

# Snapshot Report

## Embracing 2018 Legacy Program



*Embracing 2018*

XXI COMMONWEALTH GAMES  
THE LEGACY PROGRAM

**COVER IMAGE:** Gold Coast residents celebrate the opening of the Gold Coast Aquatic Centre

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## Summary

This report highlights the substantial work which has been undertaken to date by Games Partners<sup>1</sup> to maximise legacy benefits for the Gold Coast and Queensland from hosting the Gold Coast 2018 Commonwealth Games™ (GC2018). In other areas, however, it establishes the starting point from which the Embracing 2018 Legacy Program must succeed in delivering long-term, lasting legacy benefits to the Gold Coast and Queensland.

## Key achievements

- The Gold Coast's and Queensland's reputation for delivering high-quality events is already on show to the world, with reviews by the Commonwealth Games Federation (CGF) consistently determining the preparation for GC2018 is on-track to deliver a successful Games.
- The investment in the Commonwealth Games Village and GC2018 Sporting Venue construction is already providing benefits to Gold Coast and Queensland businesses and the community. Overall, 90 per cent of construction contracts have been awarded to Queensland businesses. Patronage has doubled at the Gold Coast Aquatic Centre since reopening after the redevelopment for GC2018.
- Many of the GC2018 venues have successfully been delivered, including the Gold Coast Aquatic Centre, the Super Sound Stage, Broadbeach Bowls Club upgrade, Coomera Indoor Sports Centre and the Anna Meares State Velodrome. The remaining venues will be delivered in early 2017.
- Schools across the Gold Coast, Queensland, and the Commonwealth are being engaged in GC2018. The Schools Connect Program has kept more than 90,000 students enrolled in participating schools informed of GC2018 events and activities. The Global Education Program has delivered teaching and learning resources and online, interactive curriculum activities.
- The Gold Coast 2018 Commonwealth Games Corporation (GOLDOC) was awarded the 2016 Australian Business Award for Sustainability. The award highlights the commitment to sustainability which will ensure GC2018 is delivered to international standards of best practice, leaving positive economic, environmental, social and community legacies.

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<sup>1</sup> Games Partners are the Queensland Government, Gold Coast 2018 Commonwealth Games Corporation (GOLDOC), Commonwealth Government and the City of Gold Coast.

## Key opportunities

- The significant progress in raising general awareness among businesses about the opportunities presented by GC2018 provides a strong platform for the delivery of future activities. The translation – and management, where appropriate – of expectations into outcomes for Queensland businesses remains crucial as significant procurement activity occurs in the lead-up to GC2018.
- With the commencement of the Queen's Baton Relay journey across the Commonwealth in 2017, promotion of Gold Coast City and Queensland business, trade and investment opportunities will be profiled throughout priority Commonwealth markets. This will include inviting high-value trade and investment leads from specific priority industry sectors to come to Queensland for inbound programs leveraging existing major events in 2017 and for a dedicated business program at Games time.
- Aboriginal and Torres Strait Islander businesses are interested in GC2018 opportunities. However, they are under-represented in the realisation of opportunities at this stage in comparison to non-Indigenous businesses. The development and implementation of the GC2018 Reconciliation Action Plan (RAP) provides the opportunity to improve these results.
- There is an opportunity to increase sport and active recreation participation in Queensland. Targeted programs delivered around GC2018 will provide opportunities and incentives for children and adults to be more active and make healthy lifestyle choices.

The Embracing 2018 Legacy Program will continue to evolve. Results and achievements will be regularly available via various communication channels, in addition to the publication of evaluation reports in the lead up to and post-Games.

## Purpose

For each of the four aspirations, the Snapshot Report highlights key results achieved by projects and activities to date as part of the Embracing 2018 Legacy Program. The Snapshot Report also provides contextual data around some key measures to highlight opportunities and serve as a baseline for subsequent reports. At this stage, some measures and results are not confirmed or available as detailed planning is currently being finalised and data collection processes developed. Results will be published on the Embracing 2018 website on a regular basis.

## Introduction

The XXI Commonwealth Games will be held from 4 to 15 April 2018 on the Gold Coast. It will be the fifth time Australia has hosted the Commonwealth Games, but the first time it has been hosted in a regional Australian city. Some events will also be held in Brisbane, Cairns and Townsville. GC2018 will involve a spectacle of 18 sports and 7 para-sports.

**Image 1: GC2018 key facts**



Hosting a successful and memorable Commonwealth Games is important, but GC2018 is about much more than delivering a great Games. The shared vision of the Games Partners is:

**To leverage GC2018 to maximise lasting benefits for our communities.**

Robust evaluation is vital to assess the extent to which the legacy vision has been achieved for GC2018. The Evaluation and Monitoring Framework (the Framework) for the Embracing 2018 Legacy Program has been developed to monitor the delivery of legacy programs and evaluate the return on government and stakeholder investment in legacy initiatives for GC2018. The Framework will also identify trends to guide program development and track the realisation of lasting benefits from hosting major events for state, national and international stakeholders.

The Framework and this report are aligned to the four legacy aspirations:

1. Delivering GC2018: the Inspiring Games.
2. Creating Enduring Jobs and Powering Economic Growth.
3. Accelerating the Gold Coast to a world class boutique city.
4. Building active, engaged and inclusive communities.

## Aspiration 1

### How we are delivering GC2018: The Inspiring Games

*We aspire to deliver an event that engages and inspires communities across the Commonwealth, Queensland and the Gold Coast to be involved and unite on peace, prosperity and sustainability related issues of critical importance.*

Games Partners have also recognised the opportunity presented by GC2018 to progress social and cultural initiatives across the Commonwealth. In addition to achieving the objectives of the particular project, the initiatives will also support the Commonwealth Games Federation's (CGF) Transformation 2022 values of Humanity, Equality and Destiny:

Driven by our *Humanity* we embrace all Commonwealth athletes, citizens, communities and nations;

Respecting *Equality* we promote fairness, non-discrimination and inclusion in all that we do; and

Inspired by *Destiny* we combine high-performance sport with performances that have impact, helping Commonwealth athletes, citizens and communities realise their aspirations and ambitions.

Commonwealth Games Federation, Transformation 2022<sup>2</sup>

### Aboriginal and Torres Strait Islander engagement

In a nationwide first for Australian events, a Reconciliation Action Plan (RAP) will be developed for GC2018. The RAP has three priority areas:

1. Relationships – building strong relationships with Aboriginal and Torres Strait Islander people
2. Respect – increasing cultural capabilities and understanding of Aboriginal and Torres Strait Islander people, culture, language, lands, histories and rights
3. Opportunities – providing tangible outcomes in the areas of training, employment and business development.

Extensive consultation is continuing with Aboriginal and Torres Strait Islander communities in Cairns, Townsville, Brisbane and the Gold Coast. Examples of projects currently being developed include:

<sup>2</sup> <http://www.thecgf.com/media/content/CGF-transformation-2022.pdf>

- Reconciliation in Queensland Schools – Australians for Native Title and Reconciliation in partnership with the Queensland Department of Education and Training are proposing to embed reconciliation initiatives across Queensland schools.
- Aboriginal and Torres Strait Islander Stories of Queensland – use of physical and digital infrastructure to showcase relevant culture and stories along with historical and cultural sites of significance.
- Business Development Workshops to assist Aboriginal and Torres Strait Islander businesses to benefit from the opportunities presented by GC2018.

An Impact Measurement Study will be undertaken to ensure the benefits from the RAP are fully realised.

## **Gender equality and an end to domestic and family violence**

### **GC2018 is the platform to strive to end domestic and family violence**

The first such initiative progressing is the Queensland Government’s partnership with local artist Maryann Talia Pau in support of her global weaving project - One Million Stars to End Violence. The project aims to engage individuals, groups and communities to weave one million stars by July 2017, which will then be featured in an installation as part of the GC2018 arts and cultural program: Festival 2018.

As part of the partnership for GC2018, Maryann is travelling throughout the Commonwealth, where she will teach the art of weaving, undertake master classes and present at international events. Through these activities, the project will generate conversation about the importance of ending all forms of violence.

### **Key achievements – one million stars to end violence**

To date, the project has:

- Engaged more than 200 communities across Australia, the United Kingdom, New Zealand and the United States, and is on track to achieve the goal of gathering one million stars from around the world by July 2017
- Received positive media coverage in a number of Commonwealth countries in direct response to Maryann’s funded Commonwealth travels
- Allowed Maryann to connect with weavers from all island nations in the Oceania region of the Commonwealth at the 12th quadrennial Festival of Pacific Arts in Guam. This included the Cook Islands, Fiji Islands, Kiribati, New Zealand, Niue, Nauru, Norfolk Island, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu and Vanuatu.

## **GC2018 is the platform to strive for gender equality**

GC2018 will be the first in the history of a major multi-sport Games to have an equal number of men and women's medal events.

Seven additional medal events have been added to the Games program bringing a record breaking total of 275 medal events. The new events added are:

- one additional Women's Weightlifting event (+90kg);
- three new Women's Boxing events (45kg–48kg, 54–57kg and +75kg); and
- three new Women's Track Cycling events (Keirin, Team Sprint and Team Pursuit).

## **An international reputation for high-quality major events**

### **Commonwealth Games Federation reviews**

On 9 December 2016, the CGF concluded its sixth Coordination Commission (CoCom) on the Gold Coast monitoring Games Partners' progress on delivery of GC2018.

The latest comments from CGF support developing the Gold Coast and Queensland's international reputation for delivering high-quality major events, with the CoCom meeting determining preparations for GC2018 were on track. These comments echo the findings of the five previous CoCom meetings.

**"We are now entering the last critical 15 months of preparation and I am confident that plans are shaping up for a great Games – not just for the athletes but for the whole community."**

**"We've seen good progress since our last visit and can start to feel the tangible excitement as part of the countdown to the Games."**

Bruce Robertson, CoCom Chair and CGF Vice President<sup>3</sup>

### **Ultimate Sport Cities awards**

Hosting GC2018 is also raising the profile of the Gold Coast internationally as a destination for major sporting events. At the SportBusiness Ultimate Sports Cities Awards on 20 April 2016, the Special Award for Best Newcomer went to the Gold Coast. Overall, the Gold Coast ranked second in the 'XS' category of cities (population of 600,000 or below) and 15<sup>th</sup> overall.

