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# Australia's preparedness to host Commonwealth, Olympic and Paralympic Games

Submission to Senate Rural and Regional Affairs  
and Transport References Committee\*

28 April

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## About the Local Government Association of Queensland (LGAQ)

The Local Government Association of Queensland (LGAQ) is the peak body for local government in Queensland. It is a not-for-profit association established solely to serve councils and their needs. The LGAQ has been advising, supporting, and representing local councils since 1896, enabling them to improve their operations and strengthen relationships with their communities. The LGAQ does this by connecting councils to people and places; supporting their drive to innovate and improve service delivery through smart services and sustainable solutions; and providing them with the means to achieve community, professional and political excellence.

## Executive Summary

The LGAQ welcomes the opportunity to provide feedback to the Senate Rural and Regional Affairs and Transport References Committee on Australia's preparedness to host Commonwealth, Olympic and Paralympic Games.

On behalf of our 77 member councils - and particularly their elected representatives - the LGAQ thanks the Committee for undertaking this important inquiry.

The Brisbane 2032 Olympic and Paralympic Games (Brisbane 2032) are a catalyst for opportunity so it is critical that every Queensland local community can share in the social and economic benefit of hosting one of the biggest events in the world.

At the 2021 LGAQ Annual Conference, Queensland councils were clear in their resolution that the Queensland State Government must ensure there is a sharing of the economic benefits and funding communities for all of Queensland following the successful bid to host Brisbane 2032.

At both a Federal and a State Government level it has been stated that the Games need to provide an opportunity for all of Queensland – and all Queenslanders – to share the legacy benefits that come with hosting such a major global event.

To this end, in 2022 the LGAQ surveyed its member councils on what they believe are the major challenges and opportunities for their communities and what they think is needed to ensure the Games leave a positive in the lead up to the Games, and long after they are held.

The feedback provided by 61 Queensland councils, representing 79 per cent of the sector, formed the basis of the '*On Your Marks: Queensland local government and the road to 2032*' report released by the LGAQ in March 2023 and forms the foundation of this submission.

At a local level, councils believe that pre-games training, hosting sporting events and the right tourism and marketing campaign could bring opportunities to their region.

The survey found 91 per cent of respondents believe hosting Brisbane 2032 will bring the potential for new trade and investment opportunities. To achieve this, councils identified they need additional funding support from the State Government in areas including infrastructure, tourism, development and marketing and support to develop local industry.

Of those councils that responded, 57 per cent believe Brisbane 2032 will leave a legacy in their community.

A further 26 per cent are hopeful of a legacy benefit or suggest there could be one if investment is made in infrastructure and tourism promotion, among other necessary measures, while 17 per cent of respondent councils said they did not see a legacy benefit for their communities.



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The results demonstrate more work needs to be done to ensure local communities are not left behind as Queensland's "green and gold runway" is rolled out over the next decade.

Following the results of the survey, the LGAQ is collaborating with Sport and Recreation Queensland and the Queensland Department of Tourism, Innovation and Sport (DTIS) to undertake a sport facilities inventory of venues suitable for potential activities and training opportunities in the lead up to Brisbane 2032.

As the level of government closest to their communities, Queensland's councils are well-placed to help the State and Federal governments achieve a Games legacy that truly does benefit all.

## Recommendations

The LGAQ has made seven recommendations to the Queensland State Government following the survey, to drive statewide benefits:

- **Recommendation 1:** The LGAQ recommends establishing a 2032 Olympics Rural/Remote Queensland funding program to ensure that areas outside South East Queensland, particularly rural and remote communities, also receive equitable funding for essential infrastructure and community facilities
- **Recommendation 2:** The LGAQ recommends developing Regional Olympic Plans to support tourism, investment attraction and local business opportunities, that are tailored to local communities right across the state
- **Recommendation 3:** The LGAQ recommends appointing a dedicated senior officer with local government experience to be based within the State Government to act as a liaison point for consultation with local councils and the LGAQ
- **Recommendation 4:** The LGAQ recommends undertaking proactive and genuine First Nations engagement to acknowledge and celebrate Queensland's cultural values
- **Recommendation 5:** The LGAQ recommends providing timely procurement and supply chain opportunities to all Queensland communities
- **Recommendation 6:** The LGAQ recommends encouraging and supporting local governments to harness the potential Brisbane 2032 will bring for their communities and the global spotlight that will shine on Queensland
- **Recommendation 7:** The LGAQ recommends establishing a sustainable building fund for new or retrofitted council buildings to help the State meet its commitment to a climate positive Brisbane 2032.

## Submission

At the 2021 LGAQ Annual Conference, Queensland councils were clear in their resolution that the Queensland Government must ensure there is a sharing of the economic benefits and funding communities for all of Queensland following the successful bid to host Brisbane 2032.

To this end, the LGAQ surveyed councils on what they believe are the major challenges and opportunities for their communities and what they think is needed to ensure Brisbane 2032 is positive in the lead up to the Games, and long after they are held.

This LGAQ submission will highlight the survey results from the '*On Your Marks: Queensland local government and the road to 2032*' report, (See Attachment A) and the responses from 61 Queensland councils, representing 79 per cent of the sector, segmented by region.

Despite the diversity of Queensland councils, there were consistent themes in the responses received, including investment in infrastructure, supporting local supply chains and procurement, tourism and embracing sport and recreation.

### Survey results

#### Overall areas of importance

As part of the planning and legacy for Brisbane 2032, the below were identified as the most important areas for Queensland Councils.

- Infrastructure Investment
- Supporting local supply chains and procurement – provision of goods and services
- Enhancing sporting facilities
- Tourism infrastructure development
- Destination marketing
- Investment attraction
- Environment sustainability.

#### Coastal council views on the major challenges and opportunities of the 2032 Games:

Of the coastal councils who responded, 92 per cent identify infrastructure investment as the major challenge. With one respondent stating in support "*The increased concentration of capital and program funding into local governments in SEQ, at the expense of regional, remote, Indigenous, and rural communities.*"

In terms of opportunities, coastal council respondents identified pre-games training and investment in sporting facilities as the key opportunities the 2032 games could bring,

#### First Nations council views on the major challenges and opportunities of the 2032 Games:



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The primary challenge identified by responding First Nations councils was infrastructure investment. Additionally, their remoteness and proximity from SEQ compounds the challenge to realise the benefits from Brisbane 2032.

In regard to opportunities, the views of the responding First Nations Councils can be summarised by one respondent - *"There is a great opportunity for cultural engagement through tourism. People are visiting from all over the world, and we have a lot of cultural richness and natural wonders to engage with."* This statement is echoed with 63 per cent of First Nations councils' respondents stating Tourism and marketing as the principal opportunity.

### **South East Queensland council views on the major challenges and opportunities of the 2032 Games:**

From the host region, it was the challenges of transport and roads, together with infrastructure investment which were identified as the core challenges by the responding South East Queensland Councils. Nevertheless, investment in infrastructure within the region was also highlighted as one of the major opportunities Brisbane 2032 will bring.

Overall, the investment opportunities Brisbane 2032 will bring to the SEQ region was a common theme throughout the responses of the survey.

### **South and South West Queensland council views on the major challenges and opportunities of the 2032 Games:**

Respondents from the South and South West councils stated the following challenges for their communities - *"Being in a rural area some distance from the Games, will we see any equity in disbursement of investment, infrastructure and tourism? Or will it all be focused on the SEQ to the detriment of the broader state."*

*And, " We have major concerns about the lack of future funding for projects and activities given our limited involvement in Games priorities."*

These statements are supported by majority of respondents listing regional infrastructure investment as the main challenge identified.

In reference to the opportunities and the legacy benefits of Brisbane 2032, responding South and South West councils identified Tourism as the major area.

### **Central and Central West Queensland council views on the major challenges and opportunities of the 2032 Games:**

The theme of the Central and Central West Queensland regions proximity to South East Queensland monopolised the challenges identified by the responding councils and included responses regarding the region being overlooked, and the challenge of regional infrastructure investment.

The ability to host pre-game training or hosting sporting events were answered by respondents as key opportunities Brisbane 2032 could bring.





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## North and North West Queensland council views on the major challenges and opportunities of the 2032 Games:

Overwhelming, the challenge of not being located with the SEQ and the potential of being overlooked for any opportunity due to this reason was the key themes presented by the respondents from North and North West Queensland council. It was stated by one respondent - *"As a regional community that is not located in SEQ or along the Queensland coastline, there is a misconception that our region is inaccessible and too underdeveloped to cater for events and talent development for the 2032 Games."*

### Audit of community sporting facilities for potential pre-Olympics training

To fully understand the status of suitable sports infrastructure in Queensland, the LGAQ is collaborating with Sport and Recreation Queensland, DTIS to undertake a sport facilities inventory.

The purpose of the inventory is to ensure all regions of Queensland can benefit from Brisbane 2032 through identifying any venues within the different local government area that can be added to an inventory of venues suitable for potential activities and training opportunities in the lead up to Brisbane 2032 and beyond.

The inventory process will commence on 8 May 2023 with an information webinar being hosted by the LGAQ with DTIS followed by the request for data.

## Recommendations

In support of members, and in direct response to the findings of the member survey the Association conducted, and a resolution passed by member councils at the 2021 LGAQ Annual Conference, the LGAQ has made the following requests to the State Government:

- **Recommendation 1:** The LGAQ recommends establishing a 2032 Olympics Rural/Remote Queensland funding program to ensure that areas outside South East Queensland, particularly rural and remote communities, also receive equitable funding for essential infrastructure and community facilities
- **Recommendation 2:** The LGAQ recommends developing Regional Olympic Plans to support tourism, investment attraction and local business opportunities, that are tailored to local communities right across the state
- **Recommendation 3:** The LGAQ recommends appointing a dedicated senior officer with local government experience to be based within the State Government to act as a liaison point for consultation with local councils and the LGAQ
- **Recommendation 4:** The LGAQ recommends undertaking proactive and genuine First Nations engagement to acknowledge and celebrate Queensland's cultural values
- **Recommendation 5:** The LGAQ recommends providing timely procurement and supply chain opportunities to all Queensland communities
- **Recommendation 6:** The LGAQ recommends encouraging and supporting local governments to harness the potential Brisbane 2032 will bring for their communities and the global spotlight that will shine on Queensland



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- **Recommendation 7:** The LGAQ recommends establishing a sustainable building fund for new or retrofitted council buildings to help the State meet its commitment to a climate positive Games.

## Conclusion

Local government is the level of government closest to the community and is therefore in the unique position to understand what the opportunities and challenges will be for Queensland communities from Brisbane 2032.

It is critical that local government is engaged throughout the planning and implementation phases for the Brisbane 2032 because, in most locations across Queensland, local governments are the owners and the operators of major tourism assets in their communities.

They are the developers of tourism infrastructure, they are the owner and developers of industrial land, they are the suppliers of supporting infrastructure, and, importantly, it is the role of local governments to proactively engage in activities to attract, retain and support the development and expansion of local businesses.

# Appendix

## Annual Conference Resolutions

The LGAQ is committed to member driven advocacy and working with members to build stronger local government and more resilient local communities.

### Annual Conference Resolutions:

At the 2021 LGAQ Annual Conference, Queensland councils endorsed the following resolution:

### **Resolution 37 - 2032 Olympics – Sharing of benefits and funding commitments for Rural and Remote Queensland Communities**

The LGAQ calls on the Queensland Government to:

- establish a “2032 Olympics Rural/Remote Queensland Funding Program” to ensure that areas outside of South East Queensland, particularly rural and remote communities, also receive equitable funding for essential infrastructure and community facilities to ensure these areas of Queensland also share in the economic benefits flowing to the state from the Olympics;
- significantly invest in destination marketing for rural and remote Queensland in an effort to encourage tourism dispersal beyond Brisbane;
- manage and mitigate any negative consequences of civil and construction / trade workers being drawn / diverted from regional centres to South East Queensland as Olympic construction programs commence;
- ensure that small businesses in rural and remote communities are also supported and offered opportunities to provide goods and services as part of the Olympics planning and implementation framework;
- ensure that membership of any State Government 2032 Olympics planning committees include rural/remote representation, including from local government; and
- That the LGAQ include this matter (benefits from the Olympics) as a priority as part of its Rural and Remote Councils Compact.

### *Outcome sought:*

The benefits of the 2032 Olympic Games are equitably shared with the rest of the state particularly rural and remote Queensland communities.



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## Attachment A

[On Your Marks: Queensland local government and the road to 2032 report](#)



# ON YOUR MARKS

Queensland local government  
and the road to 2032



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# Executive summary

The Brisbane 2032 Olympic and Paralympic Games are a catalyst for opportunity so it is critical that every Queensland local community can share in the social and economic benefit of hosting one of the biggest events in the world.

At the 2021 Local Government Association of Queensland (LGAQ) Annual Conference, Queensland councils were clear in their resolution that the State Government must ensure there is a sharing of the economic benefits and funding communities for all of Queensland following the successful bid to host the Brisbane 2032 Olympic and Paralympic Games.

Indeed, at both a Federal and a State Government level it has been stated that the Games need to provide an opportunity for all of Queensland and all Queenslanders to share the legacy benefits that come with hosting such a major global event.

To this end, the LGAQ surveyed councils on what they believe are the major challenges and opportunities for their communities and what they think is needed to ensure the Games leave a positive in the lead up to the Games, and long after they are held.

The feedback provided by 61 Queensland councils, representing 79 per cent of the sector, forms the basis of this report.

At a local level, councils believe that pre games training, hosting sporting events and the right tourism and marketing campaign could bring opportunities to their region.

The survey found 91% of respondents believe hosting the 2032 Games will bring the potential for new trade and investment opportunities. To achieve this, councils identified they need additional funding support from the State Government in areas including infrastructure, tourism, development and marketing and support to develop local industry.

Of those councils that responded, 57% believe the 2032 Games will leave a legacy in their community.

A further 26% are hopeful of a legacy benefit or suggest there could be one if investment is made in infrastructure and tourism promotion, among other necessary measures, while 17 per cent of respondent councils said they did not see a legacy benefit for their communities.

The results demonstrate more work needs to be done to ensure local communities are not left behind as Queensland's "green and gold runway" is rolled out over the next decade.

As the level of government closest to their communities, Queensland's councils are well placed to help the State and Federal governments achieve a Games legacy that truly does benefit all.

