

# Lead up to 2032 **Olympic & Paralympic Games**

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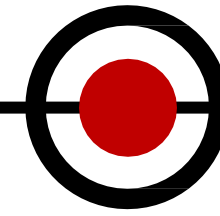
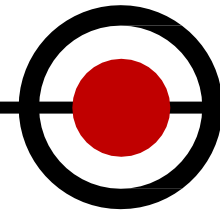
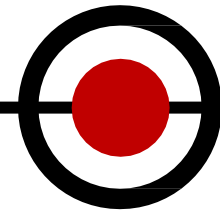
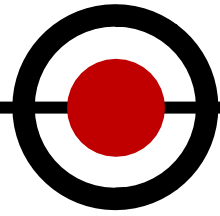
Margy Osmond | Chief Executive Officer | Tourism & Transport Forum



# You Won!!! – Now What???

- First Olympics – 776 BC
- Modern Olympic – 1896 Athens
- How had it changed over its history?

# You Won!!! – Now What???



# What is in this event for Sunshine Coast, Queensland and Australia?

Latest figures:

- \$8.1B Queensland
- \$17.6B Australia
- Biggest value is the well considered long-term economic/infrastructure/social legacies

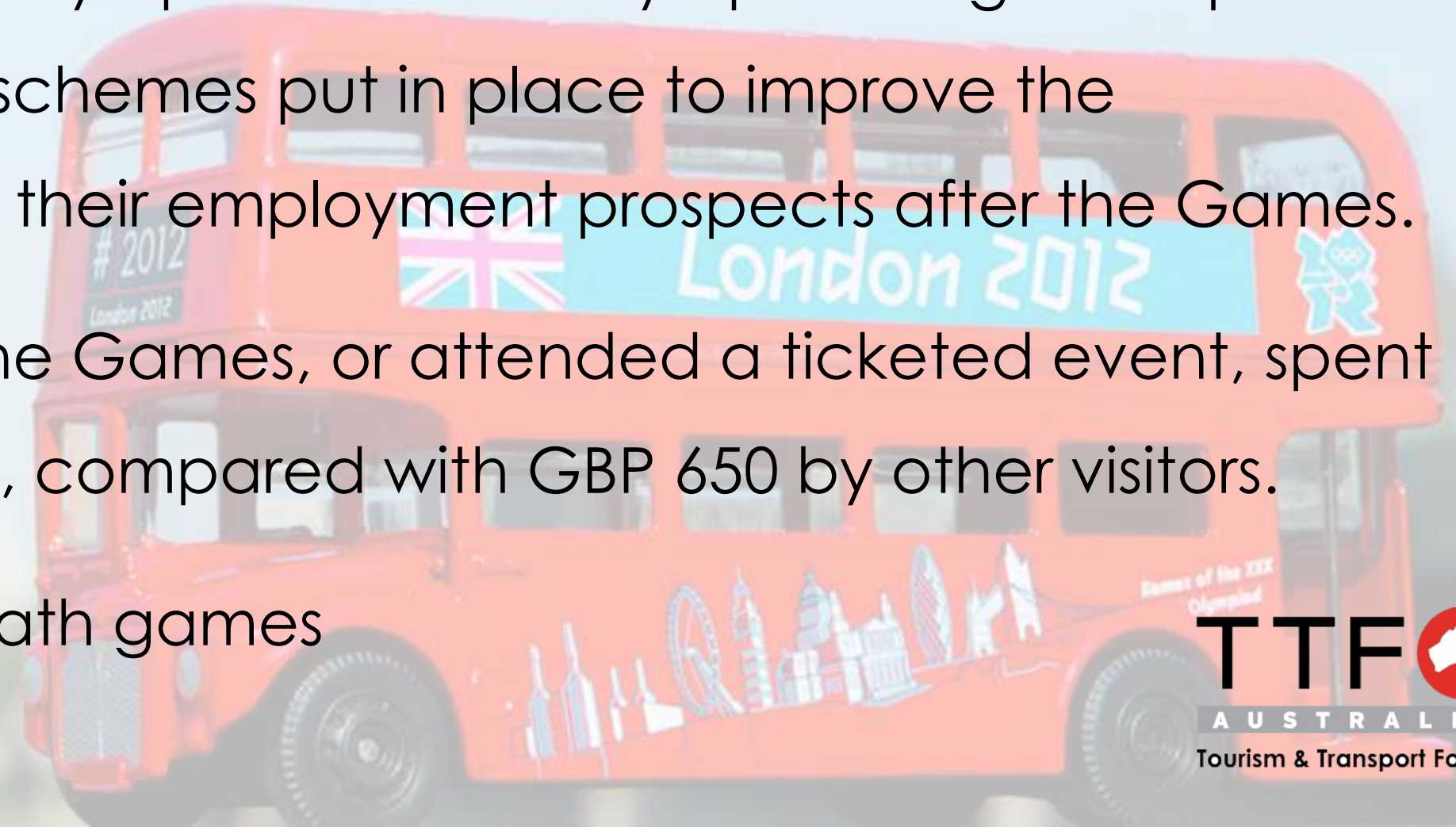
# Other Olympics Cities – how it stacked up

