



MEDIA RELEASE

New study to mark up million dollar economic boost from Brisbane Indigenous Sports Fest

The Aboriginal Organisation which runs Australia's biggest Indigenous Sports and Cultural Festival has commissioned a new study to measure the economic spin-offs from the event - which draws more than 10,000 competitors and visitors each year to Brisbane from around the county and this year, from overseas

The First Contact Aboriginal Corporation, based in Mt Gravatt, has commissioned a leading University of Queensland economist to measure the growing economic impact of the Annual Indigenous Sports and Cultural Festival, which kicks off in Brisbane later this month.

First Contact Chairman and prominent Indigenous community leader Robbie Williams said "the survey will help take the event and the sport of touch football in Australia, not just Indigenous touch, to a new level."

Mr Williams said the economic data would be used to help gain the financial backing of a major Australian based multi national company.

"We intend to use the data to widen the financial backing for the sport to enable us to mount international and national level competition every year," he said.

Now in its 13th year, the \$250,000 event is already a premier item on the Indigenous Sports and Cultural event calendar.

This year, more than 2000 players, from 117 teams will play off for \$30,000 in prizes - and the honour of becoming the top team and State in the world of Indigenous touch football.

First Contact will announce two new headline events featuring national and international touch teams who will be competing for the first time, when the program for the event is released, in the next week or so.

The carnival is also a 10-year-plus case study in success by Aboriginal and Torres Strait Islander people in setting up, managing, marketing and running large scale events, all done by a small local Brisbane Murri community organisation, in Mt Gravatt.

"This initiative from the Indigenous community in Brisbane has given a multi-million dollar - and growing - economic boost to the wider local economy, for more than a decade now."

Mr Williams said the economics of the Sports Festival had tripled since the carnival's inception.

A previous economic survey four years ago had shown a \$1m boost to the local economy, when an estimated 6,000 people attended or played the event.

That figure is now in excess of 10,000 for each of the last four years, while players and teams participating have increased from 80 odd teams to nearly 120 and Player numbers are up from around 1 100 to around 2000 players and officials.

“As the carnival’s reputation for high standard of competition in both Indigenous and mainstream touch football circles – along with growing community and public support for the whole event – each year, “ he said.

“Next year, we hope to sign a major sponsorship deal with an Australian based multi-national company.

“We want to match this on the sports front - and will be seeking formal accreditation for the carnival with the Australian Touch Association.

“This will be an important step toward securing a future for this sport - and the opportunities this carnival has established - for the Indigenous community.

“Not just here in Brisbane but all around the country, guaranteeing a strong flow of international class Indigenous players who can press for places in the Australian national touch team,” Mr Williams said.

Brisbane’s Indigenous Sports and Cultural Festival is held each at year at the Whites Hill Reserve on Boundary Road in the Brisbane suburb of Camp Hill, from 25-26 November.

Program details will be available from First Contact’s website:
www.firstcontact.asn.au

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