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Media Release

Thursday, 9th October 2003
ALL NEWS AND TOURISM MEDIA
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Sports TNQ on a winning streak

Sports TNQ is poised to announce bid wins for Cairns to host at least 7 upcoming major sporting events that will inject tens of millions of dollars into the region's economy. The timing is ideal for a seminar next week aimed to attract the involvement of more local sporting associations.

Sports TNQ consists of representatives of local government, state government and local business people, each with a personal special interest in sports, and heads of major local sporting bodies. Along with Tourism Tropical North Queensland, the industry cluster is making a collaborative effort to bring major national and international sporting events to Tropical North Queensland.

"With the marketing expertise of TTNQ's Cairns and Region Convention Bureau now being used to produce professional bids, presentations and collateral, Sports TNQ is making great strides toward attracting major national and international sporting events to Cairns. The Bureau has been actively assisting Sports TNQ since July, and within this short length of time a number of bids for major events have already been successful. The first was the 2004 Queensland Little Athletics Winter Championships and this event alone is expected to inject about \$1 million into the local economy," said Tourism Tropical North Queensland chief executive Bill Calderwood.

"This appears to be a turning point in the two-year history of Sports TNQ, and the involvement of more sporting bodies could see sports tourism in Tropical North Queensland become a viable industry that will complement the region's successful leisure and business tourism sectors worth about \$2 billion annually."

A Sports TNQ seminar is set to raise the awareness of Sports TNQ and its activities. The region's major sporting bodies are current members and they hope to see a number of smaller sporting organisations also take advantage of the assistance being offered through Sports TNQ.

"While the Bureau is providing the necessary expertise and Sports TNQ provides support and other resources to attract major events, ultimately Sports TNQ will be raising the profiles of the region's sporting associations locally, nationally and internationally," said Mr Calderwood.

"The Bureau is currently planning ways to increase our focus and resources on South Pacific Rim nations which have a strong history in sport and direct airline access to Cairns."

Next week's seminar will feature presentations by Ruban Rasiah of the Cairns and Region Convention Bureau, Sports TNQ chairman Ken Norman, and Nick Hardy of the Cairns District Hockey Association.

Maris Radford of Sinclair, Knight and Merz will outline the Cairns City Council 5-year Sport and Recreation Plan. The Council has invested about \$5 million into local sporting infrastructure, and Ms Radford will outline how to maximise the use of these high-quality facilities in order to build on the city's reputation as a sports destination.

The Sports TNQ Seminar will take place on Tuesday, October 14, 6pm-8pm, at Cairns Colonial Club Resort. RSVPs will be accepted until Monday morning. Interested individuals and sporting groups should contact Rosie Ryan on 0409 426 662 or sportstnq@bigpond.com

For further information contact:

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