

## **MEDIA RELEASE**

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### **Gold Coast Restaurateur offers business advice**

The Townsville business community are revving their engines and getting ready to cash in on V8 Supercars fever when the Townsville 400 comes to town next July.

Chair of the Townsville 400 Festival Committee, Cr Tony Parsons, today announced the first of a series of information sessions, aimed at preparing the local business community for the big event.

“The Townsville 400 Festival Committee has been working on a number of Information Sessions for local business and community groups to help them prepare for the inaugural Townsville 400,” Cr Parsons said.

“Millions and millions of dollars will be spent in our City next July and we want to make sure that local businesses reap the economic benefits and that money stays in our local community.

“The first of the Information Sessions will be held on Thursday from 10am to 12pm at Tony Ireland Stadium at Riverway and is specifically aimed at restaurateurs, nightclub operators and hospitality providers.

“With the support of V8 Supercars Australia, we’ve managed to secure Mick Ellison, a restaurateur from Main Beach who has been involved with the Gold Coast Indy since it started.

“Mick will talk first-hand about his experiences at leveraging extra business over Indy and how he increased his gross income and profit without price gouging.

Acting Chair of the Late Night Trades Group, Steve Flynn, said the Information Sessions were a great idea and encouraged fellow business people to attend.

“There is a lot of hype around Townsville about the race but I’m not sure that anyone really knows what to expect,” Mr Flynn said.

“To hear first-hand and be able to ask questions of someone who has successfully leveraged from Indy for over 10 years is invaluable for us.

“By knowing what’s worked and what hasn’t worked in other areas will give us a real head start.”

V8 Supercars Australia Events General Manager Shane Howard said the Townsville 400 would be the biggest event ever staged in North Queensland and this will no doubt pose challenges for local businesses to keep up with the demand.



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“V8 Supercars events result in huge economic benefits for their host cities, and we want to make sure Townsville reaps the maximum benefit when the inaugural race is staged in July next year,” Mr Howard said.

“The Business Information Session on Thursday is an opportunity for hospitality providers to learn from an experienced business owner, who has been involved with Indy on the Gold Coast for many years.

“I would like to congratulate the Festival Committee for organising this information session, it is an excellent initiative and I’m sure will be well supported by local business.”

To attend the Information Session, RSVP to 47279593 or [rsvp@townsville.qld.gov.au](mailto:rsvp@townsville.qld.gov.au). Details of future Information Sessions aimed at tourism operators, accommodation providers, general business and community groups will be announced in the New Year.

The Townsville 400 Festival Committee has been formed from local business and community members in September and aims to liaise with business and community groups and encourage community participation in support of the annual V8 Supercars event festival.

### **Media Information >>**

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