

Festive Season Program Review

2020 / 2021



© Sunshine Coast Regional Council 2009-current.
Sunshine Coast Council™ is a registered trademark
of Sunshine Coast Regional Council.
www.sunshinecoast.qld.gov.au
mail@sunshinecoast.qld.gov.au
T 07 5475 7272 F 07 5475 7277
Locked Bag 72 Sunshine Coast Mail Centre Qld 4560

Acknowledgements

Council wishes to thank all contributors and stakeholders involved in the development of this document.

Disclaimer

Information contained in this document is based on available information at the time of writing. All figures and diagrams are indicative only and should be referred to as such. While the Sunshine Coast Regional Council has exercised reasonable care in preparing this document it does not warrant or represent that it is accurate or complete. Council or its officers accept no responsibility for any loss occasioned to any person acting or refraining from acting in reliance upon any material contained in this document.

Definitions and Abbreviations	4
Definitions	4
Abbreviations	4
1.0 Introduction	5
1.1 Purpose.....	5
1.2 Objectives	5
1.3 Scope.....	5
2.0 Background.....	6
2.1 Corporate Alignment.....	6
2.2 Program History.....	7
3.0 Review Methodology	10
3.1 Stakeholder Consultation.....	10
3.2 Community Grants and Permits – Festive Season	11
3.3 SCLGA Population Data	12
3.4 Strategic Policy	12
4.0 Results	13
4.1 Stakeholder Consultation.....	13
4.2 Community Grants and Permits – Festive Season	21
4.3 SCLGA Population.....	26
5.0 Analysis and Findings.....	30
5.1 Event Type.....	30
5.2 Event Offering.....	32
5.3 Decorations.....	33
5.4 Funding.....	34
5.5 Program Value.....	34
6.0 Recommendations.....	35
6.1 Infrastructure.....	35
6.2 Christmas Events.....	39
6.3 New Year’s Eve	41
6.4 Australia Day	43
6.5 Financial Breakdown	44
7.0 References.....	46
8.0 Appendices	47
Appendix A – Past Endorsements.....	47
Appendix B – Stakeholder Consultation Meetings	49
Appendix C – Community Survey.....	50
Appendix D – Local Government Benchmarking Survey	57
Appendix E – Christmas Infrastructure Scoping.....	63
Appendix F – Investigation into Pyrotechnic Display Alternatives.....	66

Definitions and Abbreviations

Definitions

Festive Season

For the purpose of this review, the festive season can be classified as the following three holiday periods:

1. Christmas
2. New Year's Eve
3. Australia Day

Festive Season Program

The festive season program is specifically:

1. Christmas infrastructure including trees and banners
2. Christmas sponsored carols events at Cotton Tree, Kings Beach, Coolum, Nambour and Glasshouse
3. New Year's Eve Mooloolaba
4. Australia Day awards, flag raising and citizenship ceremonies.

Return on Investment

In the context of community grants funding within this report, return on investment should be taken to mean the average financial value derived from a program per dollar contribution from Sunshine Coast Council. For example, Council provides \$1000 funding towards a \$5000 event, the return on investment is taken to be \$5 for every \$1 invested by Council.

Per Capita

All per capita calculations have been based on a population figure of 320,000.

Festive Program Spend

Festive program spend is defined as direct spending by respondent councils on Christmas, Australia Day and New Year's Eve programs for 2018 – 2019, excluding community grants and sponsorship.

Abbreviations

ABS – Australian Bureau of Statistics

CLP – Community land permit/permits

LG – Local government

LGA – Local government area

NYE – New Year's Eve

SCC – Sunshine Coast Council

SCLGA – Sunshine Coast Local Government Area

QAS – Queensland Ambulance Service

QPS – Queensland Police Service

QFES – Queensland Fire and Emergency Service

1.0 Introduction

This Review has been conducted in response to Council Resolution OM19/124 (Appendix A) which seeks advice on the future direction of Council's Festive Programs across the Sunshine Coast Local Government Area (SCLGA). To note: previous resolutions of Council, dating back to 2014, also identify requirements for review including consideration of impacts of the Maroochyore CBD on any Festive programs.

1.1 Purpose

The purpose of this review is to identify the optimal future delivery method for Council's festive season program. This future program must meet the evolving demands of the community as the SCLGA grows to a region with a forecasted population of more than 500,000 people by 2040.

1.2 Objectives

The objective of this review is to identify a recommended approach to the festive season program delivered by Council into the future. This approach must consider:

- COVID Safe frameworks
- Current operational budget
- Estimated cost, possible funding sources, ongoing financial operating models
- Required operational resources
- First Nations and heritage requirements
- How recommendations are supported by benchmarking, research and consultation
- Community feedback
- Council's strategic policy – primarily the Sunshine Coast Community Strategy 2019 – 2041
- The new Sunshine Coast City Centre and City Hall in Maroochyore

This review seeks to understand the future needs of the community, explore and enact opportunities to improve Council's services and ensure the programs supported and delivered by Council will achieve the best value for money.

1.3 Scope

The following information will be considered and analysed to guide this review:

- Council's strategic priorities
- Current programs delivered and supported by Council
- Programs delivered by the community
- Population growth and distribution forecasts
- SCLGA demography, geography and zoning
- Tourism and local business needs and impacts
- Community expectations and demands
- Public safety
- Environment and infrastructure limitations and opportunities
- Current trends and technological opportunities
- National local government standards

2.0 Background

2.1 Corporate Alignment

Corporate Plan linkages

Goal: A strong community

Pathway: A shared future that embraces culture, heritage, diversity

Action: Deliver and support free and low-cost community events, programs and celebrations in collaboration with our community.

Sunshine Coast Community Strategy 2019-2041 Action Plan linkages

Outcome 2 – Vibrant communities

Priority area 2.3 - The public realm supports activated, vibrant places that are green, accessible and inclusive and which reflect local character.

Action - Collaborate and partner with government and community to identify new opportunities to ensure public spaces are vibrant, activated and accessible places that people enjoy and feel safe in.

Outcome 4 – Connected and Resilient communities

Priority Area 4.1 - Place based approaches strengthen connections between people and their community

Action - Deliver and support free and low-cost community events, programs and celebrations in collaboration with our community.

Policy Alignment

Strategic Procurement Policy

Community Grants Policy

Sponsorship Policy

2.2 Program History

The Festive Season Strategy 2010 - 2015

In 2010, Sunshine Coast Council (which consisted of the newly amalgamated Noosa, Maroochy and Caloundra Councils) endorsed the Festive Season Strategy 2010 - 2015 (OM151112); it included two key strategies which are relevant to this review:

Strategy 2

Coordinate effective placement of lighting and decorations across the region.

Strategy 4

Within the limits of council resources, facilitate a range of accessible festive season programming across the region.

The Festive Season Program

The programs delivered by Council under the Festive Season Strategy 2010 – 2015 included:

1. Carols at Cotton Tree (previous celebration for Maroochy Shire)
2. Carols at Kings Beach (previous celebration for Caloundra City)
3. Five-year funding agreements with 10 local festive event organisers
4. New Year's Eve Mooloolaba (in conjunction with Emergency Services as a public safety initiative – see history below)
5. Sunshine Coast Australia Day Awards
6. Citizenship ceremony (federal requirement)
7. Australia Day Flag-raising event at Kings Beach (previous celebration for Caloundra City)
8. Festive decorated trees and banners across the region

2014

In 2014, due to de-amalgamation, the Sunshine Coast Region decreased in size. A review of the Festive Season Strategy was presented to Council via Ordinary Meeting 30 January 2014 (OM14/7) – Appendix A.

The review's key recommendations were to:

- Outsource the delivery of Carols at Cotton Tree and Carols on Kings Beach (\$30K each event per annum)
- Reduce the funding agreements with 10 local events organisers to three key events based on population concentrations at that time

Under Strategy 2010 - 2015	2014 Endorsement
Coolum Christmas activity Lights on the Lake Maleny Christmas Carnival Christmas Lights Display North Shore Carols in the Park Mooloolah Valley Community Event Nambour Christmas Street Party Twin Waters Christmas Carols NYE Caloundra Australia Day on Buderim	Nambour Community Carols Coolum Christmas in the Park Glasshouse Country Carols
Approx. \$50K total per annum	\$30K total per annum (\$10K each)

- Establish the Divisional Discretionary Festive Funding program of \$5K per annum (for Divisions with only one festive tree – at that time this was Divisions 1 2 3 6 7 9)
- Continue to deliver:
 - New Year's Eve Mooloolaba
 - Sunshine Coast Australia Day Awards
 - Australia Day Citizenship ceremony
 - Australia Day Flag-raising event at Kings Beach
 - Festive decorated trees and banners across the region (20 natural and 2 artificial Christmas trees plus 340 banners across 24 localities)

2016

The Ordinary Meeting 15 September 2016 (OM16/164) – Appendix A - recommended to maintain the program but outsource the Kings Beach Australia Day Flag Raising event and introduce a secondary location at Maleny (\$3K each event per annum).

2019

In August 2019, endorsement was provided to extend the previous program and agreements for one year, in order to undertake a review of the Festive Season program in its entirety.

2020

Due to the outbreak of the COVID-19 pandemic and the strict requirements for COVID-Safe events, no carols agreements were taken up for 2020 delivery. Mooloolaba NYE was also cancelled due to the strict restrictions and the inability to gain Health Department approval for the event or subsequent plans for dispersed fireworks displays at three locations across the region.

NYE Mooloolaba

NYE Mooloolaba was established by the then Maroochy Shire Council, more than 15 years ago, as a free and safe opportunity for Sunshine Coast locals and visitors to celebrate the New Year. The event was delivered in response to youth, alcohol and safety issues on the tourist strip on New Year's Eve. Since then, council managed celebrations have taken place from 4:00pm until midnight along the Mooloolaba Esplanade and foreshore consisting of family-friendly live entertainment including roving performers, amusement devices, food and beverage vendors and a fireworks display at 8:30pm and midnight. NYE Mooloolaba has included the only public midnight fireworks display on the Sunshine Coast since its inception.

The secure, patrolled, fenced, alcohol and glass-free event has been delivered in partnership with Queensland Police Service as well as Queensland Ambulance Service and Queensland Fire and Emergency Service.

The success of this event has been measured by the ongoing reduction in arrests in the area on the 31st December throughout its lifetime. Prior to the events inception, the anti-social behaviour which resulted in a high number of arrests in the area had impacted negatively on the local community and strained emergency services; this was a primary motivator for the event.

Since 2014, there has been a downward trend in attendance at NYE Mooloolaba from a peak of 50,000 in 2014 to a total of 28,000 attendees in 2019. This reduction in attendees is believed to be due to the increase in commercial/private offerings at alternate locations around the Sunshine Coast. Such offerings include the Ocean Street Precinct at Maroochy, events at licenced restaurants throughout Mooloolaba (including the Wharf complex) and community celebrations such as those at Caloundra (in partnership with Council via the Caloundra Parking Fund) and Coolum.

Current Festive Season Program

Item	20/21 Budget	Program detail
Christmas infrastructure	\$393,004	Divisional Festive Fund: \$30K (\$5K per annum for Divisions 1 2 3 6 7 9) available for Chambers or local community groups to provide festive decorations in local business districts. Banners: 340 street banners across the region Artificial trees: two artificial trees located at Caloundra and Nambour administration buildings Natural trees: 20 decorated natural trees across the region
Christmas events	\$30,000 \$30,000 \$10,000 \$10,000 \$10,000	Christmas events delivered by community groups via agreements. Carols at Kings Beach Cotton Tree Carols Nambour Community Carols Glasshouse Country Carols Coolum Christmas in the Park
New Year's Eve	\$303,348	Community safety event delivered by Council in partnership with emergency services annually at Mooloolaba foreshore precinct.
Australia Day	\$15,000 \$25,968 \$6,000	Australia Day Citizenship Ceremony (Federal requirement) Sunshine Coast Australia Day awards program including ceremony and recipient's breakfast. Flag-raising events at Kings Beach and Maleny delivered by community groups via agreements.
TOTAL	\$833,320	

3.0 Review Methodology

To identify a festive season program which adequately addresses the needs of the community, while observing financial and resourcing constraints, a range of primary and secondary data was collected with a purpose to:

- Gauge community needs
- Define the SCLGA population
- Investigate best practice models
- Review past programs and gauge their success
- Identify Council's strategic policies
- Identify existing and new opportunities

3.1 Stakeholder Consultation

A key component of the review involves consultation with key stakeholders. Figure 3.1.1 below details these stakeholders and the consultation undertaken.

Figure 3.1.1 Stakeholder Consultation Table

Stakeholder	Technique	Timeframe	Method to record feedback	Evaluation technique
Broad community SCLGA residents	Online survey, hard copy surveys	July/Aug 2020	Online platform	Data analysis of survey responses
External stakeholders Queensland Police Service Queensland Health (COVID) Festive event organisers Chambers of commerce	Face to face meetings and online survey	July/Aug 2020	Note-taking; Online platform	Data analysis of survey responses; analysis of feedback; feedback on options
Key Internal stakeholders Councillors – initial meeting Councillors - follow up meetings on request OR workshop	Face to face meetings	September 2020 November 2020	Note-taking	Analysis of feedback Feedback on draft report
Internal stakeholders: Placemaking Community Grants Parks & Gardens Community Land Permits	Face to face meetings	September 2020	Note-taking	Analysis of feedback

Feedback collected from stakeholder consultation was used to support the identification of community and local business needs and provide some insight into the success of past programs.

Community Survey

The community festive survey was published online via Council's website to gather community feedback regarding the festive season. The survey was open to all residents from July to August 2020. Questions covered topics such as the types of events attended, key considerations when attending a festive event and maximum travel distance to attend a festive event.

The survey sample included 648 respondents.

Results from this survey were used to gauge community needs, identify opportunities and review the success of past programs.

Detailed survey and response information is included in Appendix C.

Local Government Survey and Benchmarking

Sunshine Coast Council submitted a range of questions to Councils across Australia from October 2019 to January 2020. Questions covered festive policies, strategies, services, programs delivered by respondent councils and related budgets and were designed to assist in:

- The development of a national benchmark to validate a future SCC model and base comparisons
- Informing the review with information which is reflective of the current environment
- Providing evidence for the development of new festive strategies

The sample set included 60 councils from across Australia who chose to participate. This included a range of urban, city, country and regional councils, with a broad range of populations.

Detailed survey and response information is included in Appendix D.