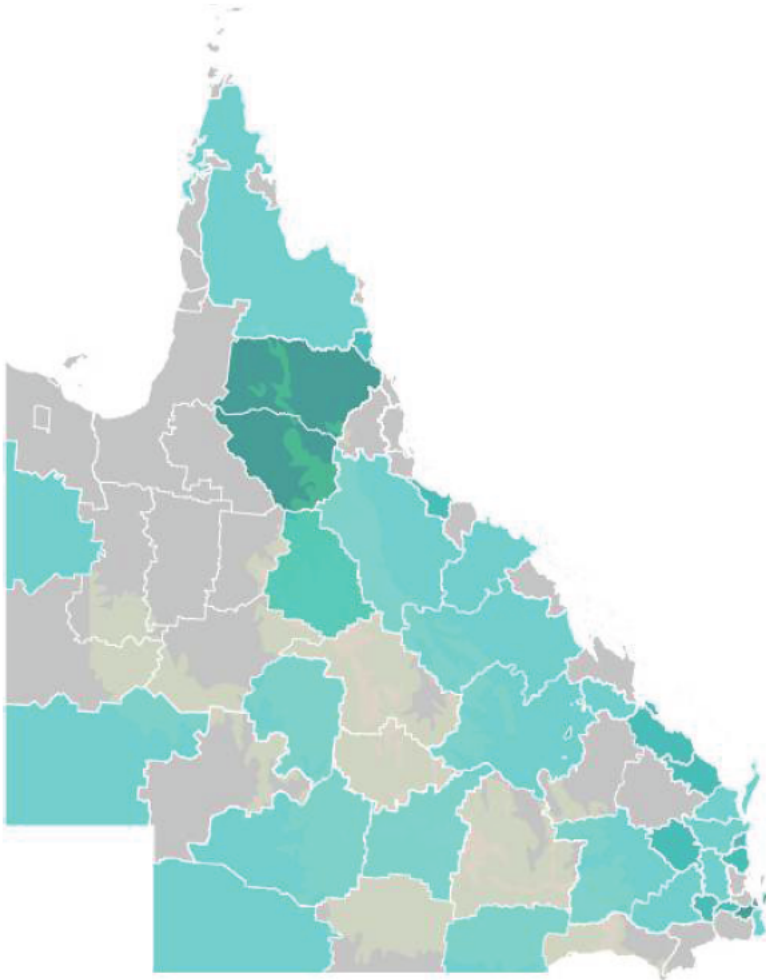
## As the peak body for local government in Queensland, the Local Government Association of Queensland requests the State Government:

- Establish a 2032 Olympics Rural/Remote Queensland funding program to ensure that areas outside South East Queensland, particularly rural and remote communities, also receive equitable funding for essential infrastructure and community facilities to ensure these areas of Queensland also share in the economic benefits flowing to the state from the Olympics.
- Develop Regional Olympic Plans to support tourism, investment attraction and local business opportunities, that are tailored to local communities right across the state.
- Appoint a dedicated senior officer with local government experience to be based within the State Government to act as a liaison point for consultation with local councils and the LGAQ. This would ensure ongoing local government consultation and inclusion, particularly with rural and remote communities, so that all council voices are sought and represented in the planning and delivery of the Brisbane 2032 Olympic and Paralympic Games and its legacy.
- Undertake proactive and genuine First Nations engagement to acknowledge and celebrate Queensland's cultural values.
- Provide timely procurement and supply chain opportunities to all Queensland communities.
- Encourage and support local governments to harness the potential the Brisbane 2032 Olympic and Paralympic Games will bring for their communities and the global spotlight that will shine on Queensland.
- Establish a sustainable building fund for new or retrofitted council buildings to help the State meet its commitment to a climate positive Games.



Image courtesy of Tourism and Events Queensland





**81**  
Total  
respondents

**61**  
Participating  
councils

- Ba onne Sh re Counc
- Banana Sh re Counc
- Barca d ne Reg ona Counc
- Barcoo Sh re Counc
- Backa Tambo Reg ona Counc
- Bou a Sh re Counc
- Bu oo Sh re Counc
- Bundaberg Reg ona Counc
- Burdek n Sh re Counc
- Burke Sh re Counc
- Ca rns Reg ona Counc
- Carpentaria Sh re Counc
- Centra H gh ands Reg ona Counc
- Charters Towers Reg ona Counc
- Cherbourg Abor g na Sh re Counc
- C ty of God Coast
- C oncurry Sh re Counc
- Cook Sh re Counc
- D amant na Sh re Counc
- Doug as Sh re Counc
- Ether dge Sh re Counc
- F nders Sh re Counc
- Fraser Coast Reg ona Counc
- G adstone Reg ona Counc
- Goond w nd Reg ona Counc
- Gymp e Reg ona Counc
- H nch nbrook Sh re Counc
- Hope Va e Abor g na Sh re Counc
- psw ch C ty Counc
- saac Reg ona Counc
- L v ngstone Sh re Counc
- Lockyer Va ey Reg ona Counc
- Logan C ty Counc
- Longreach Reg ona Counc
- Mapoon Abor g na Sh re Counc
- Mareeba Sh re Counc
- McK n ay Sh re Counc
- Morn ngton Sh re Counc
- Mount sa C ty Counc
- Murweh Sh re Counc
- Napranum Abor g na Sh re Counc
- Noosa Sh re Counc
- Northern Pen nsu a Area Reg ona Counc
- Pa m s and Abor g na Sh re Counc
- Paroo Sh re Counc
- Pormpuraaw Abor g na Sh re Counc
- Qu p e Sh re Counc
- Red and C ty Counc
- R chmond Sh re Counc
- Rockhampton Reg ona Counc
- Somerset Reg ona Counc
- South Burnett Reg ona Counc
- Southern Downs Reg ona Counc
- Sunsh ne Coast Counc
- Toowoomba Reg ona Counc
- Torres Sh re Counc
- Torres Stra t s and Reg ona Counc
- Townsv e C ty Counc
- Western Downs Reg ona Counc
- Wh tsunday Reg ona Counc
- Woorab nda Abor g na Sh re Counc



# Areas of importance to Queensland councils

As local government is the level of government closest to the community it is in the unique position to truly understand the opportunities and challenges the Brisbane 2032 Olympic and Paralympic Games will bring to its communities. Despite the diversity of Queensland councils, there were consistent themes in the responses received, including investment in infrastructure, supporting local supply chains and procurement, tourism and embracing sport and recreation.

As part of the planning and legacy for the 2032 Games, what are the most important areas for your community?



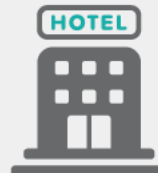
Infrastructure investment



Supporting local supply chains and procurement – provision of goods and services



Enhancing sporting and community facilities



Tourism infrastructure development



Destination marketing



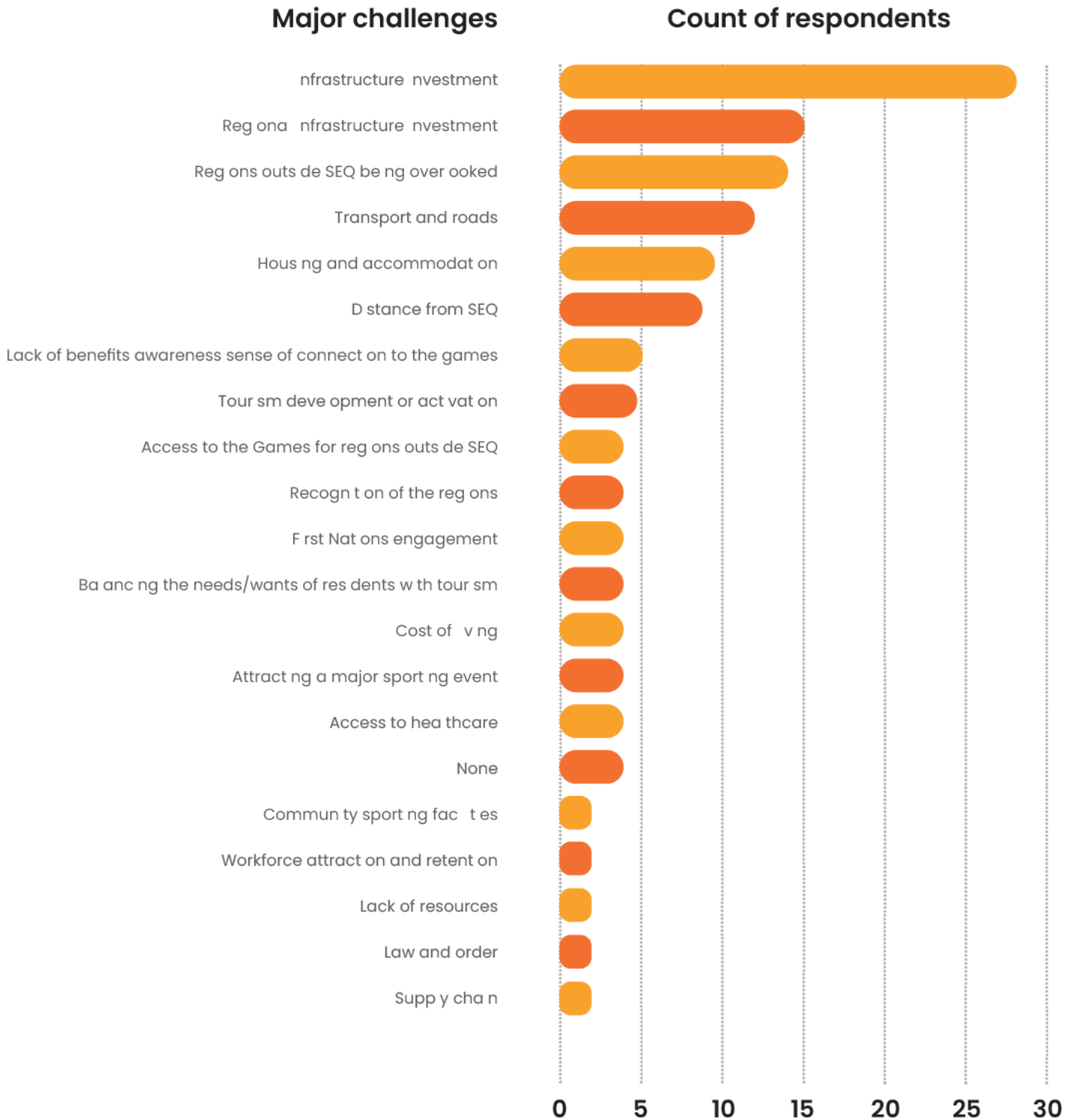
Investment attraction



Environmental sustainability

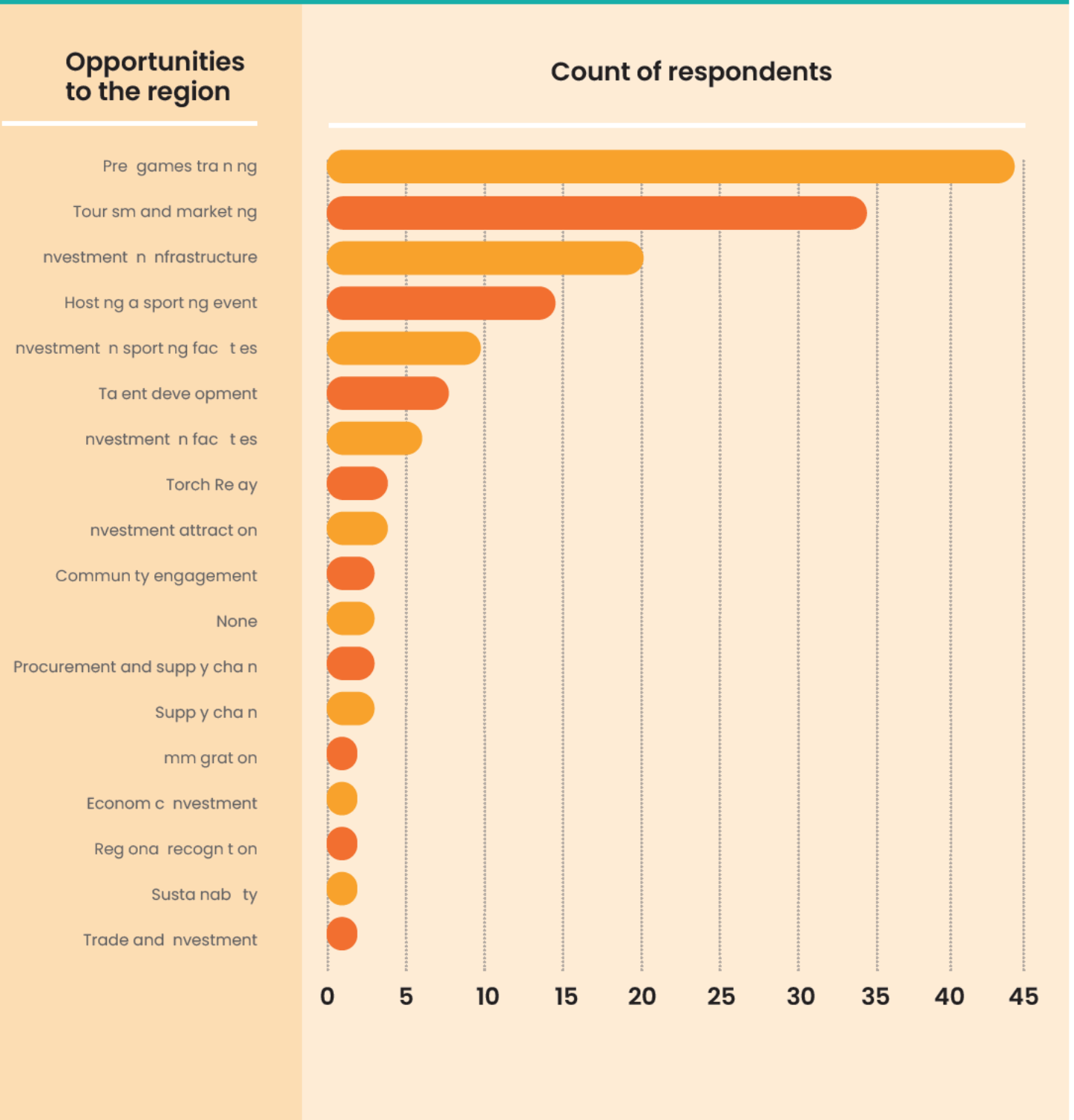
## In terms of the 2032 Games, what would you consider to be the major challenges for your community?

Infrastructure investment and regions outside SEQ were identified as major challenges that councils will face within their communities in the lead up to and throughout the Brisbane 2032 Olympic and Paralympic Games.



## What opportunities could the 2032 Games bring to your region?

Councils believe that pre games training and the right tourism and marketing campaign could bring opportunities to their region with the 2032 Games.



## Do you see potential new trade and investment opportunities for your community stemming from the 2032 Games? If so, what support would you need from the State Government to help leverage those opportunities?

91% of councils believe the Games will bring the potential for new trade and investment opportunities. To achieve this, councils identified they need additional funding support from the State Government in the areas of infrastructure, tourism development and marketing, and strategic advice and networking opportunities.

