

CAIRNS – THE PREEMINENT DESTINATION FOR WOMEN’S SPORT

52/8/4 | #7439349

RECOMMENDATION:

That Council announces its vision to become the preeminent destination for Women’s Sport in Australia.

INTERESTED PARTIES:

Nil

EXECUTIVE SUMMARY:

This report seeks to announce a vision to position the Cairns region as the leading destination for women’s sport – an outcome which will have far-reaching economic and social benefit to the community.

BACKGROUND:

At the 5 June Ordinary Meeting, Council threw its support behind the AFLW Hawks holding one premiership game in Cairns over the next three years with a \$150,000 contribution. In doing so Council collaborated with the Queensland Government, AFL Cairns and the Hawthorn Football Club to create the “Northern Nest” - a home away from home for Hawthorn AFLW at Cazaly’s Stadium. This resolution builds on seed funding provided in 2023 as well as support to hold WBBL fixtures at the venue in 2019.

It is noted that local and state sporting associations have all signalled their intentions to host major women’s sporting events in Cairns in the near future building on the regions already impressive portfolio of content.

The State Government via the Queensland Women’s Strategy 2022-27 and the Activate! Queensland Strategy 2019-29 have noted gender equality as significant commitments and signalled funding to support improved infrastructure, participation, culture, exposure and recognition for women’s sport. The alignment of government strategy will ensure investment and funding opportunities for the region’s facilities, programs and events.

COMMENT:

The women’s sporting landscape is rapidly evolving and carving out its rightful place in the spotlight. Football Australia’s post tournament report advises that the FIFA Women’s World Cup generated more than \$1.32 billion in economic impact for Australia with 2 million people attending games and 86,654 international visitors at the event. In recent years, all major sporting codes have developed strategies to capitalise on the growth, investment and commercial potential of women’s sport.

As these plans mature, opportunities are emerging. As a destination, our region is uniquely placed to position itself at the forefront of this movement and consequently share in the economic and social benefits.

Council is energised and inspired to play a part in this positive societal change and will become the “preeminent destination for Women’s Sport in Australia” by consolidating its efforts around 5 key pillars:

- 1. Partnership**
 - Establish partnerships with all levels of Government, Community Groups and Local “Champions” to advance the vision.
- 2. Infrastructure**
 - Pursue all funding opportunities to improve local facilities for women’s sport and recreational participation which in turn will benefit all.
 - Continue to support local community groups to contribute to this ideal via the Go Clubs program.
- 3. Events**
 - Build on recent support for multi-year WBBL and AFLW events and work with local stakeholders such as Tropical Tourism North Queensland (TTNQ), Government and relevant sporting organisations on developing new opportunities.
- 4. Promotion and Positioning**
 - Promote Cairns world heritage areas, international airport, high class sporting assets and its unique climate is of immense tourist appeal to national and international sporting teams to conduct performance and training activities within the region.
- 5. Activating Community**
 - Inspire our young athletes, provide local pathways, reinforce grass roots participation in sport and recreation, celebrate our local heroes and stars of the future.

Officers are currently working on an action plan that will be presented to Council at a future meeting.

OPTIONS:

Option 1 (Recommended)

That Council announces its vision to become the preeminent destination for Women’s Sport in Australia.

Option 2

That Council does not endorse the vision and determines another course of action.



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