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<sup>3</sup> <http://www.thecgf.com/mediabinary/news.asp> , <http://us2.campaign-archive2.com/?u=f10a798540c235ff87d5c474b&id=48c59d7270>

**The Special Award for Best Newcomer also went to Australia with Gold Coast, host of the 2018 Commonwealth Games, triumphing in its first outing in the rankings.**

SportBusiness<sup>4</sup>

### New major events

Queensland has secured a number of new major sporting events due to the construction of world-class infrastructure for GC2018. These includes the:

- 2014 Pan Pacific Swimming Championships
- 2017 Commonwealth Weightlifting Championships
- 2017 Badminton World Federation Sudirman Cup
- 2018 ITU World Triathlon Grand Final World Championships
- 2020 World Bowls Championships.

### Pre-event training

Given the geographic location of Australia, and its relative distance from many Commonwealth nations and territories, it is anticipated a number of Commonwealth Games Associations (CGAs) will undertake training in Australia prior to GC2018.

Securing pre-event training will generate spending within local communities and promote Queensland's position as a provider of world-class training facilities in the lead up to GC2018 and for other elite-level events. Substantial work across Queensland regions has identified suitable pre-event training venues with these opportunities to be promoted to CGAs, teams and national sporting bodies.

Although team preparations are not anticipated to be finalised until closer to GC2018, some commitments have already been secured:

- Isle of Man Commonwealth Games Association has confirmed a pre-event camp on the Sunshine Coast for approximately 32 athletes plus officials in the week before GC2018.
- Welsh Athletics has confirmed a pre-event camp on the Sunshine Coast for approximately 30 athletes plus officials and coaches over two weeks.
- Team Scotland confirmed a pre-event training camp on the Sunshine Coast consisting of up to 250 athletes, officials and coaches for up to three weeks.

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<sup>4</sup> <http://www.sportbusiness.com/sportbusiness-ultimate-sports-cities-awards-2016-new-york-city-triumphs-sportaccord-convention>

- Team Niue has confirmed a pre-event camp on the Sunshine Coast for 50 athletes and officials representing one of the world's smallest independent nations and the first time the nation has undertaken pre-event training for its athletes.

## A leading model for sustainable event delivery

### Sustainable event delivery leadership

During the GC2018 bid, the Games delivery partners showed leadership by committing to deliver a sustainable event.

Following the successful bid, the Gold Coast 2018 Commonwealth Games Corporation (GOLDOC) is meeting this commitment through the use of internationally recognised sustainability systems and frameworks including the international standard for Event Sustainability Management Systems (ISO 20121).

Through the implementation of ISO 20121, stakeholder engagement and consultation and consideration of the material impacts of GC2018, GOLDOC has developed the GC2018 Sustainability Priorities (see Image 18 in Appendix).

GOLDOC has received a Sustainability Award in the 2016 Australian Business Awards for their focus on sustainable practices and planning in the lead-up to the 2018 Commonwealth Games.

### GC2018 Venues Sustainability Scorecards

Sustainability has also been a key focus in the construction planning and delivery of the Commonwealth Games Village and GC2018 sporting venues with development of Sustainability Scorecards to document and assess the sustainability initiatives. These initiatives include ensuring construction works adopt sustainable construction practices (see Image 2 for environmental and social targets).

As of November 2016, each project was found to be compliant in all areas, with many projects exceeding the minimum requirements or representing a 'value-add'.

**Image 2: Commonwealth Games Village and GC2018 sporting venues environmental and social targets across design and construction initiatives**

- Renewable energy
- Carbon neutral
- Delivering an equitable venue
- Supporting local communities
- Spectators attending via public transport or coach
- Reduction in potable water usage
- Recovery of recyclable waste
- Construction waste diversion from landfill
- Demolition waste diversion from landfill
- Recycled content in new buildings
- Natural habitat maintained or relocated

## Aspiration 2

### How we are creating enduring jobs and powering economic growth

*We aspire to generate lasting economic benefits for Queensland and the Gold Coast through our investment in infrastructure, business and skills development, tourism and the diversification of our economy through the Gold Coast Health and Knowledge Precinct.*

Economic modelling of the impact of GC2018 conducted as part of the bid process, and updated in 2014 by GOLDOC projected GC2018 would inject more than \$2 billion into the Queensland economy and support up to 30,000 direct and indirect jobs. Indirect spending is actually expected to contribute much more. Further modelling is currently underway to validate these figures and account for the further indirect spending related to GC2018.

### Supporting Gold Coast and Queensland businesses

#### Business engagement

Commencing in June 2014 with the launch of the GC2018 Procurement Plan and Forward Procurement Schedule, engagement with businesses has been strong across preparations for GC2018. Image 3 highlights the key results for the main activities undertaken to date: Further details on these results are provided in Images 19 to 24 in the Appendix.

**Image 3: Key results for business engagement activities 2014 - 2016**

Activity	Key results
GC2018 procurement information sessions	<b>5,653 businesses registered</b> for the June 2014 seminars.  Of those attendees who provided feedback, more than 86 per cent reported being 'satisfied' or 'extremely satisfied' with the quality of information provided.
	As of June 2016, 310 views of the Webinar Series run in partnership with the Chamber of Commerce and Industry Queensland in August 2015.

Activity	Key results
Meet the Buyer event – GC2018 Merchandising	<p>Held on 27 June 2016, the event allowed <b>27 experienced Queensland businesses, including 11 Aboriginal and Torres Strait Islander businesses</b>, to learn about the Licensing and Merchandising Program and hear directly from the head contractor about opportunities, processes and expectations in their supply chain. A range of products are being sourced, including clothing, collectibles and stationery.</p> <p>The session has been made available to view online for businesses across the State to get involved, with more than 100 views in the first few weeks since being uploaded.</p>
Business Queensland – (Business and Industry Portal)	<p>Average of over <b>4,400 views to the GC2018 pages per month</b> since March 2014, with peaks of more than 11,300 page views in June 2014 and more than 9,000 in July 2015.</p>
ICN Queensland Gateway – business registrations	<p>As of October 2016, <b>20,049 expressions of interest</b> in GC2018 work packages had been registered by approximately 3,266 businesses.</p>
ICN Queensland Gateway – embedment	<p>Between July 2014 and February 2016, for the various construction work packages that have been handled through the ICN embedment and awarded, a total of <b>56 Queensland businesses were reported to have won a contract and were put forward by ICN</b>. The value of the contracts was approximately \$130.5 million for this period.</p>
Aboriginal and Torres Strait Islander business engagement	<p>As of July 2016, <b>79 Aboriginal Torres Strait Islander businesses registered</b> on the ICN Queensland Gateway against GC2018 work packages, including 51 from Queensland. This represents around 2.5 per cent of total business registrations.</p>

## Contracts awarded and local content

The business engagement activities and commitments from the Games Partners to ensure the benefits from GC2018 are maximised for Gold Coast and Queensland businesses are showing positive impacts. Image 4 highlights the number and value of work packages awarded to Gold Coast and Queensland businesses.

**Image 4: Local business outcomes for GC2018 contracts awarded**

Activity	Key results
Commonwealth Games Village and GC2018 Sporting Venue construction contracts	<p>As at 1 August 2016, of the \$545 million in construction contracts awarded so far, \$228 million have been awarded to Gold Coast firms and \$259 million to other South East Queensland businesses.</p> <p><b>Overall, 90 per cent have been awarded to Queensland businesses.</b></p>
Contracts awarded by GOLDOC	<p>As at 31 October 2016, of the \$227 million in contracts awarded since 2013-14, \$103 million (45 per cent) have been awarded to businesses who have a presence on the Gold Coast or in Queensland.</p> <p><b>Of the 2,890 contracts and sponsorships awarded by GOLDOC, 89 per cent have been awarded to businesses with a presence on the Gold Coast or in Queensland.</b></p>

## Delivering new infrastructure

The delivery of a successful event for GC2018 requires significant investment in the development of infrastructure. To ensure a return on the investment in this infrastructure it is important they are developed not only for the delivery of a successful GC2018 but also for long term business, sporting and community use.

## Infrastructure investment

**Image 5: Investment in key GC2018 related infrastructure projects**

Project	Description	Value
Commonwealth Games Village (Parklands Project)	The Queensland Government is working with a private developer to redevelop the Parklands Priority Development Area for use as the Commonwealth Games Village for GC2018. After GC2018 the Parklands redevelopment will form the key residential, commercial and retail part of the Gold Coast Health and Knowledge Precinct.	\$550 million
GC2018 Sporting Venues	The GC2018 Venue Delivery program will deliver three new world-class competition venues and major upgrades to a further seven venues. The benefits from this program are already clear through the venues completed to date – the Gold Coast Aquatic Centre (see case study below), Broadbeach Bowls Centre, Super Sound Stage 9 and Coomera Indoor Sports Centre.	\$320 million
Gold Coast Light Rail Stage 2	Connecting the existing light rail system at Southport to heavy rail at Helensvale Station. The 7.3km light rail extension includes three new stations at Helensvale, Parkwood and Parkwood East. It also includes a new 1000 car space park 'n' ride facility at Parkwood Station and a 400 space expansion of the existing park 'n' ride facility at Helensvale Station. GC2018 has accelerated the Gold Coast Light Rail Stage 2 by five years.	\$420 million
Gold Coast rail line duplication	Complete the 'missing link' on the Gold Coast line through duplication of the final 8.2km section of single track and eight rail bridges, on the Gold Coast line, between Coomera and Helensvale stations.	\$163 million
Gold Coast major road upgrade program	This upgrade program was accelerated to deliver a suite of major road upgrades across the Gold Coast to support GC2018 transport outcomes and provide lasting benefits by improving network reliability and increasing safety for motorists, cyclists and pedestrians.	\$166.9 million

Project	Description	Value
Public Domain Improvement Program	Grant funding support and agency contributions to help undertake priority capital works in the public domain that will assist in delivering GC2018 objectives and provide a lasting legacy benefit to Queensland.	\$9.6 million

### **Case Study – GOLD COAST AQUATIC CENTRE**

#### ***Accelerating the redevelopment of a world-class swimming facility to enable community use sooner***

The Gold Coast Aquatic Centre is a world-class facility where elite athletes can compete and world records can be broken. But this outstanding facility is much more. It is a community facility that is already providing benefits to the Gold Coast community, which will continue for years to come.