Industry Research

Research into the festive season was conducted, in consultation with experts from relevant fields including licenced pyrotechnicians, festive decoration providers and event producers, to guide the recommendations within this report.

Details of this research are included in Appendices E and F.

3.2 Community Grants and Permits – Festive Season

Two key metrics have been measured and analysed to evaluate demand for festive programs and the needs of the community with regard to the festive season. These metrics are:

- Applications for and allocation of Council grant funding for festive projects
- Approval of community land permits for festive events.

Data for these metrics was collected from Council records for the periods between 2014 -2020.

These metrics were analysed and compared to gauge demand for festive events and assist in the evaluation of Council's past delivery of and support for festive events across the community.

Financial Support

Council provides financial support to community groups for the delivery of some festive season programs throughout the region. This support is administered via Council's major and minor community grants program as well as Councillor Discretionary Funding. Applications for festive season funding by community organisations provides a direct correlation with demand for these programs.

Temporary Event Permits

Temporary event permits are issued for festive season activities conducted on Council property via an application process administered by the Community Land Permits team. Records of these permits provide a representation of the festive season activities produced by the community each year and are indicative of demand.

3.3 SCLGA Population Data

Demographic population and geographic data relevant to the SCLGA has been collected from the Queensland Government Statistician's Office (2018) and the Australian Bureau of Statistics (2016).

This information was used to define the SCLGA population and provide a basis from which to forecast the future needs of the population. Demographic information was also used to predict community needs and inform recommendations.

3.4 Strategic Policy

The discussions within this review are guided by existing Council policies and strategies which are relevant to the Festive Season Program.

Details of relevant past Council resolutions are included in Appendix A.

4.0 Results

4.1 Stakeholder Consultation

Community Survey

Figure 4.1.1 below represents community preference for various festive events and reveals a preference for smaller Christmas attractions in multiple locations among hinterland communities while coastal communities generally prefer larger attractions in fewer locations.

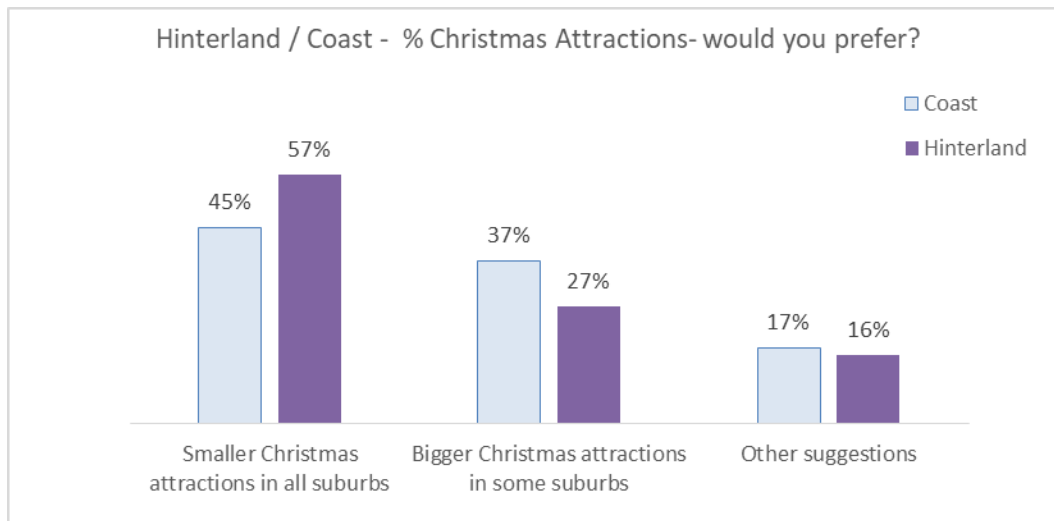


Figure 4.1.1 Christmas attractions preference hinterland and coastal residence

Figure 4.1.2 below demonstrates the importance of various Christmas event considerations within the community. It reveals that for hinterland communities, bringing the community together is among the highest considerations for a Christmas event while coastal communities are more concerned with the availability of food, who is performing at the event and the beauty of the location.

Consideration of cost to attend, COVID-Safe measures and travel distance was a high priority for both community groups.

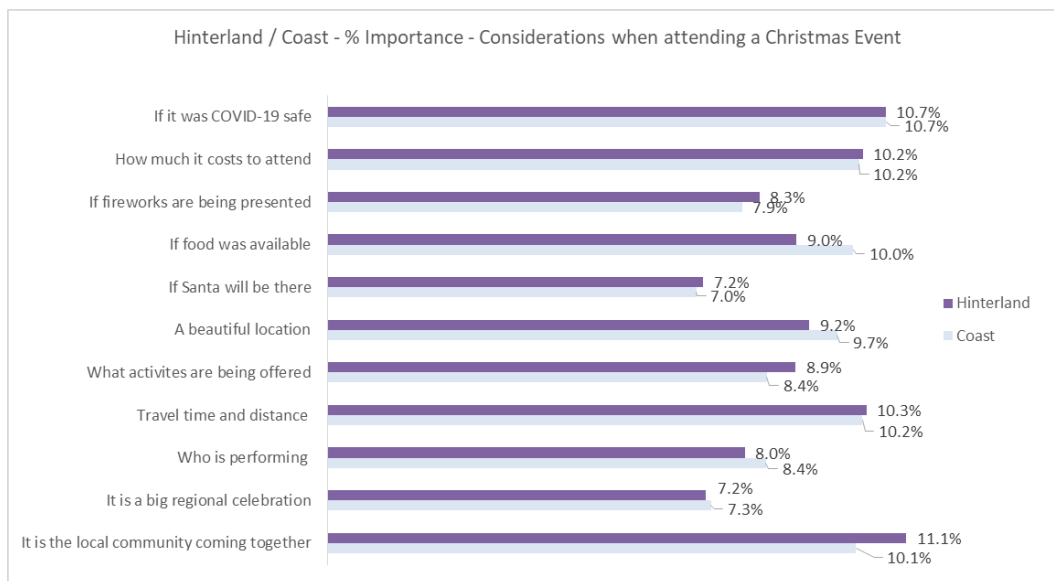


Figure 4.1.2 Community considerations when attending a Christmas event ranked

Figure 4.1.3 presents data relating to community tolerance for Christmas event travel distance. It reveals that the majority of hinterland and coastal residents (57 and 56 percent respectively) are willing to travel no more than 30 minutes to attend a Christmas event. Hinterland residents are seen to have slightly higher tolerance for travel distance with 18 percent willing to travel up to 45 minutes compared to 10 percent of coastal residents. 30 percent of coastal residents stated they would not be willing to travel further than 15 minutes to attend a Christmas event.

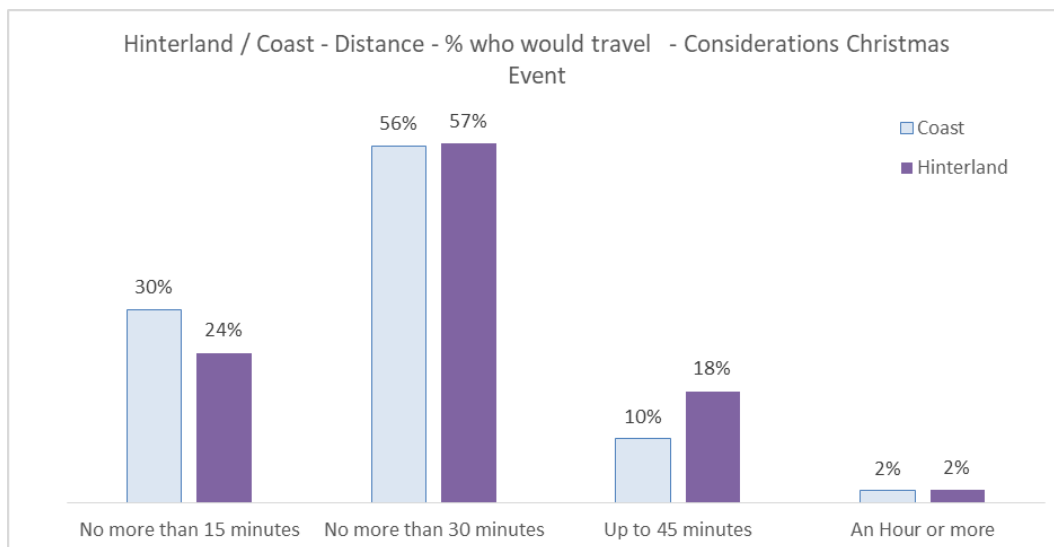


Figure 4.1.3 Travel distance consideration for coastal and hinterland communities attending Christmas events

Figure 4.1.4 presents the importance of various New Year’s Eve event considerations among the community. This indicates that for both community groups, COVID-Safe measures, availability of parking, cost to attend and the family friendly nature of events is among the highest considerations when deciding whether to attend an event. Hinterland communities are comparably more concerned with COVID-Safe measures and accessibility for families whereas coastal communities are more concerned by adult-offerings such as entertainment, fireworks and the ability to consume alcohol.

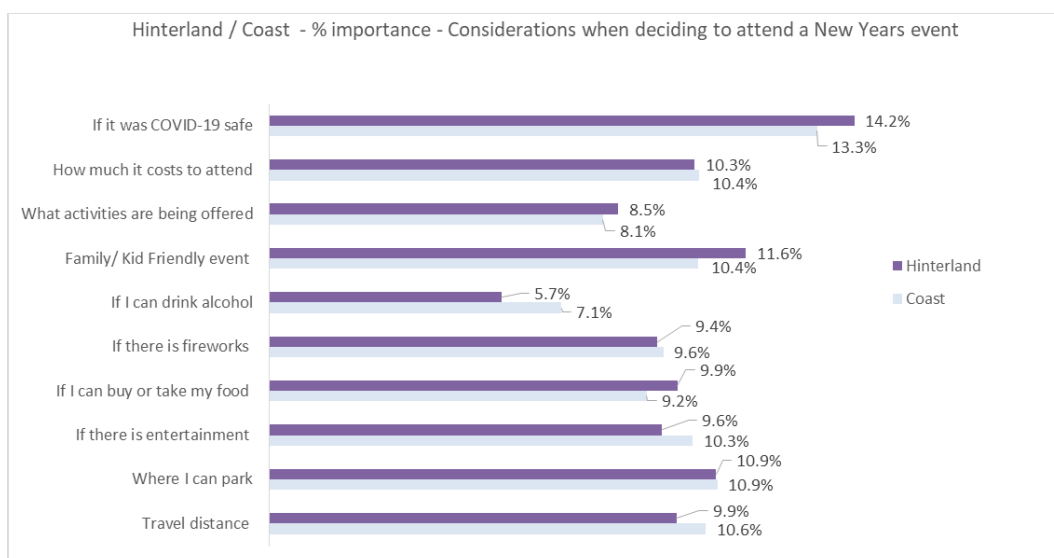


Figure 4.1.4 Community considerations when attending a New Year’s Eve event ranked

Figure 4.1.5 shows that coastal communities indicated they were slightly less willing to travel longer distances to attend New Year’s Eve events compared to their tolerance for Christmas events (30% willing to travel no more than 15 minutes for Christmas events compared to 32% for New Year’s Eve). Comparably, hinterland residents indicated that they are only slightly more willing to travel further to attend New Year’s Eve events compared to Christmas events (57% willing to travel no more than 30 minutes for Christmas events compared to 58% for New Year’s Eve) but are generally willing to travel further overall compared to coastal communities.

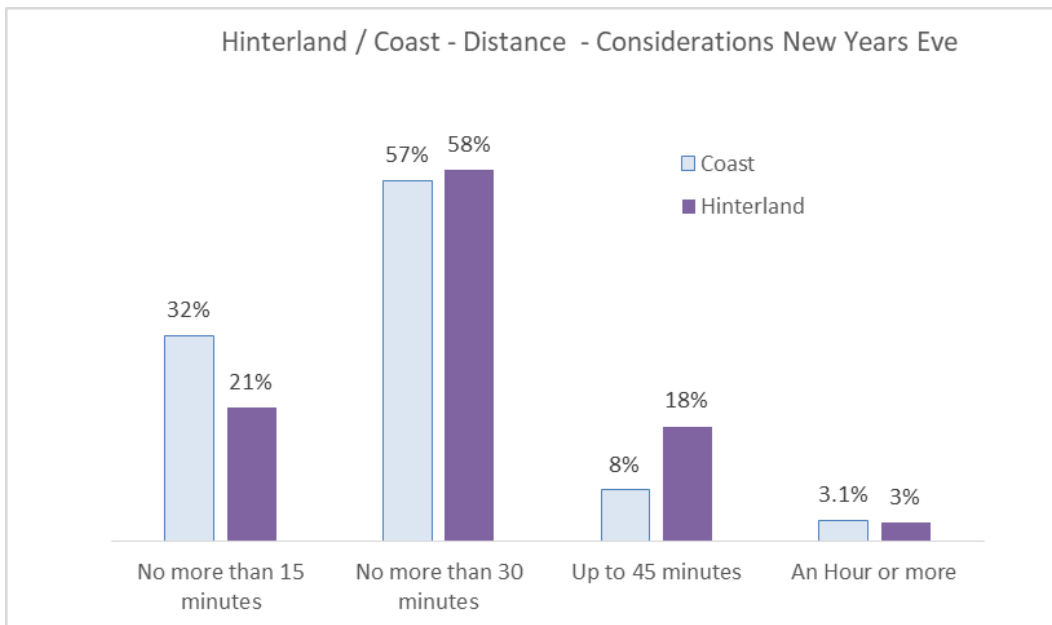


Figure 4.1.5 Travel distance consideration for coastal and hinterland communities attending New Year’s Eve events

Stakeholder Consultation Feedback

The following table (Figure 4.1.6) provides a summary of comments received from internal and external stakeholders during stakeholder consultation.

