

Major Events (British and Irish Lions Tour) Regulation 2025

Explanatory notes for SL 2025 No. 51

made under the

Major Events Act 2014

General Outline

Short title

Major Events (British and Irish Lions Tour) Regulation 2025

Authorising law

Sections 12, 13 and 84(1) of the *Major Events Act 2014*

Policy objectives and the reasons for them

Major events are a significant contributor to the State's economy, bringing business investment and visitors to Queensland. Major events also bring life and vibrancy, encourage community engagement and participation, and provide opportunities for Queensland to showcase our State's assets to the rest of Australia and the world. Leveraging major events can increase tourism, create jobs and contribute millions to the Queensland economy.

The British and Irish Lions Tour is one of the most iconic international rugby events, held every four years and rotating between Australia, New Zealand and South Africa. With the British and Irish Lions Tour 2025 (the 2025 Tour), the Lions return to Australia for the first time in 12 years, with Queensland playing a prominent role. Queensland is expected to welcome a significant share of the 40,000 international visitors forecast to attend the Tour across Australia.

The hosting of the 2025 Tour in Queensland will raise the profile of the State's major international sporting events calendar and hosting capability. The 2025 Tour marks the beginning of rugby's 'golden decade' in Australia, leading into the 2027 and 2029 Rugby World Cups and culminating in Rugby Sevens at the Brisbane 2032 Olympic and Paralympic Games – positioning Queensland as a premier destination for global sporting events.

As an internationally profiled sporting event, the 2025 Tour is expected to generate significant tourism and media attention, with matches attracting attendance both domestically and internationally; particularly from the United Kingdom and Ireland, travelling to Queensland. Due to this high-profile nature, the major event organiser has sought protections under the *Major Events Act 2014* (the MEA), for the safe hosting of the event, including ticket scalping, ambush marketing and managing crowd behaviour.

The policy objective of the *Major Events (British and Irish Lions Tour) Regulation 2025* (the Regulation) is to facilitate the safe and successful hosting of the 2025 Tour, to the extent the tour is being held in Queensland. Prescribing the 2025 Tour as a ‘major event’ under the MEA will allow for the safe and successful hosting of the tournament, supporting crowd safety and providing appropriate commercial protections for event organisers and sponsors.

Without regulation under the MEA, the major event organiser will be exposed to increased risks in managing crowd safety and protecting their intellectual property and commercial sponsorship rights, for example due to ambush marketing, ticket scalping, sale of knock-off merchandise and other unauthorised use of the event’s official logos or titles.

Achievement of policy objectives

The policy objective will be achieved by prescribing the 2025 Tour as a major event under the MEA. The MEA provides the legislation necessary to prescribe a ‘major event’ and provides the regulatory framework to support visitor safety and commercial protections for event organisers and sponsors for the tournament.

The Regulation will achieve the policy objective by prescribing:

- the British and Irish Lions Tour 2025 as a major event, to the extent the tournament is being held in Queensland;
- Rugby Australia Ltd, as the major event organiser;
- Brisbane Stadium as the major event area;
- the area surrounding the Brisbane Stadium as the controlled area;
- the relevant major event periods and control periods;
- the official logos and official titles for the major event;
- venue and event security provisions from the MEA including controlling entry and conduct, prohibiting certain items within a major event area, and providing powers to inspect bags and direct persons to leave a major event area;
- commercial protections from the MEA to prevent ticket scalping, unauthorised street trading, ambush marketing, unauthorised broadcasting within the major event and controlled areas, and providing powers to direct removal or seize items;
- that the major event organiser may appoint crowd controllers and security officers under the *Security Providers Act 1993* as authorised persons; and
- the limits to powers for particular authorised persons.

Consistency with policy objectives of authorising law

The intent of the MEA is to facilitate the State to hold major events, ensure the safety of visitors and spectators, and provide commercial protections for event organisers and sponsors at major events.

The Regulation prescribes the 2025 Tour as a major event and the particular provisions of the MEA that apply to the major event. It implements the provisions available under the MEA and is consistent with the underpinning policy intent.

Inconsistency with policy objectives of other legislation

There is no inconsistency between the Regulation and the policy objectives of other legislation.

Benefits and costs of implementation

The Regulation is necessary to enable the major event organiser (Rugby Australia Ltd) to ensure the safe and successful staging of the 2025 Tour in Queensland. The Regulation will provide appropriate provisions and powers to support crowd management and safety and prevent unauthorised commercial activities that would impact on intellectual property and sponsorship arrangements for the tournament.

The 2025 Tour will deliver significant economic and tourism benefits for Brisbane and Queensland. It is anticipated that the two matches being held in Brisbane will attract a large legion of fans visit Queensland, along with significant international broadcast coverage of the event. The hosting of this event in Queensland will also raise the profile of the State's major international sporting events calendar and hosting capability.

In accordance with *The Queensland Government Better Regulation Policy*, a Summary Impact Analysis Statement (IAS) was prepared in relation to the regulatory proposal. The IAS determined that the proposal is minor and machinery in nature and does not result in a substantive change to regulatory policy or new impacts on business, government, or the community. No further regulatory impact analysis is required.

Costs incurred for development of the Regulation will be met through existing internal department resources. Costs associated with the operations and hosting of the major event have been agreed between the major event organiser and the Queensland Government. The economic benefits of the major event to the local and state economy strongly outweigh the implementation costs.

Consistency with fundamental legislative principles

The Regulation is machinery in nature, will not likely create significant adverse impacts, and does not depart from the fundamental legislative principle safeguards established under the MEA.

The provisions prescribed under the Regulation will not be ongoing, will only be in force for limited periods and in a clearly defined area immediately surrounding the major event venue. These limitations will minimise undue impacts on individuals' rights and liberties, ensuring

there are no unnecessary limitations on public enjoyment of the event or restrictions on nearby businesses and residents going about their ordinary activities.

The Regulation is consistent with the objectives of the MEA and is necessary in order to ensure public safety for the duration of the event.

Consultation

Consultation has occurred with the major event organiser, Rugby Australia Ltd.

The Minister for Sport and Racing and Minister for the Olympic and Paralympic Games; the Minister for Police and Emergency Services; and the Lord Mayor of Brisbane City Council were consulted in accordance with section 13 of the MEA.

All parties consulted support the Regulation.

©The State of Queensland 2025