



John Coates AC

President, Australian Olympic Committee

Vice President, International Olympic Committee

**Launch of Committee for Brisbane 2033 Legacy Taskforce policy
paper:**

Our 2033 Olympic and Paralympic Legacies:

Liveability Issues and Opportunities Paper 01-2021

Friday, 19th March 2021

12pm - 2.00pm

Plaza Ballroom, Brisbane Convention & Exhibition Centre

Introduction

Good afternoon.

Thank you Barton, and I commend you as Chief Executive of the Committee for Brisbane for the important work you do.

I acknowledge the Mee-an-jin people as the traditional owners of this land.

I recognise the country north and south of the Brisbane River, as the home of both the Turrbul and Jagera nations.

And I pay my deep respects to all Elders past, present and future.

Ted O'Brien MP, Federal Member for Fairfax and representing the Prime Minister on the candidature

Councillor Mark Jamieson, Mayor of Sunshine Coast Council and President of the Local Government Association of Queensland

Councillor Peter Flannery, Mayor of Moreton Bay Regional Council

Jock O'Callaghan, President, Paralympics Australia

Sallyanne Atkinson AO

Natalie Cook OAM OLY

Dr Bridie Kean

Olympians, Paralympians, other distinguished guests.

I also want to acknowledge the highly credentialled and outstanding team members of the Brisbane Olympics and Paralympics Taskforce.

It really is quite a team you have assembled – formidable and hard to beat - are perhaps the best descriptors.

Proving that Queensland has champions on and off the field.

Brisbane 2032

I am just so delighted to be here today.

Because this is my first keynote address since the IOC announced Brisbane as the preferred candidate to host the 2032 Summer Olympic and Paralympic Games.

It is exciting news for Brisbane, Queensland and Australia.

It is encouraging for every person in this room and the communities you represent.

And it is an affirmation of the work you have done.

To this affirmation, Chair of the Future Host Summer Commission, Kristin Kloster Aasen, said this:

"The reason for us recommending the Brisbane project is they are a very advanced project and there are a number of criteria that sit really well with us.

"The high level of expertise in hosting major international sports events, the favourable climate conditions in July and August.

"The existing and planned transport infrastructure and experience in traffic management which can adequately meet the demands of the Olympic Games and were successfully implemented for the Commonwealth Games in 2018.

"And the existing hotel inventory, which also meets the Games requirements."

The announcement was also important instruction for Brisbane because Kristin has, quite rightly and appropriately said this:

"It's not a done deal....."

This is true.

Meaning it is very important to understand what this IOC decision means in a practical sense.

The IOC Future Host Commission's decision

So, allow me to take a moment to share its practical meaning.

What happened on February 25 was this:

The IOC Future Host Commission designated Brisbane as the "preferred candidate city" to host the 2032 Olympic and Paralympic Games.

This followed their positive Feasibility Assessment of our project – strategic and technical.

It is a decision with the unanimous endorsement of the IOC Executive Board.

It means the Commission now starts more detailed discussions with the Brisbane 2032 committee and the AOC about the potential to host the Olympic Games in 2032.

This is known as "targeted dialogue".

All going well it will be followed by a final meeting with the Commission mid-May.

If those discussions meet the needs of both the IOC and Brisbane, then the candidature will be considered for selection at a future IOC Session.

This is the pathway for Brisbane to host the 2032 Olympic and Paralympic Games.

Two Truths

And with the path now lit before us, two important truths come to mind.

The first is obvious – there is much work to be done.

The Targeted Dialogue will require Brisbane to demonstrate the quality of the project.

The paper being launched today:

The Committee for Brisbane 2033 Legacy Taskforce policy paper: Our 2033 Olympic and Paralympic Legacies - Liveability Issues and Opportunities Paper 01-2021

.....goes to this goal.

I have read it in detail.

It is an impressive paper adding weight to the already preferred status which Brisbane has earned.

You have expressed four ‘SMART’ goals:

- Specific
- Measurable
- Achievable
- Relevant; and
- Timely

These SMART goals are:

One: to connect people and their ideas anytime, anywhere, and anyhow.

To do so with the fastest data speeds, a regional data hub, a data literacy program and leadership in data collection, analysis and dissemination.

Thus, you aspire to progress and modernity.

Two: to create a new norm where First Nations and contemporary cultures are celebrated as co-contributors to community wellbeing and economic vitality.

And as such you are choosing fairness, equality and a genuine partnership.

Three: to be enterprising such that your regional economic ecosystems are founded in knowledge, innovation and entrepreneurship delivered with public and private sector collaborations.

And to do so as the first Games which are both carbon neutral and generate zero waste.

Meaning that Brisbane will have eyes on both the podium and the gentle earth it stands upon. I regard that as real leadership in action.

