

Report to Parliament

**Tourism and Events Mission to
SportAccord 2018,
Bangkok, Thailand**

16 April – 19 April 2018



**The Honourable Kate Jones MP
Minister for Innovation and Tourism
Industry Development and
Minister for the Commonwealth
Games**

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Tourism and Events Mission to SportAccord 2018, Bangkok, Thailand

The Hon Kate Jones MP, Minister for Innovation, Tourism Industry Development and
Minister for the Commonwealth Games

16 April – 19 April 2018

Program

Time in bold indicates local time

Time in normal font indicates Brisbane time

Time Difference

Singapore 2 hours behind Brisbane
Bangkok 3 hours behind Brisbane

Monday 16 April 2018 – Brisbane/Singapore	
2355	Depart Brisbane SQ0246
Tuesday 17 April 2018 – Singapore/Bangkok	
0620 0820	Arrive Singapore International Terminal
0710 0920	Depart Singapore SQ0970
0835 1135	Arrive Suvarnabhumi Airport, Bangkok Met on arrival by: Mr John Drummond-Montgomery, Group Executive Events, Tourism and Events Queensland (TEQ)
1030-1130 1330-1430	Brisbane contact time
1230-1330 1530-1630	TEQ briefing on SportAccord 2018
1330 1630	Travel to SportAccord 2018
1400-1530 1700-1830	<u>Meeting with Takashi Ogawa, Executive Vice President, and Mike Simpson, Championship Organising Committee, International Jump Rope Union</u> Venue: Centara Grand & Bangkok Convention Centre
1530-1730 1830-2030	<u>CityAccord</u> Minister to present CityAccord closing keynote address Venue: Centara Grand & Bangkok Convention Centre
1900-2100 2200-0000	<u>Dinner meeting with Mr Craig McLatchey OAM, Lagardere</u> Venue: Nahm, Cosmo Metropolitan Bangkok
2100 0000 (18/4)	Return to Hotel
Overnight	Intercontinental Bangkok

Wednesday 18 April 2018 –Bangkok/Singapore	
0730 1030	Breakfast at Hotel (own arrangements)
0900-1000 1200-1300	Attend plenary session chaired by His Excellency Thomas Bach, President of the IOC. Session attended by IOC members. Venue: Centara Grand & Bangkok Convention Centre
1000-1100 1300-1400	<u>Meeting with Christophe Dubi, Sports Director, International Olympic Committee and Hannah Burns, Head of Promotion, International Olympic Committee (IOC)</u> Venue: Centara Grand & Bangkok Convention Centre
1100-1200 1400-1500	<u>Meeting with Clare Briegal, CEO, and the Hon. Molly Rhone OJ CD, Board Member, International Netball Federation</u> Venue: Centara Grand & Bangkok Convention Centre
1230-1330 1530-1600	<u>Meeting with Colin Webster, Board Member, and Leopold Chung, Head of International Relations and Acting Secretary-General, International Esports Federation</u> Venue: Centara Grand & Bangkok Convention Centre
1400-1600 1800-1900	Brisbane contact time
1700 2000	Travel to Suvarnabhumi Airport, Bangkok
2005 2305	Depart Bangkok SQ0983
2330 0230 (+1day)	Arrive Singapore International Airport

Thursday 19 April 2018 –Singapore/Brisbane	
0045 0345	Depart Singapore SQ0255
1035	Arrive Brisbane International Airport
	Official program concludes

Delegation Members

Official Party Members

The Honourable Kate Jones MP	Minister for Innovation, Tourism Industry Development and Minister for the Commonwealth Games
Mr Matthew Jutsum	Chief of Staff Office of the Minister for Innovation, Tourism Industry Development and Minister for the Commonwealth Games

Key Representatives in market

Mr John Drummond-Montgomery	Group Executive, Events, Tourism and Events Queensland
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Emergency contact details

Australian Ambassador to Thailand	HE Mr Paul Robilliard
Tel:	+66 2 344 6300
Address:	181 Wireless Road, Bangkok 10330

Meeting with Takashi Ogawa, Executive Vice President, and Mike Simpson, Championship Organising Committee, International Jump Rope Union

Date:	17 April 2018
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Attendees:

Takashi Ogawa	Executive Vice President
Mike Simpson	Chair, World Jump Rope Championship

Meeting Summary:

- The sport of jump rope involves one or more participants jumping over a rope swung so that it passes under their feet and over their heads. There are multiple subsets of jump rope including single freestyle, single speed, pairs, three-person speed (double dutch), and three-person freestyle (double dutch freestyle).
- The events are often separated by gender and age and there are hundreds of competitive teams around the world. It is a growing sport that appeals to the younger demographic.
- I met with Mr Ogawa and Mr Simpson of the International Jump Rope Union to explore event opportunities for Queensland.
- The International Jump Rope Union was recently formed by the merger of the World Jump Rope Federation and the Fédération Internationale de Saut à la Corde.
- I was advised that each organisation will maintain their respective world / international championships until the first combined event, tentatively scheduled for 2020.
- I expressed an interest in securing future editions of the Australian National Rope Skipping Championships and potentially hosting the first edition of the combined World Jump Rope Championship in Queensland in 2020.
- I promoted the Gold Coast as an ideal location for jump rope events and highlighted the facilities now available as a result of the 2018 Gold Coast Commonwealth Games.
- Following the meeting, I had the opportunity to observe a jump rope demonstration, which included Queenslander Luke Boon, a multiple jump rope world champion.

CityAccord

Date:	17 April 2018
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Meeting Summary:

- CityAccord is designed to address the needs and concerns of cities bidding for major international sporting events by bringing together bidding cities, national events organisers, sports commissions, host cities, local event organising committees, development authorities, and commercial delegates to share insight.
- The timing of CityAccord provided a significant opportunity to leverage the successful staging of the Gold Coast 2018 Commonwealth Games by promoting the Gold Coast and Queensland as ideal locations to host major sports events.
- I delivered the closing keynote address for CityAccord, presenting on Multi-Sport Events: Delivering Economic Impact, Inclusion and Inspiration. My presentation focused on the long-term legacy benefits of the Gold Coast 2018 Commonwealth Games such as transport network upgrades, new and upgraded venue infrastructure, upgraded mobile network infrastructure and upgrades to the city's electricity grid. I positioned the Gold Coast and Queensland as Australia's new sport events capital.
- Other speakers at CityAccord included Weerasak Kowsurat, Minister of Tourism and Sports, Thailand; Thomas Lund, Secretary General, Badminton World Federation; and Jerome Lacroix, Business Development Manager, Union Cycliste Internationale (UCI).
- Attendees at CityAccord included representatives from international sporting federations, organising bodies, cities and regions.
- Refer to Appendix One for a copy of the keynote address.

Dinner meeting with Mr Craig McLatchey OAM, Lagardere

Date:	17 April 2018
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Attendees:

Craig McLatchey OAM	Event Consultant, Lagardere and CEO, Events Knowledge Services
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Meeting Summary:

- I met with Mr McLatchey OAM to discuss outcomes and legacy opportunities following the successful staging of the Gold Coast 2018 Commonwealth Games.
- I gained early insights into the Olympic bidding process and the broad requirements and timeframes for future bids.
- TEQ is working with Beef Australia to explore Event Value Optimisation opportunities for the 2018 event, including the design of the site to enhance the visitor experience, stay and spend around the event. I discussed these opportunities with Mr Craig McLatchey OAM, who has extensive knowledge of the event and region.

Meeting with Christophe Dubi, Sports Director, International Olympic Committee and Hannah Burns, Head of Promotion, International Olympic Committee (IOC)

Date:	18 April 2018
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Attendees:

Christophe Dubi	IOC Sports Director and Deputy Olympic Games Executive Director
Hannah Burns	Head of Promotion, IOC
John Drummond Montgomery	Group Executive Events, Tourism and Events Queensland

Meeting Summary:

- Acting as a catalyst for collaboration between all parties of the Olympic family, from the National Olympic Committees (NOCs), the International Sports Federations (IFs), the athletes, the Organising Committees for the Olympic Games (OCOGs), to the TOP partners, broadcast partners and United Nations agencies, the International Olympic Committee (IOC) shepherds success through a wide range of programmes and projects. On this basis it ensures the regular celebration of the Olympic Games, supports all affiliated member organisations of the Olympic Movement and strongly encourages, by appropriate means, the promotion of the Olympic values.
- I met Mr Dubi and Ms Burns to progress initial discussions around the potential for South East Queensland to host the 2032 Olympic Games.
- I agreed that Tourism and Events Queensland (John Drummond Montgomery) would continue to be the liaison between the Queensland Government and the IOC.