The \$41 million redevelopment was officially opened on 10 June 2014, four years ahead of the Gold Coast 2018 Commonwealth Games™ (GC2018). The centre was designed to be a multi-purpose facility and its accelerated redevelopment enabled the Gold Coast to host the 2014 Pan Pacific Swimming Championships (Pan Pacs) and also means the community are able to enjoy the use of the centre in the lead up to and well beyond GC2018.

The Pan Pacs demonstrated the facility's ability to easily convert from a community facility to one that can host international-standard events, with expanded seating capacity able to cater for 12,000 spectators for major events.

During its construction, local businesses experienced economic benefits with approximately 90 per cent of contractors from South East Queensland and around 60 per cent from the Gold Coast.

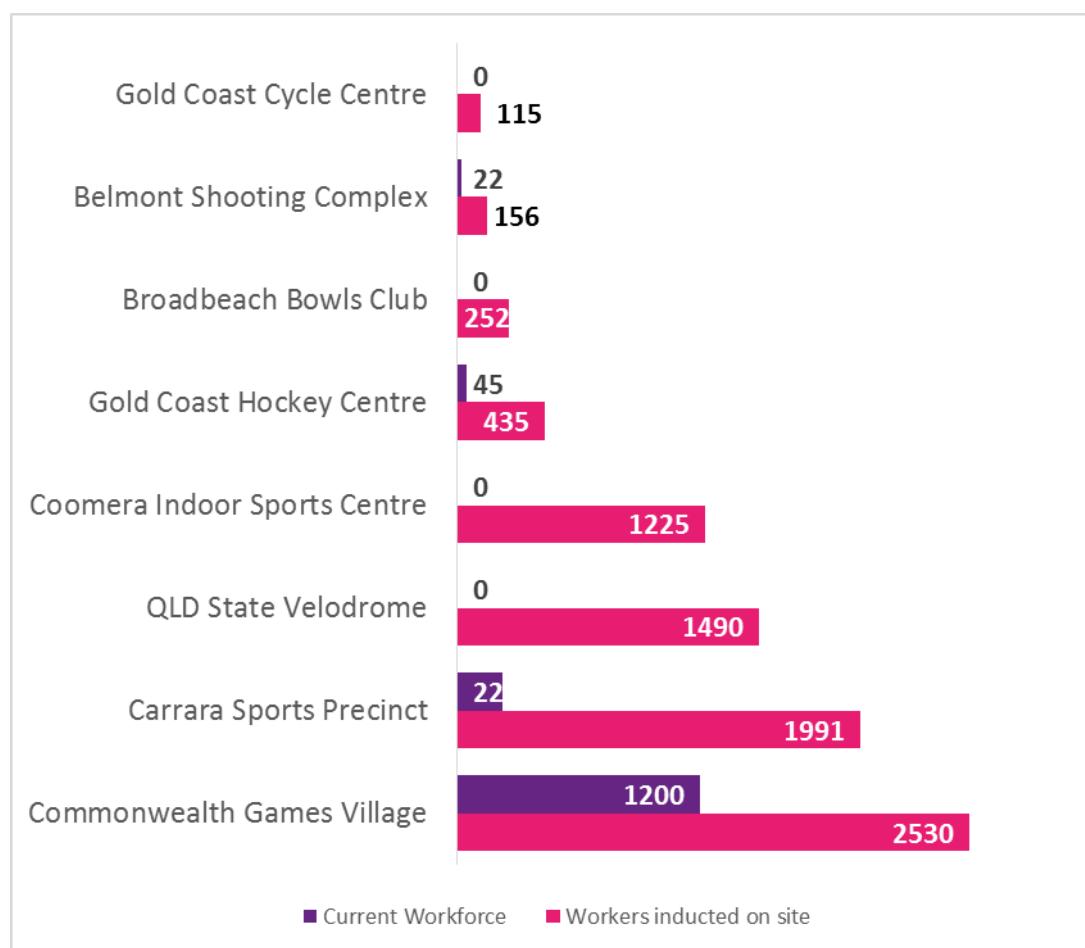
<b>14 million litres</b> of water saved per year	<b>350,000</b> patronage for 2015-16, <b>more than double pre-redevelopment figures</b>	<b>1,400</b> new gym members as of June 2016 (possible maximum members 1500)
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## Infrastructure jobs and training

As of 1 October 2016, more than 10,000 workers have played a role in the construction of GC2018 venues and Commonwealth Games Village, and there were more than 1,500 workers on-site across all of the venue and Village sites. Image 6 provides a breakdown of these figures by project.

The GC2018 infrastructure investment is also providing positive outcomes for Aboriginal and Torres Strait Islander people. As at 1 June 2016, a total of 58,697 employment hours and 4,948 training hours had been recorded for Aboriginal and Torres Strait Islander people. The majority of these outcomes are being supported by the Commonwealth Games Village construction.

**Image 6: Current workforce and site inductions for Commonwealth Games Village and GC2018 venues, as at 1 October 2016**



## Premier tourism destination

As the largest event ever held on the Gold Coast, GC2018 is an opportunity to support jobs in tourism, assist local businesses to gain new experience in major events and showcase Queensland and the Gold Coast internationally as an attractive place to visit.

Image 7 highlights the key activities completed to date by Games Partners to support the tourism industry by enhancing visitor awareness and experience opportunities of the Gold Coast and Queensland as a tourism destination, attracting events and building industry service standards. As GC2018 draws closer, and in particular during and post Games time, measures of Gold Coast and Queensland tourism visitation and expenditure and accommodation supply and occupancy will be tracked.

**Image 7: GC2018 tourism marketing key activities**

Key Activity	Description
Be My Guest project	<p>The Be My Guest project being implemented on the Gold Coast is aimed at bringing the "wow" back to customer service.</p> <p>Designed to drive service excellence, Be My Guest is funded by the three levels of government and led by the City of Gold Coast. Workshops are being delivered to Gold Coast tourism operators to boost customer service excellence ahead of GC2018.</p> <p>On the Gold Coast there have been 600 course attendees with a further 200 expected to participate in 2017. The project is expected to roll out wider from May 2017.</p>
Australian Tourism Exchange	GC2018 was successfully activated to more than 600 international travel buyers, 1,200 sellers and 80 media from over 30 countries at the Australian Tourism Exchange (ATE), Australia's largest annual travel and tourism business-to-business event that took place on the Gold Coast on 15–19 May 2016.

Key Activity	Description
GC2018 two years to go milestone, mascot launch and engagement	<p>4 April 2016 represented the two years to go milestone for GC2018. To celebrate this milestone, GOLDOC unveiled Borobi, the GC2018 mascot during a celebration on the Burleigh Heads foreshore on the Gold Coast.</p> <p>Following the mascot launch, Gold Coast Tourism hosted a morning tea event with over 150 VIP's in attendance. An update on progress and development towards GC2018 was provided.</p>
GC2018 500 days to go milestone and launch of the Queen's Baton Relay	<p>20 November 2016 marked 500 days to go until GC2018. To celebrate this milestone, the Queen's Baton to carry Her Majesty's message for the Opening Ceremony and its international travel plan were revealed.</p> <p>The innovative Baton is designed by Brisbane company Designworks and will tour 70 Commonwealth nations and territories commencing March 2017.</p>

## **Gold Coast Health and Knowledge Precinct**

The Gold Coast Health and Knowledge Precinct (GCHKP) is a 200-hectare area that was established to facilitate the creation of a world-renowned, knowledge-based, mixed use community with a particular focus on health knowledge.

It strategically incorporates education and health facilities such as Griffith University, Gold Coast University Hospital, associated research and allied health facilities and the recently opened Gold Coast Private Hospital. It also includes the 29 hectare Parklands Priority Development Area (PDA) that will be used as the Commonwealth Games Village for GC2018.

After GC2018, the Parklands PDA will become a permanent mixed-use community incorporating residential, retail, commercial and open space land to support the GCHKP. The Parklands project has a strong focus on accessibility with Liveable Housing Design gold ratings being achieved for 1,170 apartments and silver ratings for the 82 townhouses. The buildings will be certified prior to GC2018 for the benefit of all athletes and officials, while in the long-term these features will make the apartments universally accessible regardless of age, family needs or mobility.

On 3 April 2016, the Honourable Jackie Trad MP, Deputy Premier and Minister for Infrastructure, Local Government and Planning and Minister for Trade and Investment, and City of Gold Coast Mayor Tom Tate released the masterplan for the GCHKP. The masterplan shows the GCHKP has the potential to support up to 20,000 jobs and diversify the Gold Coast's economy for the future.

### **Key features – Gold Coast Health and Knowledge Precinct**

- More than \$5 billion in infrastructure already benefiting the Precinct, including Gold Coast Light Rail, major road upgrades and the GC2018 Village legacy.
- Expected to be valued at a further \$1 billion once fully developed.
- 5,250 health staff, 500 researchers and 18,000 students currently, with potential to support more than 20,000 jobs once fully developed.
- 12,000 m<sup>2</sup> mixed use retail – 5,700m<sup>2</sup> through the GC2018 Village and potential for 6,300m<sup>2</sup> more.
- 1,252 permanent residences, providing housing for 2,500 future residents.
- Direct access to City of Gold Coast's network of cycle ways, and 85 per cent of precinct within a five-minute walk to light rail.
- 45 minutes to Brisbane CBD via rail and 10 minutes to Gold Coast CBD via light rail.
- 7ha of new parklands, connecting to another 157ha of sporting fields, reserves, open space and green corridors.
- 2.2 kilometres of landscaped streets and public access to the Gold Coast University Hospital, the Gold Coast Private Hospital and Griffith University.
- Parklands achieved 6 leaves EnviroDevelopment certification for sustainability from the Urban Development Institute of Australia.