Figure 4.1.6 Stakeholder Consultation Feedback	
Stakeholder	General Feedback
Chambers and Festive Event Organisers	<p>Decorations</p> <ul style="list-style-type: none"> • Need for decorations which have a daytime presence and which local businesses can leverage • Objective of decorations should be to provide festive spirit in the community which, in turn, will create community pride and support local businesses • Current tree decorations are beautiful but do not have high impact and have no impact at all during the day • Would like decorations to be distributed more broadly to achieve better 'bang for buck' outcomes • Prefer something visual with a bit of impact, in a highly visible location • Need for interactivity – <i>'instagrammable'</i> moment to tag in social media • Have some street banners to reinforce imagery/campaign • Possibly an opportunity for chambers and communities to seek funding in order to build on council provided decorations • Supportive of having impactful decorations / banners running the length of the street leading to a larger statement piece that differentiates from the current permanently lit trees • Supportive of having a variety of big and small decorative offerings, not just one or the other • Need a daytime presence, not just night-time. Young kids are in bed early and lights can't be seen until 7pm in summer <p>Events</p> <ul style="list-style-type: none"> • Not supportive of large events which impede business and parking access • Community wants events that bring people together • Council could support community events to achieve COVID Safe practices <p>Event Offerings</p> <ul style="list-style-type: none"> • Supportive of fireworks • Keen for fireworks to continue at NYE
Queensland Police Service	<ul style="list-style-type: none"> • An effective community and public awareness plan will need to be conducted by council to advise of any changes to event offerings – particularly with regard to Mooloolaba New Year's Eve. • Anticipate Mooloolaba will continue to attract intoxicated youth on New Year's Eve and request Council continues to partner in providing safety initiatives on the ground including Police Specials. • Not supportive of community Australia Day events (non-civic) until complete COVID restrictions are lifted.
Councillors	<ul style="list-style-type: none"> • Councillors indicated general support for the community feedback received via survey. • Strong desire for initiatives to be community led. • Advised consideration needed to be given to how attendees travel to events; ensuring events are family friendly, including grandparents. • More opportunities for street performers. Supportive of a regional carols offer.

	<ul style="list-style-type: none"> • Spoke about challenge for volunteer groups to retain volunteers and deliver events for community. • Supportive of more banners/devices as opposed to less trees that have minimal impact and no daytime presence. More 'bang for buck'. • New Year's Mooloolaba will require a consultative approach for any changes to the event. • A second round of consultation to present recommended model is advised. • Consider criteria in grants review of festive events funding.
Placemaking Team	<ul style="list-style-type: none"> • Placemaking have begun planning for a 10-year streetscaping program based on planning areas identified in this review. No impacts on this program, however the team will be involved in the engagement for the planning, to ensure consideration of festive elements.
Community Grants Team	<ul style="list-style-type: none"> • Provided data used in community need and demand analysis. • The Community Grants program is undergoing a review at the same time as this festive review. Both teams have been working closely together and considerations for the impacts of the recommended new festive model will be considered in the community grants review.
Parks and Gardens Team	<ul style="list-style-type: none"> • There have been no issues with the process around tree lighting in the last few years.
Community Land Permits Team	<ul style="list-style-type: none"> • Data from the previous four years has been provided. • There are no particular issues. There is a permit process for events and for infrastructure which would need to be followed.

Local Government Survey

Of the councils surveyed, 40 percent indicated that they deliver and manage their own Christmas events (in house) with an average spend of \$123,621. Just 23 percent recorded that they deliver a New Year's Eve event with an average spend of \$89,821. Finally, 93.3 percent of councils indicated that they delivered Australia Day events, Citizenship ceremonies in the majority, noting that it is a federal government requirement for LGAs to host citizenship ceremonies on the 26th January every year (Figures 4.1.7 and 4.1.8).

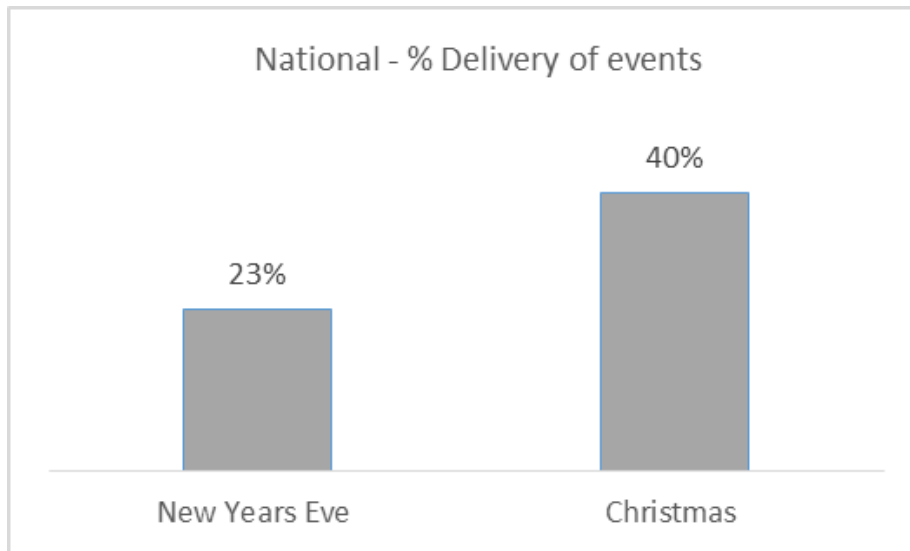


Figure 4.1.7 Percentage of LG respondents delivering events

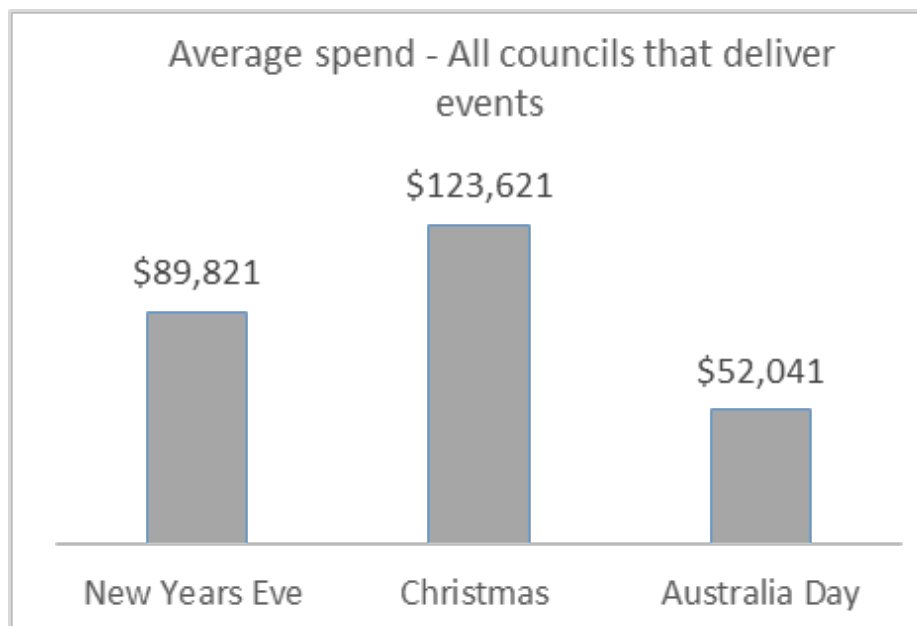


Figure 4.1.8 Average spend per event by LG respondents

The local government survey revealed that 92 percent of councils provide Christmas decorations, 15 percent provide Australia Day decorations and none of the respondents in the survey indicated that they provide New Year's Eve decorations. Respondents indicated an average spend of \$124,934 for Christmas decorations in the 2018 – 2019 festive period, representing a per capita spend of \$0.96 compared to Sunshine Coast Council's \$2.78 (Figures 4.1.9 and 4.1.10).

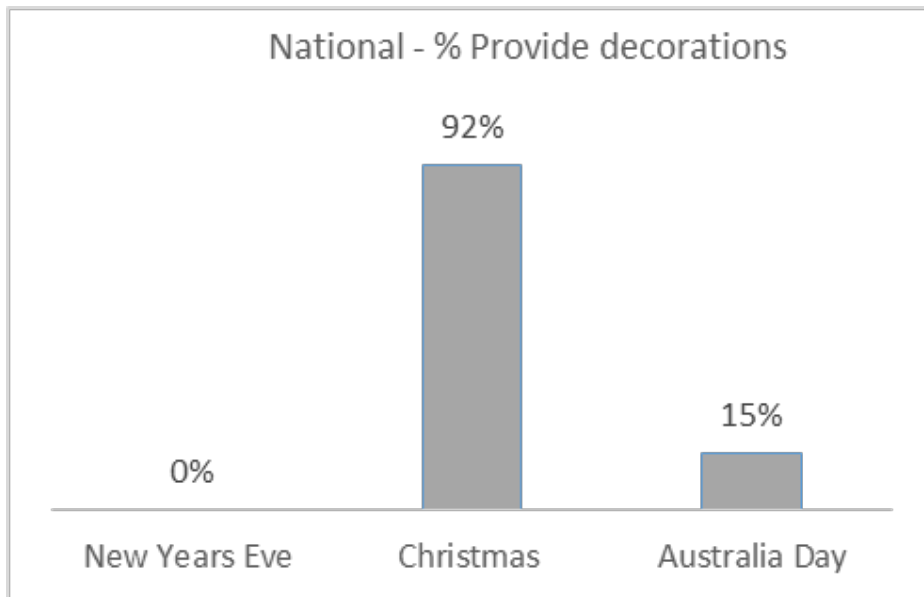


Figure 4.1.9 Percentage of LGA respondents providing decorations

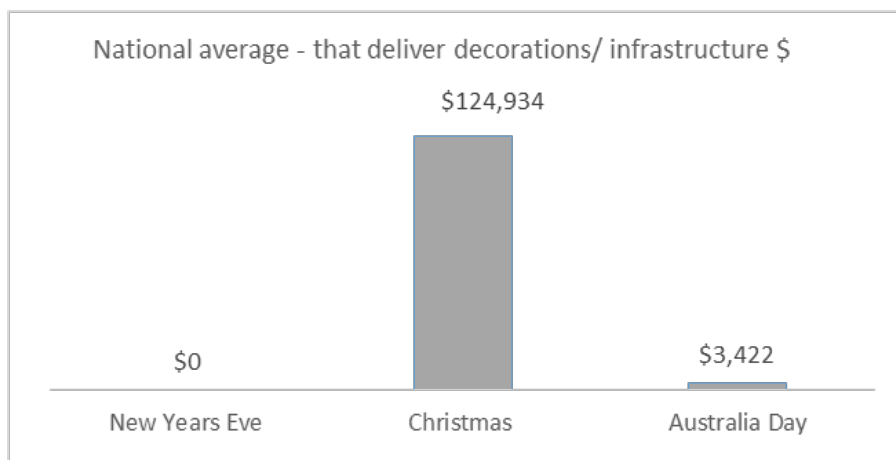


Figure 4.1.10 Average spend on decorations

Figure 4.1.11 indicates that, of the councils that participated in the local government survey, 32 percent 62 percent and 35 percent provide community grant funding for New Year’s Eve, Christmas and Australia Day events respectively.

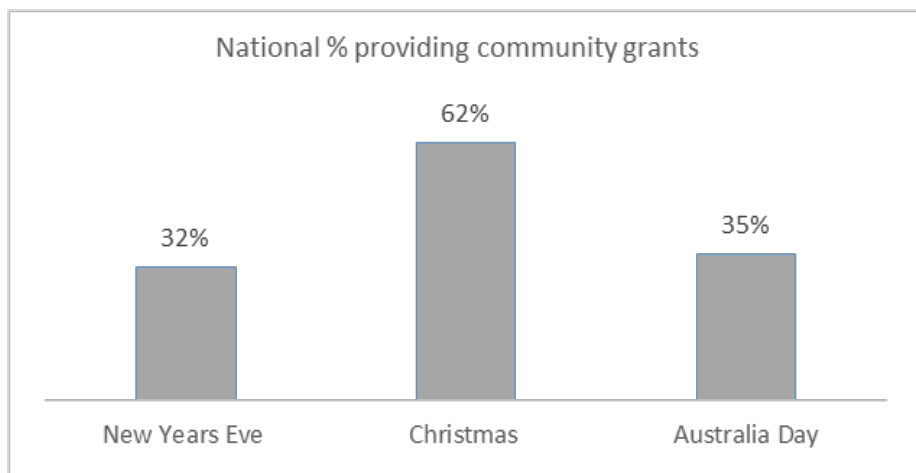


Figure 4.1.11 Percentage of LG respondents providing festive community grant funding

The graph below (Figure 4.1.12) indicates per capita spending by Sunshine Coast Council for each element compared to the national average. This represents a total average spend of \$265,483 for festive programs across Australia. Sunshine Coast Council’s spend per capita across the festive season program at \$2.27 is lower than the national average of \$4.01.

Data from capital cities was not included as their budgets are not comparable (they are much greater) to regional LG budgets and would skew the data.

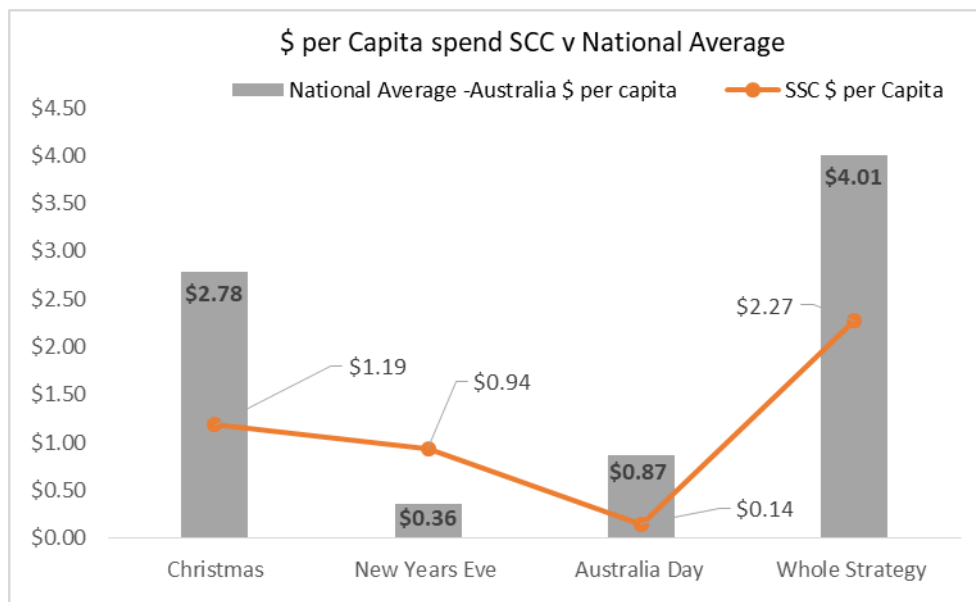


Figure 4.1.12 Average spend per capita per event vs SCC spend per capita

4.2 Community Grants and Permits – Festive Season

The graph below (Figure 4.2.1) provides a graphical representation of the festive season funding requested by the community, relative to the actual funding provided by council for the period 2014 – 2020. This data demonstrates that the funding requested exceeds that which was provided by an average of 45 percent, with 2019 recording a gap of 100 percent.

