

CLIPPER ROUND THE WORLD YACHT RACE

INCREASING SOUTH AUSTRALIA'S
INTERNATIONAL EXPOSURE

2036



Marshall
LIBERAL TEAM



2036

WILL MARK OUR STATE'S BICENTENARY

By the time our State turns 200 years old, I want South Australia to be a place of prosperity.

Planning and delivering on my vision for a better future starts now.

This policy is just one part of our plan to deliver a clear and responsible pathway to recovery and success.

See where it fits in below

1.0 GROWING OUR ECONOMY

1.3 Investing in programs to increase export potential of businesses to drive sales and opportunities

2.0 THE BEST EDUCATION SYSTEM

3.0 BEING A HEALTHY STATE

4.0 STRENGTHENING COMMUNITIES

5.0 BUILDING OUR STATE

6.0 ENSURING SAFETY AND JUSTICE

7.0 PROTECTING OUR ENVIRONMENT

8.0 EMBRACING OUR UNIQUE CULTURE

8.3 Championing the best of South Australia's unique culture interstate and overseas

9.0 RUNNING AN EFFICIENT AND STABLE GOVERNMENT



“We will increase South Australia’s international exposure by acting to secure South Australia as a host port for the Clipper Round the World Yacht Race.”



THE OPPORTUNITY

The Clipper Round the World Yacht Race is the world's biggest ocean race, lasting 10 months and involving 12 identical 70-foot yachts with over 700 crew.

The route of this international event is unique each time and shaped by securing around eight host ports around the globe.

In the race's twenty-year history, more than fifty cities have hosted the Clipper Race, with Fremantle, Sydney, Hobart and the Whitsundays hosting the current race fleet. Other notable host ports include, New York, Seattle, Rio de Janeiro, Cape Town, Liverpool, and Qingdao (China).

This worldwide race gives host ports great exposure across six continents, with international media attending each host port and broadcasting to a global audience of more than a billion people.

The Clipper Round the World Yacht Race is a significant opportunity to draw worldwide attention to South Australia.

In 2017, the race launch in Liverpool attracted over 80,000 visitors and injected around \$15 million into their economy with a significantly higher advertising and PR value.



THE STATE LIBERALS' PLAN

Attracting major events is a large part of our plan to grow South Australia's tourism industry and our economy.

If elected in March 2018, a Marshall Liberal Government will use its \$40 million Event Bid Fund to bid to be host ports for the 2019/20 and 2021/22 Clipper race events.

Aside from the international exposure and tourism benefits, significant trade and investment, community, arts and culture and educational opportunities can also be realised if Adelaide becomes a host port.

Trade and investment opportunities may include ambassadors and political delegations attending host ports, subsequent business conventions, organising trade forums or outward trade missions as South Australian delegates visit other host ports.

Community engagement and arts and culture opportunities may include public events where the community can tour the yachts, learn about sailing and include a Kangaroo Island training race.

Education opportunities include partnering with the universities to promote international student exchange, host a university conference and arrange school visits to the yachts.

Further, if South Australia is successful in securing a two-race partnership, Clipper Ventures would position two 68-foot Clipper Training yachts in Adelaide for the duration of the partnership to run race training and to support youth and community development projects.

The Clipper race is a world-renowned tourism event that will provide South Australia with significant international exposure and a Marshall Liberal Government will put South Australia in the best position to bid successfully for this event to come to South Australia.



“A Liberal Government will grow tourism and our economy through attracting major international events, such as the Clipper Race, to South Australia.”

Steven Marshall, State Liberal Leader



If you would like to provide feedback on our policy or learn more about our plan, please get in touch via:

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