



Image courtesy of Tourism and Events Queensland.

BUSINESS OF SPORT

In the lead up to the Gold Coast 2018 Commonwealth Games (GC2018) Queensland and the City of Gold Coast have cemented a reputation as a leading sporting hub within the Asia-Pacific region.

The destination offers a unique and unparalleled advantage in the business of sport by exceeding across a range of complementary offerings, including:

- proven ability to deliver and supply all aspects of a diverse range of sporting events
- world-class sporting infrastructure, venue design and construction
- significant investment in cutting-edge innovation, research and development in sports science, technology and health
- established skills and expertise in high performance sports training and management
- stunning natural environments and perfect weather for competition and training camps.

Delivering major international events

Queensland, and in particular the Gold Coast, is a unique destination for hosting major events, with established world-class sporting venues including Suncorp Stadium, The Gabba, Metricon Stadium, Cbus Super Stadium, Gold Coast Aquatic Centre and the new Gold Coast Sports Precinct. There are also, major convention and exhibition centres in Brisbane, Gold Coast and Cairns.

Boasting Australia's most diverse events calendar, Queensland hosts an array of annual world-class sporting events including the Gold Coast Airport Marathon, Brisbane International Tennis, Brisbane Global Rugby Tens, Australian

Surf Life Saving Championships, Quiksilver Pro and Roxy Pro (Gold Coast), Magic Millions Carnival and Raceday, Australian PGA Championship, Supercars Gold Coast 600 and Townsville 500, Noosa Triathlon and Multisport Festival and the Cairns IRONMAN Asia-Pacific Championship.

But it is the natural sporting venues that set the destination apart with perfect beaches, pristine islands and waterways, rainforest trails and outback racetracks providing the perfect stage for triathlons, marathons, mountain biking, sailing and cycling.

Our capability in developing, promoting and delivering major events is well established having delivered the G20 Leaders' Summit in 2014 and will only strengthen with the Commonwealth Games in 2018.

Testament to this is that more than 90 per cent of supplier contracts for GC2018 will be delivered by Queensland businesses, further confirming Queensland's international reputation for supplying goods and services and supporting major events both across Australia and internationally.

Our events industry is supported by strong economic growth, a pro-business government, revered legal framework and a dynamic and flexible workforce drawn from the region's robust labour market.

Tourism and Events Queensland (TEQ) already works collaboratively with government, industry and destination partners to identify, attract, develop and promote major events that deliver economic outcomes, increased visitation, reputational benefits and community pride. Similarly, the City of Gold Coast supports major event companies to host events within the city and a sport attraction program to assist professional sporting teams to train within the city.

Sport excellence and innovation

Queensland is investing in excellence and innovation in sports related sectors, with a host of academic institutions, commercial enterprises and sports networks working on research and development initiatives and to establish commercial entries to the market in the areas of sports science, technology and health.

Innovation, research, science and technology will continue to be drivers of Queensland's sporting excellence in the coming decades. The Gold Coast, for example, is carving a niche in sport excellence, from innovative research under Australia's largest sport's science grant and leading coaching techniques and clinicians. The city has become a hub for cutting-edge sport businesses, from manufacturers of high-performance sporting apparel, equipment and nutritional products to experts in sports coaching and management. The depth of the industry provides location-specific opportunities for businesses to collaborate, innovate and grow.

Queensland's universities and educational institutions are leading the way with broad offerings in the area of sports including sports management, coaching, governance, law, business and public relations. Specialisations include exercise and sports science, sports medicine and nutrition which focus on enhancing human performance, physical movement studies, advancements in health and conducting research to build healthier communities and stronger athletes.

The Queensland Academy of Sport (QAS) is the cornerstone of the development of Queensland's outstanding sports industry expertise. As an initiative of the Queensland Government, QAS identifies, develops and supports elite athletes and aims to keep Queensland at the forefront of domestic and international sport.

High performance sport training

Queensland's warm tropical and sub-tropical climate and world-class competition and training infrastructure also offers unique opportunities for international athletes and sporting teams to use local facilities for preparation and acclimatisation during the northern winter.

With 300 days of sunshine a year and a diverse range of pristine landscapes, from mountains, to open plains, to lakes and endless coastal surf, Queensland offers an idyllic natural, safe and inspiring playground for sport and training.

The region's natural advantage is enhanced by world-class sporting infrastructure, sport innovation, clinical expertise and leading coaching and management staff.

Recognising its strengths in sport, including high performance training, the Gold Coast has a dedicated sport attraction program to assist elite sporting teams looking to capitalise on sporting excellence. With the city's sport mindedness, many of the premier competition venues are made available to professional teams for pre-event training camps and friendly competition matches.

The Gold Coast is racing up the ladder of the world's top sporting cities. Leading global sport industry publication, Sport Business International, recently honoured the Gold Coast as the

Best Newcomer and 15th overall in its annual Ultimate Sport Cities Rankings, while the city experienced a meteoric rise up 39 places in the Sportcal Global Sport Index coming in 21st in 2017 making it the highest Australian city on the list.

Trade 2018 partners

Trade 2018 brings together the Queensland Government and the City of Gold Coast, working with the Australian Government and Trade and Investment Queensland, the Queensland Government's dedicated global business agency.

Trade 2018 will be hosting a roadshow of international business receptions and briefings in key markets, inbound delegations of international buyers and investors in the lead up to the Games, and an international business program during Games time.

Getting started

You can learn more, or register your interest in being part of this exciting trade and investment program, by visiting www.trade2018.com



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Opportunities exist for:

- ➔ • Hosting major sporting events
- Supply of goods, services and capabilities for internationally hosted major events
- High performance and elite sports management and training
- Academic and research partnerships
- Research expertise and consultancy services
- Sports management and sports operations expertise