for GC2018 resulting in enduring economic uplift	<ul style="list-style-type: none"> Procurement and business development opportunities provided to Queensland businesses Gold Coast and Queensland businesses awarded GC2018 contracts Businesses enhance their capability or capacity as a result of GC2018 experience 	<ul style="list-style-type: none"> Be Games Ready Creating Tracks – Business development and support for Indigenous Tourism, Hospitality and Artists Economy and Community Program Embracing GC2018 Business Development Framework Environmental Impacts Program GC2018 Procurement Framework Sustainable Procurement Program
	9. GC2018 highlights trade and investment opportunities for Australia	<ul style="list-style-type: none"> Trade and investment opportunities leveraged from GC2018 	<ul style="list-style-type: none"> Economy and Community Program Embracing 2018 website <i>Trade 2018</i>
	10. The GC2018 Queen's Baton Relay builds engagement, trade and tourism opportunities domestically and internationally	<i>Measured through Legacy Projects and Legacy Stories</i>	<ul style="list-style-type: none"> Celebrating Queen's Baton Relay Queen's Baton Relay <i>Trade 2018</i>
	11. GC2018 supports jobs growth over 10 years	<ul style="list-style-type: none"> Employment supported by GC2018 	<ul style="list-style-type: none"> Be My Guest Belmont Shooting Complex Broadbeach Bowls Club Carrara Indoor Stadium Carrara Southern Precinct Gold Coast Sports and Leisure Centre and Elite Sports Fields Carrara Stadium Coomera Indoor Sports Centre Economy and Community Program Embracing GC2018 Business Development Framework Gold Coast Aquatic Centre Gold Coast Health and Knowledge Precinct (GCHKP) Gold Coast Hockey Centre Gold Coast Light Rail – Stage 2 Gold Coast major road upgrade program Gold Coast rail line – duplication Coomera to Helensvale Nerang Mountain Bike Trails Oxenford Sound Stage 9 Parklands redevelopment (Commonwealth Games Village) Queensland State Velodrome Runaway Bay Sports Super Centre Smith Street additional lanes <i>Trade 2018</i> Visitor Servicing

SUCCESS FACTOR	BENEFIT	KEY MEASURES ¹	LEGACY PROJECTS ²
	12. Queensland businesses experience significant economic uplift	<ul style="list-style-type: none"> Economic growth attributable to GC2018 	<ul style="list-style-type: none"> Be Games Ready Belmont Shooting Complex Broadbeach Bowls Club Carrara Indoor Stadium Carrara Southern Precinct Gold Coast Sports and Leisure Centre and Elite Sports Fields Carrara Stadium Coomera Indoor Sports Centre Creating Tracks – Business development and support for Indigenous Tourism, Hospitality and Artists Embracing GC2018 Business Development Framework Gold Coast Aquatic Centre Gold Coast Health and Knowledge Precinct (GCHKP) Gold Coast Hockey Centre Gold Coast Light Rail – Stage 2 Gold Coast major road upgrade program Gold Coast rail line – duplication Coomera to Helensvale Nerang Mountain Bike Trails Oxenford Sound Super Stage 9 Parklands redevelopment (Commonwealth Games Village) Queensland State Velodrome Runaway Bay Sports Super Centre Smith Street additional lanes <i>Trade 2018</i>
	13. GC2018 creates opportunities to obtain new skills, training and experience	<ul style="list-style-type: none"> Training opportunities provided to GC2018 workforce (paid and unpaid) 	<ul style="list-style-type: none"> Be Games Ready Be My Guest Creating Tracks – Business development and support for Indigenous Tourism, Hospitality and Artists Economy and Community Program Embracing 2018 Sports Assets Legacy policy Inclusiveness and Diversity Program Indigenous Volunteers Support Program Sporting Club Capacity Initiative Top 10 Accessible Experiences Velodrome mementos
The Gold Coast Health and Knowledge Precinct is recognised internationally as a hub for business, research and development.	14. GC2018 is a catalyst for accelerating the transformation of the Gold Coast Health and Knowledge Precinct (GCHKP) into a globally competitive 'tech hub'	<ul style="list-style-type: none"> Enabling infrastructure developed for the Gold Coast Health and Knowledge Precinct through the Commonwealth Games Village Economic and employment benefits through driving land productivity within the Gold Coast Health and Knowledge Precinct 	<ul style="list-style-type: none"> Gold Coast Health and Knowledge Precinct (GCHKP) <i>Trade 2018</i>
Queensland is Australia's premier destination for domestic and international tourism.	15. GC2018 inspires greater levels of customer service on the Gold Coast and in Queensland	<ul style="list-style-type: none"> Increased visitor perceptions of the Gold Coast and Queensland tourism experience 	<ul style="list-style-type: none"> Be My Guest Creating Tracks – Business development and support for Indigenous Tourism, Hospitality and Artists Top 10 Accessible Experiences Visitor Servicing

