

Questions taken on notice and further information agreed to be supplied at the hearings.

Portfolio:	Commonwealth Games Delivery
Witness:	Tim Ada, Secretary DJSIR
Committee Member:	Ellen Sandell MP
Page/s of transcript:	14-15

Relevant text:

Ellen SANDELL: Recommendation 72 from PAEC's report last year on budget estimates was that the department publish its methodology for determining the benefits and costs associated with hosting the Commonwealth Games, including the cost-benefit ratio. Can I just clarify the department is going to do that?

Tim ADA: Thanks for the question, Ms Sandell. There was a robust economic assessment in early 2022. I might take that question on notice to consult with the minister, Ms Sandell. The analysis has been presented as part of cabinet-in-confidence documentation. I will take that on notice to consult and come back to the committee.

Answer:

Based on the economic modelling publicly released by the Victorian Government, it is anticipated that the 2026 Commonwealth Games will contribute more than \$3 billion to Victoria's economy and create more than 600 fulltime equivalent jobs before the Games, 3,900 jobs during the Games and a further 3,000 jobs beyond the Closing Ceremony.

The 2022-23 Victorian Budget included \$2.6 billion allocated to the hosting of the Victoria 2026 Commonwealth Games. Victoria 2026 will introduce an innovative multi-city model, driving social, cultural and tourism benefits from the Games across the host cities and throughout Regional Victoria.

The benefits of hosting the Games include international marketing of regional Victoria as a tourism destination and increased international and interstate visitation; investment in new and existing community sport infrastructure; investment in new housing (including social and affordable housing); and job creation in the supply chain for Games delivery.

The methodology undertaken to determine the benefits and costs associated with hosting the Victoria 2026 Commonwealth Games is cabinet-in-confidence.

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Portfolio:	Commonwealth Games Delivery
Witness:	Jeroen Weimar (Chief Executive Officer, Victoria 2026)
Committee Member:	The Hon. Danny O'Brien MP
Page/s of transcript:	(If applicable)

Relevant text:

Danny O'BRIEN: I might jump in and give Mrs McArthur a rest, if that is okay, Chair. I am not sure if it is for the Secretary or Mr Weimar, but what is budgeted for marketing for the games both domestically and overseas?

Jeroen WEIMAR: I can take that question on notice, Mr O'Brien. I do not have that detail with me at the moment.

Answer:

The total marketing and communications budget for the Games included related to Games operations, ticketing and promotion and associated tourism marketing is expected to be in the order of \$50 – \$70 million over 3 years.

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Portfolio:	Commonwealth Games Delivery
Witness:	Jeroen Weimar, CEO Victoria 2026 Organising Committee
Committee Member:	Ms Ellen Sandell
Page/s of transcript:	15

Relevant text:

Ellen SANDELL: Thank you. I appreciate that. Just to Mr Weimar, you mentioned a number of categories that are excluded from sponsorship, tobacco being one of them. Do you know what the other categories are?

Jeroen WEIMAR: Look, I could take that question on notice, Ms Sandell, in terms of the details, but of the categories that come to mind certainly tobacco sponsorships are excluded, and we have a number of other categories that we have taken a very clear position as an organising committee on that says that we would not encourage those opportunities –

Ellen SANDELL: What are those categories?

Jeroen WEIMAR: Well, I mean, gambling is one, which you have mentioned. We have a number of other categories that would be of concern if they came up. Again, they are hypotheticals, and as we see that work coming through – and I should say the feedback we are getting from very early engagement with potential is very positive, so there are a lot of very strong organisations out there that are very keen to be part of these games.

Answer:

The Commonwealth Games Federation Partnerships (CGFP) are responsible for key commercial rights, including sponsorship opportunities.

Sponsorship agreements will be entered into through tripartite agreements between CGFP, the Victoria 2026 Organising Committee (OC) and the applicable sponsor. A joint committee, comprised of OC and CGFP members and Commonwealth Games Australia (CGA) representatives meets monthly to review all marketing, promotional and sponsorship activities underway across the Games, including the review of high-risk sponsorship opportunities.

The Victoria 2026 Organising Committee has taken the clear position that it would not be supportive of gambling sponsorship opportunities.

The commercial arrangements in place specifically exclude advertising tobacco or e-cigarettes, or advertising by companies who are principally engaged in the sale of tobacco or tobacco products.

In addition, CGFP has advised OC it does not intend to pursue sponsorship or partnership opportunities with companies involved in categories related to military weapons or pornography.