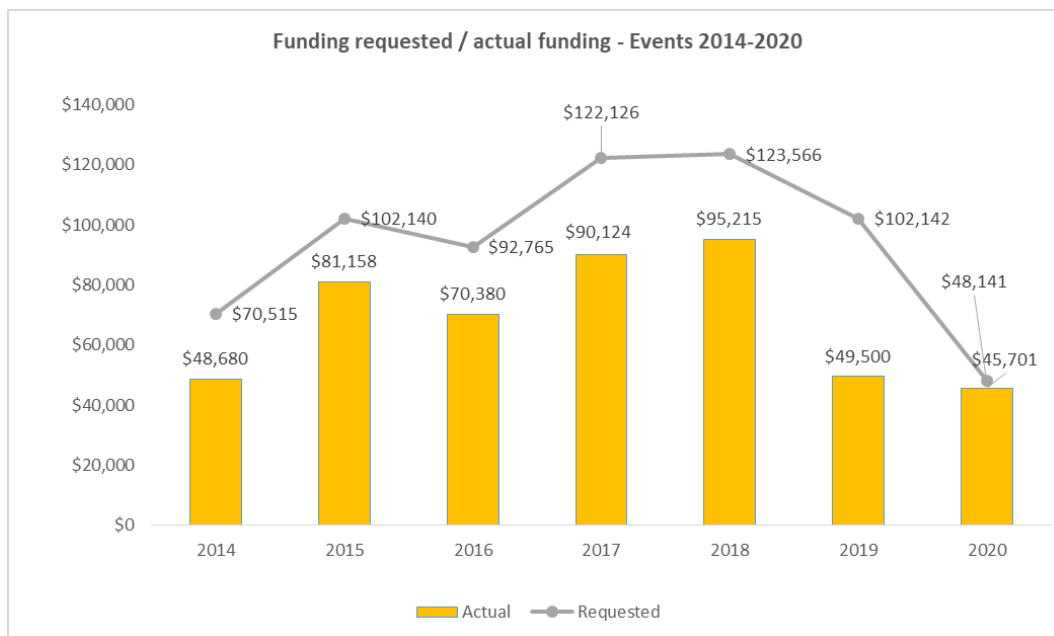


Figure 4.2.1 - Funding requested vs actual funding 2014 – 2020

It should be noted that funding applications for the 2020 period are lower compared to previous years, following cancellations due to COVID-19 restrictions. This trend is not reflective of overall community demand in a normal operating environment.

An analysis of the community festive events funded by council during the period 2014 – 2020 revealed that 71 percent of successful funding applications were for Christmas events compared to 10 and 20 percent for Australia Day and New Year's Eve respectively (see Figures 4.2.2 and 4.2.3 below).

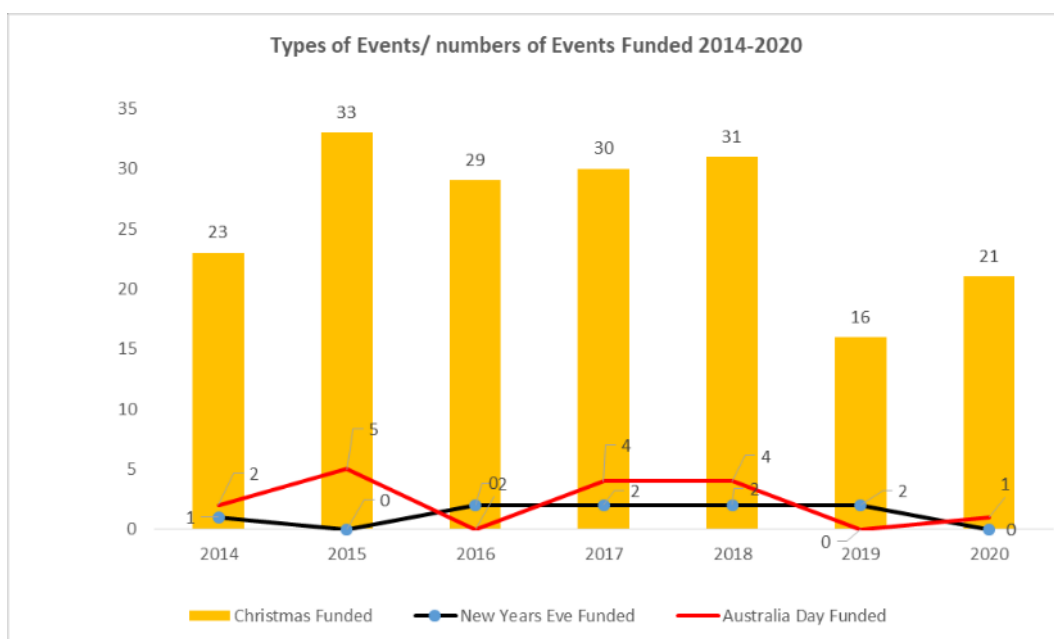


Figure 4.2.2 – Successful funding applications by event type 2014 – 2020

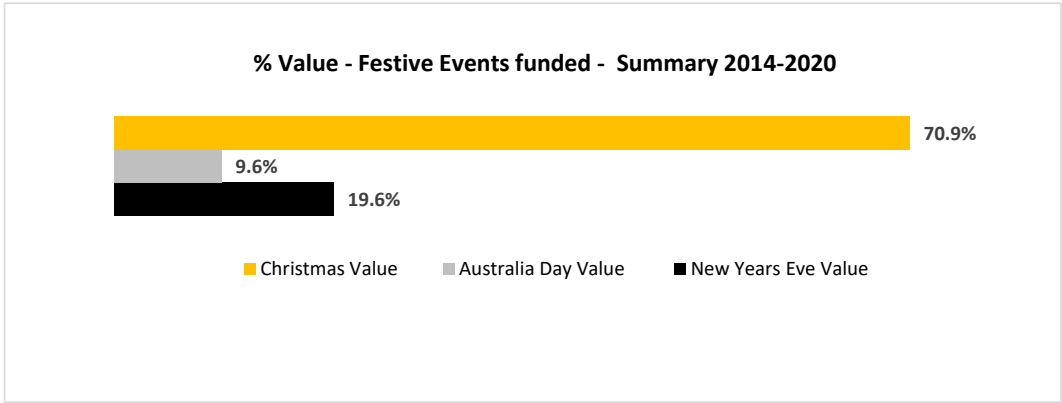


Figure 4.2.3 Percentage of festive funding by event type 2014 - 2020

Community Land Permits data (Figure 4.2.4) also reflects a higher number of Christmas event permits compared to New Year’s Eve event permits.

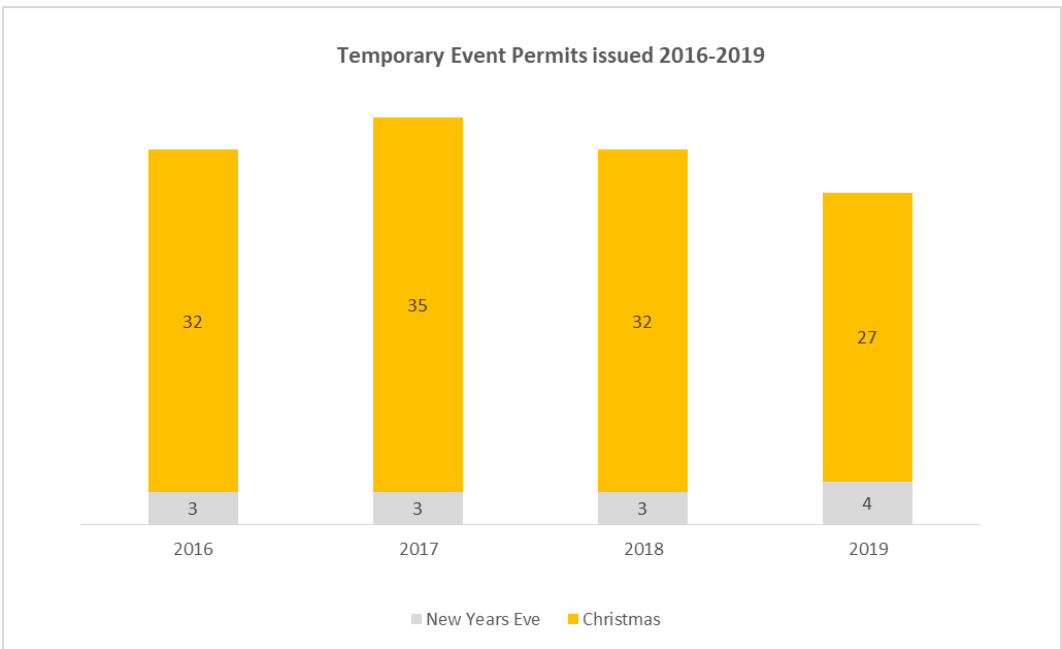


Figure 4.2.4 Temporary event permits by event type 2016 – 2019

Figure 4.2.5 below provides a comparison of the number of permitted Christmas events against funded Christmas events. This data demonstrates that, over the past four years, 80 percent of public Christmas events which required a permit, were funded by Council.

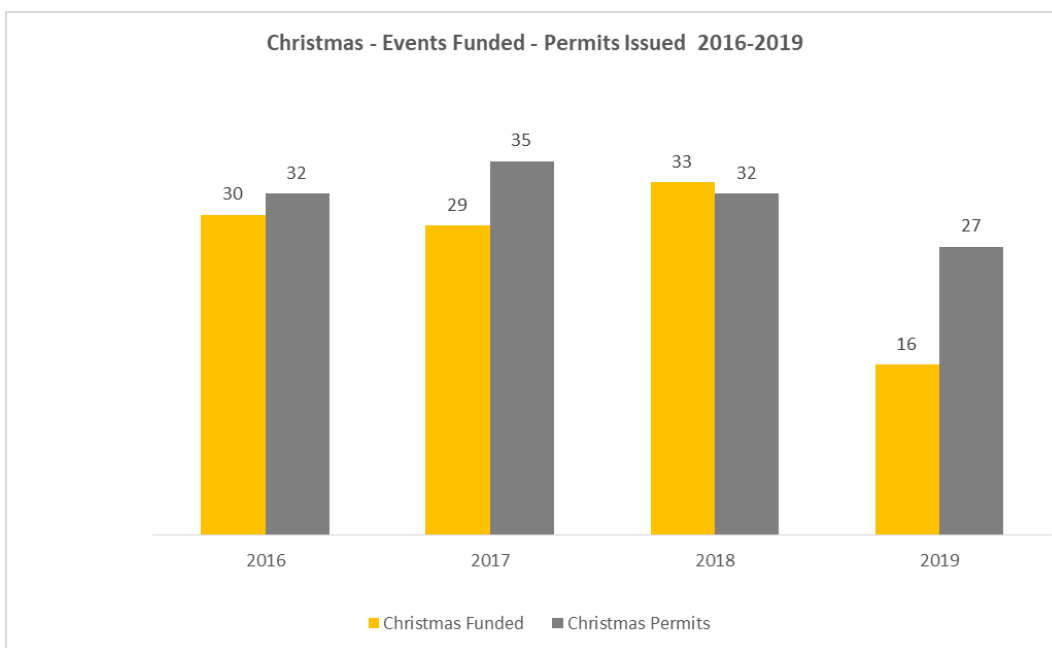


Figure 4.2.5 Christmas event funding applications comparison with permit applications

Data collected from Community Grants Program (in Figure 4.2.7 below) shows the average grant funding provided to the community each year by event type between 2014 and 2020. The grants are, in the majority, requested for Christmas events.

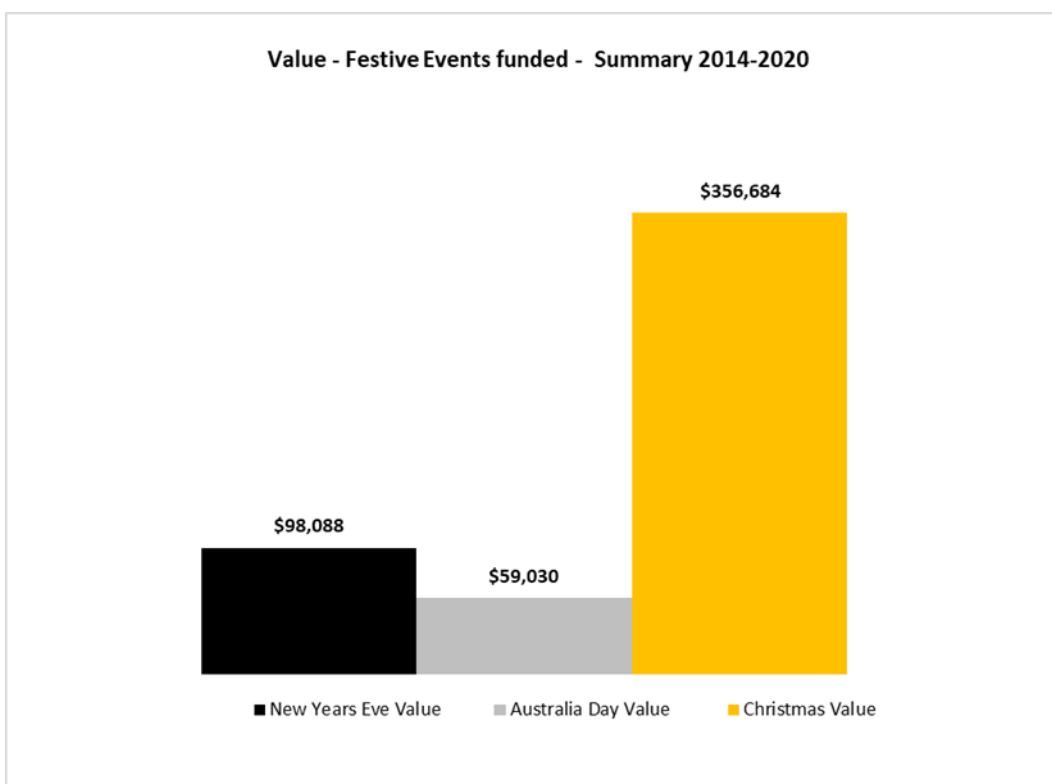


Figure 4.2.7 Council funding by event type 2014 – 2020

The graph below (Figure 4.2.8) provides a breakdown by locality of the funded festive season event permit applications, indicating that Kawana, Maleny, Buderim and Nambour are among the most popular locations for community organised festive events.