SUCCESS FACTOR	BENEFIT	KEY MEASURES ¹	LEGACY PROJECTS ²
	16. The Gold Coast and Queensland are tourism destinations of choice	<ul style="list-style-type: none"> • Gold Coast and Queensland domestic and international visitor numbers and expenditure • Gold Coast and Queensland accommodation supply and occupancy • Tourism marketing opportunities leveraged from GC2018 	<ul style="list-style-type: none"> • Be My Guest • Creating Tracks – Business development and support for Indigenous Tourism, Hospitality and Artists • Economy and Community Program • Environmental Impacts Program • PDIP – Townsville CBD Heritage Trails • Top 10 Accessible Experiences • Visitor Servicing
Infrastructure developed for GC2018 provides long term community benefits.	17. GC2018 creates opportunities for permanent legacy benefits from infrastructure improvements, including the Gold Coast Light Rail Stage 2	<ul style="list-style-type: none"> • Investment in GC2018 venue infrastructure • Investment in transport infrastructure to support GC2018 • Investment in technology/ smart infrastructure to support GC2018 • Investment in public domain infrastructure to support GC2018 	<ul style="list-style-type: none"> • Active Transport Infrastructure • Belmont Shooting Complex • Broadbeach Bowls Club • Broadwater Parklands Stage 3 • Carrara Indoor Stadium • Carrara Southern Precinct • Gold Coast Sports and Leisure Centre and Elite Sports Fields • Carrara Stadium • City Road Infrastructure • Coomera Indoor Sports Centre • Digital City • Economy and Community Program • Embracing 2018 Sports Assets Legacy policy • Gold Coast Aquatic Centre • Gold Coast Hockey Centre • Gold Coast Light Rail – Stage 2 • Gold Coast major road upgrade program • Gold Coast rail line – duplication Coomera to Helensvale • Inclusiveness and Diversity Program • Nerang Mountain Bike Trails • Oxenford Sound Stage 9 • Parklands redevelopment (Commonwealth Games Village) • PDIP – Broadbeach Event Space Deck, Kurrawa Park • PDIP – Broadbeach South Transport Hub Extension • PDIP – Broadwater – Deck and Footpath • PDIP – Bus Stop Accessibility – BCC • PDIP – Cairns Basketball Court • PDIP – Cairns Convention Centre – Aquafill refill Station and Street Furniture • PDIP – Captain Burke Park Fitness Equipment Upgrade • PDIP – Cycle Parking at Games Venues • PDIP – Image and Look Last Mile • PDIP – Last Mile Streetscape • PDIP – Northern Pedestrian Link – Nerang Station to Carrara Stadium between Boulton Rd and Lakeview Drive • PDIP – Outdoor Table Tennis • PDIP – Pedestrian Link – Broadbeach South LR Station to Pratten Park • PDIP – Pedestrian Link – Northern side of Boulton Rd – Nerang Station to Nerang Broadbeach Rd • PDIP – Pedestrian Link – Southport to Surfers Paradise • PDIP – Public Amenities Grafton and Spence Street • PDIP – Smart City Infrastructure – Broadbeach, Kurrawa Park and Coolangatta • PDIP – Townsville CBD Park Gym Equipment • Queensland State Velodrome • Runaway Bay Sports Super Centre • Smith Street additional lanes • Waste Program

