

## Brisbane team ropes in millions for economy

# BRONCOS GOLDEN REIGN

**DARYL PASSMORE**  
**PAUL MALONE**  
**TOM SNOWDON**

THE Brisbane Broncos are worth a staggering \$135 million a year to the state, with a successful finals campaign providing a further \$20 million jackpot to the economy.

Research shows the state's top two rugby league teams – Brisbane and the North Queensland Cowboys – inject more than \$200 million into the economy taking into account tourism, gambling and game-day spending.

The Broncos' direct impact is put at \$34.3 million each season, from sponsorships, membership fees, merchandise sales, matchday gate receipts and grants.

The research by consulting group Futures Sport and Entertainment says another \$67.5 million comes from tourism spin-offs through visitors spending on accommodation and restaurants as well as transport and shopping while in town for games.

“Indirect local spending” including matchday trade on food, drinks and gambling in pubs adds \$4.6 million.

Future Sports and Entertainment calculates nearly \$30 million more in what it calls "intangible benefits".

This covers the multiplier effect from people employed by the Broncos and at Sun-

corp Stadium on matchday. That totals \$27.9 million. Media exposure is said to be worth \$1.1 million.

The Broncos are the best-supported club in the NRL. Crowds for home games this season averaged more than 35,000 – including a near sellout at Sun-corp for Saturday night's clash with the Cowboys.

The club is on track for a record year financially, with revenue expected to top last year's \$37.9 million and first-half net profit up 10 per cent to \$1.7 million.

**Broncos**  
CEO Paul White said the club had shown itself over many years as being a valuable economic presence in Brisbane.

"People do travel to our games," he said.

"We know one in five of our fans who come to a home game spent at least one (hotel) bed night in Brisbane."



**LOOKING GOOD:** Broncos players Jack Reed (left) and Anthony Milford train.

# Calls flow in about missing tot

MORE than 300 callers have contacted Crime Stoppers during the past week with information about missing toddler William Tyrrell.

Police are hoping for a breakthrough after extensive media coverage on the first anniversary of William's disappearance resulted in hundreds of calls related to sightings, suspects and suspicious cars.

William was allegedly snatched from his grandmother's yard at Kendall on the NSW mid-north coast.

Lead detective Gary Jubelin said the response leading up to yesterday's anniversary had been unprecedented and he was confident there would be useful information in the calls.

Detective Inspector Jubelin said many callers had told police they had been reluctant to come forward because they "didn't want to get involved".

# Spring set to sizzle this week

**SOUTHEAST** Queensland will be sizzling with temperatures expected to rise above average this week.

Despite a slow start of 24C compared to the average of 26C for the season, the heat will be turned up during the next few days.

Bureau of Meteorology forecaster Chris Joseph said the temperatures would head up to 26C tomorrow.

"The temperatures will be slowly creeping up by Wednesday to around 29 degrees, with winds turning to the north," Mr Joseph said.

"That will be slightly warmer for this time of year, about two to three degrees higher than usual."

But the warmer weather is not expected to last for too long, with temperatures sliding back down to average by the weekend due to a southeast change coming in.



WEATHER 46

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