### New trade and investment opportunities

### Count of respondents

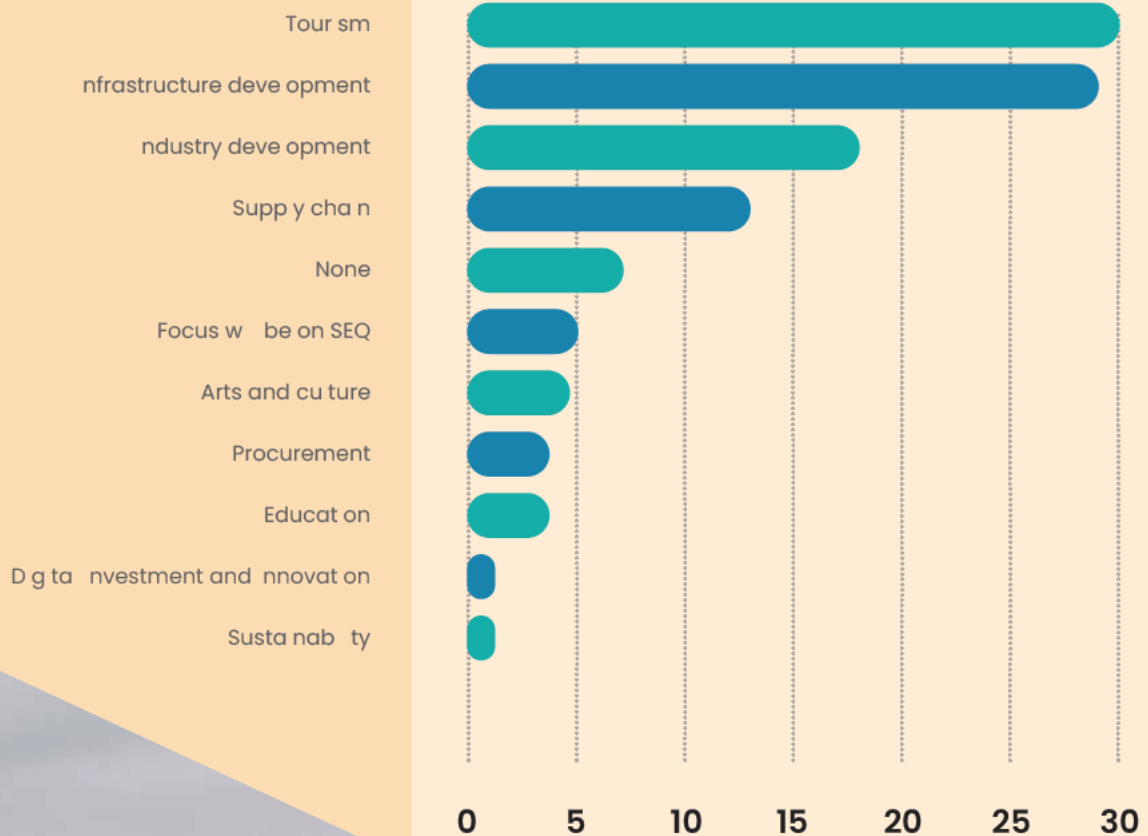
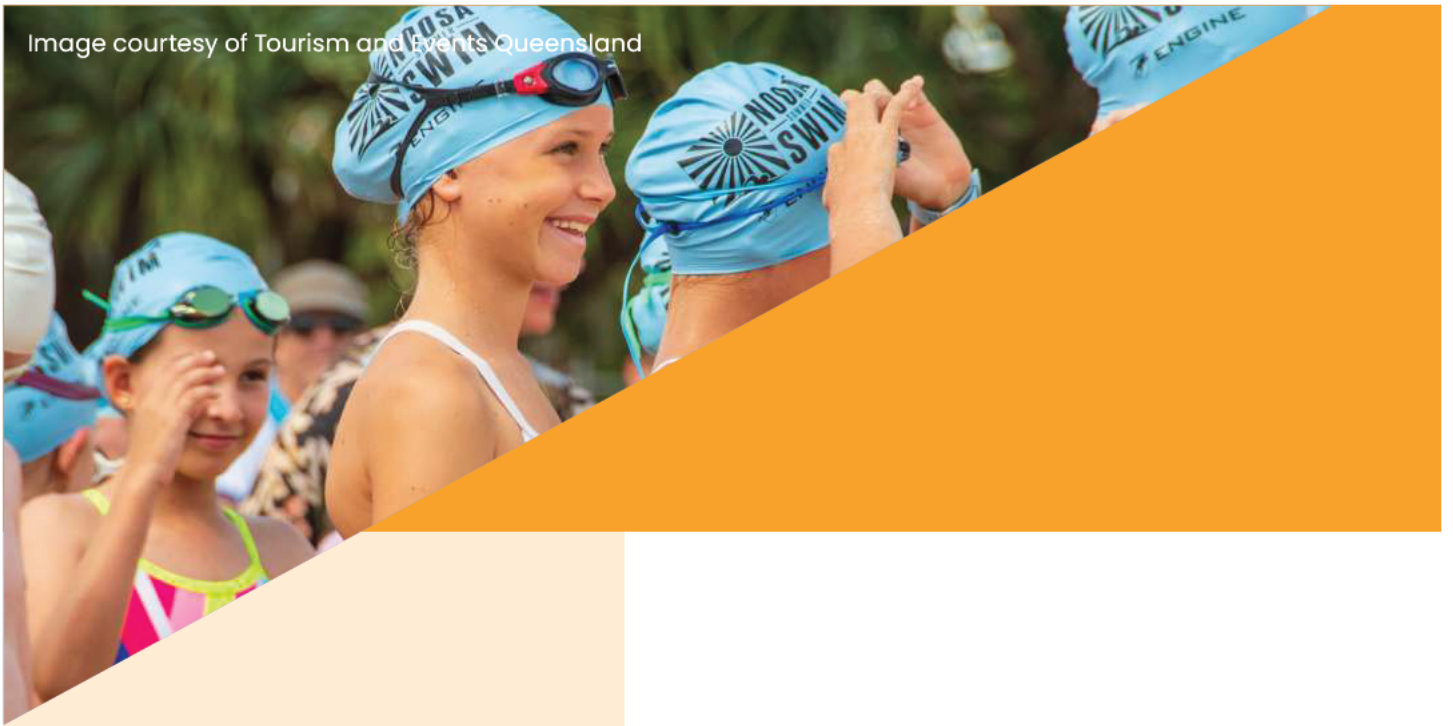


Image courtesy of Tourism and Events Queensland



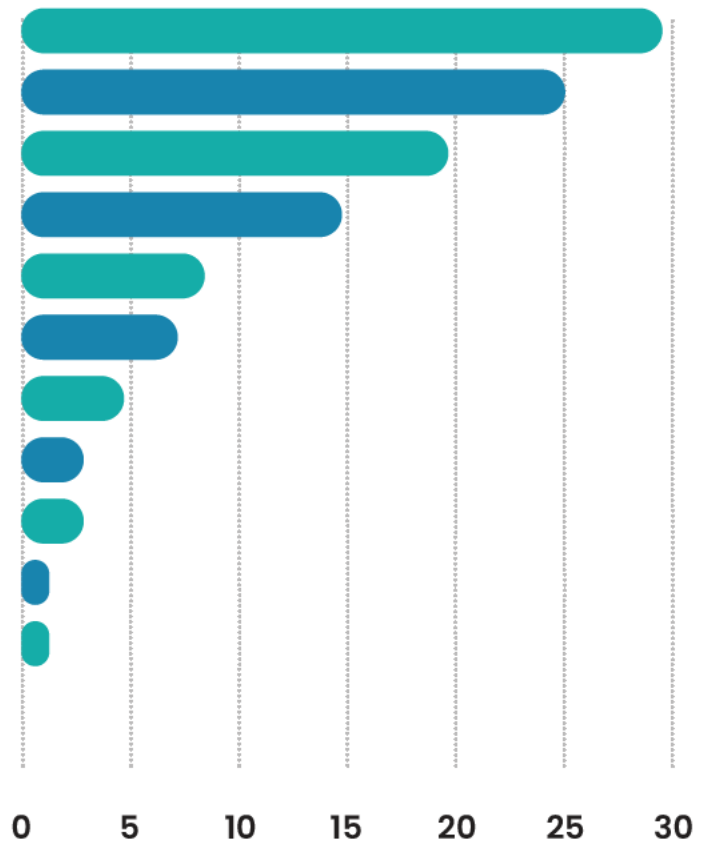
Image courtesy of Tourism and Events Queensland



### Support needed

- Funding infrastructure
- Funding tourism development and marketing
- Strategic advice and networking opportunities
- Industry development
- Funding supply chain
- Funding talent development
- None
- Funding education
- Funding arts and culture
- Funding digital innovation
- Sustainability opportunities

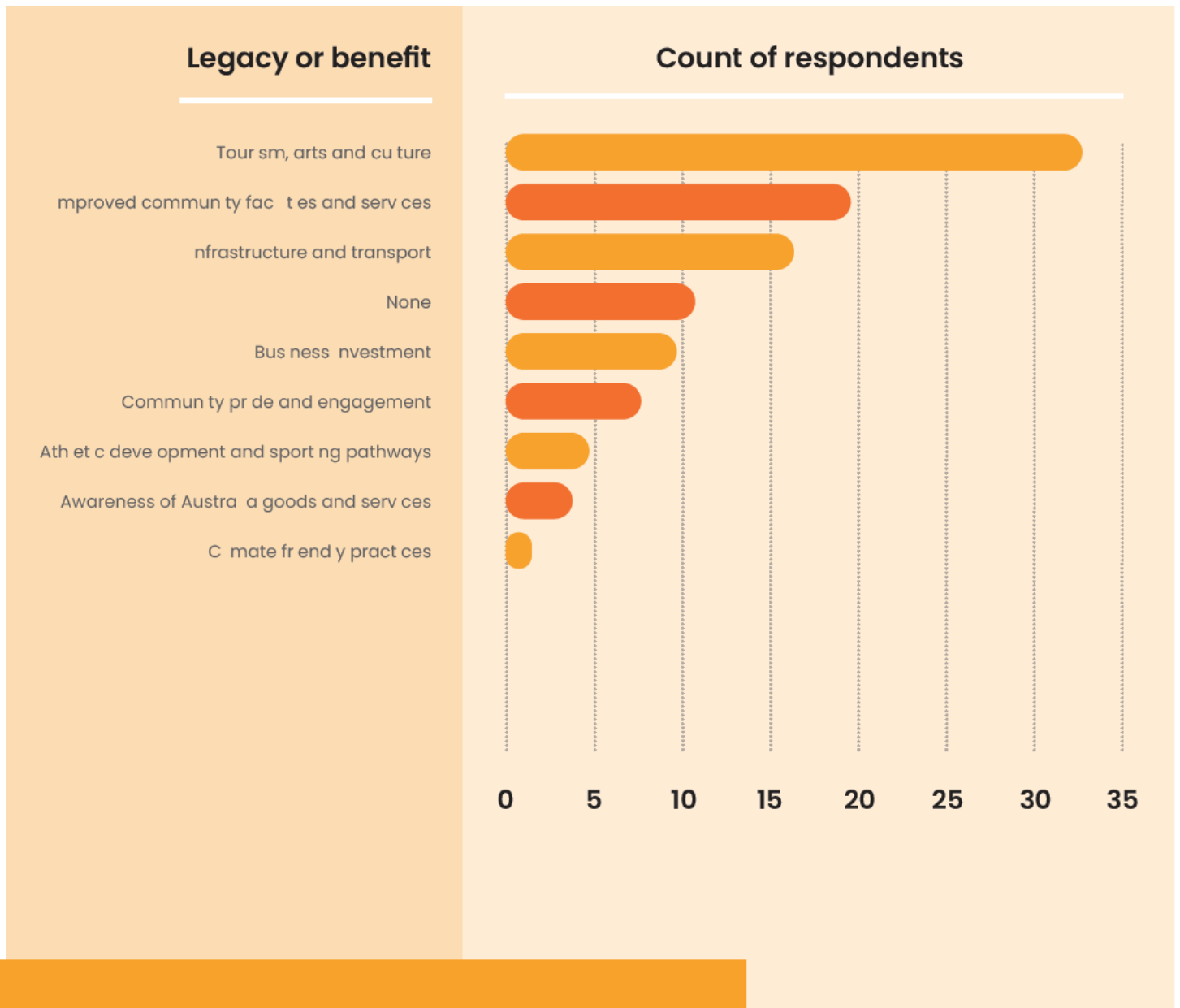
### Count of respondents





## Do you believe the 2032 Games will provide a legacy/benefit to your community? If so, what do you hope that will be?

57% of respondents believe the 2032 Games will leave a legacy in their community. A further 26% are hopeful or suggest there could be one, but that relies on investment in a variety of different infrastructure and promotion, with different requirements across the state. 17% say there will be no legacy/benefit to their community.



