



MEDIA RELEASE

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UNIVERSITY GAMES TO INJECT OVER \$11MILLION INTO BRISBANE

The 2005 Australian University Games (AUG) is set to inject over \$11million into the local economy when over 6,700 participants descend on Brisbane from the 25th – 30th of September.

Compared to 2004 figures where the Games were held in Perth with only just over 4,500 participants, Brisbane can expect to reap the financial rewards that come with hosting Australia's largest annual multi-sport event.

Direct economic benefits to the city include 45,000 bed nights booked in accommodation houses throughout the city with a further \$120 per person per day expected to be spent on food, entertainment and tourism activities during the event.

Australian University Sport Chief Executive Officer Daniel Marsden, said Brisbane can not only expect to reap the benefits of over \$11million in economic benefit but has the opportunity to promote the city to thousands of potential return visitors.

"The Games always generate a large economic benefit to the host city and this year, with participant numbers exceeding all expectations, Brisbane will see this large injection of funds into the local economy.

"This is also a great chance for Brisbane to reach a captive audience and generate potential return visitor numbers for future years," said Marsden.

While Queensland Events Corporation (QEC) and Brisbane Marketing have put their full support behind the Games, the backing from Brisbane City Council has fallen short of expectations.



AUS CEO expressed his disappointment in the support from BCC after initial requests for sponsorship in the vicinity of \$50,000 cash and in-kind resulted in a mere \$5,000 donation.

“While we are very grateful and appreciative of the support provided by QEC and Brisbane Marketing, we are surprised and disappointed in the level of interest from Brisbane City Council given the economic benefits this event will bring to the city.

“Australian University Sport considers levels of funding support from all beneficiaries in a host city when determining the location of the Games and city council’s must be significant contributors for the Games to be held in its city,” said Marsden.

Returning to Brisbane for the first time since 1993, the 2005 AUG will be the biggest yet with 26 sports on offer over 17 venues throughout South East Queensland.

For further information please contact Toni Bush, Australian University Sport on 0403 182 089.

