



Speech By
Hon. Jann Stuckey

MEMBER FOR CURRUMBIN

**COMMONWEALTH GAMES ARRANGEMENTS (BRAND PROTECTION)
AMENDMENT BILL**

 **Hon. JA STUCKEY** (Currumbin—LNP) (Minister for Tourism, Major Events, Small Business and the Commonwealth Games) (6.16 pm), in reply: What a debate we have just had from so many honourable members with so many memories! I think that augurs very well for the future of the Commonwealth Games 2018 on the Gold Coast. I thank all honourable members who have contributed to the debate this afternoon. I particularly thank the State Development, Infrastructure and Industry Committee and its staff and all members. I want to thank my department, in particular Assistant Director-General Nick Elliott, Filly Morgan and Phil Hall. I thank Parliamentary Counsel for drafting our bill. I also thank my ministerial staff and of course—

A government member: And mum and dad and the kids!

Mrs STUCKEY: Mum, dad and the kids as well, because we want them to come along in 2018 to enjoy these games. To summarise again, this bill is one part of an overall package designed to allow for community ownership and celebration of the games while not allowing the use of Commonwealth Games images or references in a way that would dilute the value of the brand to sponsors. Sponsorship revenue forms a sizeable chunk of the budget of the games and it is prudent that we take reasonable steps to protect the government's significant investment in the games. The role of the bill in the overall package is to provide streamlined procedures for the enforcement of intellectual property associated with the Gold Coast 2018 Commonwealth Games. It also prevents people from falsely suggesting that they have a relationship with the games as a sponsor or supplier. Honourable members have acknowledged that it is critical we have these fair but speedy enforcement options to give sponsors the confidence that their investment will be protected.

The other really important main part of the overall package will be a suite of options for not-for-profit community uses, including a blanket authorisation that will allow low-key use subject only to common-sense guidelines. The government will work with the corporation on the development of these options. The Leader of the Opposition communicated the opposition's support for the bill. I thank the opposition for that and for its commitment to work constructively with the government in the years to come as we prepare for the games. The Leader of the Opposition suggested that one of the aims of the bill was to protect the brands of game sponsors, but I can clarify that that is not the case.

The bill protects Commonwealth Games intellectual property, not anyone else's intellectual property. The Leader of the Opposition also reflected on the committee's recommendation that all the protected references and images be included in the bill. For reasons that I have already discussed, that is simply not possible. Many of them have not been developed yet.

The Leader of the Opposition was also keen to hear about arrangements for training for those administering the provisions. The Queensland Police Service will provide training for its officers as appropriate and the corporation will provide training for its officers, who will be out in the field making approaches to anyone breaching the provisions. Obviously, that training will be very detailed in respect of legal aspects and also in respect of the tact and diplomacy that will be required.

The Leader of the Opposition also raised the issue of consulting with the Gold Coast chamber of commerce and the Law Society. I think we have explained very clearly that this bill is not to provide a framework for the commercial use and that it is actually, in fact, to prevent commercial use of games branding without permission or sponsorship. It is very necessary to give the corporation control of the commercial use of images and references in order to achieve the broader objective and that is not to allow the use of images or references in a way that would dilute the value of the brand to the sponsors. I have already cautioned, too, that permission will virtually be given only to sponsors, official suppliers and the like. Otherwise, there is no point in them becoming sponsors. In relation to the Law Society, I also covered this point earlier. The Leader of the Opposition was concerned that community engagement was not important to the Newman government in our games preparation. I can assure members that nothing could be further from the truth. For example, in the near future a major public consultation exercise will commence to help shape our legacy plan for the games—the lasting benefits to the community that will be the long-term return on our investment in the games.

The Leader of the Opposition also raised the issue of interjurisdictional enforcement, as did many other members. I make the point that this bill takes protection for Commonwealth Games branding as far as this parliament can take it. There is nothing more in this place that we can do. But what I and my department can do is advocate with other jurisdictions for complementary legislation and that is already happening, as discussions have taken place and I have also formally written to the relevant New South Wales and Commonwealth ministers.

I move now to the individual comments from a number of members. I note that the member for Gympie and chair of the committee commented on the fun police issues in London. I really want to thank him for his affirmation of our approach to this issue. As long as there is no realistic concern for legitimate sponsors and no risk that the public might be confused about whether there is an official connection with the games, genuine grassroots celebrations will not just be allowed; they will be encouraged. I thank the honourable member for Gympie for his enthusiasm and his thoughtful consideration of all of the government's responses to the recommendations.