**57%** of respondents believe the 2032 Games will leave a legacy for their community



# ***Coastal council views***

## **Council respondents:**

- Bundaberg Regional Council
- Burdekin Shire Council
- Cairns Regional Council
- Cook Shire Council
- Douglas Shire Council
- Fraser Coast Regional Council
- Gladstone Regional Council
- Gympie Regional Council
- Hinchinbrook Shire Council
- Livingstone Shire Council
- Rockhampton Regional Council
- Townsville City Council
- Whitsunday Regional Council

Image courtesy of Tourism and Events Queensland



## In terms of the 2032 Games, what would you consider to be the major challenges for your community?

*"Distance from SEQ and ensuring there are opportunities for the regions to benefit. Skills attraction - we are already losing skilled workers to SEQ due to the construction boom and disaster responses. Attracting and retaining people will only get harder."*

*"The increased concentration of capital and program funding into local governments in SEQ, at the expense of regional, remote, Indigenous, and rural communities."*

*"Attracting a sport that will receive broadcast coverage. Ensuring the region can accommodate the expected flow on tourism trade."*

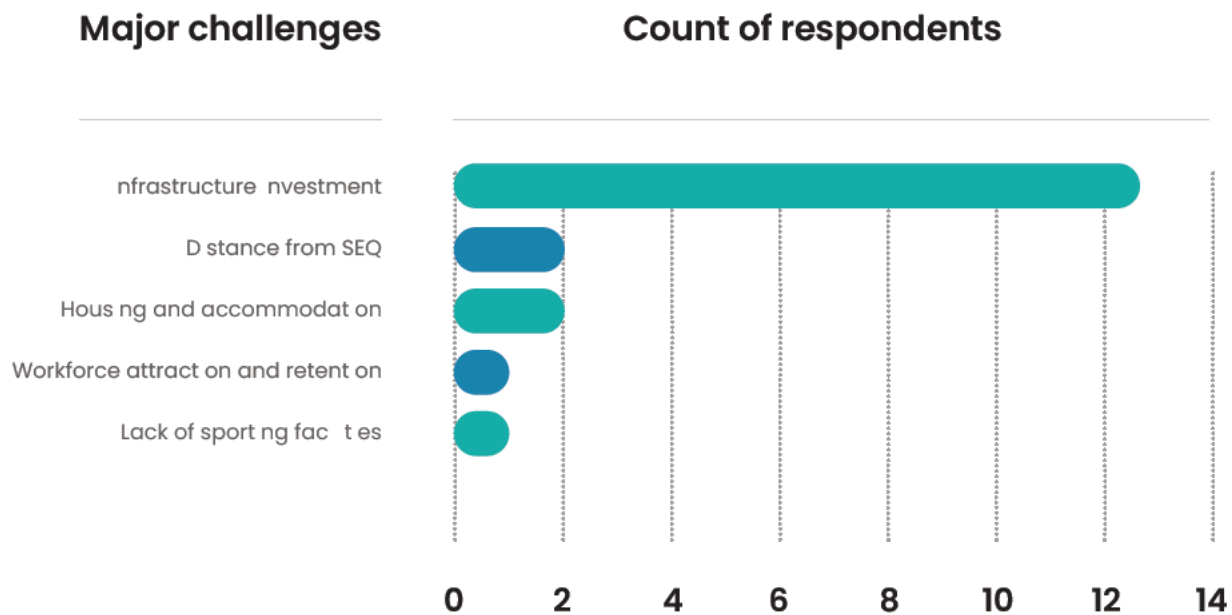


Image courtesy of Tourism and Events Queensland



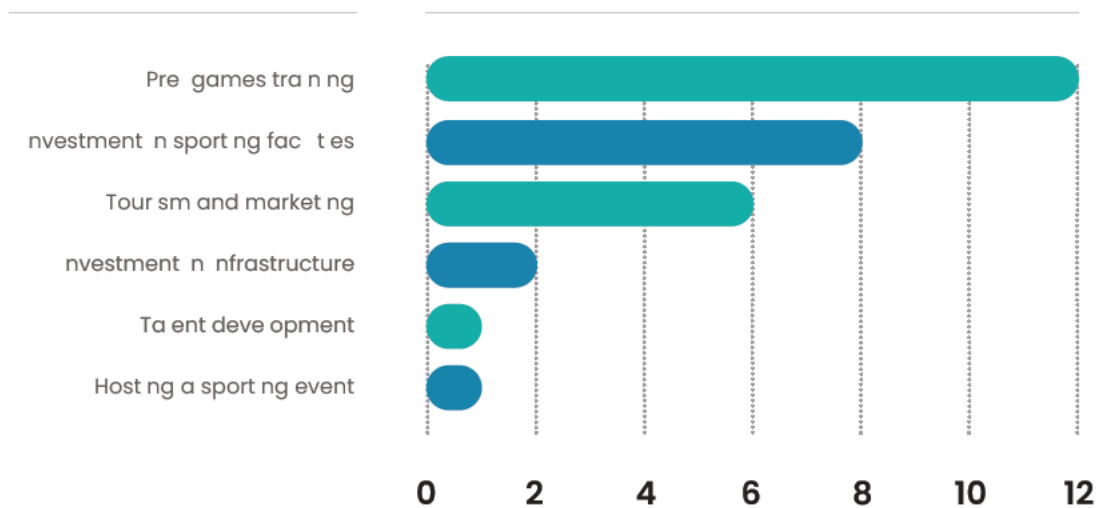
## What opportunities could the 2032 Games bring to your region?

*"Improvements to transport, major sporting events over the next 10 years, relocation of national sporting organisations, training camps and new business opportunities."*

*"1. Hosting training teams pre games we can provide a list of facilities/sports that are strengths for our region so the opportunities can be shared around, and each team/sport can be best supported. 2. Tourism attraction for SEQ locals to escape during the Games, and also for visitors coming to Queensland for the Games."*

### Opportunities the Games could bring to the region

### Count of respondents



## Do you see potential new trade and investment opportunities for your community stemming from the 2032 Games? If so, what support would you need from the State Government to help leverage those opportunities.

*"Innovation hubs, funding, support for start up businesses, support for innovative ventures and new technology."*

*"We are a manufacturing region, our SMEs are keen to understand (and be supported to tap into) supply chain opportunities. Funding for community sport facilities commitment. Tourism advertising campaigns and support to tourism operators to maximise opportunities."*

*"Sports tourism through the sporting infrastructure put in place."*

### Trade and investment opportunities

- Tourism
- Infrastructure development
- Focus will be on SEQ
- Supply chain
- Industry development
- Education

### Count of correspondents

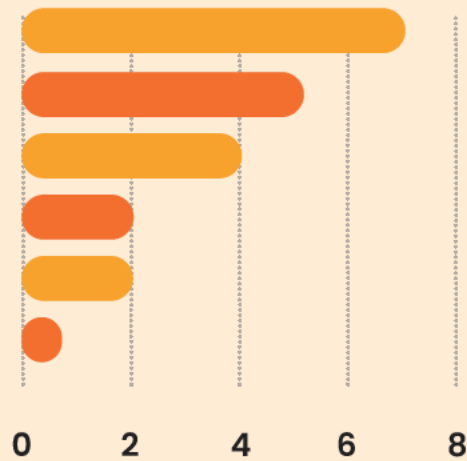


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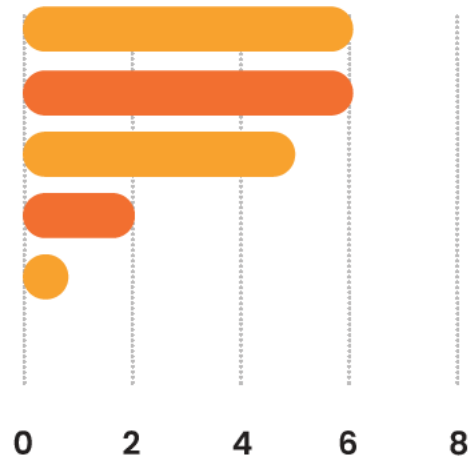


Image courtesy of Tourism and Events Queensland

### Support needed

- Strategic advice and networking opportunities
- Funding tourism development and marketing
- Funding infrastructure
- Industry development
- Funding Education

### Count of correspondents





## Do you believe the 2032 Games will provide a legacy/benefit to your community? If so, what do you hope that will be?

*"No not unless the State Government makes a considered investment into regional areas."*

*"Yes, multiple. City pride, uplift in physical activity across all demographics, more opportunity for community to get involved."*

*"More likely in future tourism business rather than infrastructure."*

*"We hope so, and that the benefits will be in infrastructure and longer term tourism and business investment."*

*"We would like to see improved sporting facilities and transportation (in particular, quick rail access to the Sunshine Coast and Brisbane) that will benefit the wider community."*

### Legacy/benefit

- Tourism, arts and culture
- None
- Improved community facilities and services
- Infrastructure and transport
- Housing stock
- Community friendly practices
- Business investment
- Athletic development and sporting pathways

### Count of correspondents

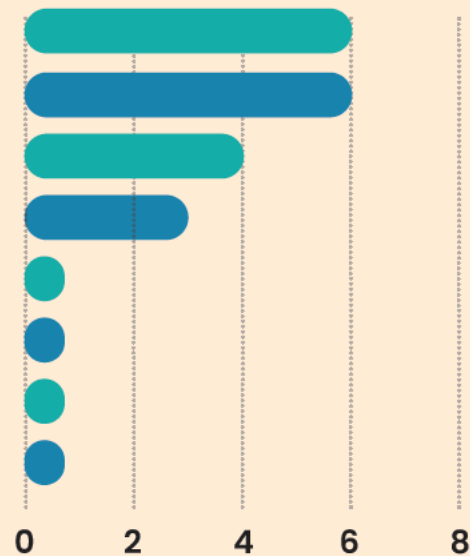


Image courtesy of Tourism and Events Queensland



## ***First Nations council views***

### **Council respondents:**

- Cherbourg Aboriginal Shire Council
- Hope Vale Aboriginal Shire Council
- Mapoon Aboriginal Shire Council
- Mornington Shire Council
- Napranum Aboriginal Shire Council
- Northern Peninsula Area Regional Council
- Palm Island Aboriginal Shire Council
- Pormpuraaw Aboriginal Shire Council
- Torres Shire Council
- Torres Strait Island Regional Council
- Woorabinda Aboriginal Shire Council

Image courtesy of Tourism and Events Queensland

## In terms of the 2032 Games, what would you consider to be the major challenges for your community?

*"Some of the major challenges would be our remoteness, which causes potential delays to the delivery of capital projects. The current global shortage could cause delays to infrastructure development, and access to skilled trades due to very low unemployment rate nationally."*

*"Having Infrastructure and a profile to attract visitors and tourism."*

*"The major challenge is that the Mornington Island community cannot participate, on Island, in any organised sport, such as athletics, swimming, hockey, gymnastics and the like because there are no facilities on the Island to allow this to happen."*

### Major challenges

### Count of respondents

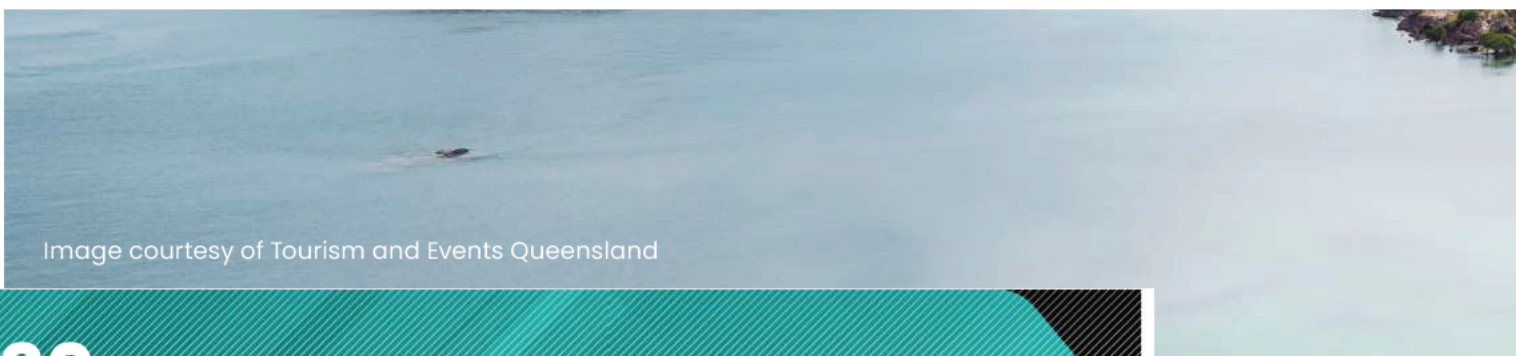
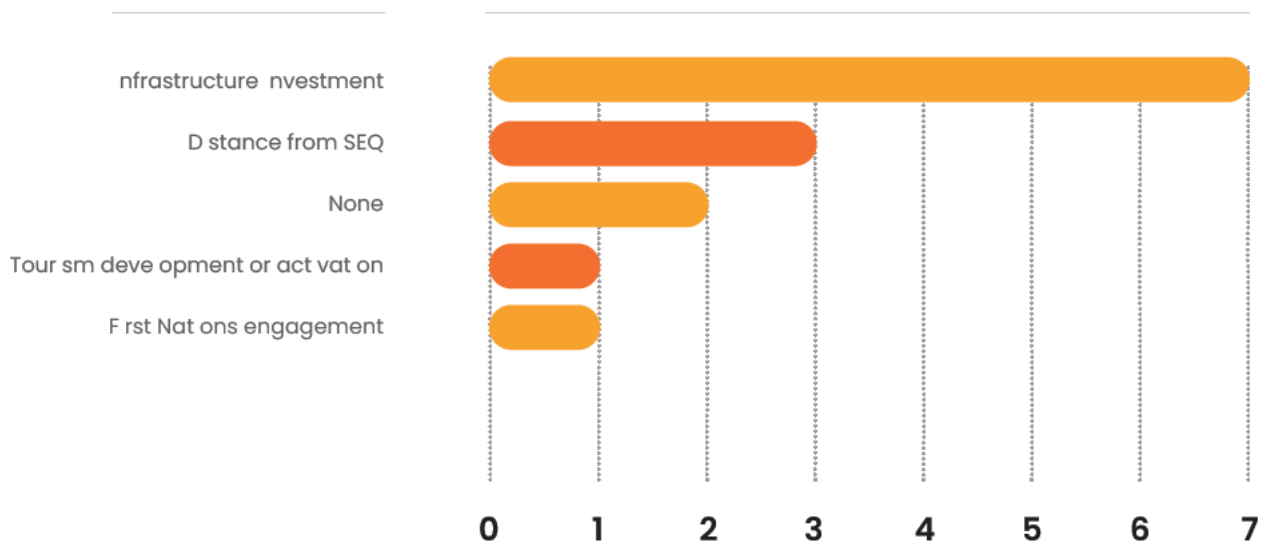


Image courtesy of Tourism and Events Queensland



## What opportunities could the 2032 Games bring to your region?

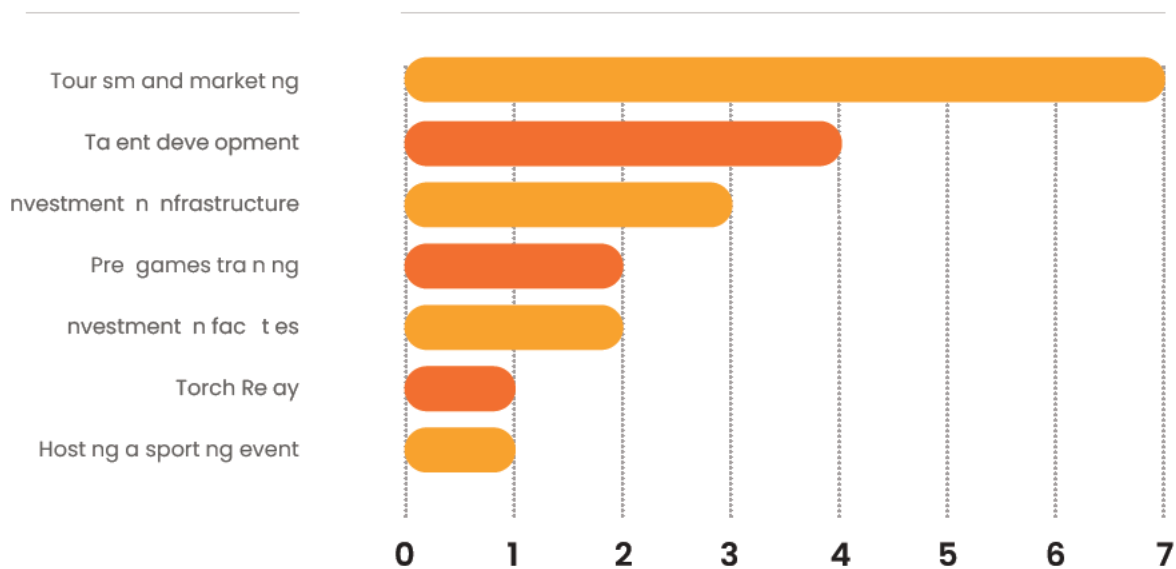
*"The opportunities it would bring to the region, it would give our children the opportunity to showcase their sporting talents and develop career pathways."*

*"To showcase a First Nations authentic experience to the world abroad."*

*"There is a great opportunity for cultural engagement through tourism. People are visiting from all over the world and we have a lot of cultural richness and natural wonders to engage with."*

### Opportunities the games could bring to the region

### Count of respondents



## Do you see potential new trade and investment opportunities for your community stemming from the 2032 Games? If so, what support would you need from the State Government to help leverage those opportunities?