SUCCESS FACTOR	BENEFIT	KEY MEASURES ¹	LEGACY PROJECTS ²
Aspiration 3 – Accelerating the Gold Coast to a world class boutique city			
Gold Coast residents embrace sustainable transport through greater use of public and active transport networks.	18. GC2018 provides the city with more options for active travel and public transport resulting in greater connectivity.	<ul style="list-style-type: none"> Increased amount of public and active transport infrastructure and services. Increased awareness of, and satisfaction with, public and active transport. 	<ul style="list-style-type: none"> Accessibility Program Active Transport Infrastructure Economy and Community Program Gold Coast Light Rail – Stage 2 Gold Coast major road upgrade program Gold Coast rail line – duplication Coomera to Helensvale PDIP – Broadbeach South Transport Hub Extension PDIP – Cycle Parking at Games Venues PDIP – Northern Pedestrian Link – Nerang Station to Carrara Stadium between Boulton Rd and Lakeview Drive PDIP – Pedestrian Link – Broadbeach South LR Station to Pratten Park PDIP – Pedestrian Link – Northern side of Boulton Rd – Nerang Station to Nerang Broadbeach Rd PDIP – Pedestrian Link – Southport to Surfers Paradise Public and active transport Smith Street additional lanes Transport Program
	19. GC2018 accelerates travel behaviour change on the Gold Coast to encourage more people out of their cars	<ul style="list-style-type: none"> Acceptance of public and active transport as sustainable and efficient modes of transport Use of public and active transport options 	<ul style="list-style-type: none"> Active Transport Infrastructure PDIP – Broadbeach South Transport Hub Extension PDIP – Cycle Parking at Games Venues PDIP – Last Mile Wayfinding PDIP – Northern Pedestrian Link – Nerang Station to Carrara Stadium between Boulton Rd and Lakeview Drive PDIP – Pedestrian Link – Broadbeach South LR Station to Pratten Park PDIP – Pedestrian Link – Northern side of Boulton Rd – Nerang Station to Nerang Broadbeach Rd PDIP – Pedestrian Link – Southport to Surfers Paradise Public and active transport Transport Program Travel Behaviour Change
An environment that fosters innovation and grows successful businesses; and a highly skilled workforce that meets the needs of business and industry	20. GC2018 is leveraged to build the education sector and knowledge economy to become a defining industry for the Gold Coast	<ul style="list-style-type: none"> Performance of the education and training sector on the Gold Coast 	<ul style="list-style-type: none"> Economy and Community Program Study Gold Coast <i>Trade 2018</i>
A thriving cultural economy that attracts skills, talent and investment	21. Local creative industries drive growth in the Gold Coast economy	<ul style="list-style-type: none"> Gold Coast creative industries economic and employment contribution 	<ul style="list-style-type: none"> Arts and Culture Program Creating Tracks – Business development and support for Indigenous Tourism, Hospitality and Artists Host City Festival 2018
A city highly regarded across all of our target markets, having achieved the greatest improvement in reputation over the previous 10 years of any city in Australia	22. GC2018 is leveraged to enhance the city's reputation locally, nationally and internationally	<ul style="list-style-type: none"> Improved reputation of the Gold Coast locally, nationally and internationally 	<ul style="list-style-type: none"> Be My Guest Carbon Program City Presentation City Reputation Gold Coast Media Centre Inclusiveness and Diversity Program <i>Trade 2018</i> Transport Program Visitor Servicing

SUCCESS FACTOR	BENEFIT	KEY MEASURES ¹	LEGACY PROJECTS ²
Our city is safe – we feel secure and confident in our communities	23. Through hosting GC2018 the perception of safety on the Gold Coast is improved	<ul style="list-style-type: none"> Improved perceptions of safety on the Gold Coast 	<ul style="list-style-type: none"> Economy and Community Program Joint Emergency Services Coordination Centre PDIP – Image and Look Last Mile PDIP – Last Mile Streetscape Safety Camera Network
We manage quality rural and urban living while looking after the future of the city's rainforest, bushland, waterways and open space	24. Gold Coast's pristine natural environment is positioned as a point of difference during GC2018	<ul style="list-style-type: none"> Protection of the Gold Coast's natural environment Improved perceptions of the Gold Coast's natural environment 	<ul style="list-style-type: none"> Beach Nourishment Creating Tracks – Business development and support for Indigenous Tourism, Hospitality and Artists Economy and Community Program Trade 2018