## Aspiration 3

### How we are accelerating the Gold Coast to a world-class boutique city

*We aspire to leverage GC2018 to influence the transformation of the Gold Coast through the acceleration of our key city strategic priorities. We are paving the way for education to become a defining industry that will create knowledge intensive jobs and provide world-class educational opportunities. We see GC2018 as a significant catalyst in the galvanising of our community to create a city of engaged citizens.*

#### City reputation

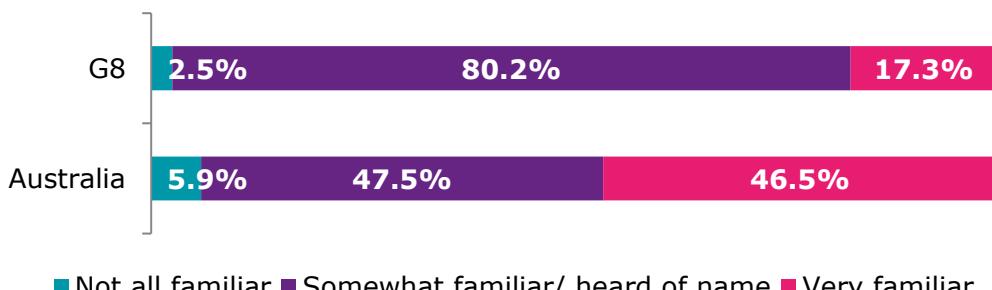
The City of Gold Coast's Reputation Strategic Plan identifies strengthening the reputation of the city as critical to its "success in attracting investment, business and trade, a skilled workforce, international students and visitors for tourism and events".<sup>5</sup> Hosting GC2018 provides a unique and substantial opportunity to support achieving the Gold Coast's reputation goals through the transformation of the city and global attention drawn.

In 2014, the Gold Coast was ranked a hypothetical 43<sup>rd</sup> out of 100 cities, putting it on par with cities such as Los Angeles, Boston, Lisbon and Miami.<sup>6</sup> Image 8 shows the proportion of respondents who are familiar with the Gold Coast. For those who were at least 'somewhat familiar' with the Gold Coast, Image 9 shows the respondents' supportive behaviour across a range of topics.

<sup>5</sup> <http://futuregoldcoast.com.au/wp-content/uploads/2015/01/gold-coast-city-reputation-strategic-plan.pdf>

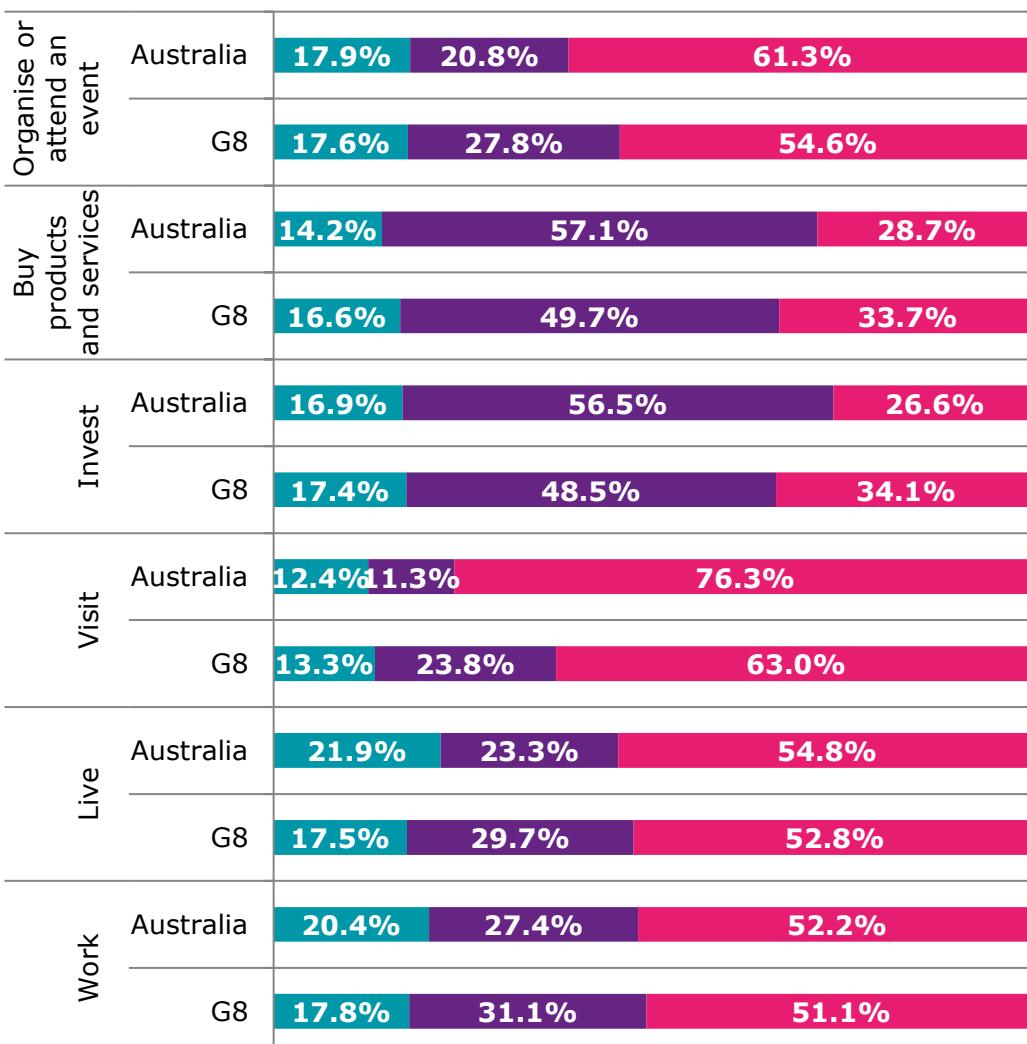
<sup>6</sup> The results are sourced from the Reputation Institute City RepTrak® report. City RepTrak® is a global survey measuring the reputation of the top 100 cities (based on population, visitation and GDP) using a sample of more than 22,000 consumers from the G8 nations. As it is not normally captured, the City of Gold Coast has commissioned the Reputation Institute to specifically include measures of the Gold Coast and the addition of an Australian respondent group, with reports in 2014, 2017 and 2020. Ref: <http://www.goldcoast.qld.gov.au/measuring-the-gold-coast-s-reputation-24201.html>

**Image 8: Familiarity with the Gold Coast, percentage of respondents, by Australia and G8<sup>7</sup> nation respondents**



■ Not all familiar ■ Somewhat familiar/ heard of name ■ Very familiar

**Image 9: Supportive behaviour towards the Gold Coast, percentage of respondents, by Australia and G8 nation respondents**



■ Negative ■ Undecided ■ Positive

<sup>7</sup> G8 Nations are United Kingdom, Russia, Canada, France, United States of America, Italy, Japan and Germany

## **Education sector and knowledge economy**

The City of Gold Coast is also aiming to leverage GC2018 to build the education sector and knowledge economy to become a defining industry for the Gold Coast. The City of Gold Coast is partnering with education provider Study Gold Coast, Queensland Government, Australian Government, business and industry to invest in an enduring education and workforce legacy beyond the Gold Coast 2018 Commonwealth Games.

### **Case Study – GC2018 GAMES INTERNS<sup>8</sup>**

As part of the Gold Coast 2018 Commonwealth Games' partnership with Griffith University, students have access to hundreds of exclusive internship opportunities, including working with GOLDOC during the build-up and staging of the Games.



The #GC2018 Internship Program offers students a unique opportunity to be part of the biggest sporting event in Australia this decade while gaining meaningful study-related work experience and credit towards their degree.

Master of Business/Master of Human Resource Management student Hayley Thomas is among Griffith's GC2018 interns and has found the program extremely valuable.

"It has been one of the most fulfilling experiences for me, as I not only developed professionally but personally," Hayley says.

"Being immersed in the organisational culture and contributing has been exciting and rewarding."

Hayley was offered a paid full-time position with GOLDOC after completing her internship, joining a number of Griffith graduates already employed at the organisation.

"I'm proud to be able to continue my journey from intern to employee," she says.

<sup>8</sup> [www.griffith.edu.au/gc2018](http://www.griffith.edu.au/gc2018)

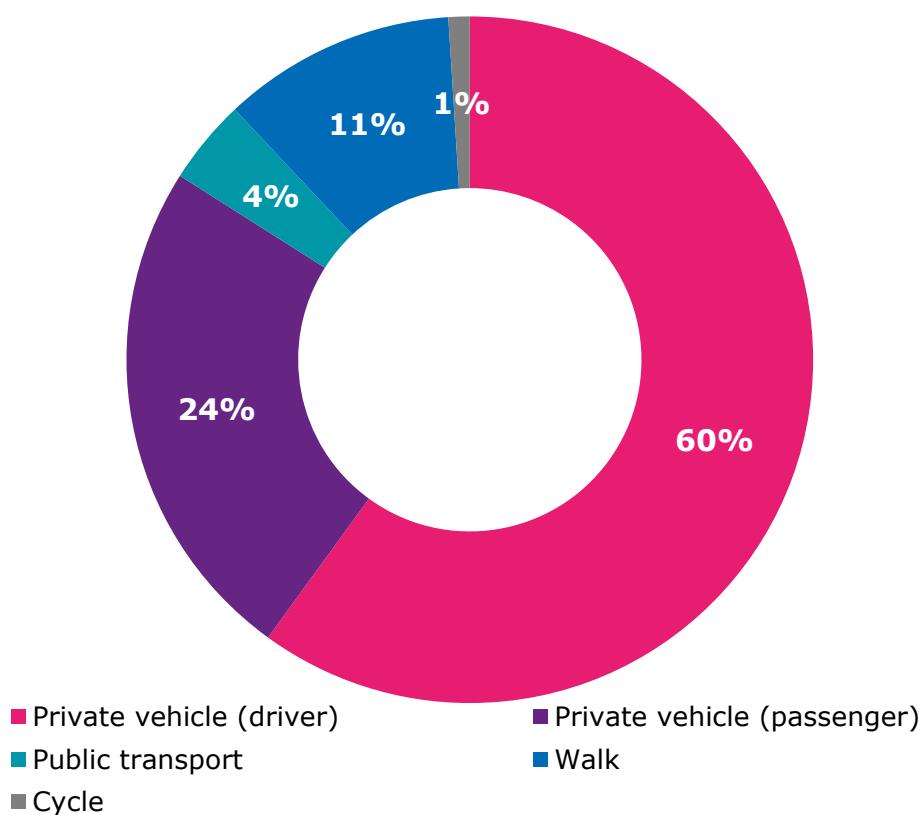
## Travel behaviour change

The successful movement of people for any major event is reliant on strong usage of public and active transport. For GC2018, the Gold Coast presents a particular challenge with low existing levels of public and active transport usage. Through the travel demand management actions to be implemented for GC2018 and additional transport infrastructure, such as Stage 2 of the Gold Coast Light Rail, the aim is to build and sustain post-Games the travel behaviour changes required for GC2018.