Four: for all residents in every place to have equality of opportunity driven by the Olympic values of Friendship, Respect and Excellence.

To do so by promoting healthy communities which exercise often and eat the right foods with all of the huge physical and psychological benefits this brings.

And also, to do so by meshing the power of data with the power of stories.

In a clever and purposeful paper, I add that this was my favourite insight.

Because at this time in Australia's evolution, we have more capability to gather data and to tell stories than we've ever had, whilst we also have so many untold stories which desperately need to be told.

Especially the wonderful, inspiring and 'under told' stories of Australia's First Nations people.

I commend you for that.

With maximum conviction, I commend you.

IOC Olympic Agenda 2020 + 5

It is also important to understand how your paper fits within the 15 recommendations of the *IOC Olympic Agenda 2020 + 5* adopted 12 March.

These recommendations call upon the IOC and the Olympic Movement to do many important things:

- To strengthen the uniqueness and the universality of the Olympic Games
- Foster sustainable Olympic Games
- Reinforce athletes' rights and responsibilities
- Continue to attract best athletes
- Further strengthen safe sport and the protection of clean athletes
- Enhance and promote the Road to the Olympic Games
- Coordinate the harmonisation of the sports calendar
- Grow digital engagement with people
- Encourage the development of (physical) virtual sports and further engage with video gaming communities

- Strengthen the role of sport as an important enabler for the UN Sustainable Development Goals
- Strengthen the support to refugees and populations affected by displacement
- Reach out beyond the Olympic community
- Continue to lead by example in corporate citizenship
- Strengthen the Olympic Movement through good governance; and
- Innovate revenue generation models

Reflecting on these tasks, IOC President Thomas Bach explained that:

“When we adopted Olympic Agenda 2020 in 2014, we did so under the adage of ‘change or be changed’. This still holds true today. The world around us has continued to evolve.

Nothing illustrates this better than the ongoing global COVID-19 pandemic and its consequences for society.”

My own observation is that your intent and that of the IOC align and intersect comfortably.

There is compatibility and that is crucial.

Because that makes all manner of achievements possible in the same way that colliding values render productive relationships impossible.

The great news is that you are taking the correct first steps in Phase One of the legacy planning journey.

With big, ambitious and inspiring ideas in the very best tradition of the Olympics.

I add, that this is as it must be – Queensland deserves that.

You have rightly set the bar very high and now comes the hard part. Because Phase Two is the giant leap over it.

Truth 2: Queensland’s Time?

Which brings me to the second truth I share today.

It is a truth I observe as both a long-time participant in the Olympic movement but also as a student of history and a proud Australian with a few miles in the legs.

It is this:

Any of us, and all of us, whether we be an athlete, a business person, an employee or employer, a political leader, a journalist, a sports administrator or a volunteer....

Indeed, whether we belong to a cause or a family, a club or a community, a town, a city, a state or a country...

There comes a rare and wonderful period in our lives when we can declare:

.....that this is our time.

Joining you today in a room full of so many great Australians, with unity of purpose, brimming capability, confident because of one of the world's most effective pandemic responses.....

With trusted friends in Brisbane, Canberra and Lausanne.

And buoyed with the knowledge that you are the preferred candidate to host the Games in 2032 ... this feels like such a moment.

Friends, it may well be Queensland's time.

And if so, you've earned it.

You've planned for it.

You've fought for it.

You stand atop the shoulders of great Queenslanders who have sweated for it.

And now, how far and wide you want to see, is up to you.

What you want to happen is now less a question of timing and more a question of design.

Thus, it is timely to ask:

What is the next stage for the great state of Queensland?

For the wonderful city of Brisbane?

And for the hard working, straight talking, 'look you in the eye' proud people of the sunshine state?

Just as Melbourne emerged as the centre of big business in the first half of the last century.

Just as Sydney as one of the great financial centres of Asia in the second half of the 1900s.

And just as Western Australia became the world's greatest provider of energy in the last 50 years.

How will you use this moment in history to design the next evolution of your home?

Mindful, that if you are selected to host the Games, at the Opening Ceremony alone, the eyes of more than one half of the world's population will look into your home and ask:

what is life like there?

The world will watch and ask:

What sort of a place is this to invest in?

Should this be my base into the Australian and Asian markets?

What kinds of people are these Queenslanders?

Are these people I want to partner with?

How do they do business?

What is their lifestyle?

Is this a place where dreams come true?

The terrific news is that many of the answers are in the paper I launch today.

As are many more of the right questions.

Finally

And so, friends, I leave you with this message:

If it is Queensland's time - use it wisely.

As is the Queensland way, in order to secure the Olympics, it must continue to be hard work, day and night, dreaming big and achieving bigger.

Because after all Queenslanders are *Audax at Fidelis*

Queenslanders - *Bold but Faithful*

Thank you, friends. Strength to your arms.