



Inquiry into annual and financial reports 2024–2025

Answer to question taken on notice

Asked by: Ms Leanne Castley MLA

Addressed to: Minister for Tourism and Trade

In relation to: Tourism and Trade and financial support for 2025 NBL Blitz versus Canberra Brave

Hearing: 14 November 2025

Uncorrected Proof Transcript p9

Transcript provided: 20 November 2025

Answer Due: 27 November 2025

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MS CASTLEY: As I understand the ACT government provided significant funding for the ten games of the 2025 NBL blitz, as well as marketing assistance from the ACT government, and this was because of the tourism benefits that it would create. So in contrast, the Brave received significantly less funding but generated substantially larger benefits, particularly with respect to generating that interstate tourism. Why are the two treated so differently?

Mr Barr: I am not sure that that is factually correct in relation to the different outcomes, noting of course that the NBL event was held over five nights, whereas if the Brave games there were more, and I imagine the attendance, given that all of the NBL teams are interstate, that their fans—obviously a greater network of travel in relation to that—but the NBL is seen as the sponsoring entity have a desire to re-establish a team in Canberra. That is a commitment that we took to the last election to support that, so it was logical to continue our engagement with the NBL.

MS CASTLEY: But can we talk about per seat sold. Is it correct that the support provided to the NBL was in the order of \$5 or so per seat sold, compared with less than 50 cents for the Brave. Do you have that detail?

Mr Barr: Not at the moment, no, but we could take that on notice.

Minister Barr: The answer to the Member's question is as follows:

1. Due to commercial sensitivities associated with event acquisition and team sponsorship, specific funding amounts for both the 2025 NBL Blitz and the Canberra Brave are commercial-in-confidence and are not publicly disclosed.
2. It is important to note that government support is not provided on a like-for-like basis. The NBL Blitz received funding through an event acquisition payment, while the Canberra Brave benefit from team sponsorship under the Performance Sponsorship Program (PSP), which supports operations across the entire season, not just home games. It is therefore not possible to compare funding on a per-seat basis.
3. Event acquisition investments are assessed on their potential to deliver economic return, enhance destination marketing, and provide social and community benefits. In contrast, team sponsorship under the PSP focuses on strengthening local sport pathways, community engagement, team profile, and sport governance.
4. Comparable outcomes include:

2025 NBL Blitz

- 17,708 tickets sold over five match days
- Broadcast audience: 73,196 viewers

Canberra Brave (Australian Ice Hockey League)

- 25,377 tickets sold over 14 home fixture days
- Livestream coverage only (metrics unavailable)

Approved for circulation to the Standing Committee on Economics, Industry and Recreation

Signature: 

Date: 29.11.25

By the Minister for Tourism and Trade, Andrew Barr MLA