### Residents and workforce

The South East Queensland Travel Survey, completed between July to September 2015, provides baseline measures of resident and workforce travel behaviour across the Gold Coast. Image 10 shows the overall travel mode choice results for the Gold Coast, with travel by private vehicle representing 84 per cent of all trips. Active transport accounts for 12 per cent of trips while public transport is only 4 per cent. However, there is an increasing trend towards choosing active transport. Between 2007 and 2015, the Gold Coast has seen an increase in active transport from 6 per cent to 11 per cent of all trips, and a corresponding decrease in private vehicle transport from 88 per cent to 84 per cent of all trips.

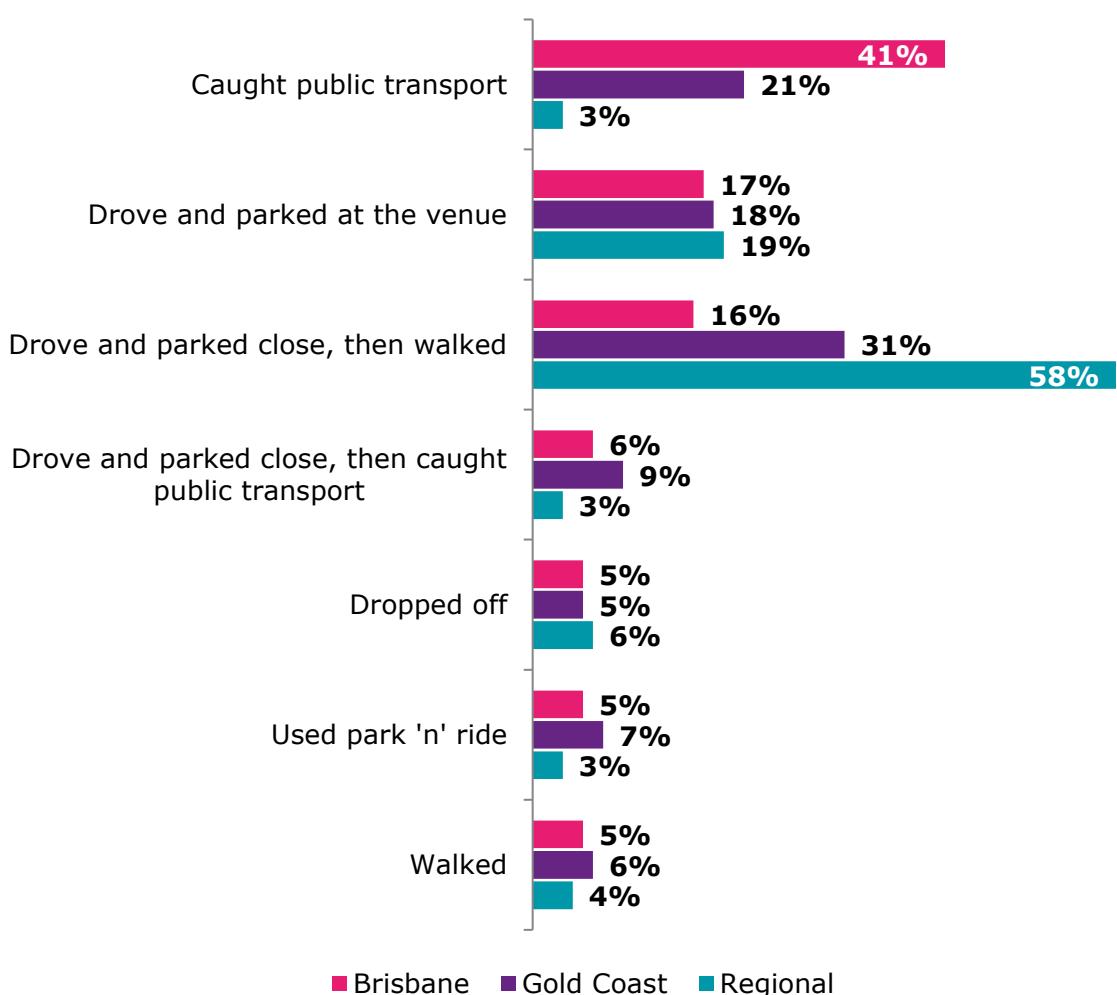
**Image 10: Mode of travel choice, workforce and residents, all trips, Gold Coast, 2015**



## Event travellers

The Queensland Event Travel Survey, completed in 2016, provides baseline results for event travel behaviour across Brisbane, the Gold Coast, Cairns and Townsville. Image 11 shows while 41 per cent of event travellers in Brisbane caught public transport, only 21 per cent of event travellers did on the Gold Coast. Event travellers on the Gold Coast predominantly drove and parked either at or close to the venue (49 per cent).

**Image 11: Mode of travel choice, event travellers, all trips, Gold Coast, Brisbane and regional (Cairns and Townsville), 2016**



## **Aspiration 4**

### **How we are building active, engaged and inclusive communities**

*We aspire to leverage the event to engage and motivate our communities to live healthier and more active lifestyles, to participate in sport and enable our young people to learn about our Commonwealth nations.*

#### **Healthy, active futures**

##### **Sport and recreation industry development**

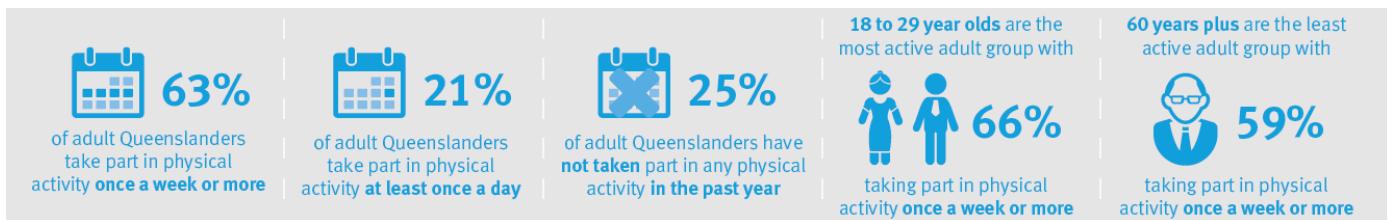
A total of \$3.167 million in funding per year has been provided through the Department of National Parks, Sports and Racing's (DNPSR) Queensland Sport and Recreation Industry Development Program (QSRIPD) to state level sporting organisations responsible for GC2018 sports. The Program provided funding over a three-year period (2014-16) for statewide programs, services, competitions and events designed to increase participation in sport and active recreation.

QSRIDP funding dedicated to Commonwealth Games sports has predominantly been provided for coaching/officiating, with other funding identified for volunteering initiatives and participation initiatives (See Image 25 in Appendix for details).

##### **Physical activity participation**

Measures of adult participation in physical activity are available through DNPSR's Queensland Sport, Exercise and Recreation Survey – Adults (QSERSA). QSERSA provides Queensland regional level data to support policy, program development and planning needs for sport and recreation participation. The first wave of the survey was conducted between July and August 2015 and is intended to be repeated annually.

Image 12 shows the key findings of the 2015 QSERSA for overall adult participation in physical activity. Further results show only one in 10 Queensland adults participate in activities organised by a club and 85 per cent exercise with no club involvement.

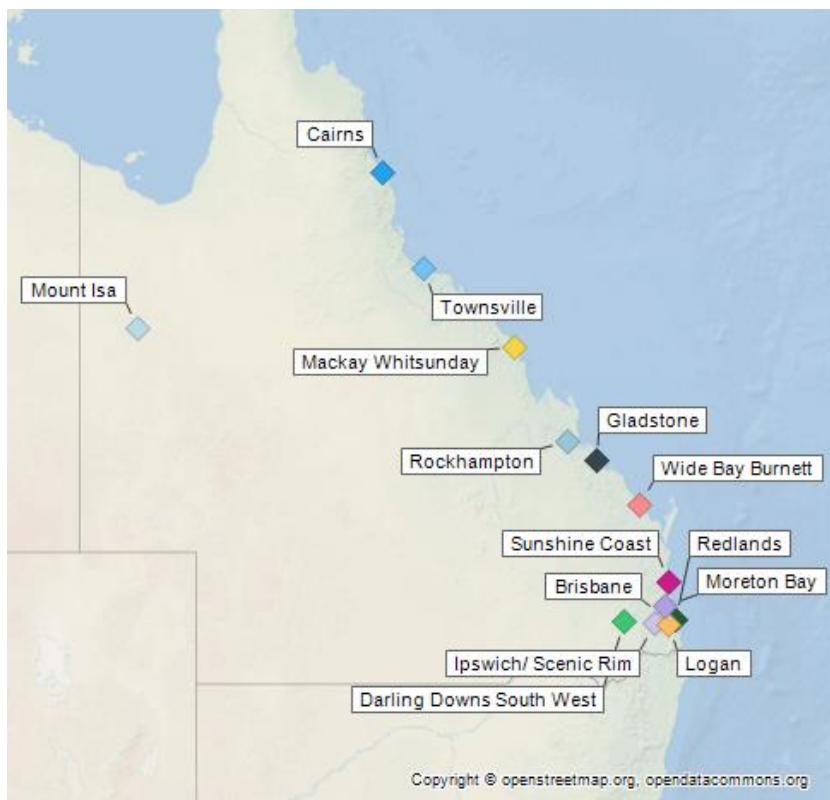
**Image 12: Key findings, QSERSA , 2015**

## Community engagement

It is important communities on the Gold Coast and across Queensland are engaged in GC2018 and the Embracing 2018 Legacy Program for GC2018 to ensure lasting benefits are realised across the State. This is being facilitated through the Statewide Working Groups, schools and multicultural programs and events.

