



Major sport events to bring economic benefits

Sport will continue to boost the region's economy in the next 12 months as Bundaberg Regional Council commits to bringing major events to the region.

This financial year will see the Bundaberg Cup and the NRL Bulldogs v Cowboys game held in Bundaberg with plenty of benefits expected to flow into the community.

Sport and Recreation portfolio spokesperson Cr Vince Haberman said high-calibre events like these games not only attracted local spectators and players, but those travelling into the region to catch all the action.

"Council is committed to continuing our investment in high-level sporting competitions to develop local capacity, skill and participation while boosting the economy," he said.

"From similar events held in the past, we know that there is huge interest from the local community and visitors to see these types of events continue in Bundaberg and we want to leverage off that sentiment and the benefits it brings."

Cr Habermann said Council anticipated a huge economic stimulus when the [Bulldogs](#) v Cowboys game – the first NRL game for premiership points to be played in the region – is hosted at Salter Oval on Sunday 7 August.

"Council is expecting more than 8000 spectators at the game, which will rival the record attendance at Salter Oval of 8122 for the 2016 pre-season game between the Broncos and Cowboys," he said.

"Hosting an event as large as a competition round NRL match means Bundaberg will be promoted and broadcast to the whole nation and the world.

"The value of that is priceless."

#BRCbudget22



Cr Habermann said the Bundaberg Cup, the richest touch football competition in the nation, would also bring with it plenty of benefits.

He said it was last held in the region during February and attracted 777 players to Bundaberg while injecting hundreds of thousands of dollars into the local economy.

“Not only does the Bundaberg Cup entice hundreds of players to Bundaberg, but they also bring family and friends who book into local accommodation, visit local businesses, tourist attractions and more,” Cr Habermann said.

“In February this equated to more than 1300 players and their families travelling to the region and spending more than \$430,000.

“This competition is also a fantastic motivator for our own sporting stars and gives local competitors the opportunity to test and develop their skills up against the best in Australia.

“Council is proud to continue its sponsorship support of the Bundaberg Cup and expect the next event to bring with it similar, if not greater, economic benefits.”

Other major sporting events being hosted in the Bundaberg Region thanks to the support of Council include Bowls Queensland Junior State Championships, Rowing Queensland Schools Championship Regatta, the Bulls Masters Cricket Tour and the Netball Queensland Primary Schools Cup.