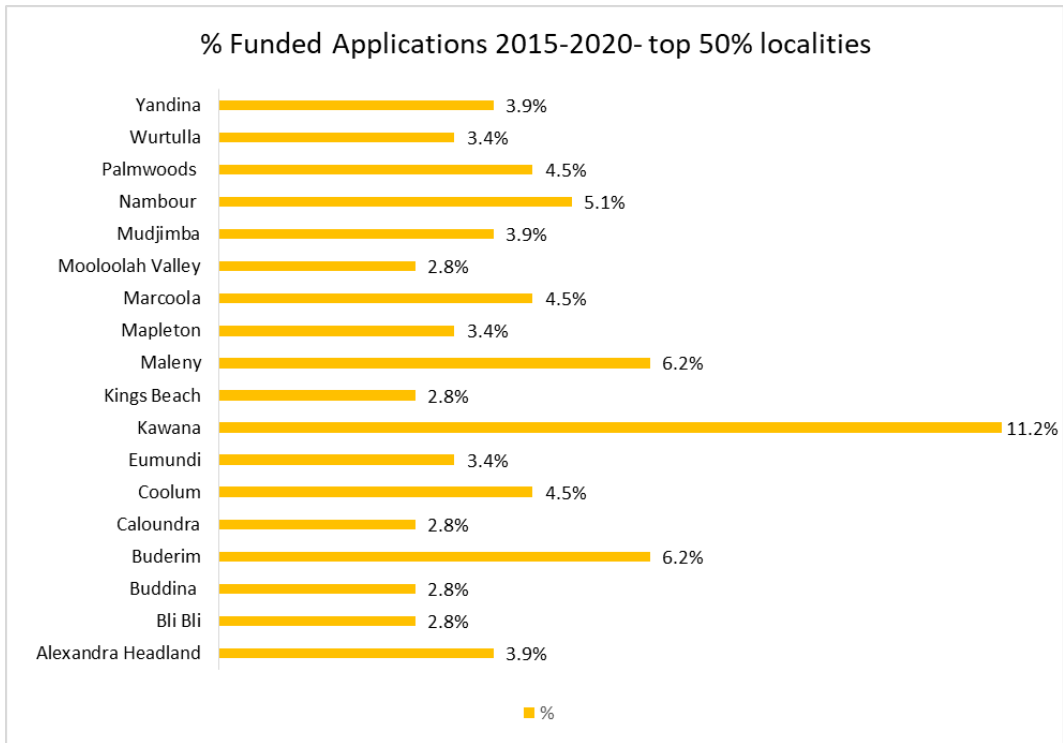


Figure 4.2.8 Funded festive permit applications by locality 2015 - 2020

Figure 4.2.9 demonstrates the return on investment from council festive funding and indicates that on average, since 2014, for every dollar invested into community festive programs, \$5.30 was the return on investment for Council.

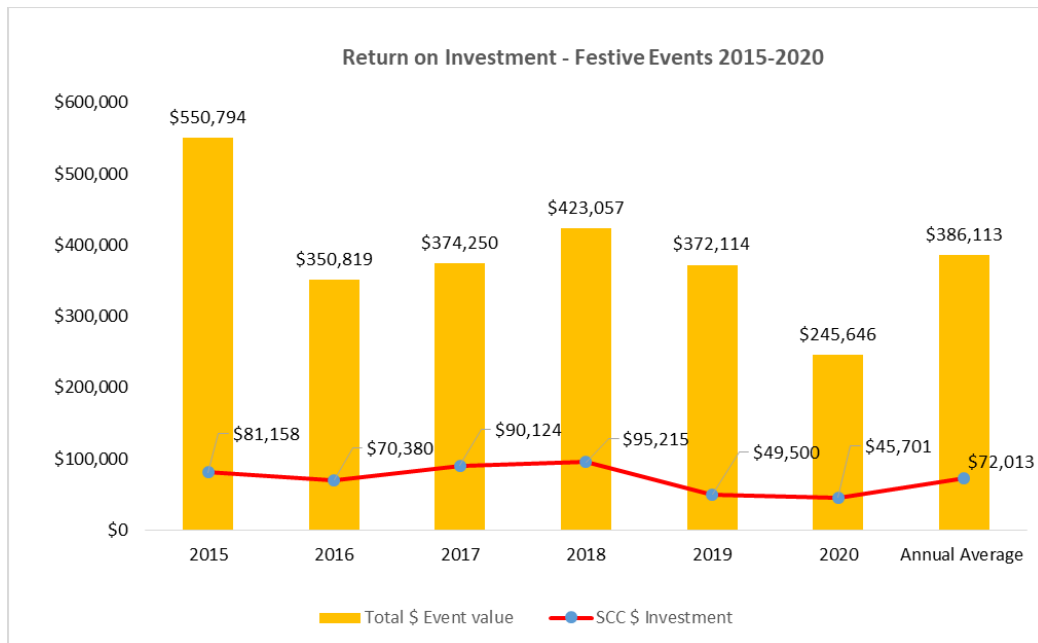


Figure 4.2.9 Council event funding value return 2015 – 2020

Figure 4.2.10 represents the total divisional festive funding budget available from 2014 - 2020 compared to the total allocated and reveals a significant unspent component each year.

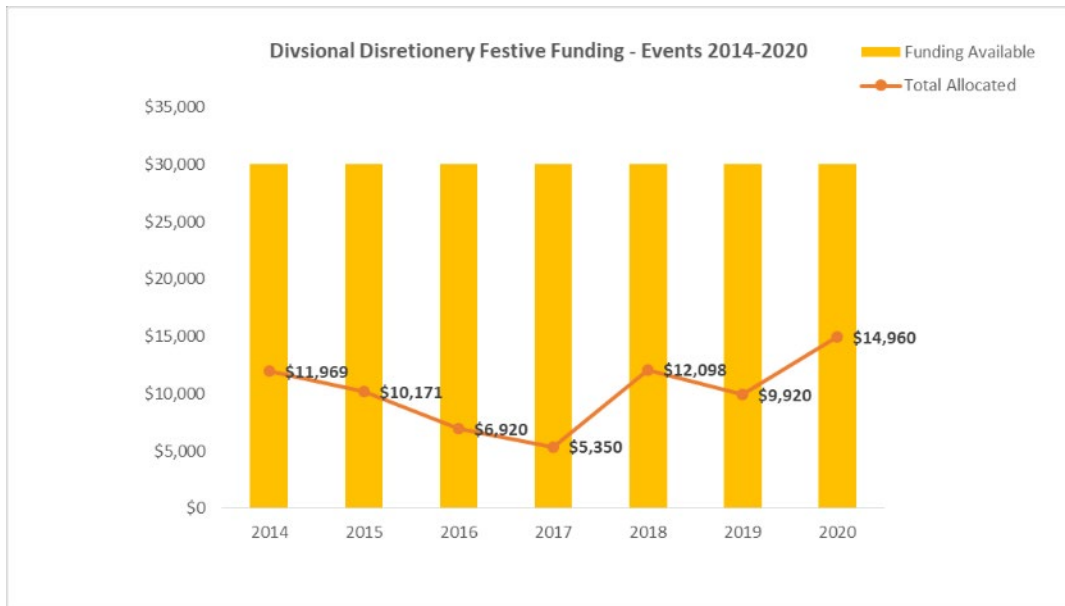


Figure 4.2.10 Divisional festive funding allocated to events 2014 - 2020

4.3 SCLGA Population

Population Centres

The Sunshine Coast Planning Scheme (2014) and the Environment and Liveability Strategy (2017) have identified the following locations as key Sunshine Coast population centres for planning purposes. These centres are classified based on residential density and provide an indication of population distribution across the SCLGA.

Figure 4.3.1 identifies the locations of these population centres while Figure 4.3.2 provides a visual representation of these locations.

Figure 4.3.1 SCLGA residential zoning			
Principal Centre	Major Centre	District Centre	Local Centre
Maroochydore	Beerwah Caloundra Caloundra South Kawana Town Centre Nambour Sippy Downs Town Centre	Buderim Buddina (Kawana Shoppingworld) Caloundra South Coolum Beach Currimundi Kawana (North) Little Mountain Maleny Mooloolaba Palmview Pelican Waters	Aroona Bli Bli Brightwater Caloundra South Sippy Downs Eumundi Glasshouse Mountains Kenilworth Landsborough Mooloolah Mountain Creek Pacific Paradise Palmwoods Peregian Springs Woombye Yandina Yaroomba / Coolum West

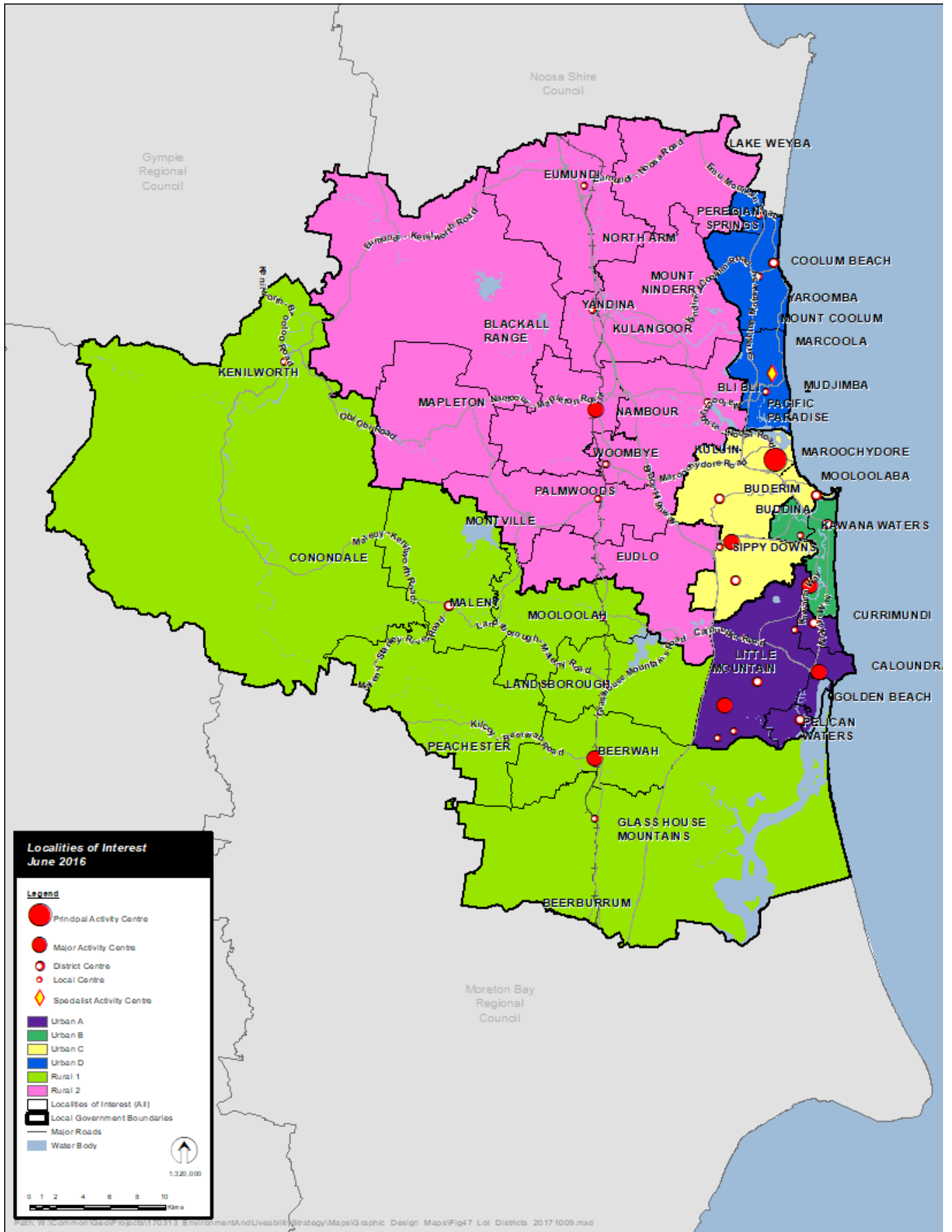


Figure 4.3.2 SCGLA population centres map

Population Distribution and Projections

The population of the SCLGA was projected to increase from 303,392 persons in 2016 to 513,695 in 2041 – a growth rate of 2.1% per annum. Projected growth patterns relevant to the population centres identified in figure 4.2.1 above are indicated in figure 4.3.3 below.

Figure 4.3.3 SCLGA population analysis			Population Forecasts		Growth Percentage
Major/Principal Centre	Growth & Development Breakdown	District & Local Centres	2021	2041	
Caloundra, Caloundra South & Aura	Majority of population growth - Caloundra South (anticipated an additional 60,000 (approx.) residents) Population of 58,349 (2016) is expected to grow to an anticipated 140,000 (approx.) by 2041. Caloundra and surrounds to grow by 12,000 (approx.) residents	Caloundra – Kings Beach - Moffat Beach	12,770	23,422	83%
		Currimundi – Dicky Beach	15,094	16,823	11%
		Meridan Plains – Caloundra West	30,271	81,280	169%
		Pelican Waters	7,453	10,078	35%
		Golden Beach	6,920	9,358	35%
Kawana	Subject to significant development including the emerging Kawana Major Activity Centre, Sunshine Coast University Hospital and Health Hub. Population of 36,275 (2016) is anticipated to grow to over 60,000 by 2041.	Wurtulla - Birtinya - Bokarina - Buddina	27,162	46,105	70%
		Mountain Creek	14,108	15,267	8%
Maroochydore Sippy Downs	Majority of population growth Sippy Downs Major Activity Centre, greenfield development at Palmview, and Maroochydore Principal Activity Centre. Population of 74,000 (2016) is anticipated to grow to 130,000 (approx.) by 2041.	Maroochydore - Cotton Tree	19,611	26,490	35%
		Mooloolaba - Alexandra Headland	13,007	17,013	31%
		Buderim - Kunda Park	37,270	41,300	11%
		Sippy Downs - Palmview	12,406	13,856	12%
Coolum	Population growth predominantly in the north including Peregian Springs. Population of 34,000 (2016) is anticipated to grow to 43,000 (approx.) by 2041.	Coolum Beach - Mount Coolum	17,010	18,371	8%
		Marcoola - Twin Waters	12,756	13,773	8%
		Peregian Springs	8,992	11,051	23%
Beerwah	Majority of population growth to occur in Beerwah. Population of 33,570 (2016) is anticipated to grow to over 77,000 by 2041.	Beerwah	8,477	10,874	28%
		Glasshouse Mountains - Bribie Island North	6,885	7,923	15%
		Landsborough - Mount Mellum	7,850	25,630	226%
		Peachester - Wootha	2,535	3,081	22%
		Mooloolah Valley - Balmoral Ridge	6,728	20,128	199%
		Maleny - Witta	6,298	6,794	8%
		Reesville - Curramore	2,700	2,924	8%
Nambour	Medium level growth forecast around Nambour and surrounds, Palmwoods/Eudlo and Yandina. Population of 67,000 (2016) is anticipated to grow to over 96,000 by 2041.	Nambour - Burnside	20,370	26,272	29%
		Woombye	7,728	8,949	16%
		Palmwoods - Hunchy	8,391	10,320	23%
		Ilkley - Eudlo	5,408	9,383	74%
		Belli Park - Kureelipa	2,382	2,596	9%
		Mapleton / Montville / Flaxton / Obi Obi	2,722	2,966	9%
		Bli Bli - Rosemount	13,789	15,960	16%
		Eumundi - Bridges	4,812	6,859	43%
		Verrierdale - Doonan	535	762	42%
		Yandina - Yandina Creek	8,987	12,397	38%

Figure 4.3.3 source: Sunshine Coast Population Forecast December 2017. These are indicative forecasts used for planning purposes only.