Aspiration 4 – Building active, engaged and inclusive communities

Queenslanders are encouraged to improve their health and well-being through physical activity	25. GC2018 inspires Australians to become healthier and happier through an active lifestyle and physical activity	<ul style="list-style-type: none"> Increased or sustained participation in an active lifestyle 	<ul style="list-style-type: none"> 10,000 Steps Program Borobi Boogie Borobi Primary Schools Tour Celebrating Queen's Baton Relay City of Gold Coast – Active and Healthy Program Guide Duke of Edinburgh International Award Legacy Project Embracing 2018 Sports Assets Legacy program Embracing 2018 Sports Grants Everydayhero – MyGames 2018 Fundraising Platform Project Game on Qld Get into the Games web pages and resources Get Out, Get Active: Embracing 2018 Community Sports Grants Girl Guides Australia – Commonwealth Games Badge Gold Coast Clay Target Club Healthier. Happier. Nature Play Queensland Legacy Project Parkrun4everyone PDIP – Cairns Basketball Court PDIP – Captain Burke Park Fitness Equipment Upgrade PDIP – Outdoor Table Tennis PDIP – Townsville CBD Park Gym Equipment Public and active transport QRU Pacific Islander Community Engagement and Capacity Building Project Queensland School Sports Championships Sporting Club Capacity Initiative Traditional Indigenous Games
--	---	---	---

SUCCESS FACTOR	BENEFIT	KEY MEASURES ¹	LEGACY PROJECTS ²
	26. GC2018 is leveraged to support the sport and recreation industry to better cater for active communities, from grass roots to high performance	<ul style="list-style-type: none"> • Development of the sport and recreation industry • Community and visitor usage of the GC2018 sporting venues 	<ul style="list-style-type: none"> • Belmont Shooting Complex • Broadbeach Bowls Club • Carrara Indoor Stadium • Carrara Southern Precinct • Gold Coast Sports and Leisure Centre and Elite Sports Fields • Carrara Stadium • Coomera Indoor Sports Centre • Embracing 2018 Sports assets Legacy program • Embracing 2018 Sports Grants • Everydayhero – MyGames 2018 Fundraising Platform Project • Gold Coast Aquatic Centre • Gold Coast Clay Target Club • Gold Coast Hockey Centre • Nature Play Queensland Legacy Project • Nerang Mountain Bike Trails • Parkrun4everyone • QRU Pacific Islander Community Engagement and Capacity Building Project • Queensland State Velodrome • Runaway Bay Sports Super Centre • Sporting Club Capacity Initiative
Queenslanders have an increased sense of community, embrace diversity and are actively inclusive	27. GC2018 is a catalyst for increased sense of inclusivity, diversity and community pride in Gold Coast and Queensland communities	<ul style="list-style-type: none"> • Queenslanders' pride in hosting GC2018 • Queenslanders' engagement in key Embracing 2018 programs • Increased awareness and positive experiences of Australia's diversity and inclusiveness 	<ul style="list-style-type: none"> • 10,000 Steps Program • Accessibility Program • Arts and Culture Program • Be My Guest • Borobi Boogie • Borobi Primary Schools Tour • Celebrating Queen's Baton Relay • Complementary Events – Activations • Duke of Edinburgh International Award Legacy Project • Embracing 2018 Sports assets Legacy policy • Embracing 2018 Sports Grants • Embracing 2018 website • Event Cities Festival 2018 • Everydayhero – MyGames 2018 Fundraising Platform Project • Game on Qld • Get into the Games web pages and resources • Girl Guides Australia – Commonwealth Games Badge • Host City Festival 2018 • Inclusiveness and Diversity Program • Indigenous Volunteers Support Program • Largest para-sport program • Parkrun4everyone • PDIP – Gateways Public Art • PDIP – Townsville CBD Tourism Sign • PDIP – Wayfinding Signage • QRU Indigenous Jersey Bursary • QRU Pacific Islander Community Engagement and Capacity Building Project • Queensland School Sports Championships • Reconciliation in Qld Schools • Response to Homelessness • Top 10 Accessible Experiences • Traditional Indigenous Games • Velodrome mementos • Visitor Servicing • Youth Parliament – Cairns