Meeting with Clare Briegal, CEO, and the Hon. Molly Rhone OJ CD, Board Member, International Netball Federation.

Date:	18 April 2018
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Attendees:

Clare Briegal	Chief Executive Officer
The Hon. Moly Rhone	Board Member

Meeting Summary:

- I met with Ms Briegal and Ms Rhone of the International Netball Federation to express our interest in hosting a future edition of the Netball World Cup in South-East Queensland.
- We discussed the success of the Gold Coast 2018 Commonwealth Games and was delighted to hear that they were very impressed with the delivery of the netball competition at the Games, particularly the result, as Ms Briegal is English and Ms Rhone is Jamaican.
- We discussed Australia's strong reputation of being a successful netball nation.

- I presented Queensland's concept for a Netball World Cup South-East Queensland, offering an experience unlike any previous World Cup.
- At the conclusion of the meeting it was agreed that TEQ would provide a summary bid document for contemplation by the Board at the next Federation meeting.

Meeting with Colin Webster, Board Member, and Leopold Chung, Head of International Relations and Acting Secretary-General, International Esports Federation.

Date:	18 April 2018
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Attendees:

Leopold Chung	Head of International Relations and Acting Secretary General
Colin Webster	Board Member

Meeting Summary:

- Esports (also known as electronic sports) is a form of competition using video games. Most commonly, Esports take the form of organised, multiplayer video game competitions, particularly between professional players. The most common video game genres are real-time strategy, first-person shooter, fighting, and multiplayer online battle arena. Tournaments such as The International, the League of Legends World Championship, the Evolution Championship Series and the Intel Extreme Masters provide live broadcasts of the competition, and prize money to competitors.
- In 2013, it was estimated that approximately 71.5 million people worldwide watched ESports. The increasing availability of online streaming media platforms has become central to the growth and promotion of Esports competitions. Major League Gaming has reported viewership that is approximately 85% male and 15% female, with a majority of viewers between the ages of 18 and 34.
- South Korea has several established Esports organisations, which have licensed pro gamers since 2000. Competitions outside South Korea has been somewhat slower, but now include major competitions in Europe, North America and China.
- The global Esports market generated US\$325 million of revenue in 2015 with a global audience in 2015 of 226 million people.
- I met with Mr Webster and Mr Chung of the International Esports Federation to explore event opportunities for Queensland.
- The Federation is working to become the world's first international organisation of Esports; it started with nine member nations and has expanded to over 48 nations.
- I expressed an interest in hosting an international tournament in Queensland.
- Following the meeting, I had the opportunity to try a virtual game demonstration.

Appendices

Appendix One – CityAccord Keynote Address

Minister for Innovation and Tourism Industry Development and Minister for the Commonwealth Games

CityAccord Keynote Address

Two nights ago we held the closing ceremony of the XXI Commonwealth Games, in Australia's sunshine state, Queensland, at our very own Gold Coast.

The Commonwealth Games continues to grow and is the largest multi-sport event, after the Olympics.

It was the first time Australia had held the Games in a regional city.

In total, we welcomed more than 6,600 athletes, from 71 nations and territories around the globe, competing in 23 different sporting events, over 11 days in 18 venues.

We wanted our whole community to be a part of the action and while most events were held on the Gold Coast, our tourism mecca – we held events in Brisbane, Townsville and Cairns - 1,900 kilometres from the Gold Coast!.

FIRSTS

The Games was famous for firsts - that will set a new benchmark for the Commonwealth Games and all multi-sport games for the future.

- Equal number of men's women's medals
- Fully integrated Games for para-athletes
- Five countries medalling for the first time – Vanuatu, Cook Islands, Solomon Islands, British Virgin Islands and Dominica
- Nine world records and 83 Commonwealth Games Records
- A reconciliation action plan to empower the first nations people
- The longest ever Queens Baton Relay – to leverage exposure of the Gold Coast as destination in markets
- And even the English Netball Team won a Gold for the first time ever since the Games began.
- It was also the first time Beach Volleyball was featured in a Commonwealth Games
- We exceeded our ticket sales by undertaking a deliberate family friendly ticket pricing strategy – selling 1.2 million tickets - twice the population of the Gold Coast.
- And we also smashed our sponsorship targets – beating both Glasgow and Melbourne (a population of more than 4 million) before us

While we our proud of all of our achievements on and off the field – many of these successes were not easy, took hard work and strategy.