Figure 4.3.4 shares the SCLGA projected population by age group for 2041 and shows a consistent peak in the 45-49 years age group.

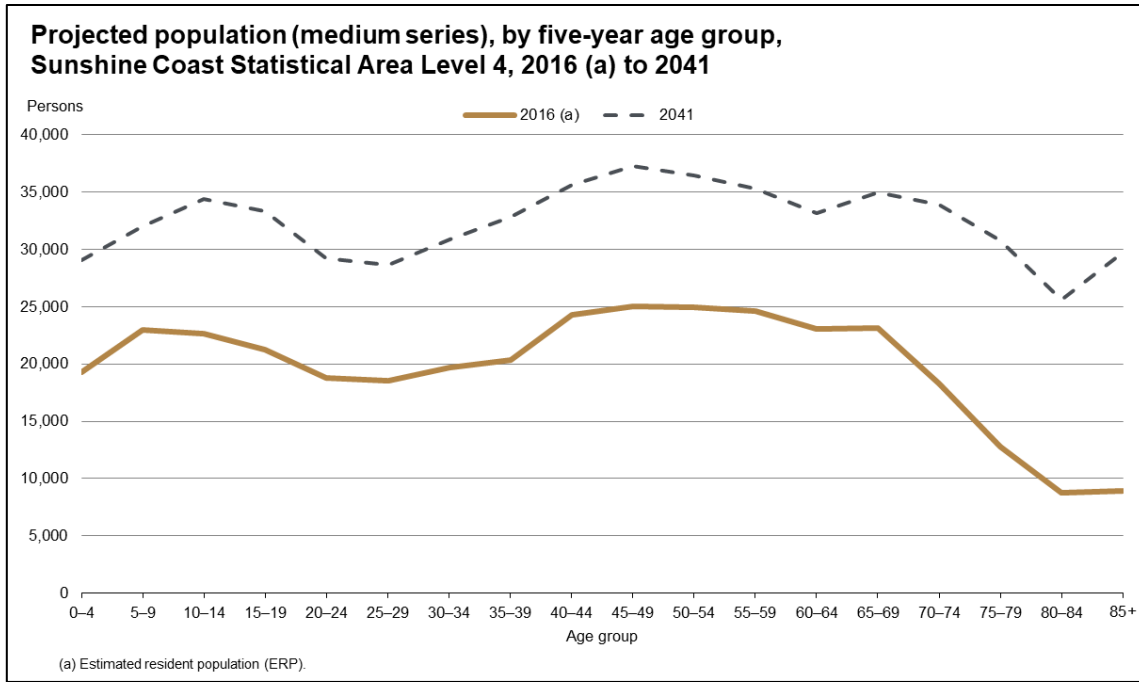


Figure 4.3.4 SCLGA projected population by age group. Source – Australian Bureau of Statistics (2016).

5.0 Analysis and Findings

Several main themes can be identified from the results of this review. These are:

- Event types
- Event offerings
- Decorations
- Funding

Within these themes, certain trends have emerged which will be explored in detail and discussed further within this section.

5.1 Event Type

Various data sources provide evidence that there is a strong desire from the community to produce and attend festive season events.

This trend is reflected in the funding allocation data presented in Figure 4.2.1, which demonstrated that community requests for festive funding have consistently exceeded that of which was available for allocation since 2014. This data indicated an average 45 percent demand gap each year, with 2019 funding data revealing a 100 percent demand gap as a result of funding allocations dropping to \$45,500. Demand for festive season events was also made evident throughout the stakeholder consultation process.

A desire for festive events was broadly supported by chambers and councillors (Figure 4.1.6) where the consensus was, that community festive events should continue to be supported by Council into the future. Although a general support for events which bring the community together was a consistent trend, funding data and community feedback revealed a strong preference for Christmas and New Year's Eve celebrations over Australia Day events. The demand for smaller, localised events during the Christmas period was also a significant trend from the analysis, with a significantly higher number of survey respondents (also supported by the historical data) indicating this preference over New Year's Eve or Australia Day celebrations.

An analysis of the community festive events funded by council during the period 2014 – 2020 (Figure 4.2.3) revealed that 70.9 percent of successful applications were made for Christmas events compared to just 9.6 and 19.6 percent for Australia Day and New Year's Eve. This trend is further supported by Community Land Permits data, which indicates a much higher number of Christmas event permits compared to New Year's Eve each year.

Community survey respondents expressed an expectation that New Year's Eve events should be larger and more impactful than Christmas events. This expectation is reflected by attendance figures from previous events, which indicate a larger average attendance at NYE events.

In 2019, 43,000 people attended three NYE events (Mooloolaba 28,000, Caloundra 10,000 and Coolum 5,000) which averages at 14,333 per event, whereas 16 Christmas events attracted a total of 68,090 attendees, which averages at 4,256 attendees per event.

This data also supports the 'less and larger' NYE offer (more urban / tourism focussed) as opposed to the 'many and smaller' Christmas offer (more localised / community focussed).

This demand reflects SCLGA population data as it relates to age profiles. With the majority of the population identifying as being within the 40 to 60-year age bracket, it can be assumed that the desire is for more localised, family friendly community events, as opposed to large-scale events that attract visitors and tourists such as NYE Mooloolaba.

It should also be noted that in response to the community survey (figure 4.1.2), hinterland residents indicated a desire for family-friendly and community celebrations during the festive season. This is contrasted by the demand expressed by coastal respondents for larger events.

Overall, this trend for smaller, community-led Christmas celebrations was supported by Councillors who, when consulted during the engagement process, also expressed support for a model in which the community takes the lead in delivering community Christmas events with financial assistance from Council.

Finally, community consultation revealed a much lower demand for Australia Day events with feedback from the Queensland Police Service suggesting that they are not supportive of large community events on Australia Day for community safety reasons.

5.2 Event Offering

This section explores community preferences with regard to event offerings. Overall, the community survey revealed that there is a strong preference for smaller community-centric Christmas celebrations in multiple locations among hinterland communities; whereas coastal communities generally prefer larger, more impactful events in fewer locations.

Christmas

When deciding to attend a Christmas event, all residents have a high consideration around the cost of attending, COVID-Safe measures (this year) and travel distance. Uniquely, hinterland communities indicated that bringing the community together is their highest consideration for attending a Christmas event. This is in contrast to coastal communities, who are more likely to consider the availability of food, who is performing and the beauty of the event location, before deciding to attend.

Generally, the community expectation is that Christmas events are local, family-friendly and community-produced celebrations which are financially supported by Council.

In hinterland areas, there is a stronger desire for Christmas events to include fireworks than there is in urban areas however, in comparison to the expectation for firework displays at NYE events, the preference for fireworks at Christmas events is much lower.

To note, the majority of all residents are not prepared to travel more than 30 minutes to attend a Christmas Event, however hinterland residents indicated a slightly higher tolerance for travel distance compared to coastal residents.

New Year's Eve

When deciding to attend a New Year's Eve event, both Hinterland and Coastal communities consider COVID-Safe measures, availability of parking, cost to attend and the family-friendly nature of the event, as among the most important factors when deciding whether to attend.

Hinterland communities, however, are comparably more concerned with COVID-Safe measures and accessibility for families while coastal communities are highly interested in adult-offerings and larger event experiences such as live entertainment, fireworks and the ability to consume alcohol.

With regards to travel distance, overall, both coastal and hinterland residents have a higher tolerance for travel distance when attending NYE events compared to Christmas events. It was also revealed that hinterland residents are generally willing to travel further overall compared to coastal communities.

Attitudes toward travel distance, concerns around COVID safety and desires for larger, more impactful event offerings suggests there is an expectation that NYE events are larger, more impactful, require longer travel distances and cater to both families and adults.

It is also notable that 11.2 percent of festive events funded by Council are hosted in the Kawana area. This competition will be considered should a regional Christmas event in the area (Sunshine Coast Stadium) be considered.

NYE Mooloolaba

Throughout consultation, Mooloolaba businesses had expressed support for NYE fireworks however, have also requested less disruptive event offerings (e.g. roving performers and buskers) instead of large, highly logistical, fenced events that impact on amenity, appearance and access to the area before, during and after the event as organisers bump in and bump out during busy day and night trade.

However, QPS have requested that Council maintains its public safety partnership to provide public safety initiatives and support enhanced Police presence in the area on NYE. Local Queensland Police Service representatives have requested a community and public awareness plan to advise the community if any wholesale changes are planned for the Mooloolaba event as they anticipate the area will continue to attract intoxicated youth on NYE.

Considerations in relation to this feedback from QPS, traders, the planned streetscape works (which will impact on the location of the traditional event) and the development of the Brisbane Road Carpark (the staging area for the event), will change the look and feel of the NYE Mooloolaba format into the future.

Australia Day

Stakeholder consultation indicated satisfaction with the current Australia Day program involving civic ceremonies and a preference for low-profile events which do not encourage alcohol consumption or large-scale community participation.

5.3 Decorations

Through the community survey, respondents indicated that they believe the main purpose of Christmas decorations in public places is to help encourage the festive spirit, create pride in the community, and also so children can experience the wonder and joy of Christmas.

Community feedback shows that while the community want to see decorations, the current Christmas tree decorations (lighting) do not have a high enough impact or visual appeal during the day while other decorations (banners) are less impactful at night. There is a desire for future decorations to have both a day and night presence, be a variety of big and small decorative elements and provide an opportunity for local businesses and groups to leverage promotion of the installations through social media.

Coastal and urban population centre residents indicated a preference for larger decorative elements in key locations; while hinterland and rural population centres indicated a desire for smaller elements within localised communities.

Population distribution and growth outlined in section 4.3 will also be considered in identifying optimum locations for future Christmas programs and infrastructure.

5.4 Funding

Funding and permit data demonstrates that:

- Festive funding requested significantly exceeds available funding
- 71% of successful funding applications are for Christmas events compared to 10% for Australia Day and 20% New Year's Eve
- 80% of public Christmas events which required a permit (i.e. public), were funded by Council
- For every dollar invested into community festive programs, the return on investment to council was \$5.40
- In 2019, 16 Christmas events (two were multi-day) attracted attendances of 68,090 (average 4,255) while three New Year's Eve events attracted audiences of 43,000 (average 14,333)

A review of the grant applicants shows that the same event organisers request funding for the same events each year and that the funding is vital for the success of these community run events. This indicates that the level of funding requested will not decrease significantly in the near future - meaning new events in new communities cannot emerge.

Community (volunteer) organisers also expressed frustration at the time and resources required to fulfil funding applications and acquittals each year and believe the process should be simpler for these reoccurring annual events.

Should the possibility to request multiple-year funding become available, the time and resource burdens on community organisers and Council could be alleviated and Council could better plan and budget for future commitments.

Finally, it was revealed that less than 50 percent of the Divisional Festive Fund had been allocated over the past six years, suggesting there is little demand for this type of funding.

5.5 Program Value

Council's average spend on the festive season program is \$2.54 per capita, which is well below the \$4.01 average of other local governments.

However, when including the value of community-run events supported by Council via the community grants program, the total spend of approximately \$1.2 million equates to \$3.75 per capita.

Despite this gap, the financial impacts of COVID-19 in 2020 must be considered for future planning and as such, a budget increase will not be recommended.

While dollar values can provide a basis for comparison, the social value of the festive program in the SCLGA cannot be as easily measured. It could be argued that the festive season program directly supports the Sunshine Coast Community Strategy objectives to:

1. Empower our community to live healthy and active lifestyles
2. Focus on ensuring community places and spaces are vibrant, inclusive, accessible, adaptable and meet the needs of people of all ages, abilities and backgrounds
3. Strengthen connection, inclusion and opportunity for all people in our community
4. Build capacity in our communities to be connected, resilient and to respond to local issues, and
5. Nurture creative and innovative approaches to building a strong community.

6.0 Recommendations

The following recommendations, based on the findings contained in section 5.0, cover the broad areas of the entire festive season program; as such, they have been separated into the following four sections:

- Infrastructure
- Christmas events
- New Year's Eve
- Australia Day

6.1 Infrastructure

Current

- Divisional Festive Fund: \$30K (\$5K per annum for Divisions 1 2 3 6 7 9) available for Chambers or local community groups to provide festive decorations in local business districts.
- Banners: 340 street banners across the region
- Artificial trees: two artificial trees located at Caloundra and Nambour Council administration buildings
- Natural trees: 20 decorated natural trees across the region

Recommendation

It is recommended that a tiered framework be implemented for festive season infrastructure.

Within the suggested framework, three tiers will include provisions for one regional Christmas tree (tier one), street banners and extensions (tier two), and feature decorations (tier three). Tiers are distributed across principal, district and local centres as identified in section 4.3 SCLGA Population (Figure 4.3.1).

The festive infrastructure elements included within each tier will be chosen for their cohesive and contemporary design and to compliment the individual character of host communities.

With regards to Tier 3 (\$10,000 per element), consultation with each community will be undertaken in those areas that currently have a Christmas tree, to determine whether the current offer remains or is updated. It is recommended that no trees be offered in the new locations identified due to the time required to identify a suitable tree and conduct consultation, however consultation can be undertaken regarding the location of the feature element.