*"Building a credible portfolio as a council and community, having products to attract potential investment and tourism that will build capacity and capability for new and refurbished infrastructure."*

*"Marketing the region to both domestic and international visitors would be the best thing that could happen. There are a lot of barriers to this but such barriers should be addressed so that this Island community does feel part of the wider state."*

### Trade and investment opportunities

Infrastructure development

Tourism

Arts and culture

### Count of respondents

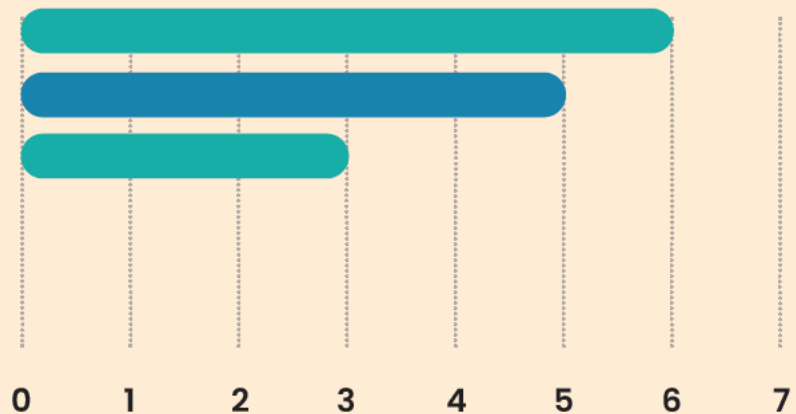


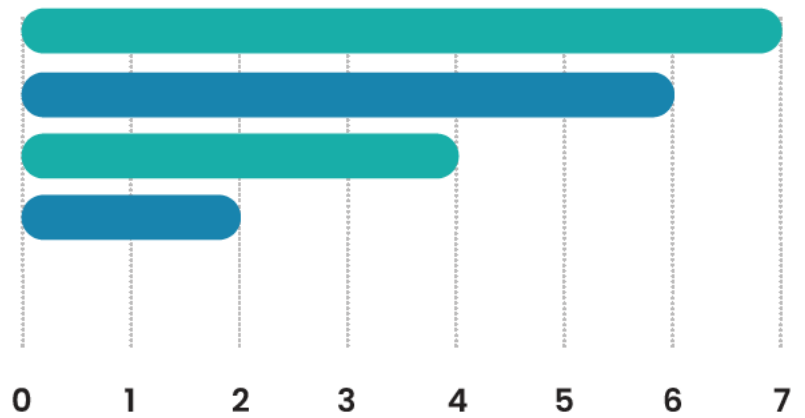
Image courtesy of Tourism and Events Queensland

Image courtesy of Tourism and Events Queensland

### Support needed

- Funding infrastructure
- Funding talent development
- Funding tourism development and marketing
- Funding arts and culture

### Count of respondents





## Do you believe the 2032 Games will provide a legacy/benefit to your community? If so, what do you hope that will be?

*"The region, with its rich and diverse cultures, its ancient and surviving languages and customs and its unique physical environment and geography is second to none. Our communities will benefit greatly as sporting facilities will be upgraded, there is a wonderful opportunity to gain maximum exposure to international tourism to come and visit our region and the state of Queensland. Come and experience our culture and be fully immersed with the locals, the history and the iconic region."*

*"Build something for the Games that can also be used afterwards. Create real assets that will benefit the community to attract teams and the community long term. We would like to be involved in discussions and appreciate any engagement opportunities."*

*"The 2032 Games will turn the hearts of our children to their families and the hearts of their families to our children. It will bring unity back into community and enhance sporting activities within the region – not only in sport but culture as well – and will instil belief in one's ability to succeed as a nation of people."*

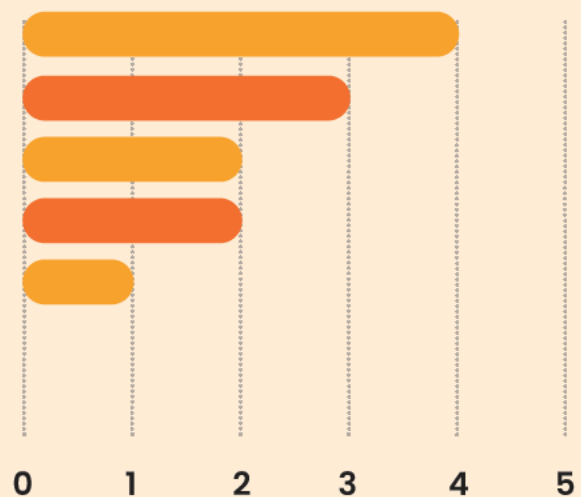


Image courtesy of Tourism and Events Queensland

### Legacy or benefit

- Improved community facilities and services
- Tourism, arts and culture
- Infrastructure and transport
- Athletic development and sporting pathways
- Community pride and engagement

### Count of respondents







## *South East Queensland council views*

### **Council respondents:**

- City of Gold Coast
- Ipswich City Council
- Lockyer Valley Regional Council
- Logan City Council
- Noosa Shire Council
- Redland City Council
- Somerset Regional Council
- Sunshine Coast Council
- Toowoomba Regional Council

Image courtesy of Tourism and Events Queensland



## In terms of the 2032 Games, what would you consider to be the major challenges for your community?

*"Adequate public transport for visitors to visit. There is a risk of being forgotten in the shadow of large councils and lack of understanding of potential benefits and importance of the Games to our community and opportunities."*

*"Lack of short term accommodation."*

*"Ensuring funding and delivery of integrated multimodal transport systems and infrastructure."*

*"Securing public investment in essential public transport infrastructure and services, retaining the event mix assigned to the region in the Response to the IOC Future Host Questionnaire; securing the investment in and delivery of new short term accommodation (ie. hotels) prior to the 2032 Games."*

### Major challenges

### Count of respondents

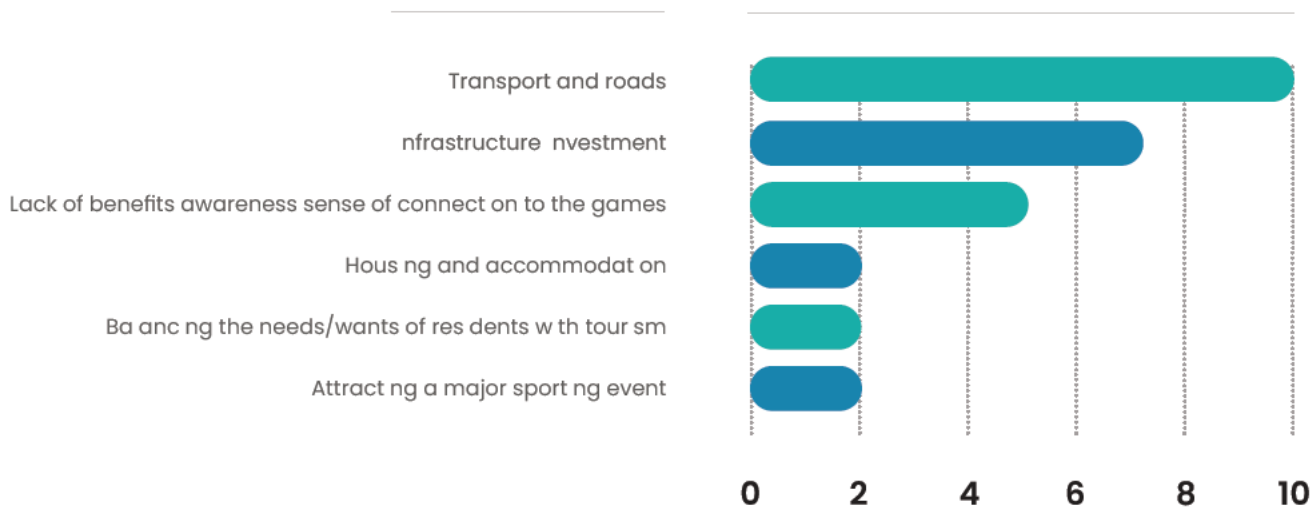


Image courtesy of Tourism and Events Queensland



## What opportunities could the 2032 Games bring to your region?

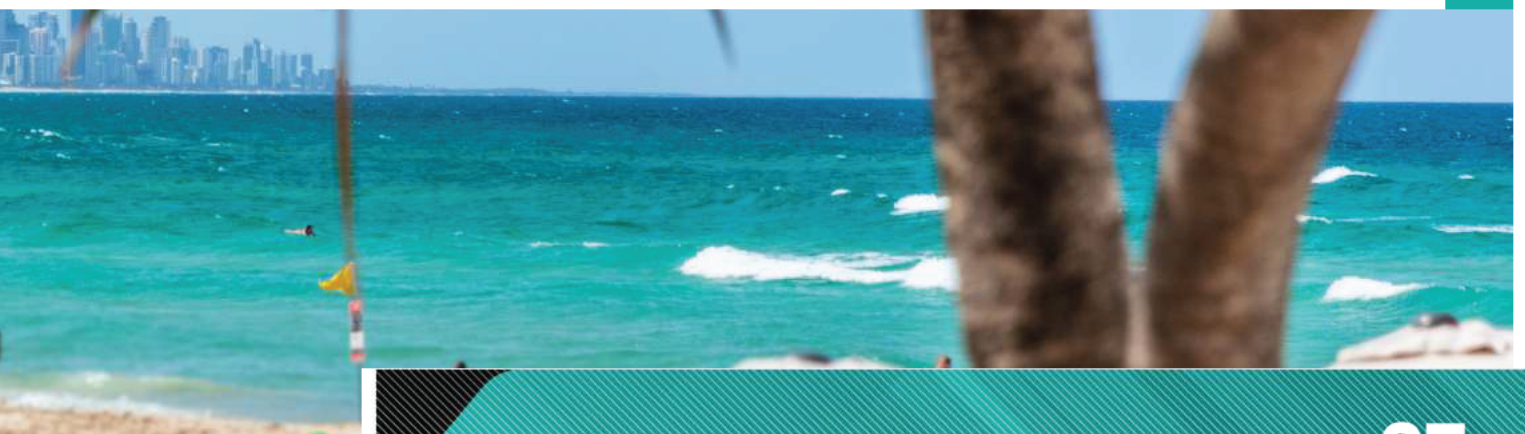
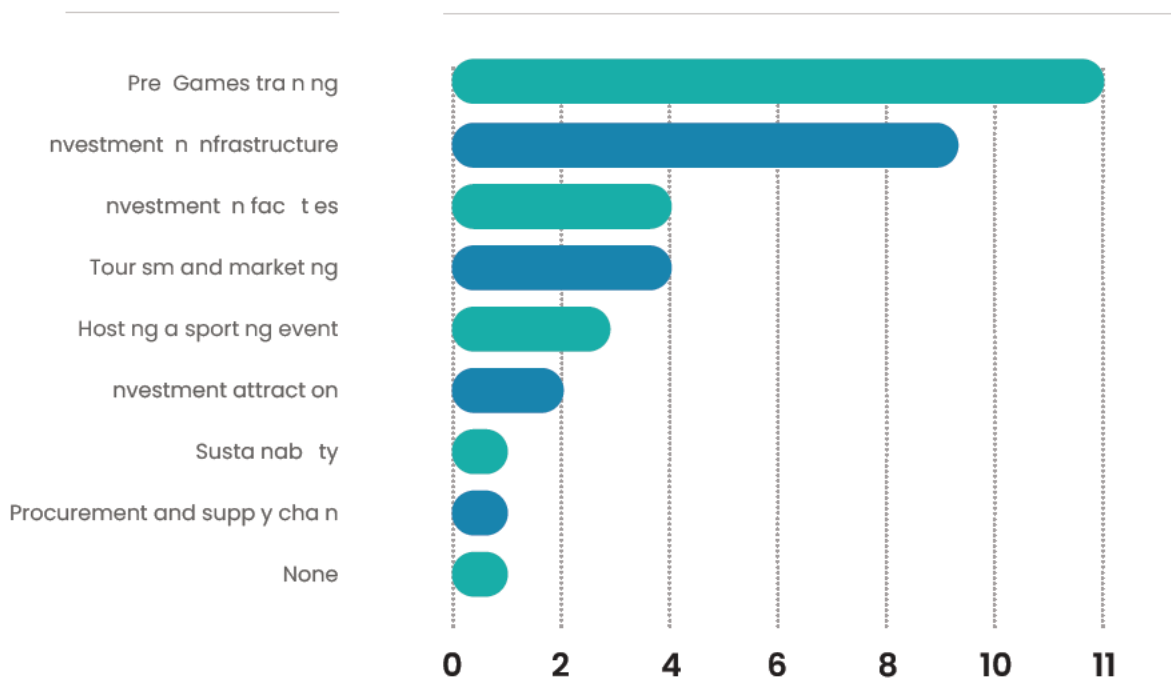
*"The Games will shine a spotlight on SEQ and enable large corporates that have never considered the region to examine opportunities here. Typically, international investors have looked at other cities and states first. The Olympics provides an opportunity for Queensland and SEQ to leapfrog other locations, and even other Asia Pacific cities, but it needs to be coordinated well in advance."*

*"Provision of environmental advantages due to carbon positive Games. Provision of effective, sustainable, active and public transport. Team training opportunities at venues and international competitions at venues prior to and post games."*

*"Showcasing the region internationally, given the region is a key delivery partner for the Games, investment in an improved, sustainable and efficient public transport network, improved accessibility of the public realm."*

### Opportunities the Games could bring to the region

### Count of respondents



## Do you see potential new trade and investment opportunities for your community stemming from the 2032 Games? If so, what support would you need from the State Government to help leverage those opportunities?

