



Stadiums Queensland has been operating for almost 20 years and in this time has developed specialised expertise that can inform government policy and strategy on major sports facilities to leverage outcomes for the community.

The strategic importance of Stadiums Queensland and its venues goes beyond the atmosphere experienced when walking into Suncorp Stadium on Origin night.

Some of Queensland's and Australia's best high performing and developing athletes train and compete at venues owned by Stadiums Queensland, including the Queensland Academy of Sport, based at a Stadiums Queensland venue.

The venues support national and state sport organisations through subsidised rent so that they can administer community sport throughout Queensland.

Events at Stadiums Queensland venues generate \$354.9 million (GDP) to the Queensland economy directly and a further \$557.3 million (GDP) in economic benefit through flow-on activity.

In 2020, Stadiums Queensland and its venue management partners helped save Australian sport. Whole sporting competitions, including the Toyota AFL Premiership and the Suncorp Super Netball, relocated to Queensland and were provided not just world-class playing surfaces, but also in the midst of a Pandemic, the ability to return crowds. The relocation of the AFL alone generated more than \$136 million to the Queensland economy across the season.

In 2020, The Gabba hosted the AFL Grand Final. This was the first time that the event was hosted outside of Victoria in 124 years. Key to the success of this event was Stadiums Queensland's expertise and agility, and ability to work with stakeholders, including the Queensland Government and the AFL, to achieve outcomes.

The COVID-Safe plans developed by Stadiums Queensland and venue management partners not only enabled the return of events to major sports facilities, but they also paved the way for the opening of other venues and businesses and the staging of events throughout the state.

Stadiums Queensland has punched above its weight in helping to kick start Queensland's recovery from COVID-19. Stadiums Queensland will continue work with its partners to support Queensland to Unite and Recover.

"We've seen the stadiums work very, very effectively. They've done a brilliant job at managing that social distancing. So now we're going to open that up to other venues because we've learnt from the stadiums and the assistance they've given us in about where they've seen the rub points, so that we've now been able to work with other venues about how they can increase the numbers of people in those venues"

Dr. Jeannette Young, Chief Health Officer
Press Conference 30/06/2020

Unite & Recover

The Queensland Government's objectives for the community are built around Unite and Recover – Queensland's plan to respond and recover from the COVID-19 Pandemic. It provides a long-term response to the continuing changes the pandemic is creating. The plan focuses on nine priorities: Safeguarding our health; Supporting jobs; Backing small business; Making it for Queensland; Building Queensland; Growing our regions; Investing in skills; Backing our frontline services; and Protecting the Environment.

Safeguarding Our Health

- Ongoing investment in Stadiums Queensland's community venues will ensure the facilities remain world class and continue service community needs as health and physical activity destinations.
- Events at Stadiums Queensland owned venues will support well-being and community connection.

Supporting Jobs

- Stadiums Queensland's venues support an estimated 7,347 full time equivalent (FTE) jobs in Queensland, including 3,928 FTE directly, and 3,419 FTE jobs through flow-on activity.
- Stadiums Queensland and its venue management partners work closely with the Queensland Government, Tourism and Events Queensland, local councils and tourism bodies to attract events to the state, supporting event-based tourism.

Backing Small Business

- Stadiums Queensland supports small, medium and large businesses through outsourced arrangements for venue services, including catering, cleaning, waste management, security, ticketing, maintenance and capital works.
- The ability of Stadiums Queensland and venue management partners to open venues to crowds as part of COVID-19 recovery is vital to the small-medium businesses servicing events and to business in venue precincts.

Building Queensland

- Investment by the Queensland Government and Stadiums Queensland in major sports facilities will ensure venues remain iconic and support the attraction of events to Queensland, support community participation and bring economic value to the broader Community.

Growing our Regions

- The Queensland Country Bank Stadium was funded through the Townsville City Deal with the aim of stimulating urban renewal in the Townsville CBD and economic activity in the broader North Queensland Region.
- Continued Government support to attract events to this venue remains a priority during COVID-19 recovery.

Activate! Queensland

2019-2029

Activate! Queensland 2019-2029 is the Queensland Government's sport and active recreation strategy.

Activate! provides the vision for the implementation of the strategic recommendations of the 2018 Stadium Taskforce review of Stadiums Queensland. *Activate!* sets the goal that major sports facilities will provide world-class fan experience and will be successful in attracting events. *Activate!* outlines that Government will:

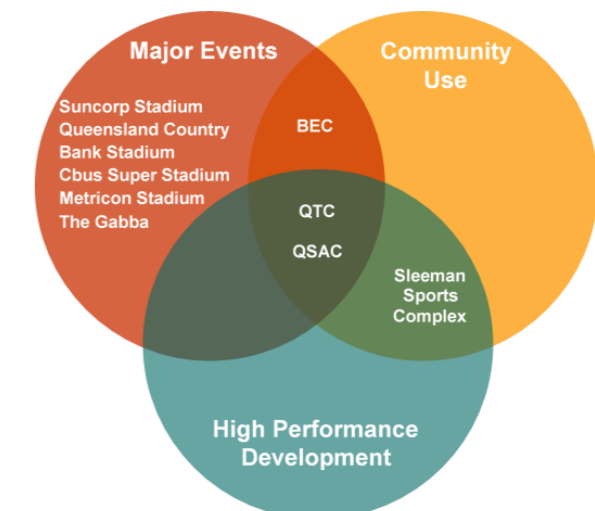
- Include stadiums and associated infrastructure as part of urban design that encourages active lifestyles.
- Invest in existing Stadiums Queensland facilities to maintain and enhance their use, to attract world-class and community focused events.
- Deliver high-quality facilities and experiences through Stadiums Queensland.
- Introduce a new standard for technology in Stadiums Queensland venues that enhances the fan experience.
- Explore ways to ensure a variety of food and beverage options are available at Stadiums Queensland venues including a trial of healthy food options to meet customer expectations.

Activate! goals to grow elite success through investment in high performance sport and transform the industry are strategic matters for Stadiums Queensland with enhancements to be made to the Queensland Academy of Sport at the Queensland Sport and Athletics Centre (QSAC).

Stadiums Queensland is working the Department of Tourism, Innovation and Sport and other partners to implement the *Activate!* vision and priorities for major sports facilities.

Stadiums Queensland Venues

Stadiums Queensland contributes to Queensland Government outcomes through its venues



Queensland Tennis Centre