This approach will allow the strategy to provide an organised package of decorations across the SCLGA which meets the unique needs and demands of individual communities.

A detailed breakdown of infrastructure allocations by population centre is included in Appendix E.

It is anticipated that this process (design, consultation, location identification, brief development, procurement and contract management) will need to begin in March 2021 in order to facilitate delivery in December 2021.

Furthermore, the exact numbers of each element is indicative and pending full logistical investigation. The intent and spend per location is the objective, however as an example, in some instances banners may not be feasible and an extension feature may be substituted.

Tier One – Regional Christmas Tree

Tier one of the festive infrastructure framework proposes one artificial Christmas tree to be installed in the principal activity centre at Maroochydore CBD City Hall.

Artificial Christmas trees are highly customisable and the possibilities for specific aesthetic, features and impact are abundant, but dependant on budget, which can range from \$80,000 and upwards for purchase.

It is recommended that Council investigates a long-term hire agreement contract, as well as purchasing, and consider costs and responsibilities associated with storage, maintenance, insurance, transport and installation.

While the revised Festive Season Strategy will be implemented from 2021, this artificial tree will be delayed until the 2022/23 festive period (once the City Hall project is completed) and all tier two elements will be purchased using 2021/22 budget.

This tree will replace the previous two artificial trees that have reached their end of life and will be the only Council-delivered artificial Christmas tree in the region.



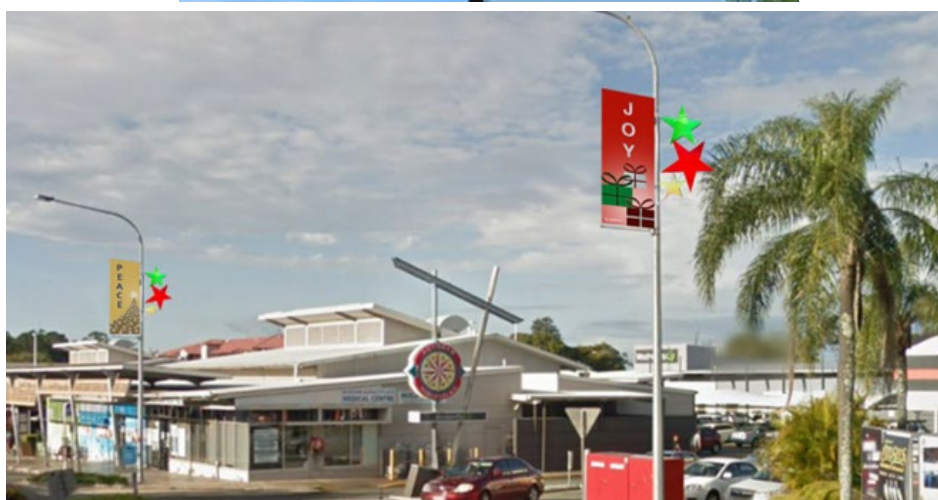
Tier Two – Local Street Banners and Extensions

Tier two provides a street banner and day/night extension elements distributed on main roads and in town centres throughout the Sunshine Coast.

The current Festive Season Strategy provides 340 street banners across the region. Following review, it is recommended that these are supplemented with an additional 100 banners, for a total of 440 and an additional 55 extensions.

The increased visibility and impact of this festive infrastructure across the region by day and night will meet the demands of the community for impactful decorations as identified through the community survey (section 4.1).

Extension elements will be installed on poles in some key locations which have been allocated street banners and will act as bookends to highlight population centres (see examples below).



Tier Three – Feature Decorative Installation

Tier three allows for standalone decorative installations (including decorated natural trees) at key population centres across the region.

Decorative installations could be varied and may be unique to the character of the host community. These elements may stand alone to generate interest in regional locations or they may be used in conjunction with other festive infrastructure to augment overall visual impact.

These elements will encourage community engagement which could promote tourism opportunities through social media sharing (see example images below).

Consultation with each community will be undertaken in those areas that currently have a Christmas tree to determine whether the current offer remains (status quo) or is updated.

This Tier provides the community with the opportunity to review the Christmas tree and perhaps opt for a more visual statement (night and day) at a better, more visible and welcoming location.

Consultation will be undertaken regarding the location of the feature element.

It is to be noted that full consultation with community and Divisional Councillor's on the type and location of 24 feature installations may take up to two festive seasons to finalise.



6.2 Christmas Events

Current

Christmas events delivered by community groups via agreement (noting these agreements have now expired):

- Carols at Kings Beach (\$30K per annum) – Calvary Christian Church
- Cotton Tree Carols (\$30K per annum) – Calvary Christian Church
- Nambour Community Carols (\$10K per annum) – Flametree Baptist Church
- Glasshouse Country Carols (\$10K per annum) – Landsborough School of Arts Memorial Hall Association
- Coolum Christmas in the Park (\$10K per annum) – Coolum Christian Family Church

Recommendation

Two options for Council-run Christmas activities are proposed and include a single-evening, regional carols event or a ten-night Christmas light display at the Maroochy Botanic Gardens. Council funding will continue to be available via the Community Grants program to support existing community-run Christmas events across the region, for example Carols at Cotton Tree and Kings Beach.

Option 2 is recommended - Christmas Lights Display at the Maroochy Botanic Gardens as it enables more people to enjoy a Christmas event over a longer period of time, appeals to a broader demographic and can proceed in a COVID environment.

The ability to access traditional, local Christmas events will continue to be available via community carol events which will continue to be supported by council via the grants program.

Option 1 - Regional Carols Event

The Sunshine Coast Stadium will play host to the Sunshine Coast's annual Christmas Carols event in December. The single-evening, family-friendly event will include performances from local community groups, bands and soloists as well as an appearance from Santa Claus.

Considerations

- A single, family-friendly community event servicing up to 10,000 attendees.
- Reinstates the Regional Carols Event concept previously supported by the two former council Shire's SCC originated from (Maroochy Shire and Caloundra City)
- To be delivered at Sunshine Coast Stadium – a centrally located, regional venue with existing infrastructure and parking. This location will enable COVID-Safe practices to be observed (at an extra cost which may impact on attendance capacity).
- Contravenes community preference for smaller, localised Christmas events.
- There may be difficulty finding a suitable date in December which does not compete with other Christmas events noting that 11.2% of festive events funded by Council are hosted in the Kawana area.
- Attendance is limited by venue capacity.
- Inclement weather would likely result in an absolute event cancellation.

Option 2 - Christmas Lights Display

The Maroochy Bushland Botanic Gardens will come alive for ten nights leading up to Christmas Eve with lights, carollers and roving performers to entertain the whole family.

Considerations

- Could enable more than 35,000 spectators over a ten-day period and is engaging for a broad range of demographic profiles. This will fill a current demand gap while servicing more than double the number of attendees for the same investment.
- This location is central for the region, has ample onsite parking and will enable COVID-Safe practices to be observed while still allowing large numbers of attendees at no extra cost.
- The timeframe for attendance makes this an easily accessible offering as it provides numerous opportunities for community members to experience it.
- Inclement weather will have a lesser impact on a multi-day event.
- Provides more opportunities to showcase local performers and capture media.
- Could attract tourism and associated economic benefits.
- Does not directly compete with existing community Christmas events.



Community-run Christmas Events – Council funding available

Any and all Christmas events (other than those detailed above) will be delivered by the community, at their discretion. Council festive funding will be available through the Community Grants program.

The continuation of smaller, community-centric Christmas events will meet community demands as expressed throughout the community survey.

6.3 New Year's Eve

Current

Community safety event delivered by Council in partnership with emergency services annually at Mooloolaba foreshore precinct. Event features entertainment, food trucks, 8.30pm fireworks and the region's only midnight fireworks display. Event involves major logistics around security, fencing, transport, emergency services and road closures.

Recommendation

A region-wide approach to New Year's Eve celebrations and public safety is the recommended future model.

The Sunshine Coast coastline will come alive at 8:30pm with simultaneous fireworks at Caloundra, Mooloolaba and Coolum. Mooloolaba will host street performers and buskers throughout the evening up to midnight where a final fireworks display will beckon in the New Year.

In partnership with key stakeholders and emergency services agencies, this approach will encourage safe, community celebrations while supporting economic stimulus and maintaining public safety across the region.

Opportunity

- Early fireworks will provide accessible opportunities for families to celebrate on New Year's Eve and will support existing community events.
- Fireworks encourage increased visitation which will provide economic benefits for local restaurants and accommodation providers.
- Traffic congestion, parking demand and crowd gatherings will be abated by dispersing attendance across locations.
- Midnight fireworks confined to Mooloolaba where increased Police presence and public safety initiatives can be focussed to mitigate risks associated with public intoxication. Local businesses in this area, which provide primarily adult offerings (live music and alcohol), will benefit from increased visitation later at night.
- Queensland Police will maintain a presence at each location.
- A radio partnership could be secured to facilitate a live radio broadcast of a fireworks soundtrack for audiences to tune into from any location. This opportunity would provide a platform for the Mayor to address the community and would enable a COVID-Safe delivery method for NYE celebrations. It may also provide the opportunity to support existing community NYE events through shared pre-event promotion and live radio broadcasts.
- Region-wide celebrations and fireworks displays could supplement existing local business offerings such as fireworks cruises, scenic flights and restaurant experiences – further enhancing tourism attractors.
- Contemporary fireworks have made significant improvements with regard to environmental impacts.
- This model will create minimal local business and resident impact as it will require no major infrastructure (such as staging, rides or fencing) which could cause public transportation disruptions and extended road closures.

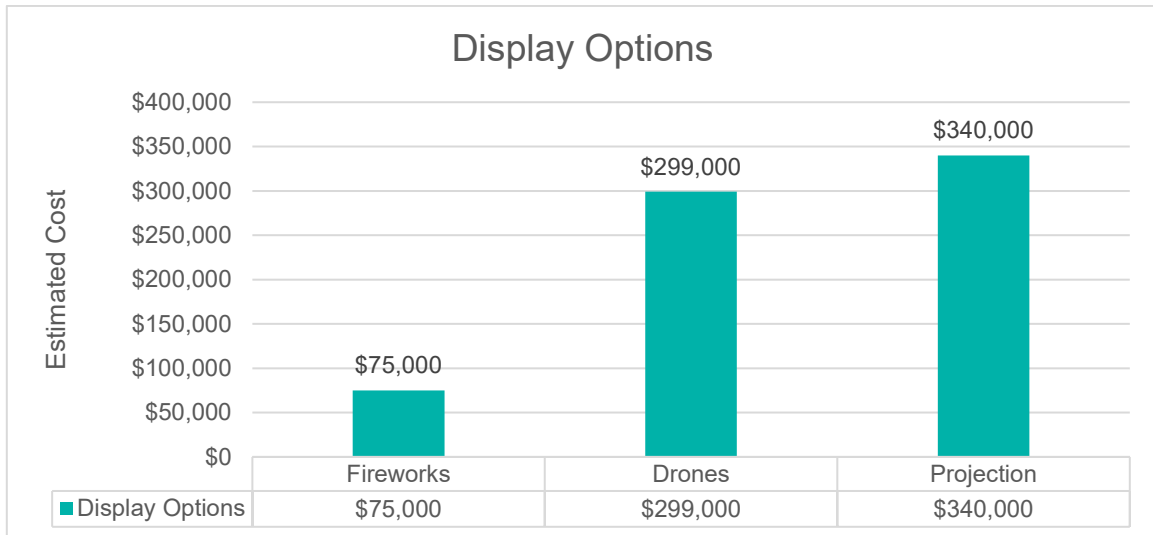
Fireworks locations were chosen with consideration of:

- Population centres,
- Bushfire mitigation (water-based locations),
- Existing community events at Caloundra and Coolum,
- Community tolerance for travel distance – i.e. geographic spread of firework offerings reduces average travel time for attendees.

If another midnight spectacle such as lasers, projections or fireworks is desired in the CBD following completion of City Hall, it is recommended that a subsequent bid be submitted to council via the budget process at a future date.

Note: mass-display entertainment options were investigated as an alternative to fireworks (see Appendix F) however those currently available within Australia, do not provide a comparable cost-benefit ratio and as such, fireworks are the most economically feasible option. Figure 6.3.1 lists cost estimates for display options with a similar impact to that of a \$75,000 fireworks display. Other options were considered as alternatives to fireworks (see Appendix F) however the feasibility of these options cannot be proven and as such, are not considered in this table.

Figure 6.3.1 New Year's Eve Display Options



6.4 Australia Day

Current

- Australia Day Citizenship Ceremony (Federal requirement)
- Sunshine Coast Australia Day awards program including ceremony and recipient's breakfast.
- Flag-raising events at Kings Beach and Maleny delivered by community groups via agreement at \$3,000 each event.

Recommendation

Based on research, benchmarking and consultation it is recommended that:

- Australia Day Awards and Citizenship Ceremonies are continued as is.
- Any and all other Australia Day events, including any Flag Raising events, are delivered by the community with access to Council funding via the Community Grants Program.



6.5 Financial Breakdown

The following is the financial breakdown associated with the recommended delivery model. Further information on festive infrastructure costs are included in Appendix E – Christmas Infrastructure Scoping.