### Statewide Working Groups

The establishment of Statewide Working Groups will ensure lasting benefits for the regions through hosting GC2018. The Working Groups are responsible for identifying priorities and projects in their region. Membership generally comprises one or more representatives from the Queensland Department of State Development, a mix of local Councils, and key business, industry and community organisation representatives.

**Image 13: Map of Statewide Working Groups**

## **Schools**

Another key area of engagement within the community for GC2018 which has already commenced is the Department of Education and Training's Global Education Program (commenced 2014) and GOLDOC's Gold Coast Schools Connect (commenced 2015). As at March 2016, the number of schools who have participated to date in these projects is shown in Image 14.

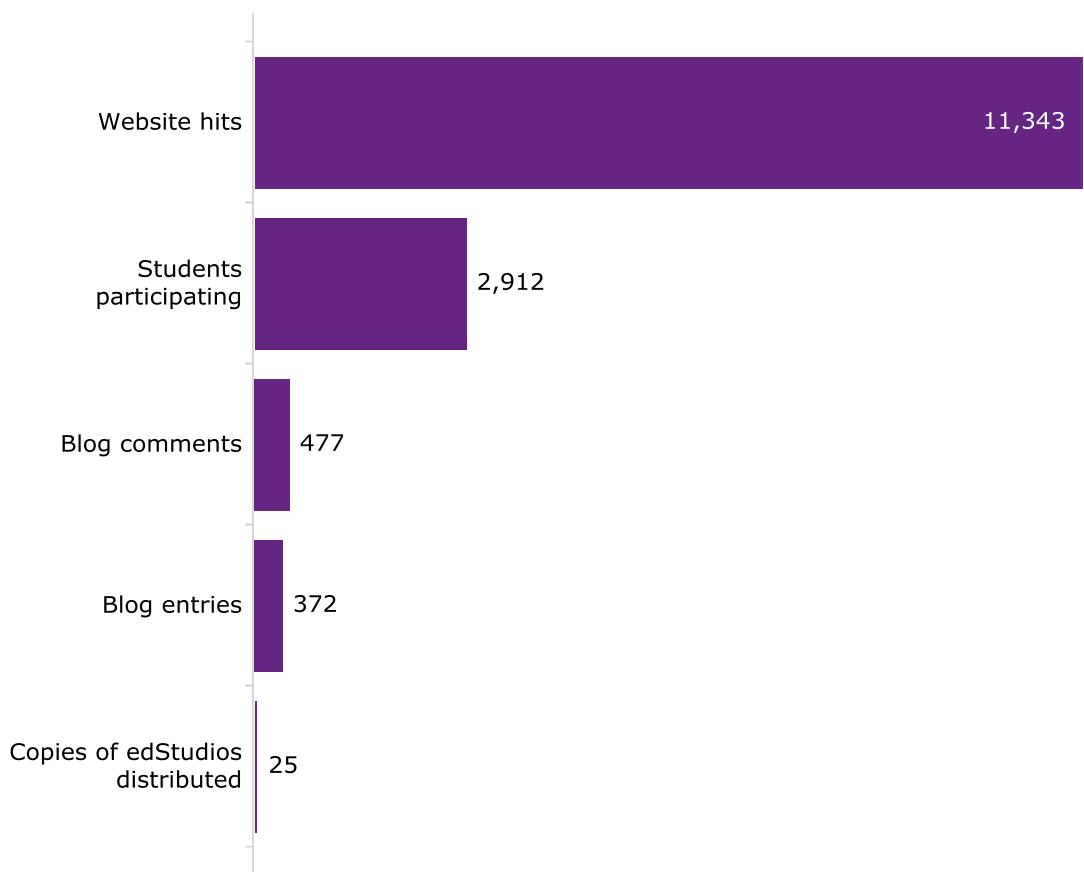
The Global Education Program aims to create rich, real world and diverse learning experiences for students in Queensland schools, in collaboration with key stakeholders and school communities throughout Australia and the Commonwealth, in the context of GC2018. In addition to teaching and learning resources, online, interactive curriculum activities will also be produced. The engagement levels for the varied range of activities conducted during 2014 and 2015 through the Global Education Program are shown in Image 15. On Commonwealth Day 2016, the first online curriculum material for Year 3 history was released. This marked the first of regular curriculum releases planned from March 2016 forward.

The aim of the Gold Coast Schools Connect Program is to ensure strong engagement with local schools, keeping them informed of GC2018 events and activities. The Schools Connect Program has broad reach, with more than 90,000 students enrolled in the participating schools.

**Image 14: Community engagement – number of schools participating by project (March 2016)**

<b>Project</b>	<b>Number of schools</b>
Global Education Program	141
Region breakdown:	
Far North Queensland	8
North Queensland	9
Central Queensland	21
North Coast	24
Darling Downs	9
Metropolitan	37
South East Queensland	33
Gold Coast Schools Connect	112

**Image 15: Global Education Program, engagement levels by type (Semester 1 2014 to Semester 1 2015)**



### ***Multicultural programs and events***

It is important for community engagement around the Embracing 2018 Legacy Program for GC2018 to focus on engaging the diverse range of cultures across the Gold Coast and Queensland.

Queensland Rugby Union (QRU) is using Rugby and the GC2018 legacy opportunity to promote community cohesion and pride and lead Pacific Islander communities to a more engaged, healthy and active lifestyle. Officially launched in May 2014, the QRU's Pacific Islander Community Engagement Project aims to:

- deliver volunteer education programs
- improve community capacity to improve sustainability of local sport
- develop meaningful relationships within the Pacific Islander community
- strengthen the role of local community leaders.

**Key achievements – Queensland Rugby Union Pacific Islander Community Engagement Project**

Pasifika Youth Forum (August 2016)

- Queensland Rugby Union (QRU) hosted the Pasifika Youth Forum for 30 selected Year 12 students. QRU worked with the Queensland University of Technology and Griffith University Pathways Program to host the Forum with content to be aligned to positive role models, employment/education opportunities and health and wellbeing.

St. George Rookies2Reds School Attendance Program:

- The program encourages students to participate in healthy active lifestyle activities (rugby) while promoting school attendance and behaviour expectations.
- Students who achieve the attendance and behaviour levels receive a free Rookies pack—bag, ball, cap, and poster. The program is delivered to approximately 200 students annually.

Logan Schools Rugby 7s competition (September 2014)

- Inaugural event held at Logan Rugby Club. Two Queensland Reds Players, Ben Tapuai and Samuela Kerevi, attended the event and brought teams from around the city together as part of the program and boosted community spirit in Logan.

Logan Schools Rugby 7s competition (November 2015)

- Event held at Logan Rugby Club, attracting 250 students from 12 schools.

Logan Schools Rugby 7s competition (August 2016)

- Corresponded with Queensland Government's Multicultural Month. The competition included approximately 25-30 boy and girl teams from 13 to 18 years. Approximately 300 students participated in the event.

