



Imagine A SHARED VISION FOR HIGH- PERFORMANCE SPORT

AUSTRALIA IS KNOWN THE WORLD OVER AS A PROUD SPORTING NATION AND THE GOLD COAST IS A MAJOR CONTRIBUTOR TO THAT IDENTITY. SPORT IS AT THE CORE OF OUR BEING.

As a nation we thrive on it – whether it's backyard cricket, paddling out to catch a wave or cheering our athletes on the world stage.

After successfully hosting the 2018 Commonwealth Games for 71 Commonwealth nations and 18 sports, the Gold Coast cemented its reputation as a city that does high-performance sport and business exceedingly well.

The city leveraged these Games, to also run 32 events in a 14-day trade program for investors, innovators and businesses. The legacies of this are evident today.

But that's not all, in 2019 the Gold Coast also welcomed Sport Accord, the biggest business event for the global sports industry.

A first for Australia and the Asia-Pacific region, holding this event demonstrated again the capacity of the city to host major international and national events.

Through its successes in hosting important world meets, the Gold Coast's credentials have risen rapidly on the prestigious Bursin Cohn & Wolfe (BCW) index of World's Top 50 Sports Cities. In 2021, the city rose 11 places moving from 46 to 35.

The results are determined by international sports federations and other key influencers. A contributing factor in the ranking boost was attributed to strict Covid measures adopted by the country.



The world over sport ignites the passion of nations – the pursuit of excellence in human endurance and physical performance drives athletes and all those who delight in their conquests.

Sport is big business – and an important pillar of the Gold Coast economy.

During 2020 and 2021, more tournaments moved to the city and prestigious teams in various codes made the Gold Coast their home for games and special camps.

This was part of the massive sports attraction program of the City of Gold Coast. Designed to drive more new investment in the city, it has been recalibrated to stimulate the sports sector even further.

This has attracted innovative enterprises – from start-ups to established companies that are allied to sport and working in areas such as performance

management and sports technology.

On the horizon in 2032, are the Olympic and Paralympic Games. The Games will be hosted across three Queensland cities - Brisbane, the Sunshine Coast and the Gold Coast. It is expected the event will generate an estimated \$8.1 billion in benefits to Queensland.

Being a co-partner of the Brisbane 2032 Olympic and Paralympic Games will create a mighty impact for the Gold Coast before, during and after the Games.

The Gold Coast is on a super growth trajectory inspiring performance excellence in all fields of endeavour.

Imagine being surrounded by this energy and enterprise. Imagine the impact it can have on your own people. Imagine doing this in a glorious place with beaches and hinterland every direction you turn.

LET US HELP YOU TO BRING YOUR BUSINESS EVENT TO THE GOLD COAST

BUSINESS EVENTS

GOLDCOAST.

THE *imagination* CAPITAL OF AUSTRALIA