SUCCESS FACTOR	BENEFIT	KEY MEASURES ¹	LEGACY PROJECTS ²
	28. GC2018 is a catalyst for increased engagement and greater activation of the Gold Coast community	<ul style="list-style-type: none"> • Increase in Gold Coast residents' pride for the City 	<ul style="list-style-type: none"> • Arts and Culture Program • Be My Guest • Broadwater Parklands Stage 3 • Economy and Community Program • Embracing 2018 website • Host City Festival 2018 • Nature Play Queensland Legacy Project • Top 10 Accessible Experiences • Visitor Servicing
Our sporting and community groups are invigorated with a spirit of volunteering and community service.	29. GC2018 stimulates increased participation, retention and representation of diversity in volunteer programs	<ul style="list-style-type: none"> • Participation in Embracing 2018 volunteer development opportunities • Increased participation in volunteering within the community 	<ul style="list-style-type: none"> • City of Gold Coast Volunteer Program • Indigenous Volunteers Support Program • Response to Homelessness
Queensland communities embrace cultural activities in the lead-up to, during and after GC2018	30. Through GC2018 creative talent and culturally diverse communities throughout Queensland are celebrated	<ul style="list-style-type: none"> • Community participation in and public value of Festival 2018 delivered in the Host and Event cities • Festival 2018 celebrates diversity and showcases the authentic spirit of the Gold Coast and Queensland 	<ul style="list-style-type: none"> • Arts and Culture Program • Be My Guest • Embracing 2018 website • Event Cities Festival 2018 • Generate Artist Grants • Griffith Review: New Commonwealth Now • Host City Festival 2018 • Inclusiveness and Diversity Program • PDIP – Aboriginal Stories on the GC – Embracing our stories
Recognise, respect and celebrate Aboriginal and Torres Strait Islander cultures	31. GC2018 provides greater opportunities for Aboriginal and Torres Strait Islander people and promotes an increased awareness and understanding of Aboriginal and Torres Strait Islander cultures	<ul style="list-style-type: none"> • Education and awareness program provided on Aboriginal and Torres Strait Islander cultures • Economic, social and cultural opportunities provided for Aboriginal and Torres Strait Islander people to participate in GC2018 	<ul style="list-style-type: none"> • Be My Guest • Creating Tracks – Business development and support for Indigenous Tourism, Hospitality and Artists • Embracing 2018 Sports Assets Legacy program • Embracing 2018 Sports Grants • Embracing 2018 website • Embracing our stories Brisbane – Sky Lore Indigenous Astronomy • Indigenous Volunteers Support Program • Public Domain Improvement Program (PDIP) – Aboriginal Stories on the Gold Coast – Embracing our stories • Reconciliation Action Plan (RAP) • Reconciliation in Queensland Schools • Sustainable Procurement Program • Traditional Indigenous Games

APPENDIX 3 INTERNATIONAL EVENTS AND PROGRAMS

GC2018 has helped to secure the following international events and programs.