*"Yes. Support needed would be access to targeted investment markets, direct support from in-market TIQ representatives to establish and maintain investment links; major investment events that draw national and international capital to key investment locations in Queensland."*

*"Yes. Facilitate investment forums and a regional prospectus and networking sessions with potential investors. Each LGA to pitch unique and key opportunities."*

*"Yes, there will be opportunities in showcasing export product potential in food supplies, such as meat and veggies, also in education in vet science through elements of equine and investment in a pre-Games training facility."*

### Trade and investment opportunities

Infrastructure development  
Tourism  
Industry development  
Supply chain  
Procurement  
Digital investment and innovation  
Education  
Sustainability

### Count of respondents

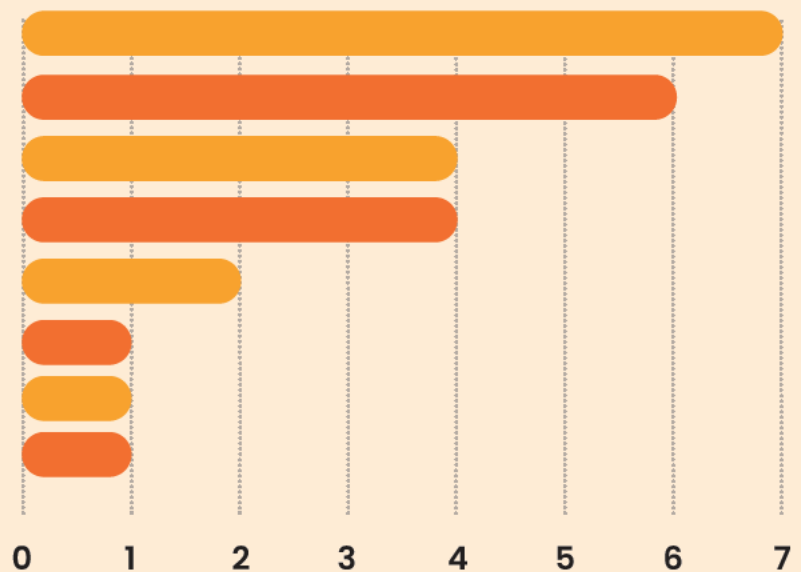


Image courtesy of Tourism and Events Queensland



Image courtesy of Tourism and Events Queensland



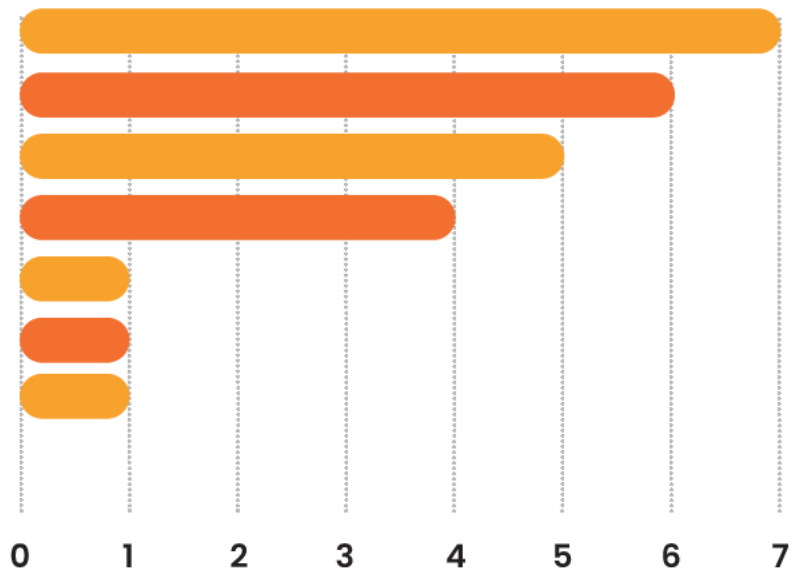
*"Target cities that meet multiple objectives, such as education, migration, tourism and bilateral trade and investment. Country relationships are simply too big, particular North America, so doubling down on key cities in a coordinated way will deepen and deliver more outcomes."*

*"Develop a regional hosting program leading into Games time with targeted businesses being identified with value added programming (Business Club Australia model)."*

### Support needed

- Funding infrastructure
- Strategic advice and networking opportunities
- Funding tourism development and marketing
- Industry development
- Funding digital innovation
- Funding education
- Sustainability opportunities

### Count of respondents





## Do you believe the 2032 Games will provide a legacy/benefit to your community? If so, what do you hope that will be?

*"A connected region: transit and digital infrastructure. Australia's most liveable region: healthy, inclusive and sustainable lifestyles for residents. A thriving regional economy: thriving and diverse economies. A global identity: unique proposition around the world."*

*"If we can convince the State Government/Seqwater to reopen the dams for a larger array of recreation and sporting opportunities, Council believes an ongoing benefit with greater participation and visitation to the region. Increasing our tourism base as a world leading destination will have ongoing benefits. Carefully planned and improved infrastructure will also provide ongoing benefits."*

*"At the moment no, Community members see venues and infrastructure as legacy benefits. They don't necessarily see trade and investment. And community doesn't necessarily want to see everything in city centres."*

### Legacy or benefit

- Tourism, arts and culture
- Improved community facilities and services
- Infrastructure and transport
- Business investment
- None

### Count of correspondents

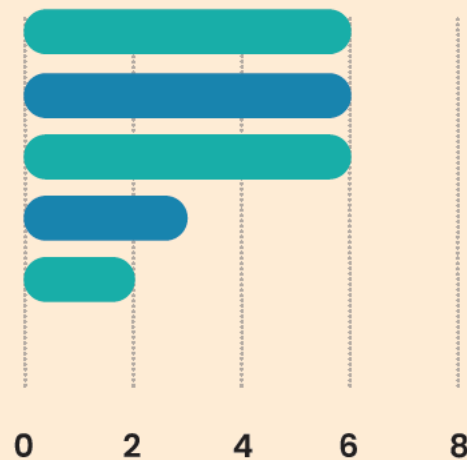


Image courtesy of Tourism and Events Queensland





## ***South and South West Queensland council views***

### **Council respondents:**

- Balonne Shire Council
- Bulloo Shire Council
- Goondiwindi Regional Council
- Murweh Shire Council
- Paroo Shire Council
- Quilpie Shire Council
- South Burnett Regional Council
- Southern Downs Regional Council
- Western Downs Regional Council

Image courtesy of Tourism and Events Queensland



## In terms of the 2032 Games, what would you consider to be the major challenges for your community?

*"Being in a rural area some distance from the Games, will we see any equity in disbursement of investment, infrastructure and tourism? Or will it all be focused on the SEQ to the detriment of the broader state."*

*"The creation and delivery of legacy programs that are sustainable for the long term infrastructure maintenance and costs including First Nations engagement and promotion of cultural values."*

*"We have major concerns about the lack of future funding for projects and activities given our limited involvement in Games priorities."*

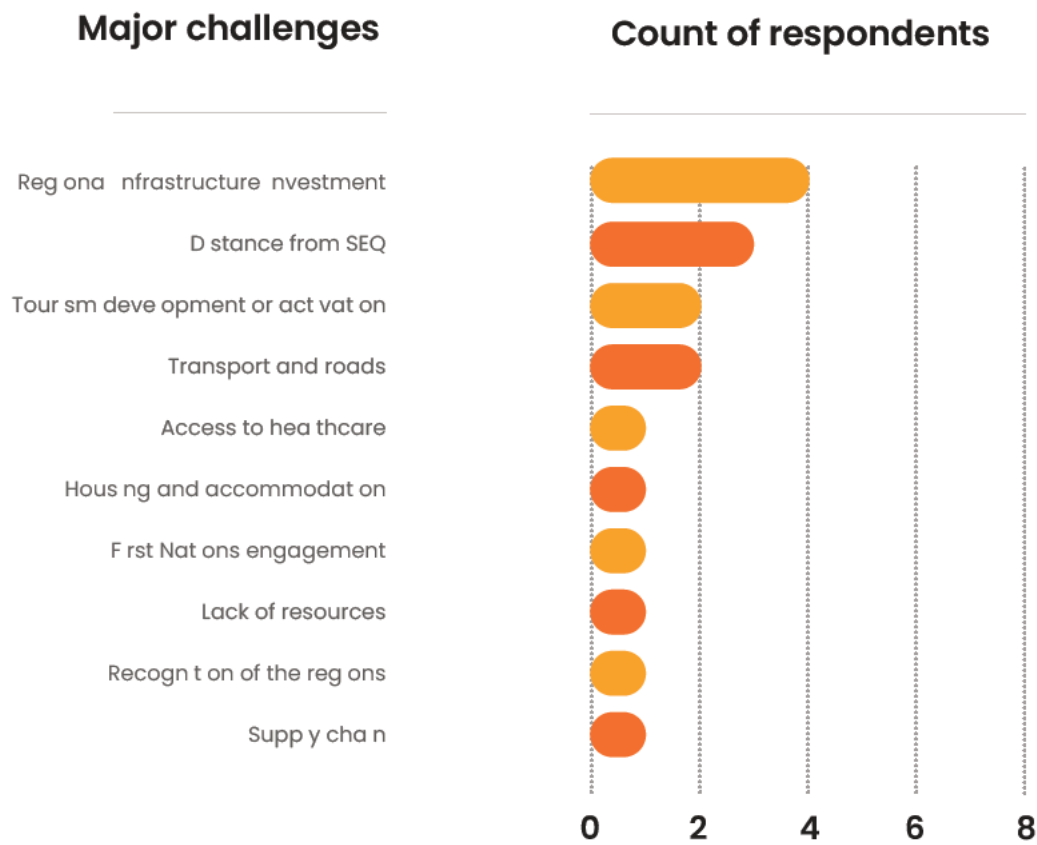


Image courtesy of Tourism and Events Queensland



## What opportunities could the 2032 Games bring to your region?

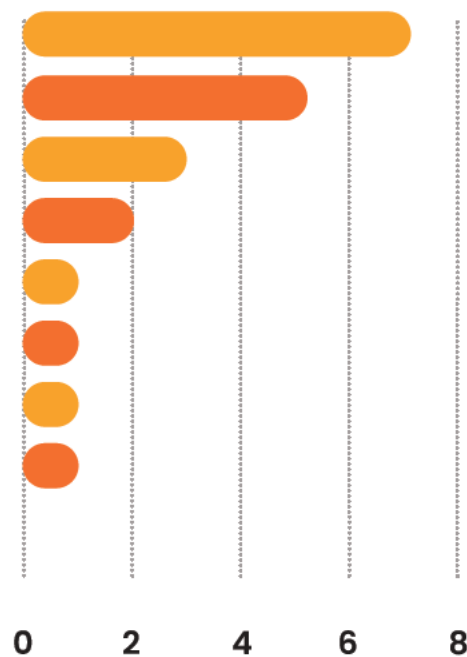
*"From paddock to plate – food tourism, being two hours from Brisbane we'd like producers from our region to be considered to provide the food or wine for the events associated with the Games."*

*"I believe we could be the supplier of many raw items for the Games. For example, could all the sheets in the Olympic Village be Australian grown and weaved cotton? We could also potentially benefit from pre Games training and tourism."*

### Opportunities the Games could bring to the region

- Tourism and marketing
- Pre Games training
- Investment in infrastructure
- Supply chain
- Investment attraction
- Immigration
- Investment in sporting facilities
- Too far from SEQ

### Count of respondents



## Do you see potential new trade and investment opportunities for your community stemming from the 2032 Games? If so, what support would you need from the State Government to help leverage those opportunities?

*"Absolutely, we would welcome an opportunity to be at the table. You don't know what you don't know, and there could be opportunities for our region that we don't yet understand. We would welcome an opportunity to work with all levels of government, as an effective delivery partner."*

*"As a small regional council we don't have the resources to develop an Olympics specific investment plan. We would appreciate support from State Government, Toowoomba and Surat Basin Enterprise etc, to advise us on opportunities."*

### Trade and investment opportunities

### Count of respondents

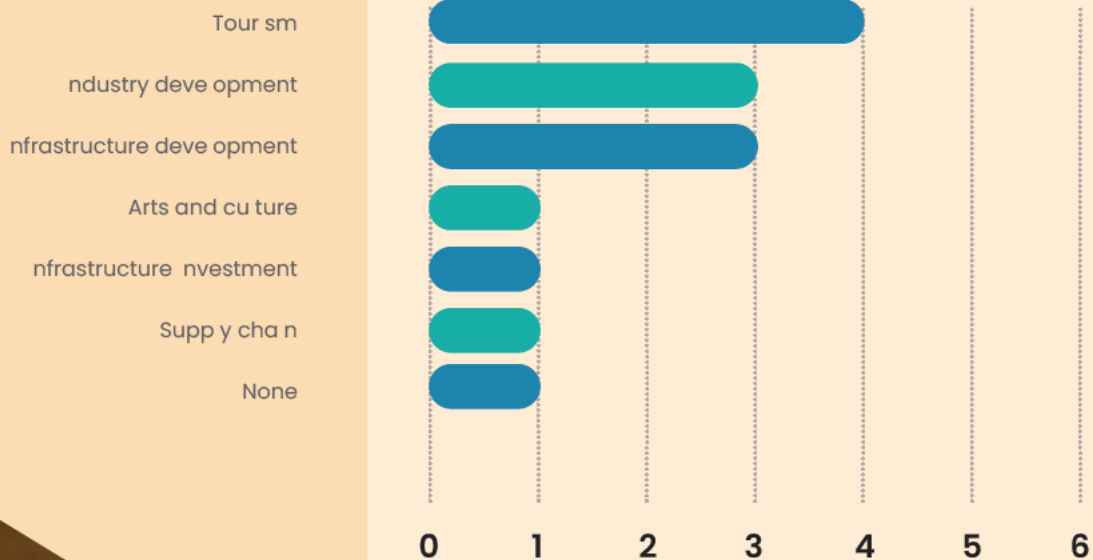


Image courtesy of Tourism and Events Queensland

Image courtesy of Tourism and Events Queensland



### Support needed

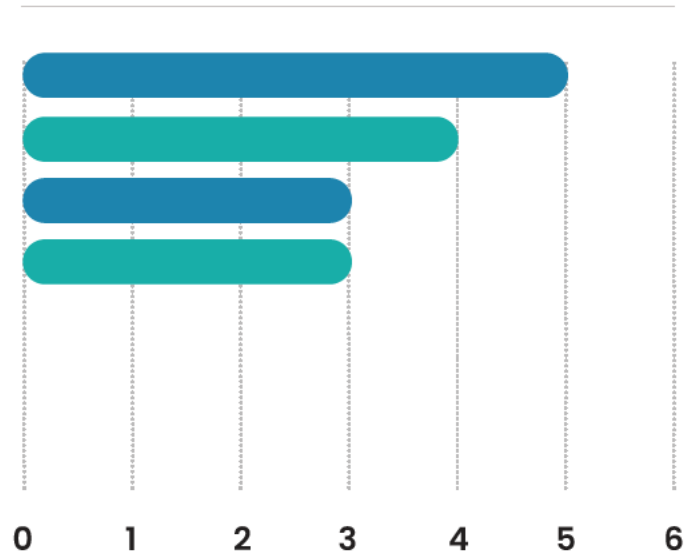
Strategic advice and networking opportunities

