* 1. Brand protection legislation is desirable for the following reasons:
     + The Games budget includes income from sponsorships. Corporate sponsors expect measures to ensure the rights they acquire to associate themselves with the Games are not diluted by having unauthorised people also associating themselves with the Games. The level of protection will directly affect the commercial value of sponsorships, and therefore the sponsorship income that can be secured.
     + Brand protection also helps to maintain the reputation of the Gold Coast Games and the Commonwealth Games generally.
     + The existing law is generally sufficient for brand protection in Australia. Major sporting events, however, tend to attract larger numbers of people and businesses taking advantage of the publicity and goodwill surrounding the event, without seeking the appropriate permissions. The number of cases of misuse of intellectual property or ambush marketing, and the need for remedies that are fair but speedy, have resulted in it becoming the norm for host jurisdictions to enact special legislation for events such as Commonwealth and Olympic Games and world cups of major sports.
  2. The Commonwealth Games Arrangements (Brand Protection) Bill 2013:
     + bans the use of certain expressions (such as ‘Gold Coast 2018 Commonwealth Games’ and ‘Queen’s Baton Relay’), where the use is for commercial or promotional purposes or would suggest a sponsorship-like arrangement, except where authorised;
     + bans any conduct which would suggest a sponsorship or affiliation with the Games that does not exist;
     + provides powers such as seizure of goods or advertising material displaying unauthorised Games-related images in or close to Games venues;
     + provides remedies such as injunctions, corrective advertising, damages and account of profits; and
     + provides for the Gold Coast 2018 Commonwealth Games Corporation to play the lead role in monitoring and enforcement, with assistance from police (who will prosecute offences) and others as appropriate.
  3. Cabinet approved that the Commonwealth Games Arrangements (Brand Protection) Amendment Bill 2013 be introduced into the Legislative Assembly.
  4. *Attachments:*
     + [Commonwealth Games Arrangements (Brand Protection) Bill 2013](Attachments/Bill.pdf)
     + [Explanatory Notes](Attachments/ExNotes.pdf)