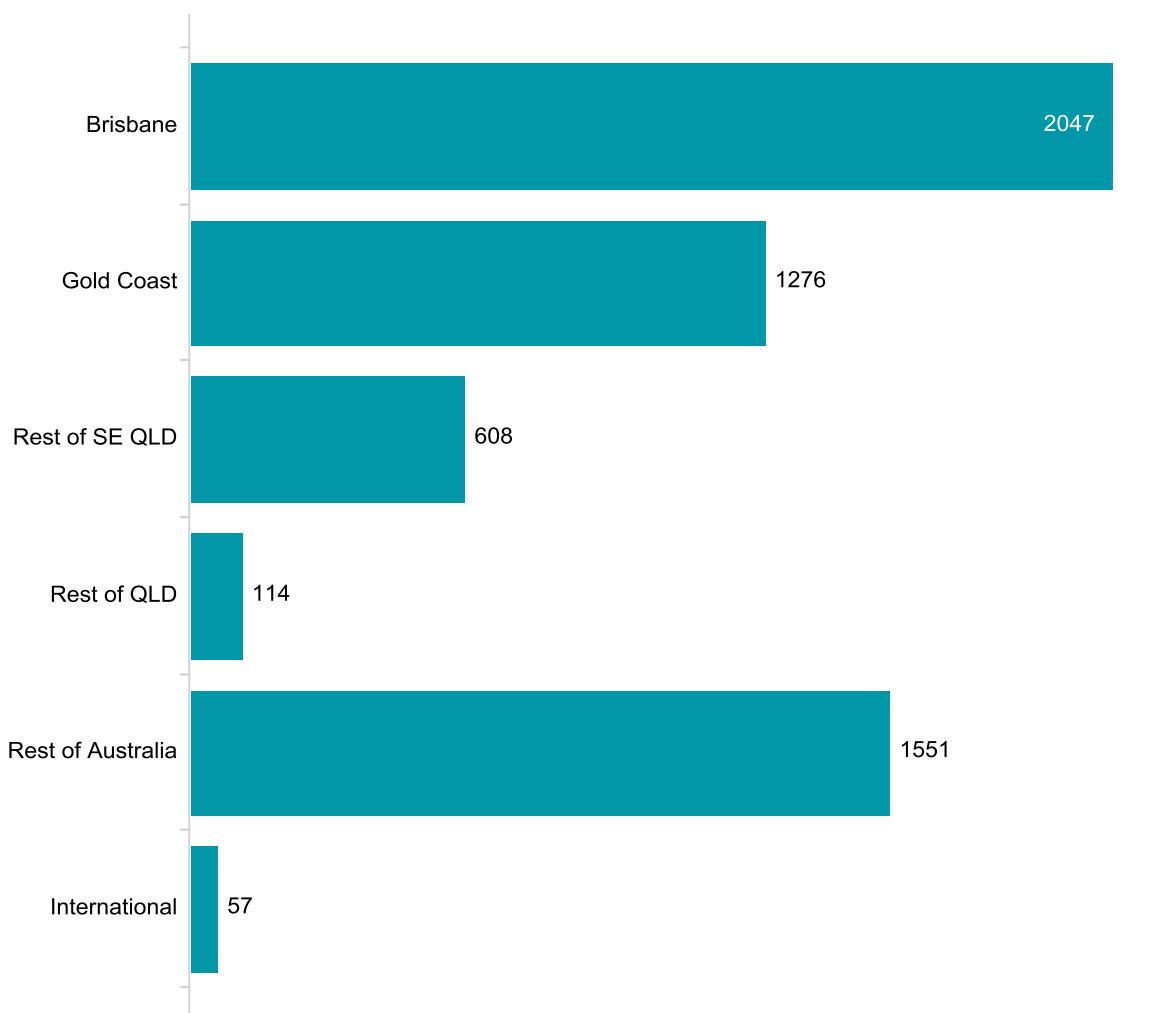
## Appendix

**Image 16: GC2018 Sustainability priorities**

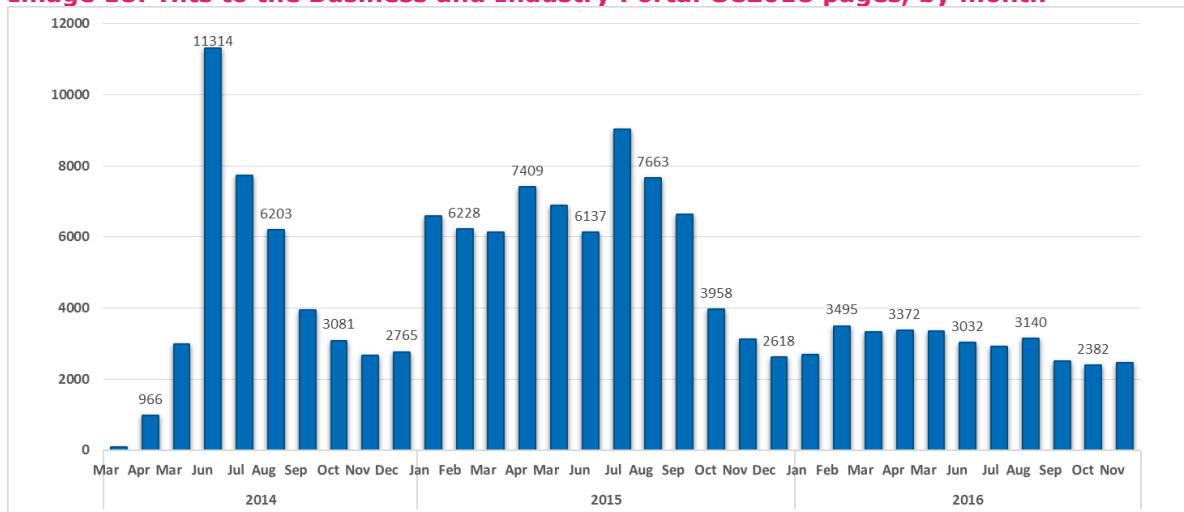
### GC2018 sustainability priorities

<b>Vision</b>	To show leadership in sustainability by delivering GC2018 to international standards of best practice, leaving positive economic, environmental, social and community legacies								
<b>Enabling Framework</b>	ISO20121 - Sustainable Events management system Global Reporting Initiative (GRI) reporting framework								
<b>Food and Beverage</b> To provide sustainable food and beverage options and reduce food packaging waste	<b>Transport</b> To encourage public and active transport as the primary modes of transport to GC2018 events	<b>Accessibility</b> To eliminate barriers (physical or otherwise) to a safe, independent and dignified GC2018 experience	<b>Inclusivity and Diversity</b> To stage an event that welcomes participation by people of every gender, race, socio-economic status, orientation or ability.	<b>Sustainable Procurement</b> To responsibly manage our supply chain and enhance sustainability performance through sustainable sourcing and material selection practices	<b>Economy and Community</b> To ensure the needs and expectations of the community are considered. To raise awareness, share knowledge and build capacity. To promote healthy and active living	<b>Environmental Impacts</b> To protect the health of our oceans and waterways by reducing levels of pollutants such as plastic bags and helium balloons	<b>Waste</b> To reduce waste to landfill through innovative waste management practices and adopting the Waste and Recovery Hierarchy (avoid, reduce, reuse, recycle, recover, dispose)	<b>Carbon</b> To minimise the carbon emissions attributable to GC2018	
<b>Targets and GRI Indicators</b>									

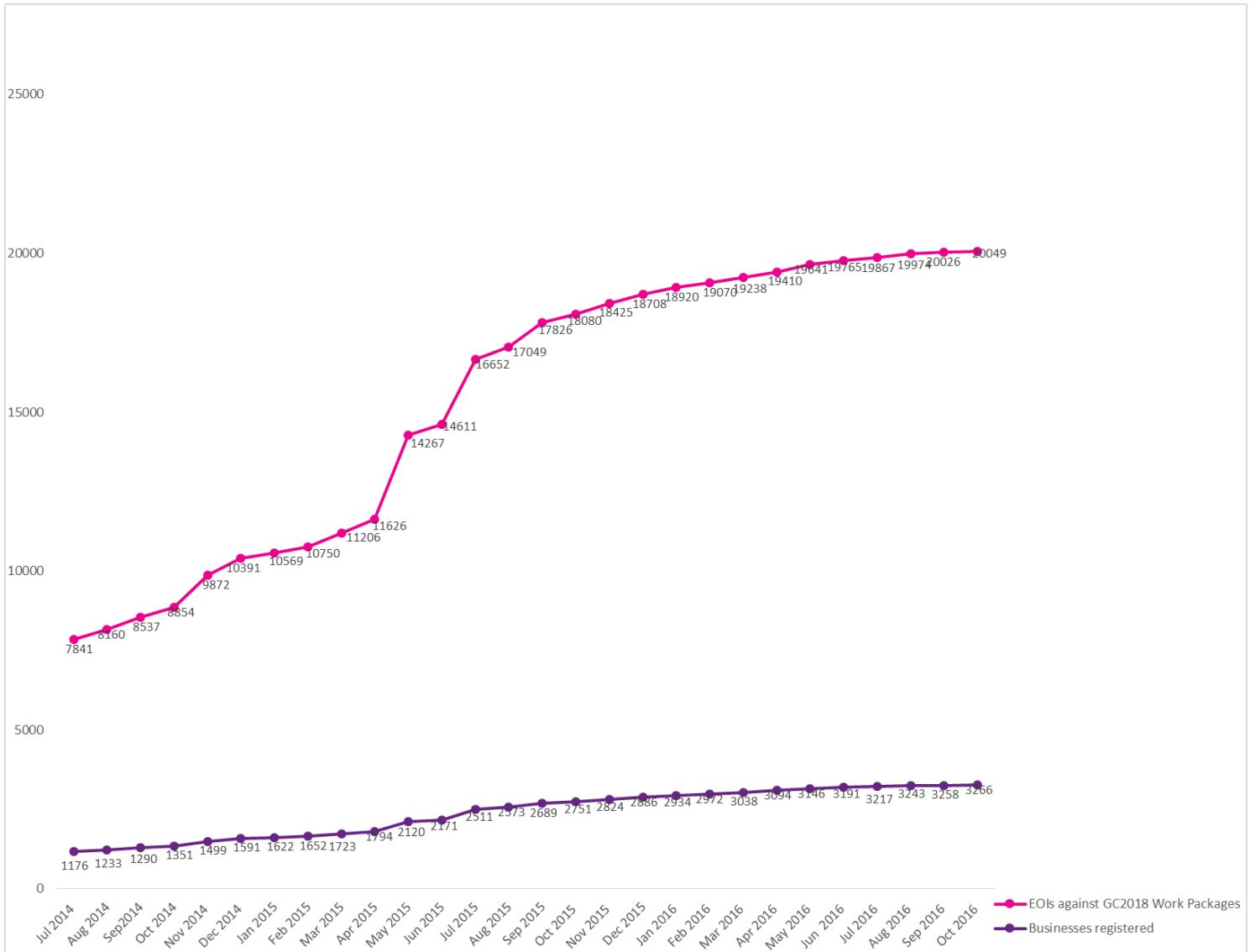
**Image 17: Business registrations for GC2018 procurement information sessions, by region**



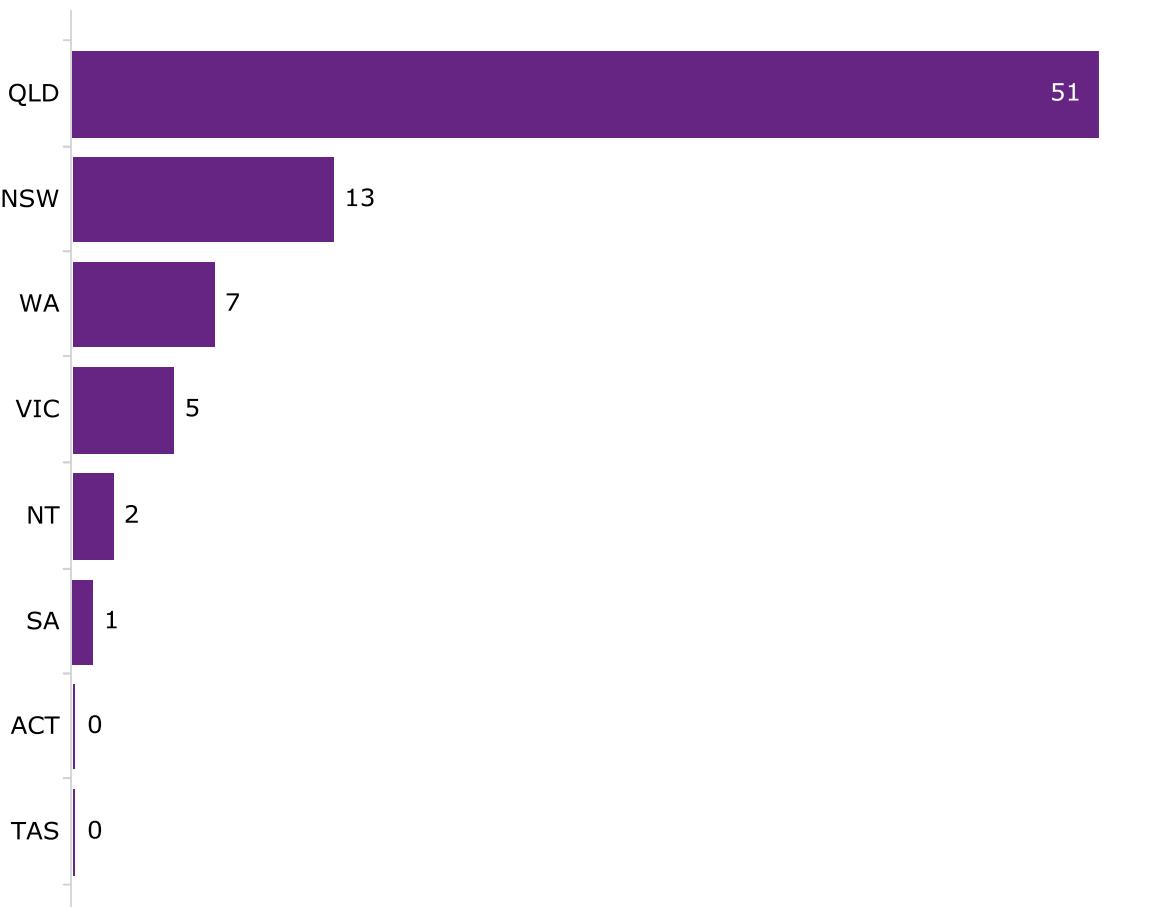
**Image 18: Hits to the Business and Industry Portal GC2018 pages, by month**