Funding tourism development and marketing

Funding infrastructure

Industry development

### Count of respondents





## Do you believe the 2032 Games will provide a legacy/benefit to your community? If so, what do you hope that will be?

*"We hope in tourism and for Australian made and manufactured goods and services."*

*"Benefit in growing our tourism potential during and after the Games. Growing investment and increasing immigration to our region."*

### Legacy or benefit

- Tourism, arts and culture
- Business investment
- Improved community facilities and services
- None
- Awareness of Australian goods and services
- Community pride and engagement
- Infrastructure and transport
- Supply chain opportunities

### Count of respondents

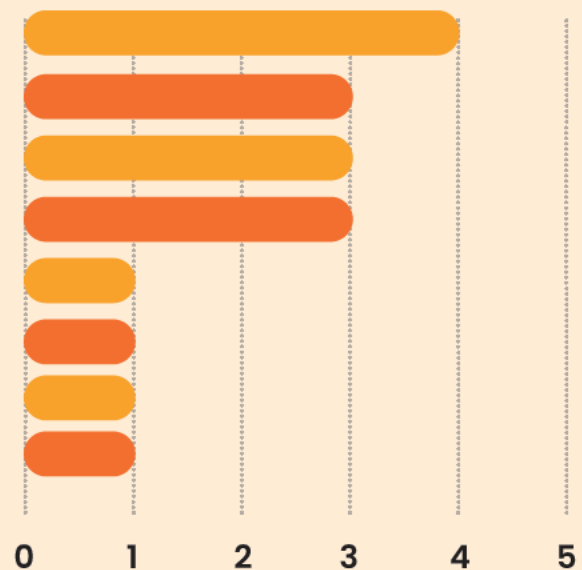


Image courtesy of Tourism and Events Queensland





# *Central and Central West Queensland council views*

## **Council respondents:**

- Banana Shire Council
- Barcaldine Regional Council
- Barcoo Shire Council
- Blackall-Tambo Regional Council
- Boulia Shire Council
- Central Highlands Regional Council
- Diamantina Shire Council
- Isaac Regional Council
- Longreach Regional Council

Image courtesy of Tourism and Events Queensland



## In terms of the 2032 Games, what would you consider to be the major challenges for your community?

*"Unsealed roads will make it a challenge for the community to travel to the Games."*

*"Travel challenges affecting the ability for community members to travel to the Games, such as high airfare prices and long distances."*

*"We believe that there will be very little money spent in rural and remote areas because the money will be spent in the south east corner."*

### Major challenges

### Count of respondents

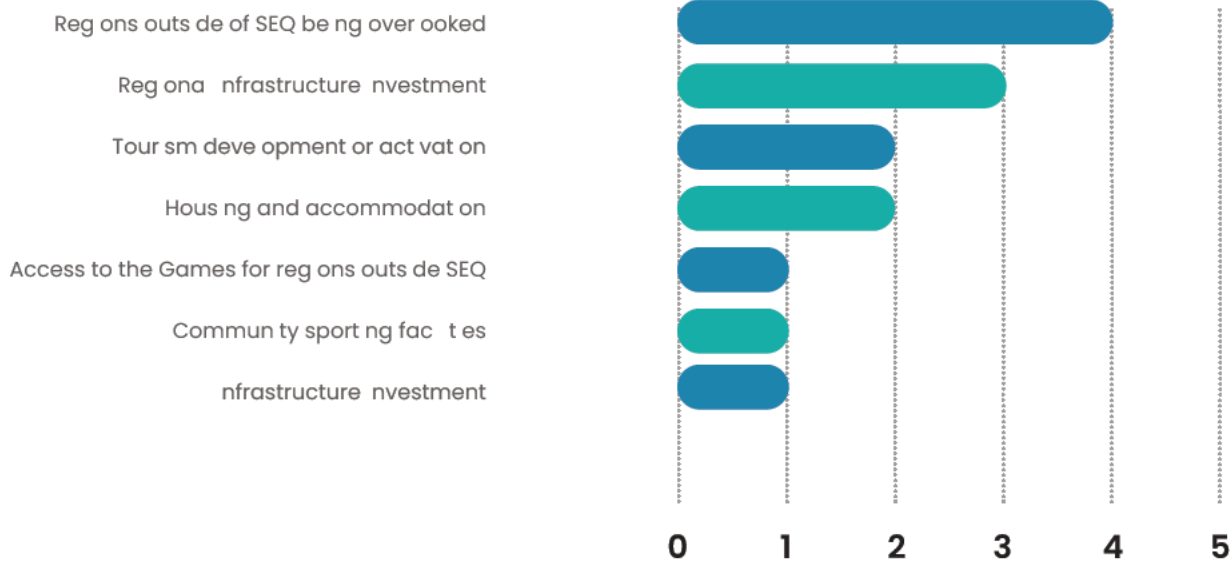


Image courtesy of Tourism and Events Queensland

## What opportunities could the 2032 Games bring to your region?

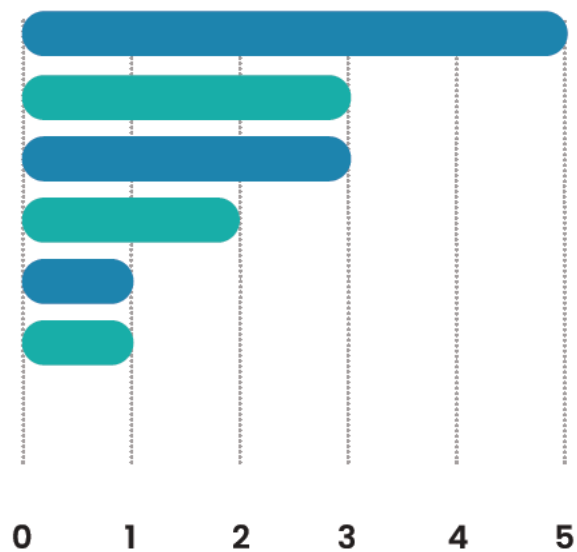
*"A cross country running event on the edge of the Simpson Desert near Birdsville."*

*"We see domestic and international tourism as the biggest opportunity for our region. We also see opportunity to supply beef/lamb products."*

### Opportunities the Games could bring to the region

- Pre Games training
- Hosting a sporting event
- Tourism and marketing
- Investment in infrastructure
- Procurement and supply chain
- None

### Count of respondents





## Do you see potential new trade and investment opportunities for your community stemming from the 2032 Games? If so, what support would you need from the State Government to help leverage those opportunities?

*"Sadly, no. All money will be concentrated in the south east. The biggest battle we have is the cost of infrastructure and limited ability to access funding."*

*"It is difficult to see any trade investment improvements to regional Queensland."*

*"Our biggest opportunities will come from tourism."*

### Trade and investment opportunities

- Infrastructure development
- Tourism
- None
- Focus on SEQ
- Industry development

### Count of respondents

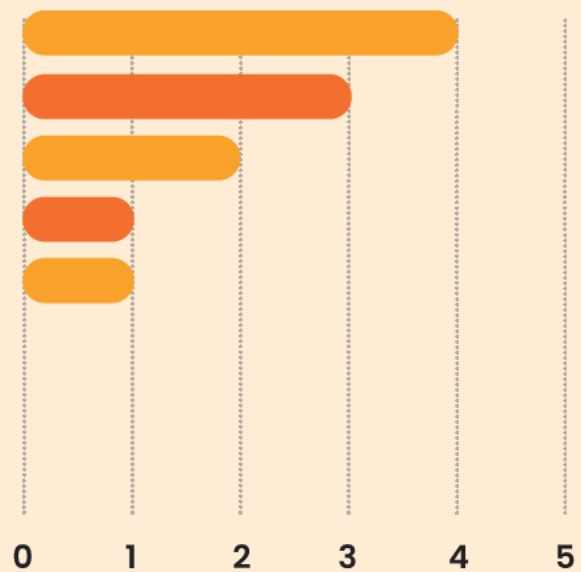


Image courtesy of Tourism and Events Queensland

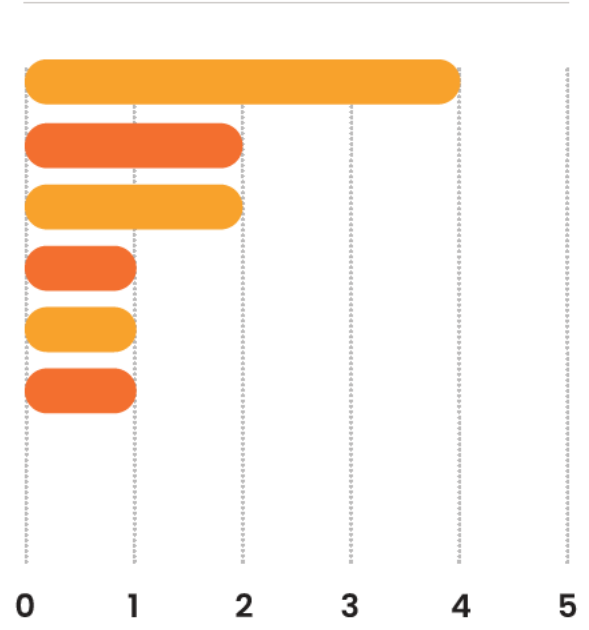
Image courtesy of Tourism and Events Queensland



### Support needed

- Funding infrastructure
- Funding tourism development and marketing
- N/A
- Funding housing and accommodation
- Industry development
- Strategic advice and networking opportunities

### Count of respondents





## Do you believe the 2032 Games will provide a legacy/benefit to your community? If so, what do you hope that will be?

*"Queensland as a whole should benefit. Whilst our region may have no direct involvement, the capacity to promote rural and regional Queensland as a whole is hoped for."*

*"Promotion of our area and the whole of Outback Queensland for the world to visit."*

*"We would like to explore opportunities but they appear limited at present, perhaps some legacy tourism or community infrastructure."*

### Legacy or benefit

- Tourism, arts and culture
- Awareness of Australian goods and services
- Improved community facilities and services
- Business investment
- Infrastructure and transport
- None

### Count of respondents

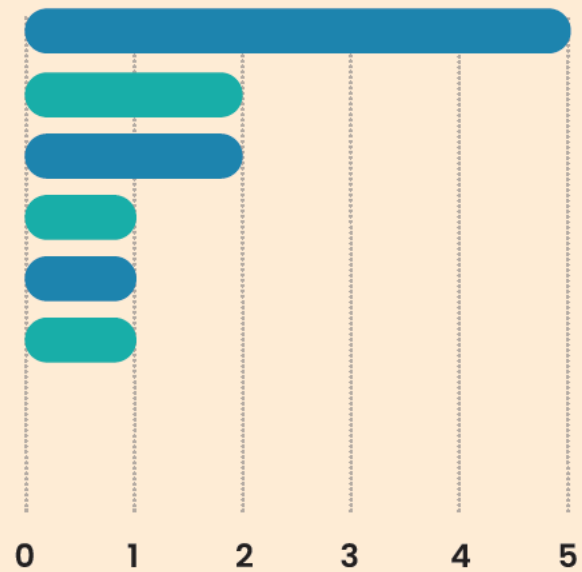


Image courtesy of Tourism and Events Queensland



# *North and North West Queensland council views*

## **Council respondents:**

- Burke Shire Council
- Carpentaria Shire Council
- Charters Towers Regional Council
- Cloncurry Shire Council
- Etheridge Shire Council
- Flinders Shire Council
- Mareeba Shire Council
- McKinlay Shire Council
- Mount Isa City Council
- Richmond Shire Council





## In terms of the 2032 Games, what would you consider to be the major challenges for your community.

*"As a regional community that is not located in SEQ or along the Queensland coastline, there is a misconception that our region is inaccessible and too underdeveloped to cater for events and talent development for the 2032 Games."*

*"Being overlooked based on geographic location."*

*"We're too far removed from Brisbane. We're too remote. We've got a great sports ground and lake for water activities but the bush will miss out."*

### Major challenges

### Count of correspondents

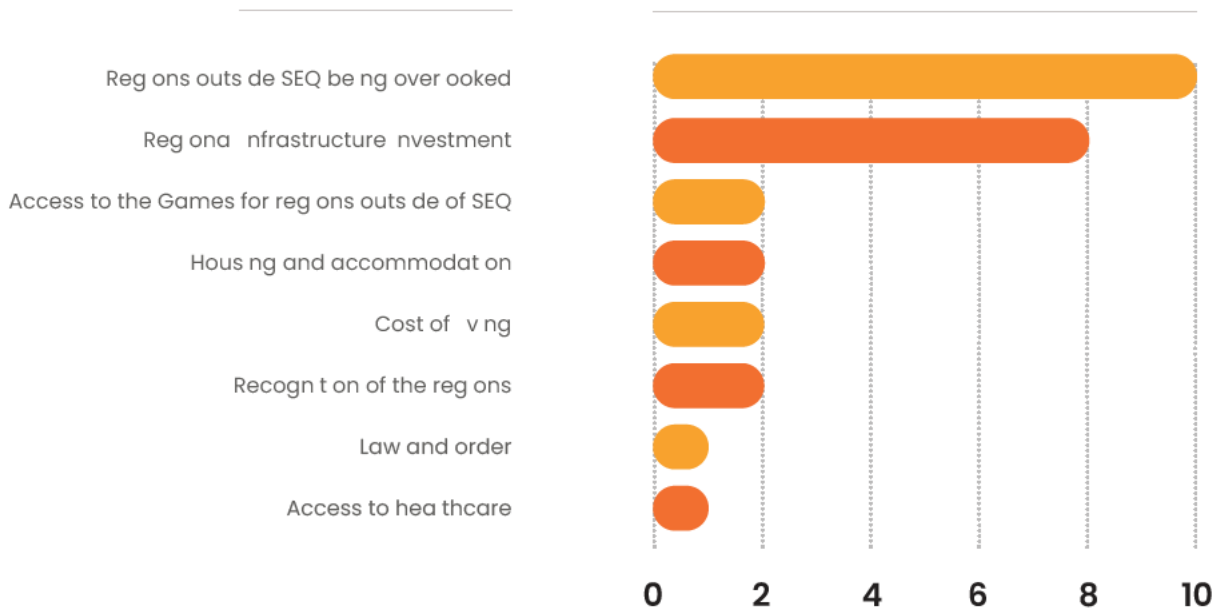


Image courtesy of Tourism and Events Queensland

## What opportunities could the 2032 Games bring to your region?

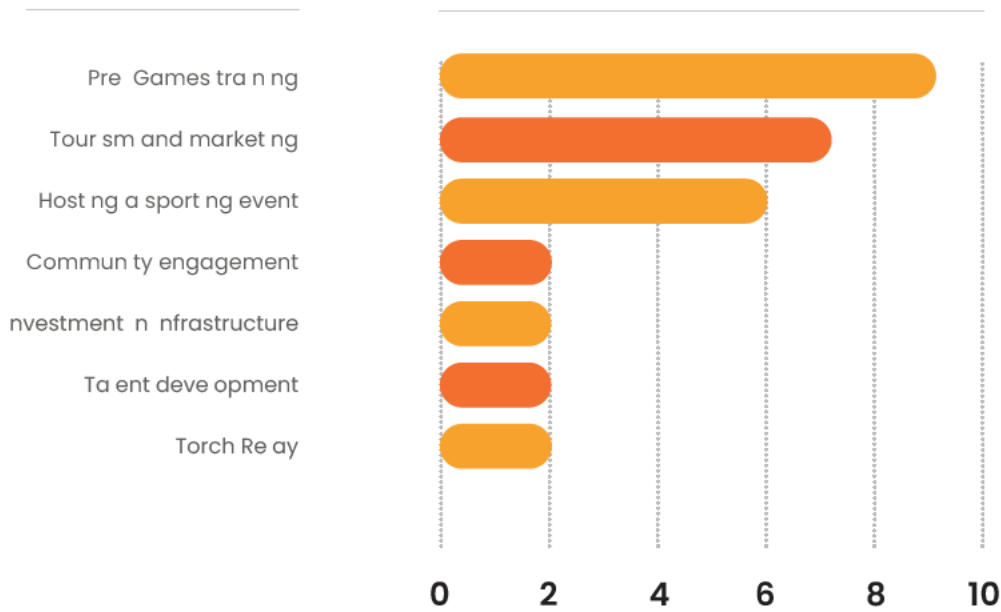
*"We could provide fantastic opportunities for pre training across a number of events in the lead up to the Games. The newly opened Charleston Dam and surrounding terrain provides great options for bike events and water sports. Post Games tourism is a great opportunity if it were promoted in such a way that Cairns is the point of departure from the Games."*

