



MEDIA RELEASE

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Reid Park touted as North's new entertainment hub

REDEVELOPING Reid Park into a multi-purpose leisure, events and V8 Supercars precinct would allow Townsville to attract some of the biggest names in showbiz, according to a famous Australian promoter.

Renowned Australian promoter and entrepreneur Michael Edgley said the proposed \$41 million redevelopment is the final ingredient needed to gain the attention of international agents and promoters instead of being continually overlooked.

The Reid Park proposal already has local and state government funding to the tune of \$31.7 million, and needs only \$10 million from the federal government to get the green light.

Mr Edgley believes Townsville's growing population, favourable regional access and track record in selling out events such as the upcoming Elton John Concert were enough to suggest the region could make festivals of a Big Day Out calibre more viable.

"Townsville and North Queensland has a growing population and the right fundamentals to support bigger concerts and festivals. However without a large and flexible facility to host such events the city will continue to be overlooked," Mr Edgley said.

"Any new facility has to be flexible enough that it can cater for a wide range of events, providing both indoor and outdoor areas. If the proposed precinct at Reid Park is built and Townsville proves to be a viable option for national and international events, than promoters and agents would have no option but to consider adding North Queensland to their tour itineraries.

"It's very much the old saying of 'build it and they will come'."

Festival of Chamber Music director David Pratt pledged his full support for any proposals to develop new venues capable of hosting different festivals and cultural activities in the city.

"Certainly, as far as the Australian Festival of Chamber Music is concerned we are supportive of the proposal," he said.

"Any project that brings more entertainment venues to the centre of the city will benefit the community at large and improve the range and types of activities on show in the region.

"We are always looking for a diverse range of venues in Townsville for the chamber music festival and this project would provide us with other options.

“Whilst the outdoor facilities may not be ideal for chamber music it sounds like it will be ideal for a range of different festivals and cultural activities.”

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