“London 2012 was a once in generation opportunity to showcase everything that makes Britain great in order to generate long-term economic benefits”.

The winning, planning, delivery and legacy of the Olympic Games called upon all the qualities that make the UK stand out in the global economy. Based on the expertise that they developed in London, British companies are now winning contracts to help other nations deliver their Olympic Games.” London 2012 Chairman Seb Coe.

# Other Olympics Cities – how it stacked up

- Construction projects for London 2012 - UK economy a £7.3 billion boost.
- Major factor behind a 1.2 per cent reduction in London's unemployment rate in early 2012.
- More than 46,000 people worked on the Olympic Park and Olympic Village – 10 per cent of whom were previously unemployed – schemes put in place to improve the professional skills of the unemployed and their employment prospects after the Games.
- Over 590,000 people visited the city for the Games, or attended a ticketed event, spent an average of GBP 1,290 during their visit, compared with GBP 650 by other visitors.
- Gold Coast \$1.8 billion from Commonwealth games



# Other Olympics Cities – how it stacked up

Hosting the Olympics	
Benefits	Costs
<b>Investment</b> – Incentive to invest in long-term infrastructure such as better transport links.	<b>Inefficient investment</b> – Olympics may require investment that is unused after the Games end.
<b>Tourism</b> – Olympics attracts many international visitors and businesses.	<b>Locals face congestion.</b> Locals face inconvenience and congestion during games.
<b>Marketing</b> – Cities which have hosted successful Olympics put on global map, e.g Barcelona.	<b>Cost to taxpayers.</b> Hosting Olympics costs local taxpayers.
<b>Sporting facilities</b> – development of world class sporting facilities for post-games.	<b>Olympic stadium left unused.</b> Hard to make full use of Olympic stadiums after games.
<b>Once in lifetime experience</b> – hosting Olympics can give a unique experience to locals.	<b>Public not always supportive.</b> Many locals in Rio de Janeiro felt money misused on games.
<b>Successful games.</b> London, Barcelona, Beijing considered successful.	<b>Unsuccessful games.</b> Some cities faced with large losses – Athens, Montreal e.t.c.
	<i>www.economicshelp.org</i>

# Getting Match Fit

- 80% of venues already in place
- Strong community support
- Understanding the opportunities and challenges of the event and how to spot them
- Business community needs to go into training - Sydney Experience
- Not everyone is a winner
- Locals vs Visitors
- Decide Legacies early



# Personal Best on the Day

- Something magical will happen
- Learnings from the Gold Coast
- Take the time to enjoy the event



# Legacy – what do you keep after the show is over?

- 20 year benefit window
- Tourism uplift, opening up new export opportunities, supply chain opportunities for Queensland businesses and a range of initiatives that inspire healthy, active and engaged communities
- Specific Sunshine Coast opportunities to shine
- Legacies are only limited by your capacity to imagine them