Strategy

As a Minister that was part of the State Government, that made the decision to bid for the Games in 2010.

Our focus from Day 1 was on legacy for the city of the Gold Coast and for Queensland.

We established an organisation committee to deliver:

- The staging of the 11 days of sporting competition working closely with the CGF and CGAs
- The opening and closing ceremonies
- The Queens Baton Relay
- Sports Administration
- Training and supporting more than 15,000 volunteers

State Government – established an Office of Commonwealth Games to drive more than \$1.5 billion in investment for the Games – in-line with the bid and \$1 billion in transport infrastructure delivered because of the Commonwealth Games.

Venues

- Build brand new and upgrading 18 sporting venues across the state – including Olympic standard velodrome, world’s best indoor sporting centre for badminton, weightlifting – we even built a boxing venue – that is also the southern hemisphere’s largest sound studio at Warner Brothers, on the Gold Coast – already filmed Thor and will deliver legacy long into the future.

Security, transport and legacy

Key Learnings

1. By having legacy as the focus from the very beginning it meant every decision, particularly investment decisions were made based on what the long-term future use of every site – we will have no white elephants - 1,200 units of accommodation
2. We built the infrastructure that was required for the Games but also broadened our ability to bid for new sporting events. They were built to be world class so we could host more international events like the Sudirman Cup, badminton world team championships last year and ITU world championships.
3. Sponsorship – tough, traditional sponsors, banks, airlines, first Commonwealth Games to secure a University as a Sponsor, Telco, Training Company, supermarket,

Economic Benefit

We sold more than 1.2 million tickets to our Games - that’s more than 96 per cent of our stock - full grandstands for most sessions at most events.

Commercially, our licensed merchandise sales were 50 per cent higher than anticipated.

We created 30,000 jobs for peopling working on the Games and trained 15,000

volunteers to participate during the event.

That's 45,000 people trained to host major events - an entire industry built kick-started by the Commonwealth Games.

Thanks to our great partnerships with the media, around 1.5 billion people from around the globe tuned in to our coverage of the Games.

Millions of people now know the Gold Coast and Queensland as a great place to host major events.

And the outlook is even better over the next 10 years with Queensland expected to generate an extra \$488 million in foreign direct investment and exports as a result of the Games

Queensland is committed to investing in our major events sector and making it as easy as possible to host high-quality sport in Queensland.

Our message to the people in this room is simple.

We have the destination – people want to visit our state.

We have the infrastructure.

And we have the runs on the board when it comes to hosting major sporting events.

We want to do business with you.

So come to Queensland where life is beautiful one day and perfect the next.

Appendix Two – SportAccord 2018 Media Coverage

Media Statements

Minister for Innovation and Tourism Industry Development and Minister for the Commonwealth Games

The Honourable Kate Jones MP

Tuesday, April 17, 2018

Commonwealth Games legacy building begins

Commonwealth Games and Tourism Industry Development Minister Kate Jones will today arrive in Thailand to deliver the keynote speech at the world's premier and most exclusive annual sport convention.

The SportAccord Convention brings together rights holders, organising committees, city representatives, media, businesses and organisations involved in the staging of sport around the world.

The Minister's attendance comes two days after the closing of the largest event in Queensland's history - the Gold Coast 2018 Commonwealth Games.

Ms Jones said it was her priority to build on the success of the Commonwealth Games and create a long-term legacy for Queensland.

"Queensland has the opportunity to meet with major international sporting federations to show why our state is the place to host world championships, world cups and multisport events," Ms Jones said.

"The Games are proof that Queensland is among the best major sporting destinations on the globe.

"We have some of the best sporting venues in the world which we want to continue to benefit the state's economy for years to come.

"From beach volleyball on the sands of Coolangatta beach to the world-class Gold Coast Sports and Leisure Centre at Carrara, the Games have helped to strengthen our reputation as a world-class event leader."

Ms Jones said events that appealed to key markets - including high value endurance events, world cups, championships and multisport events - would be targeted at the convention for staging in Queensland over the next three to five years.

