



Select Committee on the 2026 Commonwealth Games Bid

Hearing Date: 13 February 2024

Questions taken on notice

Directed to: Tourism Geelong Bellarine, Tracy Carter

Received Date: 5 March 2024

1. **Joe McCRACKEN, page 49**

Question Asked to Robyn Seymour:

Are you able to provide a list of meetings, discussions and advice that you gave the government on what you saw the challenges were? You can take it on notice.

Tracy CARTER: The number of times we met? Yes, absolutely.

Joe McCRACKEN: The number of times you met, what it was about, whom you met with – all those sorts of things.

Response: The first meeting on file for our team is dated 20 April 2022, after the announcement of the Games. Since then there have been 40 Commonwealth Games related meetings attended by Tourism Greater Geelong and The Bellarine staff that have included Victorian Government representatives, totalling 55.5 hours. They have included representatives from DJPR / DJSIR and staff from the Organising Committee. Topics included site inspections of key locations, stakeholder forums including two tourism sector specific events and a series of meetings to discuss how to address the shortage of accommodation, including conversations with GeelongPort and cruise lines investigating a potential ‘cruise chip village’. The main challenge discussed from a tourism sector perspective was accommodation – boosting the supply and connecting operators with the opportunity to be contracted for the Games.

2. **Sarah MANSFIELD, page 54**

Question Asked:

No. They told us that Visit Victoria had input with people who have knowledge about major events in the region. Are you aware of whether, again, your organisation or any entities affiliated with your organisation had input into Visit Victoria –

Tracy CARTER: Look, possibly the city, so the City of Greater Geelong major events, Geelong Major Events Committee – perhaps through there. I would have to say I have been in my role for about 12 months, but I have been in the organisation longer. We engage with Visit Victoria on a range of things often, but there was certainly no specific discussion about the Commonwealth Games. But we have discussions about broad strategy

from time to time.

Sarah MANSFIELD: Okay. Look, it might be worthwhile if perhaps you could take on notice whether you could find out if there were any discussions at that time. That would be great.

Response: I understand City of Greater Geelong senior management and events staff provided some information about possible venues and locations very early in the process. Prior to that, archived correspondence indicates Geelong was part of a group of Victorian regional Councils undertaking a pre-feasibility study with a view to bidding on a potential future Commonwealth Games.

3. **Tom McINTOSH, page 55**

Question Asked:

Yes, right. Do you have a feel for what the businesses that you are working with make up as a percentage of the local economy?

Tracy CARTER: I would have to take that on notice. It does exist, that stat.

Response: Tourism as a % of GRP 2021/22 was 4.7%, but those years were still Covid-impacted. In 2018/19 it was 8.6%.

4. **Melina BATH, page 57**

Question Asked:

Can you elaborate a little bit on that? I guess the sub-question to that is: you had a meeting with Minister Shing in which your organisation and others presented a lot of commentary for her to take on board – what feedback has she given you, or what departmental feedback has come back to your organisation, Tourism Geelong and the Bellarine, from that meeting? Are there any concrete steps that you got from that meeting?

Tracy CARTER: Not so much steps – I know some parts of the program like the multicultural events fund have been released. I think we connect really well with Regional Development Victoria. My predecessor in this role is now the regional director there and so we connect a little bit.

Melina BATH: A good local –

Tracy CARTER: Good local connections, yes. I am asking him a lot, ‘Where are the programs? When are we expecting to see them?’, and he is indicating relatively soon. Formal steps – I do not think I have had any formal communication, not to my knowledge, but I am hearing bits and pieces. So it is largely around when we will see that money and what it will look like.

Melina BATH: You were really clear in your intentions and your requests, but at the moment you have not heard back formally from the state government about when that is going to flow through.

Tracy CARTER: No, not yet.

Melina BATH: If you do before our committee finishes, it would be really helpful, if you do not mind, for you to present that to us or forward it on, because we need to have that understanding that you are getting somewhere or you are not getting somewhere.

Tracy CARTER: Yes, I am happy to.

Response: No formal notification on those programs as at 29/2/2024.

5. **Melina BATH, page 57**

Question Asked:

You mentioned international activation – I love that word – and the lost opportunity. Can you provide a quantum or an estimate – take it on notice if you need to – about the lost opportunity in terms of economic energy or drive, we will call it, and also the social lost opportunity?

Tracy CARTER: Yes. I will need to take the economic side on notice, absolutely, as I am not sure what the figures are.

Response: A Griffith University study on the economic impact of the 2018 Commonwealth Games stated the tourism impact for Queensland at \$1B. Assuming Geelong, with 40% of the proposed Games hosting, would have seen a \$400 million boost from the Games. The same report indicates 50% of community members who commenced volunteering for the Games continued afterward, a great social legacy. For a local example, the broadcast of the Cadel Evans Great Ocean Road Race, held in Geelong and the Surf Coast each January, reaches 331 million households around the world – the Commonwealth Games, whilst different, would have been another genuinely international broadcast opportunity.

6. **Melina BATH, page 58**

Question Asked:

I do not want to verbal you, but smaller accommodation venues were looking to ramp up their ability to accommodate more.

Tracy CARTER: Yes.

Melina BATH: Do you have any case studies where somebody might have purchased the block next door or something? You can take it on notice if you need to.

Tracy CARTER: I will take it on notice,

Response: I am not aware of any investments made in physical infrastructure specifically for the Commonwealth Games. There were businesses looking to ‘ramp up’ their skills and operational capacity to deal with large contracts, international distribution and the like.