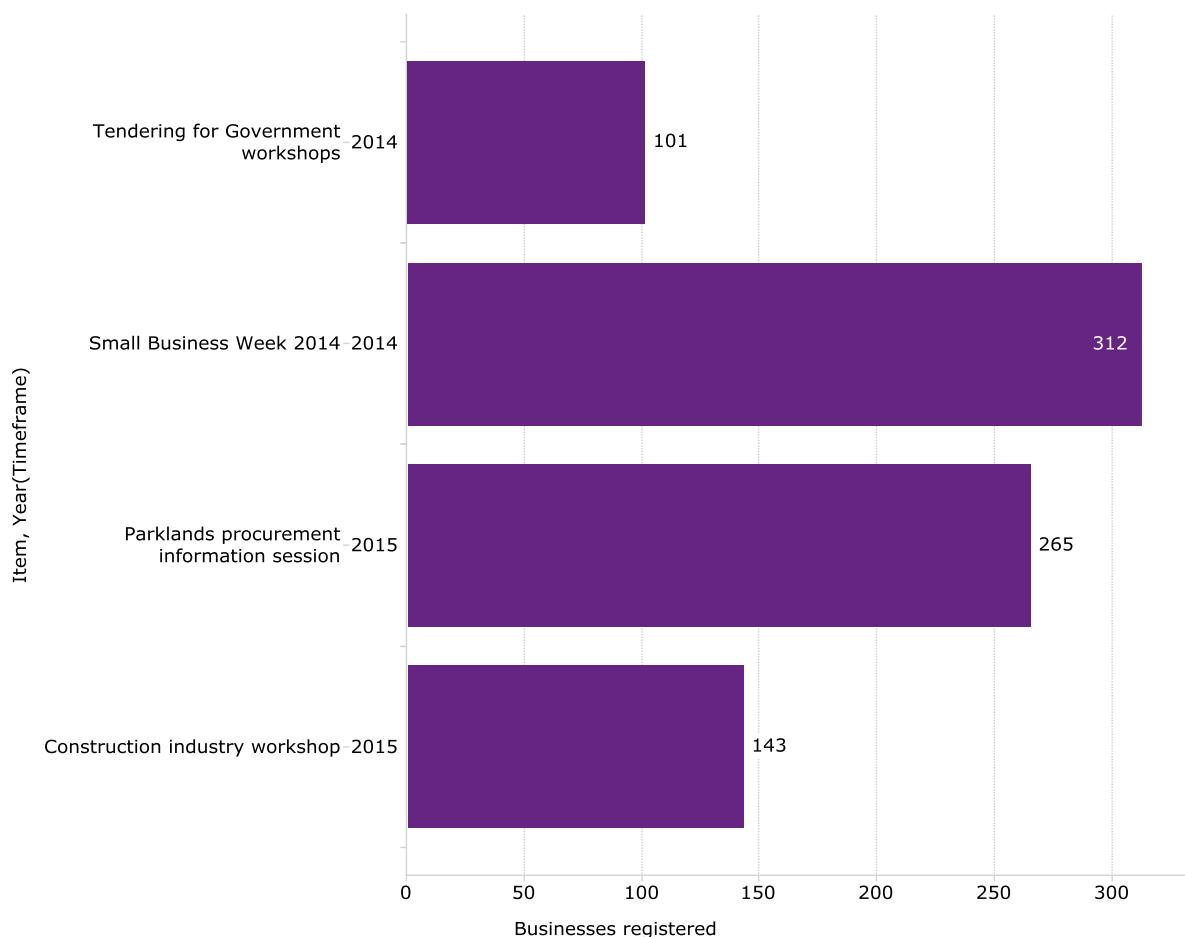
**Image 19: Business registrations for GC2018 on ICN Queensland Gateway, by month**



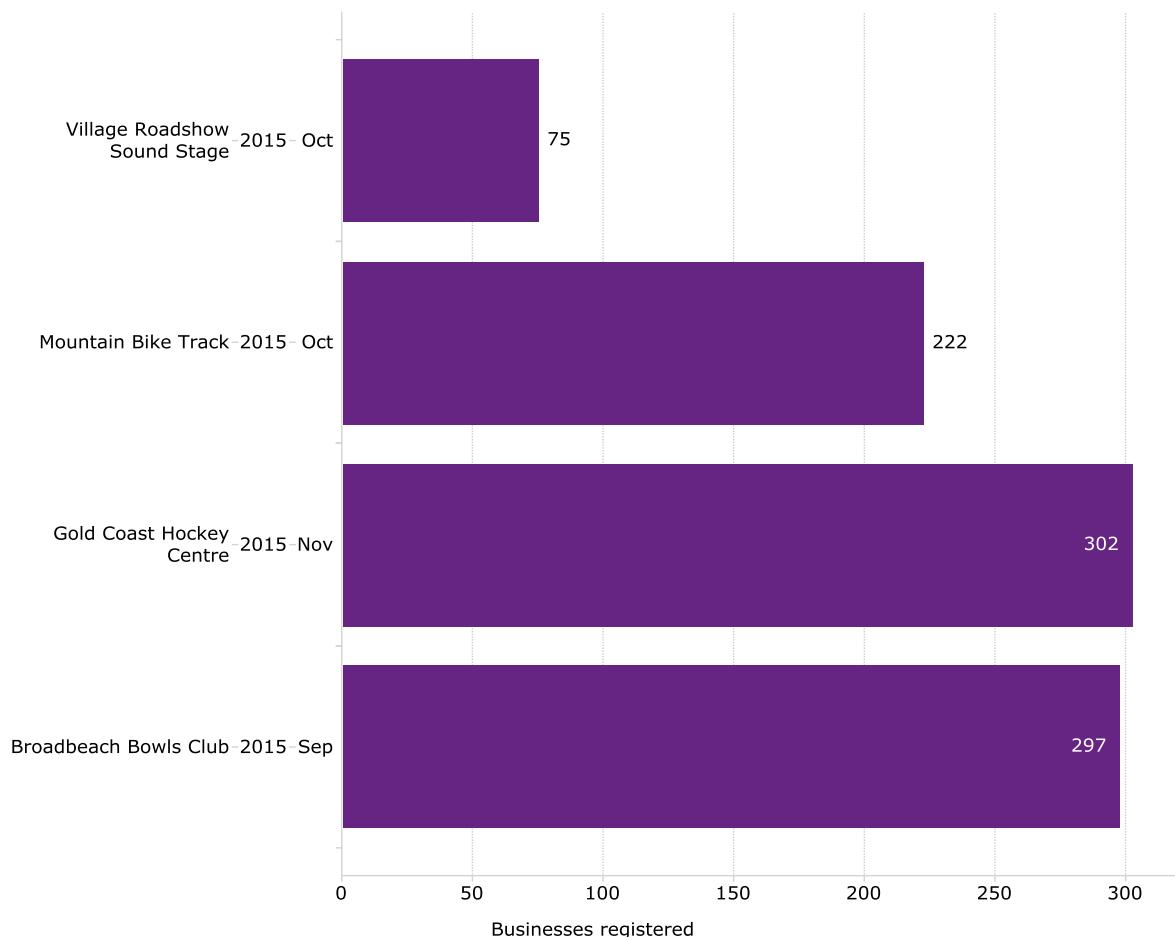
**Image 20: Aboriginal and Torres Strait Islander business registrations for GC2018 on ICN Queensland Gateway, by state (as at July 2016)**



**Image 21: Business registrations for business development workshops, by activity**



**Image 22: Businesses involved in supply chain development, by project**



**Image 23: Queensland Sport and Recreation Industry Development Program, total funding (\$), by Commonwealth Games sports, 2014-16**

Sport	Funding per year	Category for Commonwealth Games legacy
Badminton	\$97,800	Coaching / Officiating
Gymnastics	\$300,000	Coaching / Officiating
Squash	\$10,800	Coaching / Officiating
Wrestling	\$6,300	Coaching / Officiating
Target Sports	\$23,700	Other
Clay Target	\$29,600	Coaching / Officiating
Boxing	\$34,900	Officiating / Participation Talent Identification
Diving	\$35,500	Coaching / Officiating
Pistol Shooting	\$53,800	Coaching / Officiating Participation
Rifle	\$89,800	Participation Other- Infrastructure Planning
Cycling	\$140,200	Participation Talent Identification
Hockey	\$300,000	Volunteers Other

Sport	Funding per year	Category for Commonwealth Games legacy
Triathlon	\$202,300	Coaching / Officiating High performance
Netball	\$300,000	Coaching / Officiating Participation
Table Tennis	\$129,800	Coaching / Officiating Participation Talent Identification
Rugby 7s	\$200,000	Participation
Swimming	\$300,000	Participation Talent Identification High performance
Basketball	\$277,700	Coaching / Officiating
Athletics	\$300,000	Coaching / Officiating Talent Identification
Lawn Bowls	\$245,400	Coaching / Officiating
Weightlifting	\$89,800	Coaching / Officiating

Note: This is total annual funding that includes expenditure on Commonwealth Games initiatives.