"Our bold target is for Queensland's events calendar to be worth \$1.5 billion to the Queensland economy by 2025 and the new relationships we build at SportAccord will significantly contribute to that," she said.

"While the Commonwealth Games has already brought significant benefit to the state's economy, and will continue to do so, the Palaszczuk Government is focused on how we can leverage the Games to make sure those benefits continue in the future and leave a lasting legacy for Queensland."

The Queensland Government is attending the 2018 SportAccord Convention in partnership with the City of Gold Coast as part of a broader campaign to leverage the success of the Games to attract legacy events to Queensland.

Tourism and Events Queensland has previously attended the SportAccord Convention securing events including the 2017 BWF Sudirman Cup, the ITU World Triathlon Championships, 2020 Bowls World Championships, two World Cups and a World Championship Mountain Biking event for Cairns.

The SportAccord Convention annually brings together representatives from more than 100 International Sports Federations including representatives from major events held in Europe, Asia, Africa, North America and South America.

In addition, SportAccord, ASOIF (Association of Summer Olympic International Federations), AIOWF (Association of International Olympic Winter Sports Federations), ARISF (Association of IOC Recognised International Sports Federations), AIMS (Alliance of Independent Recognised Members of Sport) and Associate Members host their Annual General Assemblies at the SportAccord Convention.

Media: Jack Harbour 0419 620 447

Media Statements

**Minister for Innovation and Tourism Industry Development and Minister for the Commonwealth Games
The Honourable Kate Jones**

Friday, April 20, 2018

Venue bookings a focus after 2018 Commonwealth Games

The Gold Coast will continue as a focal point for major international sporting and business events as the legacy of the Commonwealth Games continues to take shape.

Premier Anastacia Palaszczuk said the Games had reinforced the Gold Coast's reputation as a world-class event host.

"There is an exciting line up of events scheduled for the Gold Coast over the rest of the year, due to attract hundreds of thousands of visitors and continue to stimulate the local economy," the Premier said.

"We expect a boost from a broad spread of events appealing to a range of sports fans, with potential new markets opening up now that residents of Brisbane and other surrounding regions have experienced what the Gold Coast has to offer," she said.

"Off the back of the sell-out success of the GC2018 Rugby 7's, we expect a large crowd when the Wallabies play Argentina at CBUS Stadium in September.

"The lawn bowls was another standout success of the Games, and organisers of the Australian Open Bowls event at Broadbeach in June have extended the entry deadline to cater for increased demand.

"Of course, big-name events like the Gold Coast Marathon will continue to attract tens of thousands of participants from around the globe, and being the 40th anniversary of the event this year makes it even more special."

Also locked in for 2018 are the Gymnastics National Club Carnival, Pan Pacific Masters Games, Coolangatta Gold and UniSport Nationals Division 1 and 2 (the first edition of the new format of the University Games) – all mass participation events expected to bring thousands of competitors and their families to the Gold Coast.

Lord Sebastian Coe has encouraged the Gold Coast to bid for the 2019 World Athletics Championship.

Squash courts used at the Games are being transferred to a new national squash centre at Carrara as a continuing host of the Australian titles.

Commonwealth Games and Tourism Industry Development Minister Kate Jones said the Coast will also host the ITU World Triathlon Series Grand Final, with participants enjoying the same course as Commonwealth Games competitors.

But it's not all about sporting action on the field with the Palaszczuk Government announcing a first-time collaboration between the PGA and one of the largest sports conferences in the Asia-Pacific region.

"Through Tourism and Events Queensland we've secured the Money in Sport conference which, for the first time, will be held in conjunction with the Australian PGA Championship in November and December," Ms Jones said.

"The Queensland Government, via TEQ, brokered this collaboration having seen an opportunity to increase length of stay and leverage synergies between the two events," she said.

"We'll continue to pursue this strategy of linking major events with relevant industry conferences for the mutual benefit of the host city and event organisers.

"As well as looking forward to events already locked in, I've just returned from the annual SportAccord Convention - the world's premier international sporting convention bringing together representatives from more than 100 International Sports Federations, where a number of high level talks were held to bring sporting events to Queensland.

"I was invited to present a keynote speech to delegates on how we delivered such a successful Commonwealth Games and the interest and enthusiasm to bring events to Queensland was immense.

"I look forward to further negotiations with the aim of announcing new events for the state over the next three to five years.