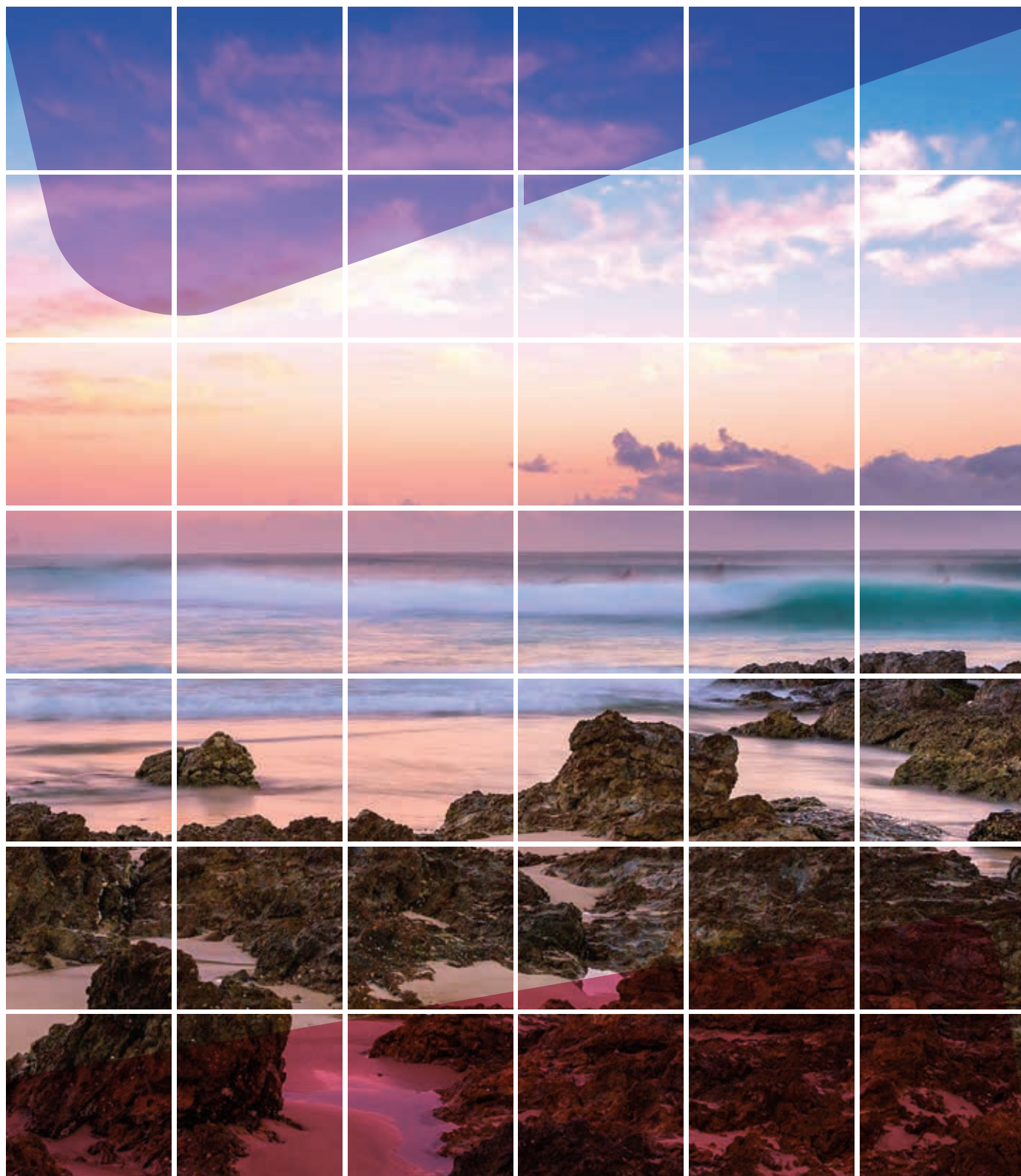
- Pan Pacs Swimming Championships
- 2018 World Youth Bowls Championships
- Sudirman Cup (2017)
- Pan Pacs Masters – Hockey
- 2018 World Parachute Championships
- FINA Diving Grand Prix (2015 and 2016)
- Asia Pacific Bowls Championships 2019
- Oceania Weightlifting Competition
- New Zealand Paralympic Athletics
- World Cup Cheer and Dance
- FINA Men's Water Polo
- 2020 World Bowls Championships
- FIVB MENS Volleyball World League
- FIBA Oceania Pacific Youth Leaders Camp
- China/Brisbane Bullets Basketball
- Down Under Sports Tournament
- International Netball Festival
- GKR Karate International World Cup
- PNG High Performance Sporting Leaders
- GCCFC/Chinese A League
- Filming of Thor
- Filming of Aquaman
- International Triathlon Grand Final 2018
- Field Hockey Canada
- Malaysia/QAS Hockey
- 2016 World Junior Bowls Championships
- Pan Pacific Masters – Basketball
- Craig Foster International Futsal Cup
- Gather Adjust Prepare Sustain (GAPS) Oceania
- Margo Allen Deaf Netball
- Rugby Sevens International Series, Mackay, 2017
- 2018 Rugby League Commonwealth Championship



