

Response to question on notice

Questions on Notice Paper No 9

5 SEPTEMBER 2025

Question No. 598

MS LEANNE CASTLEY MLA: To ask the Minister for Tourism and Trade

1. How much financial support was provided by the ACT Government for the 2025 NBL Blitz – Canberra.
2. Was any other support provided by the ACT Government; if so, what is the estimated value of this support.
3. What criteria were used to determine the amount of support provided in parts (1) and (2).
4. Were any obligations imposed in exchange for the support referred to in parts (1) and (2).
5. What is the duration of any support arrangements as referred to in parts (1) and (2) (i.e. was the support for a single season or multiple seasons).
6. When was the funding referred to in parts (1) and (2) first requested, and when was the funding agreed to.
7. Did the Minister receive any advice from officials about the proposal referred to in part (6); if so, could details of the advice be provided.
8. Did the ACTPS or NBL provide any estimates of attendance, including interstate attendance, and how did these estimates compare with actual outcomes.
9. Can the Minister provide a list of which Ministers attended which games.
10. What were the dates and times of meetings between the NBL Chief Executive and the Chief Minister and who else was in attendance, given the NBL Chief Executive said he had been “spending a lot of time with Andrew Barr”.

ANDREW BARR MLA - The answer to the Member’s question is as follows:

1. Due to commercial sensitivities associated with event acquisition, specific funding amounts are considered commercial-in-confidence and are not publicly disclosed.
2. The event received in-kind marketing assistance across relevant government channels. While a monetary value cannot be attributed to this support, the promotional content has proven highly effective in generating strong engagement and visibility across these platforms.

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3. Assessment of major event acquisition is based on the following key criteria:
 - Economic Benefit – evaluates the financial return through tourism, local business engagement, and job creation.
 - Marketing Impact – considers the potential to enhance destination branding and media exposure.
 - Social and Community Benefit & Event Leveraging Opportunities – looks at community engagement, inclusivity, and long-term legacy outcomes.
 - Event Management Capacity and Capability – assesses the organiser’s experience, resources, and ability to deliver the event successfully.
4. The signed agreement included mutual commitments relating to marketing and promotion of the destination, ticketing, provision of complimentary tickets for the local basketball community, engagement activities, and post-event reporting. The specific details of these arrangements are commercial-in-confidence.
5. Support arrangements were established for a single occurrence, specifically the staging of the 2025 NBL Blitz held between 28 and 31 August 2025.
6. Economic Development received a proposal from the NBL on 7 February 2025. In my capacity as the Minister for Tourism and Trade, I agreed to the event acquisition on 7 April 2025.
7. The Sporting Partnerships Group, made up of representatives from Events ACT, Sport and Recreation, Venues Canberra and Tourism and Investment, assessed the proposal and recommended the acquisition of the event. This recommendation and supporting advice were presented to me. The assessment and briefing advice contain commercial-in-confidence information and cannot be shared.
8. Yes, these details were provided. The NBL included research from similar events held in other jurisdictions as part of their proposal. All five nights were sold-out. A third party was engaged by the NBL to conduct post-event research and will provide details of the percentage of interstate attendees. The final report is pending.
9. Invitations to attend the NBL Blitz event, outside of purchasing tickets, were managed at the discretion of the NBL. As the Minister for Tourism and Trade, I attended the opening evening on 27 August 2025, and delivered a speech to guests, highlighting the significance of the event for regional tourism and community engagement. I did not attend any of the NBL Blitz games.
10. I have met with David Stevenson, NBL CEO on two occasions:
 - On 7 August 2024, with Tristan Russell, Executive General Manager, Government Relations, NBL, Max Murdoch, Senior Adviser and Daniel Bailey, Executive Group Manager, Economic Development also in attendance.
 - On 5 August 2025, with Chris Bartram, Senior Adviser and Kareena Arthy, Deputy Director-General, Economic Development also in attendance.

Approved for circulation to the Member and incorporation into Hansard.

A handwritten signature in blue ink, appearing to read 'Andrew Barr', is positioned above the printed name.

Andrew Barr MLA
Minister for Tourism and Trade

Date: **23.9.25**

This response required 3hrs 44mins to complete, at an approximate cost of \$357.43.