*"Mareeba and the Tablelands would be ideally situated to be seen as a tourist destination for attendees both prior to and after the Games."*

*"The only opportunity that we can see is attracting tourists. It would also be good if we could attract the Olympic Torch to our region further showcasing our region for tourists."*

### Opportunities the Games could bring to the region

### Count of correspondents





## Do you see potential new trade and investment opportunities for your community stemming from the 2032 Games? If so, what support would you need from the State Government to help leverage those opportunities.

*"We would love to investigate the possibility of exporting products to the Olympic Games (i.e. meat based goods)."*

*"More work to encourage people from overseas to visit cattle stations and give grants to potential tourism operators."*

*"Our proximity to the coast and a major port and our crossroad connection to the major arterial inland highways places us in an exceptional position for new supply chain investment and industry development."*

### Trade and investment opportunities

- Industry development
- Procurement and supply chain
- Tourism
- None
- Infrastructure development
- Education

### Count of respondents

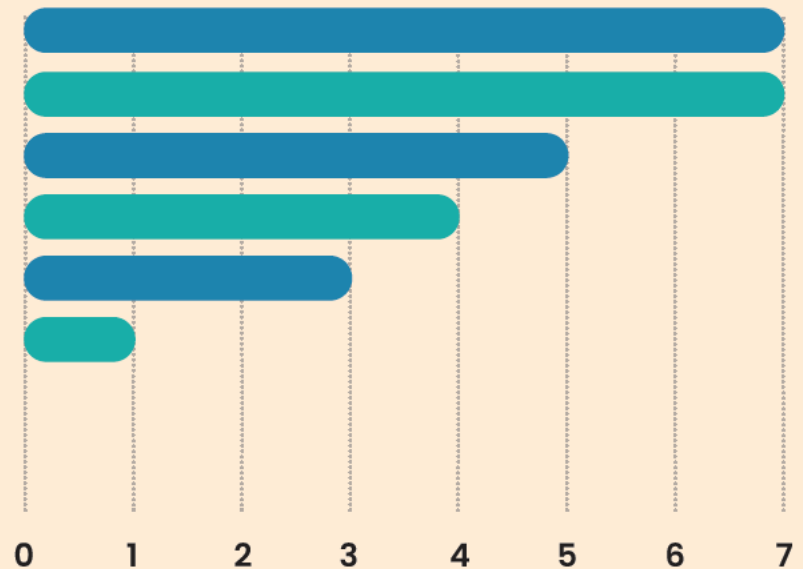
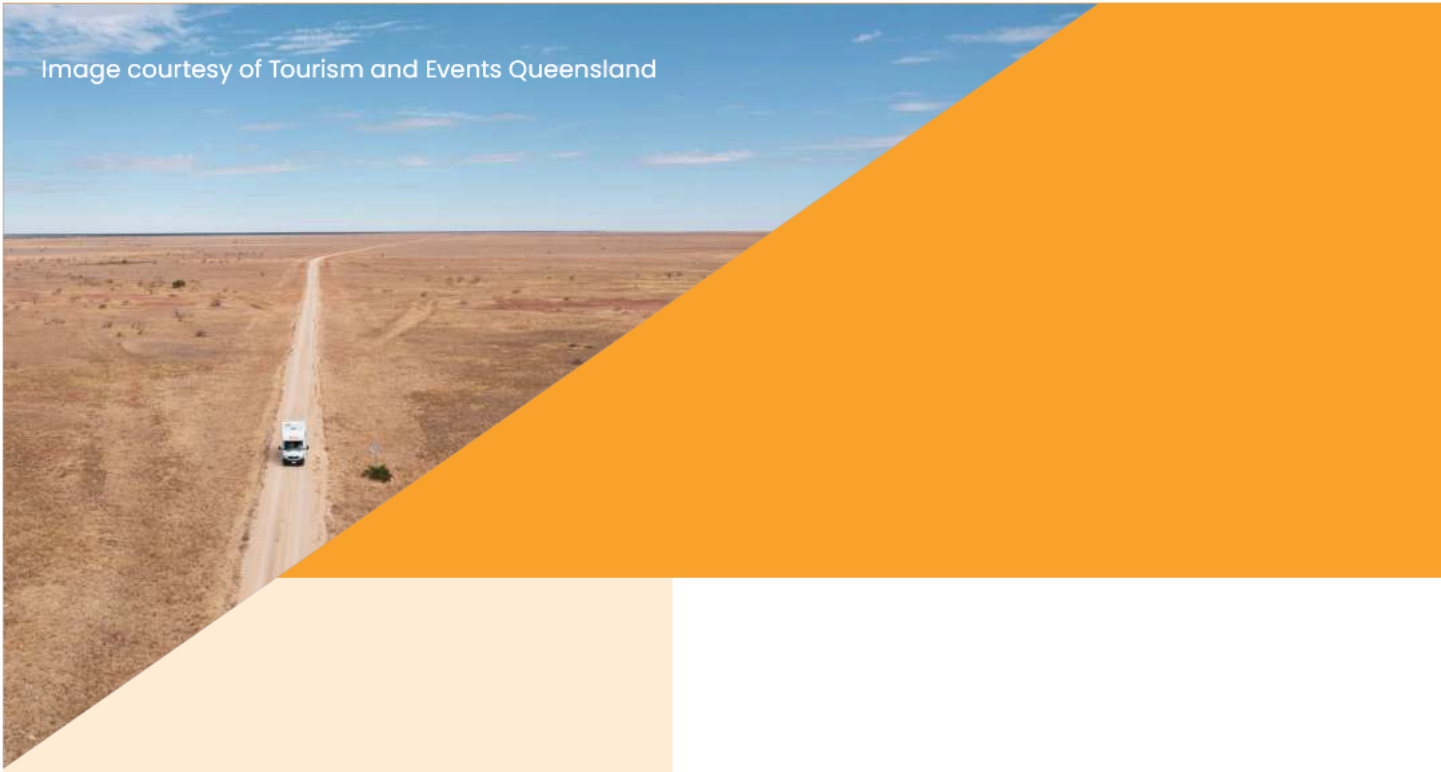


Image courtesy of Tourism and Events Queensland

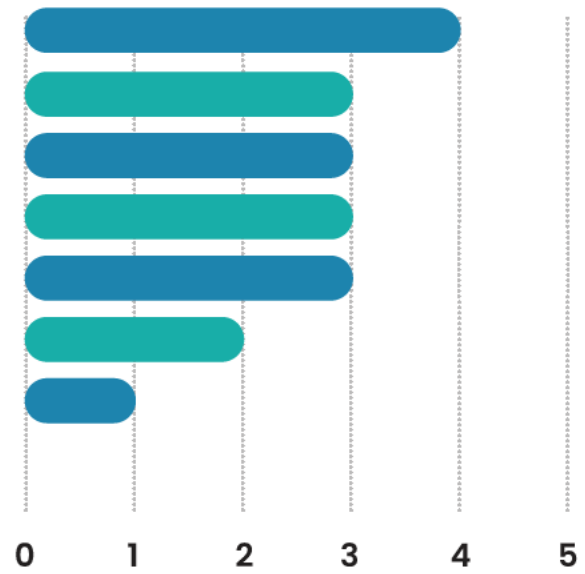
Image courtesy of Tourism and Events Queensland



### Support needed

- Fund ng tourism deve opment and market ng
- Fund ng industry deve opment
- Fund ng nfrastructure
- Fund ng supply cha n
- N/A
- industry deve opment
- Strateg c adv ce and network ng opportun tes

### Count of respondents





## Do you believe the 2032 Games will provide a legacy/benefit to your community? If so, what do you hope that will be?

*"Not really, unless we see some increased tourism and funding to support increased visitation and experiences."*

*"Yes, providing all local government regions an opportunity to share in a slice of the pie, economically, socially and promotion of Queensland as a destination of choice."*

*"Yes, we would love to host any teams that need to find a training facility and the community will be happy to host them."*

### Legacy or benefit

### Count of respondents

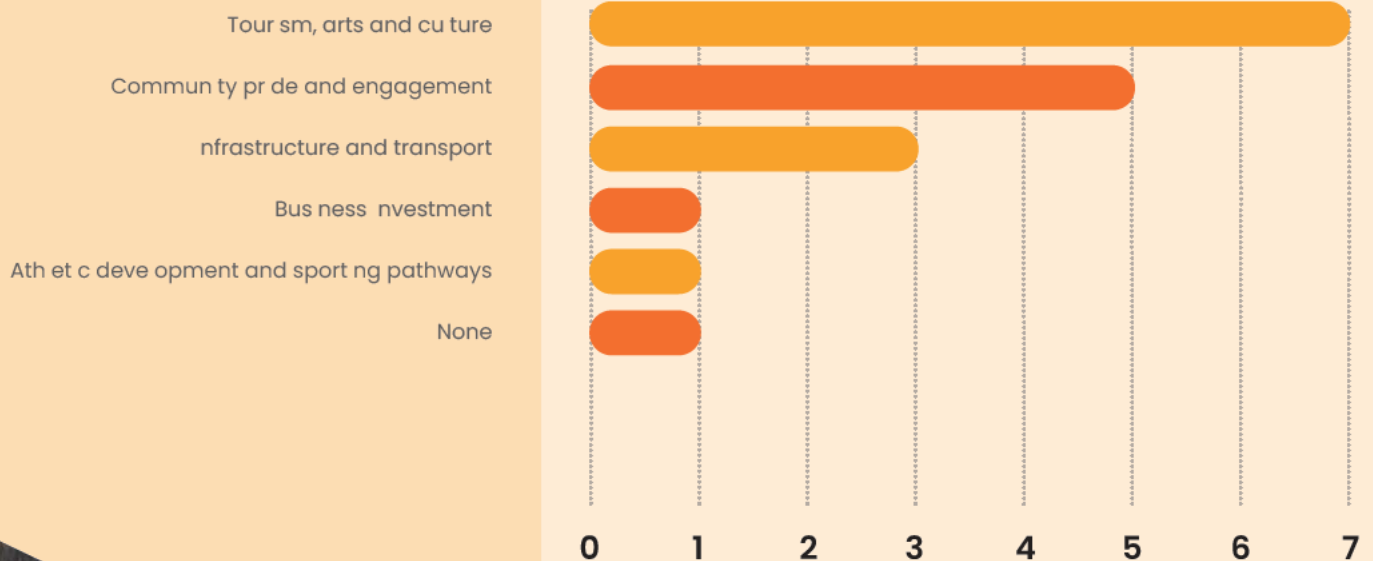


Image courtesy of Tourism and Events Queensland





## *Conclusion*



Image courtesy of Tourism and Events Queensland



## In conclusion

Local government is the level of government closest to the community, and is therefore in the unique position to understand what the opportunities and challenges will be for Queensland communities from the Brisbane 2032 Olympics and Paralympics Games.

It is critical that local government is engaged throughout the planning and implementation phases for the Brisbane 2032 Olympic and Paralympic Games because, in most locations across Queensland, local governments are the owners and the operators of major tourism assets in their communities. They are the developers of tourism infrastructure, they are the owner and developers of industrial land, they are the suppliers of supporting infrastructure, and, importantly, it is the role of local governments to proactively engage in activities to attract, retain and support the development and expansion of local businesses.

This is why local government has a critical interest in the positive outcomes that the Brisbane 2032 Olympic and Paralympic Games will bring.





## As the peak body for local government in Queensland, the Local Government Association of Queensland requests the State Government:

- Establish a 2032 Olympics Rural/Remote Queensland funding program to ensure that areas outside South East Queensland, particularly rural and remote communities, also receive equitable funding for essential infrastructure and community facilities to ensure these areas of Queensland also share in the economic benefits flowing to the state from the Olympics.
- Develop Regional Olympic Plans to support tourism, investment attraction and local business opportunities, that are tailored to local communities right across the state.
- Appoint a dedicated senior officer with local government experience to be based within the State Government to act as a liaison point for consultation with local councils and the LGAQ. This would ensure ongoing local government consultation and inclusion, particularly with rural and remote communities, so that all council voices are sought and represented in the planning and delivery of the Brisbane 2032 Olympic and Paralympic Games and its legacy.
- Undertake proactive and genuine First Nations engagement to acknowledge and celebrate Queensland's cultural values.
- Provide timely procurement and supply chain opportunities to all Queensland communities.
- Encourage and support local governments to harness the potential the Brisbane 2032 Olympic and Paralympic Games will bring for their communities and the global spotlight that will shine on Queensland.
- Establish a sustainable building fund for new or retrofitted council buildings to help the State meet its commitment to a climate positive Games.



Image courtesy of Tourism and Events Queensland





Every Queensland  
community deserves  
to be a liveable one

## CONTACT US

### MEMBERS HOTLINE:

1300 542 700  
[ask@lgaq.asn.au](mailto:ask@lgaq.asn.au)

### WEB:

[LGAQ.ASN.AU](http://LGAQ.ASN.AU)

### ADDRESS:

LOCAL GOVERNMENT HOUSE  
25 EVELYN STREET  
NEWSTEAD QLD 4006



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