The member for Gympie referred to comments by the CEO of the corporation that the bill would allow the corporation to shut down websites. I regret that there still appears to be some misunderstanding about this issue. Let me state very clearly that this bill will allow the corporation to shut down websites to the greatest reach of this parliament's power. There is nothing more, though, that we will be able to do in this respect. There is, of course, more that I and my department can do in particular to negotiate with the Commonwealth government for Commonwealth legislation to provide further protection. Those negotiations were already occurring before the briefing of the committee.

I move to the contribution of the honourable member for Burleigh, who is a neighbour of mine on the Gold Coast. I might add that he is another very enthusiastic member and one who loves his sport. He was concerned about the potential explosion of domain names and noted a number of new sections relating to the issues. He also referred to the seizure provisions and interjurisdictional powers, or lack thereof. We had a very up-beat presentation from the member for Broadwater. She is very motivated by the games and is another very proud Gold Coast member.

I thank the member for Sandgate for not only her input to the committee's deliberations but also her broad support for the games. I note that the member for Keppel acknowledged that it is critical to protect sponsors' investment and the integrity of the Commonwealth Games, as did many other members. The member for Keppel also gave particular support for the balance in the overall package that we are going to be able to achieve in protecting commercial assets and allowing community celebration. The member for Gaven commented on interjurisdictional issues. He also indicated support for developing infrastructure on the Gold Coast. But he has opposed the development of the village, which will be one of the biggest legacy contributions of the games. He also commented on some Gold Coast City Council fiscal issues. It was very interesting to note that when I was at the sod-turning of our wonderful redevelopment of the aquatic centre on the Gold Coast on 13 March the mayor was on record as saying—

I put the record straight here today. My comments about withdrawing the Commonwealth Games funds, we will stump up the whole \$100 million. It's only fair about it. We will dig deep and find more savings.

So I think we have on record the mayor of the Gold Coast honouring the commitment of the Gold Coast Council.

I am very grateful for the contribution by the member for Pine Rivers. He raised some issues that were raised by other members, but affirmed the common-sense approach to allowing the community to celebrate the spirit of the Commonwealth Games. The member for Albert is another very enthusiastic Gold Coast member. He and I share a great passion for Matilda and her joeys. I note that very fond nostalgic memory. The member is also very passionate about his electorate and is

looking forward to the boxing and the table tennis that his electorate will host. The member also expressed his understanding of the need to protect the games' intellectual property while allowing us to get on with enjoying and celebrating the games.

The member for Logan, with his delightful US accent, epitomised the proud Aussie and the even prouder Queenslander that makes us known as such a friendly nation. Who needs a mascot even as cute as Matilda when you have the member for Logan!

Government members: Hear, hear!

Mrs STUCKEY: Hear, hear! The member sees the opportunities that the games provides for people in the hospitality industry and the great pride for the city of the Gold Coast and the people of Queensland. I thank the member for Ferny Grove for talking up the benefits of the Commonwealth Games for Queensland. The member for Coomera, another passionate Gold Coast member, is full of pride, vigour and positive vibes for the games. He talked a lot about the issues that have been discussed and, of course, the nostalgia of our Matilda, who I might say is up at Kybong service station on the Bruce Highway south of Gympie at the moment because our mean old council banned her from the Tugun petrol station a while ago after her stint there.

Mr Stevens: Does she still wink?

Mrs STUCKEY: She does still wink. I take that interjection from the honourable member for Mermaid Beach. The member for Whitsunday is a proud follower of sport. He represents a key tourism area and understands the importance of tourism and what that will bring to the games as well. He is another Matilda fan.

I would also like to acknowledge the member for Mermaid Beach. We have so many incredibly enthusiastic members on the Gold Coast. The member for Mermaid Beach represents an area that is home to many major events. He understands full well just what the games are going to bring to us— not only an economic benefit but also a legacy benefit and a pride benefit. The member for Surfers Paradise represents one of the areas that is always highlighted and is world famous—our Surfers Paradise. He knows too well what these games are going to bring to the Gold Coast. I thank him very much for his contribution and for his reminiscing.

In closing, this bill is another important step in our preparation for the best Commonwealth Games yet. Indeed, it will be a great games, held in a great city, which will deliver great benefits for all. All of the plans are proceeding as we would hope and on time. I again thank everybody for their contribution to the debate.