© Tourism and Events Queensland – Steve Holland

GLOSSARY OF TERMS

ALOS	Average length of stay	IF	International Federations
AO	Officer of the Order of Australia	ISO20121	International standard for sustainable events management
ASSOCHAM	The Associated Chambers of Commerce and Industry of India	IVSP	Indigenous Volunteer Support Program
BACW	Building Active Communities Workshop	IWG	Indigenous Working Group
BBC	British Broadcasting Corporation	LAC	Legacy Advisory Committee
BRT	Bicycle Response Team	LGBTI	Lesbian Gay Bisexual Transgender Intersex
CALD	Culturally and linguistically diverse people	MFF	Mobile Forensic Facility
CGA	Commonwealth Games Association	NAIDOC	National Aboriginal and Islanders Day Observance Committee
CGEN	Creative Generation	NDIS	National Disability Insurance Scheme
CGF	Commonwealth Games Federation	NSO	National Sporting Organisation
CoCom	Coordination Commission	OAM	Medal of the Order of Australia
CQ	Cycling Queensland	OCG	Office of the Commonwealth Games
CWEIC	Commonwealth Entrepreneur and Investment Council	PDIP	Public Domain Improvement Program
DDA	Disability Discrimination Act	PNG	Papua New Guinea
DETI	Department of Education and Training International	PSI	Pride in Sport Index
DHPW	Department of Housing and Public Works	PTP	Personalised Travel Planning
DNPSR	Department of National Parks, Sport and Racing	QAS	Queensland Academy of Sport
edms	Electronic direct mail	QAS	Queensland Ambulance Service
EQI	Education Queensland International	QBR	Queen's Baton Relay
FC	Football Club	QLD	Queensland
FIBA	Federation of International Basketball Association	QRU	Queensland Rugby Union
FINA	Fédération Internationale de Natation	QSERSA	Queensland Sport, Exercise and Recreation Survey (Adults)
FIVB	Fédération Internationale de Volleyball	QSRIDP	Queensland Sport and Recreation Industry Development Program
FOTM	Fires on Top of Mountains	QSS	Queensland School Sport
FSG	Freedom, Social Justice and Growth	QSTARS	Queensland Statewide Tenant Advice and Referral Service
FTE	Full-time equivalent	RAP	Reconciliation Action Plan
GAPS	Gather Adjust Prepare Sustain	RIQS	Reconciliation in Queensland Schools
GBCA	Green Building Council of Australia	TDM	Travel Demand Management
GC2018	Gold Coast 2018 Commonwealth Games	TEQ	Tourism and Events Queensland
GCCEC	Gold Coast Convention and Exhibition Centre	TMR	Department of Transport and Main Roads
GCCF	Gold Coast Community Fund	TVNZ	Television New Zealand
GCHKP	Gold Coast Health and Knowledge Precinct	UDIA	Urban Development Institute of Australia
GDP	Gross Domestic Product	WOW	Women of the World
GHQ	GOLDOC's Headquarters	WTP	Workplace Travel Plan
GKR	Go-Kan-Ryu Karate	YEAG	Yungambah Elders Advisory Group
GOLDOC	Gold Coast 2018 Commonwealth Games Corporation		
ICA	International Communication Australia		



Find out more

For more information, including the full report, visit www.embracing2018.com.

Contact us

Embracing2018@dtesb.qld.gov.au

Call **13 QGOV (13 74 68)** (outside of Australia +61 7 3405 0985)

   **#Embracing2018**