"Our bold target is to double the current value of Queensland's events calendar to be worth \$1.5 billion to the Queensland economy by 2025.

Ms Jones said she was proud to be part of a Labor government responsible for delivering the Games.

"I'm committed to working with council to make sure the venues we delivered for the Games on the Gold Coast continue to host major events and benefit locals," she said.

"This week I've been negotiating with some of the world's leading sports administrators about what we have to offer to leverage the Games to bring more sporting events to the Coast.

"Tourism and Events Queensland are also working on a long-term strategy with council to make sure taxpayers and ratepayers get the best bang for their buck when it comes to hosting events at these venues."

Media contacts:

Jack Harbour (Minister Jones' office) 0419 620 447

Michelle Wellington (Premier's office) 0437 323 834



15 Apr 2018
Sunday Tasmanian, Hobart

Section: General News • Article Type: News Item • Audience : 36,212 • Page: 4
Printed size: 105.00cm² • Market: TAS • Country: Australia • ASR: AUD 743 • words: 190
Item ID: 940326508

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Page 1 of 1

Fearnley favoured to carry the flag

WHEELCHAIR hero Kurt Fearnley will vie with swim superstars Mitch Larkin and the Campbell sisters for the honour of carrying the Australian flag at the closing ceremony farewell party for the Commonwealth Games tonight.

The integration of para-sports into the main program has been an overwhelming success story for these Games and Fearnley (below), who will retire from international competition after this morning's T54 wheelchair marathon, is tipped as a slight favourite to earn flag-bearing duties.

After a widely panned opening ceremony, organisers have promised to go out with a bang tonight with performers including Guy Sebastian, Dami Im and Yothu Yindi.

Queensland Games Minister Kate Jones yesterday gave the Gold Coast Games an "A++" rating while chairman Peter Beattie said they had been "bloody fantastic".

Premier Anastacia Palaszczuk said the Games had shown the world Queensland has the expertise and an outstanding legacy of sporting fa-

cilities to host any number of world-class events.

She will send Ms Jones to Thailand tomorrow for the international Sport Accord convention in a bid to lure more big-name events.

"The World Athletics Championships are a definite prospect," Ms Palaszczuk said.



17 Apr 2018
Gold Coast Bulletin, Gold Coast QLD

Section: General News • Article Type: News Item • Audience : 21,468 • Page: 7
Printed size: 136.00cm² • Market: QLD • Country: Australia • ASR: AUD 867 • words: 353
Item ID: 940923924

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Page 1 of 1

Job now to bring more sports here

A MAJOR State Government-led push to "poach" big new sporting events – and their resulting tourism benefits – for the Gold Coast starts now.

With Commonwealth Games overlay infrastructure still being dismantled, Games and Tourism Industry Development Minister Kate Jones flies out tonight for the world's biggest sporting events convention in Bangkok.

She is heading a delegation comprising Tourism and Events Queensland and Gold Coast Tourism which aims to blitz the annual Sport Accord Convention all this week.

At the convention, the international federations of more than 100 sport codes will unveil national and international championships up for grabs.

The Queensland delegation believes the immediate aftermath of the glow of successfully pulling off hosting the Games will be an advantage when targeting events. It is understood the delegation will target championships worth up to \$60 million at the Sport Accord.

Ms Jones told the *Bulletin* the Sport Accord was an opportunity to "aggressively bid for major events for the Gold Coast".

"All the people we want to speak to are in the one place," she said. "We're investing in this sector because tourism is one of the Gold Coast's core businesses and we know how lucrative sporting events are when it comes to driving visitors to the Coast.

"For every dollar we invest in major events, we get \$10 back."

Events Ms Jones and her team have their eyes on include the world mixed teams badminton championships called the Sudirman Cup, which was held on the Gold Coast last year.

Elite and age-group level tournaments for table tennis, hockey and volleyball as well as the Gymnastics World Cup are also on the hit list.

"Anyone who saw the gymnastics at the Commonwealth Games can attest to the fact we had great crowds and key dignitaries commented on what a great facility we have at Coomera," Ms Jones said.

"The kinds of crowds who attend gymnastics are exactly the type of visitors we want to see more of on the Gold Coast so we will fight hard for this event."

Sport Accord aims to connect event rights holders, organisers, cities and other organisations.