Figure 6.5.1 Recommendations financial breakdown against current program

Item	Current		Proposed	
	20/21 Budget	Program detail	Future Budget	Program detail
Christmas infrastructure	\$393,004	Divisional Festive Fund: (\$5K per annum for Divisions 1 2 3 6 7 9) Available for Chambers or local community groups to provide festive decorations in local business districts. Banners: 340 street banners across the region Artificial trees: two artificial trees located at Caloundra and Nambour administration buildings Natural trees: 20 decorated natural trees across the region	\$496,566 <i>(see notes i and ii)</i>	Remove and redistribute funds to Christmas Infrastructure across the region. Increase banners from 340, to 440 PLUS 55 extension features alongside in key locations. Reduce two artificial trees to one to be located at new City Hall from December 2023. Natural trees to be reviewed with each community (20) to remain as is or be updated, with the addition of another 4 locations to receive a decorative element (item and location to be determined with community).
Christmas events	\$90,000	Christmas events delivered by community groups via agreement. Carols at Kings Beach Cotton Tree Carols Nambour Community Carols Glasshouse Country Carols Coolum Christmas in the Park	\$90,000 \$50,000	Free, family friendly event where the Maroochy Bushland Botanic Gardens come alive for ten nights leading up to Christmas Eve. With lights, carollers and roving performers to entertain the whole family. Multi-year community grant to support local, community organised festive events across the region.
New Year's Eve	\$303,348	Community safety event delivered by Council in partnership with emergency services annually at Mooloolaba foreshore precinct featuring roving entertainment, 8.30pm fireworks and the region's only midnight fireworks display.	\$225,000	Fireworks displays at 8.30pm at Caloundra, Mooloolaba and Coolum managed by Council in consultation with emergency services and community event organisers. Mooloolaba to have community safety event delivered by Council in partnership with emergency services annually at Mooloolaba foreshore precinct featuring roving entertainment and the region's only midnight fireworks display.
Australia Day	\$15,000	Australia Day Citizenship Ceremony (Federal requirement)	\$15,000	Australia Day Citizenship Ceremony (Federal requirement)
	\$25,968	Sunshine Coast Australia Day awards program including ceremony and recipient's breakfast.	\$25,968	Sunshine Coast Australia Day awards program including ceremony and recipient's breakfast.
	\$6,000	Flag-raising events at Kings Beach and Maleny delivered by community groups via agreement.	\$6,000	Added to the community grants program for community led events - such as flag raising events.
TOTAL	\$833,320		\$908,534	Increase of \$75,214

To note:

- i) *It is anticipated that the regional Christmas tree will not be procured until year two of the Festive Season Program (2022/23 financial year) - in line with the completion of City Hall. These funds will be used in the interim in the 2021/22 financial year to purchase the new banners and embellishments/extensions to current banners.*
- ii) *The proposed budget is indicative noting that further logistical investigation will be required to ensure that proposed Christmas infrastructure is feasible at each location (for example, in some instances banners cannot be installed and another festive feature will need to be substituted).*
- iii) *This may need to be reviewed or further developed once the Maroochydore City Centre is completed.*

Figure 6.5.2 below, provides a comparison of the SCLGA spend per capita against the national average. The data relates only to the Council delivered festive season program (excluding festive season programming supported by Council's community grants) and reveals that the review's recommended future model moves the SC LGA overall spend closer to the national average.

Figure 6.5.2 Per capita spend against national benchmark						
Per capita spend	Christmas		New Year's Eve		Australia Day	
	20/21 Current	21/22 Proposed	20/21 Current	21/22 Proposed	20/21 Current	21/22 Proposed
SCLGA	\$1.50	\$1.98	\$0.94	\$0.70	\$0.15	\$0.15
National	\$2.78		\$0.36		\$0.87	

It is recommended that the Community Grants Program consider the opportunity for certain festive events to access multi-year funding, removing the requirement to engage the funding process every year. With regards to council delivered initiatives, it is recommended to continue to seek external funding and sponsorship opportunities.

Finally, the Divisional Festive Funding, which was introduced for those divisions only having one tree decorated, has been allocated at under 50 percent over the past six years. It is recommended that this funding program is relinquished for the following reasons:

- It is undersubscribed.
- Divisional boundaries changed in 2020.
- The new proposed model is a fairer distribution that alleviates previous disparities.

7.0 References

Australian Bureau of Statistics. (2016). *2016 Census QuickStats Sunshine Coast*. Retrieved from https://quickstats.censusdata.abs.gov.au/census_services/getproduct/census/2016/quickstat/316?opendocument

Queensland Government Statistician's Office. (2018). *Population Projections*. Retrieved from <https://www.qgso.qld.gov.au/statistics/theme/population/population-projections/regions>

Sunshine Coast Council. (2017). *Environment and Liveability Strategy*. Retrieved from <https://els.sunshinecoast.qld.gov.au/About-the-strategy>

Sunshine Coast Council. (2014). *Sunshine Coast Planning Scheme*. Retrieved from <https://www.sunshinecoast.qld.gov.au/planningscheme>

8.0 Appendices

Appendix A – Past Endorsements

Ordinary Meeting 22 August 2019 (OM19/124)

That Council:

- (a) receive and note the report titled “Festive Season Program 2019/20”
- (b) renew/extend for one year (2020 delivery) the three \$10,000 agreements for the Nambour Community Carols, the Glasshouse Community Carols and the Coolum Christmas in the Park events
- (c) renew/extend for one year (2020 delivery) the \$60,000 agreement for the Calvary Christian Church to deliver the Carols at Cotton Tree and the Carols on Kings events
- (d) renew/extend for one year (2021 delivery) the agreements for the Kings Beach and the Maleny Australia Day flag raising events and
- (e) receive a report by February 2021 which seeks Council direction for future Christmas and Australia Day funding agreements and festive infrastructure, including the Divisional Discretionary Festive Fund.**

Ordinary Meeting 15 September 2016 (OM16/164)

That Council:

- (a) receive and note the report titled “Festive Season Report 2014-2016”
- (b) subject to receipt of satisfactory acquittal reports for the 2016 Christmas Carol events extend an invitation for three-year funding agreements, at \$10,000 each per annum with:
 - (i) Flame Tree Baptist Church to produce Nambour Community Carols
 - (ii) Church on the Rise to produce Glasshouse Country Community Carols and
 - (iii) Coolum Christian Family Church to produce Coolum Christmas in the Park
- (c) request the Chief Executive Officer seek, via a Tender process, three year (2017-2020) sponsorship arrangements with one or more not-for-profit organisations to deliver Carols on Kings at Caloundra and Carols at Cotton Tree, at \$30,000 for each event, and that the preferred tender be brought back to Council by March 2017 for endorsement and
- (d) request the Chief Executive Officer seek, via Register Of Interest (ROI) process, three year (2018-2021) sponsorship arrangement for two Australia Day flag raising ceremonies in the Sunshine Coast local government area with one being Kings Beach, Caloundra, at \$3,000 for each event.

Ordinary Meeting 30 January 2014 (OM14/7)

That Council:

- (a) receive and note the report titled “Festive Season program 2014/2015”
- (b) endorse a community event matrix (Appendix A) to assist the equitable allocation of grants, donations and sponsorship by Council for community Festive Season events and activities
- (c) seek community partnerships and offer sponsorship arrangements for Carols on Kings and Carols at Cotton Tree at \$30,000 each event

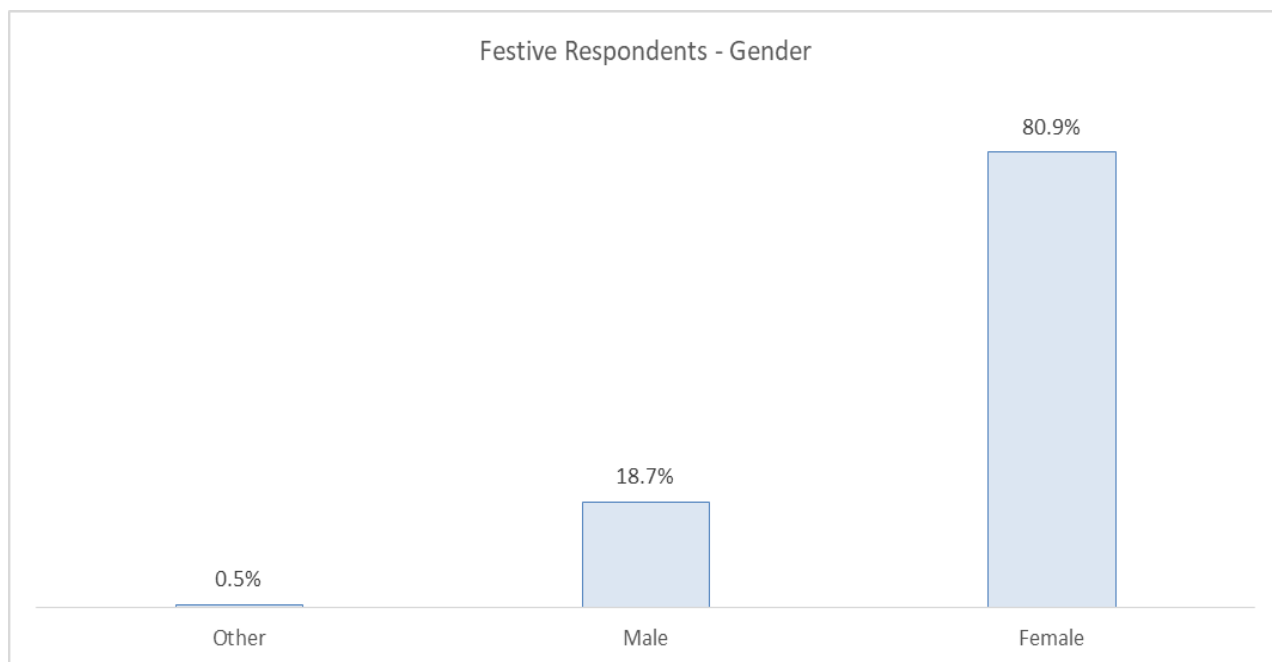
- (d) request the Chief Executive Officer to approach the organisers of identified, high profile, established community Christmas Carol events to offer sponsorship arrangements
- (e) approve the continuation of one signature New Year's Eve event for the region based at Mooloolaba and continue ongoing strategic investigations into additional revenue streams
- (f) approve the ongoing delivery of the three Australia Day civic event programs consisting of the Sunshine Coast Australia Day Awards and the Sunshine Coast Australia Day Citizenship ceremony (to be held at a different location across the region annually) and one formal Australia Day flag raising ceremony at Kings Beach
- (g) endorse the installation and decoration of existing Christmas trees and banners across the region (Appendix B), while working with divisional Councillors to seek further opportunities to reduce the number of Council funded trees via the establishment of sponsorship and partnership programs with businesses and community groups
- (h) develop an annual grants program, in consultation with divisional Councillors, aimed at encouraging business groups to take on the responsibility of lighting and decorating business centres
- (i) request the Chief Executive Officer ensure the planning and delivery of the Maroochydore Principal Regional Activity Centre be considerate of future Festive Season programming in relation to safety and competition with already existing festive season events
- (j) request the Chief Executive Officer to investigate the establishment of festive season entry statements
- (k) request the Chief Executive Officer to refer the funding for the Festive Season program as outlined in this report to the 2014/2015 budget and
- (l) request the Chief Executive Officer to review the Festive Season delivery model in three years and report back to Council, however at an earlier time as required where external involvement is not realised.

Appendix B – Stakeholder Consultation Meetings

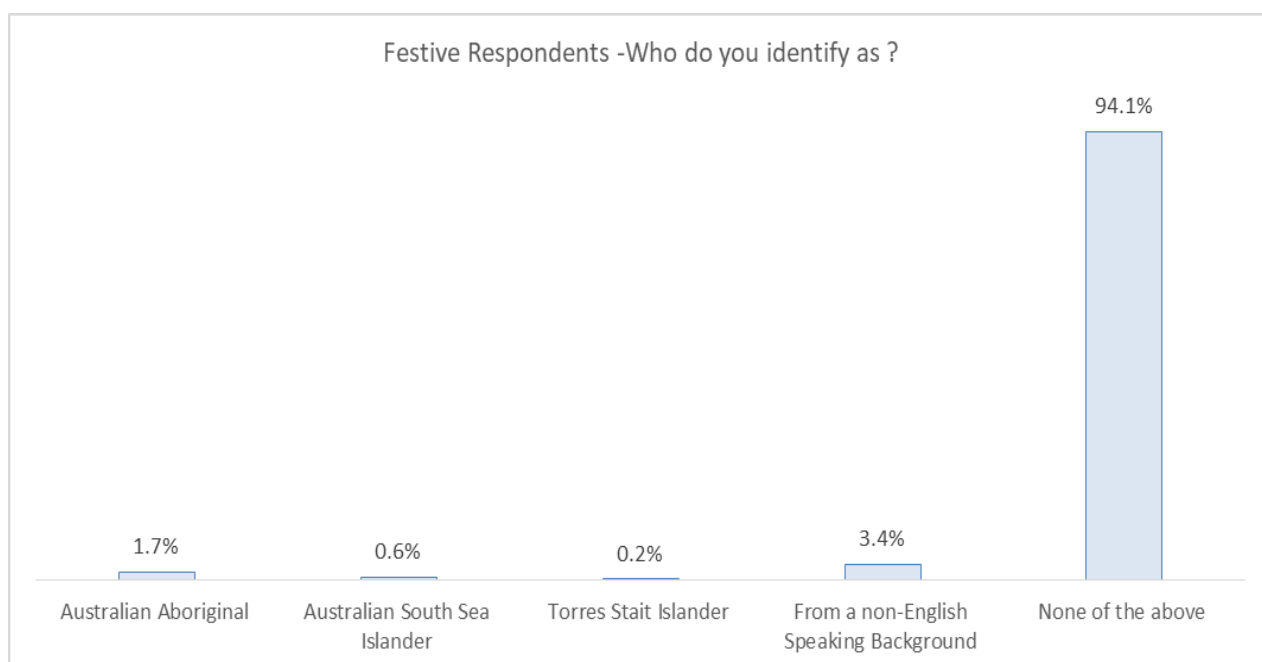
Stakeholder	Initial meeting	Follow up meeting
4556 (Buderim Chamber)	Wednesday 19 August 2020	
Maleny Chamber of Commerce	Thursday 20 August 2020	
Mooloolaba Chamber of Commerce	Tuesday 25 August 2020	
Glasshouse Chamber of Commerce and Celebrate Glasshouse	Thursday 3 September 2020	
Mayor Jamieson	Advised meeting not required	
Councillor Law – Division 10	Tuesday 15 September 2020	Advised meeting not required
Councillor Hungerford – Division 7	Wednesday 16 September 2020	Tuesday 19 January 2021
Councillor Johnston – Division 5	Thursday 17 September 2020	Tuesday 19 January 2021
Councillor Suarez – Division 9	Tuesday 22 September 2020	Tuesday 19 January 2021
Councillor Natoli – Division 4	Tuesday 22 September 2020	Wednesday 20 January 2021
Councillor Baberowski – Division 1	Wednesday 30 September 2020	Wednesday 6 January 2021
Councillor Cox – Division 3	Wednesday 30 September 2020	Tuesday 19 January 2021
Councillor Landsberg – Division 2	Wednesday 30 September 2020	Monday 11 January 2021
Councillor O’Pray – Division 8	Advised meeting not required	Thursday 14 January 2021
Councillor Dickson – Division 6	Advised meeting not required	Advised meeting not required
Arboreal Services Delivery Leader, Parks & Gardens	Wednesday 30 September 2020	

Appendix C – Community Survey

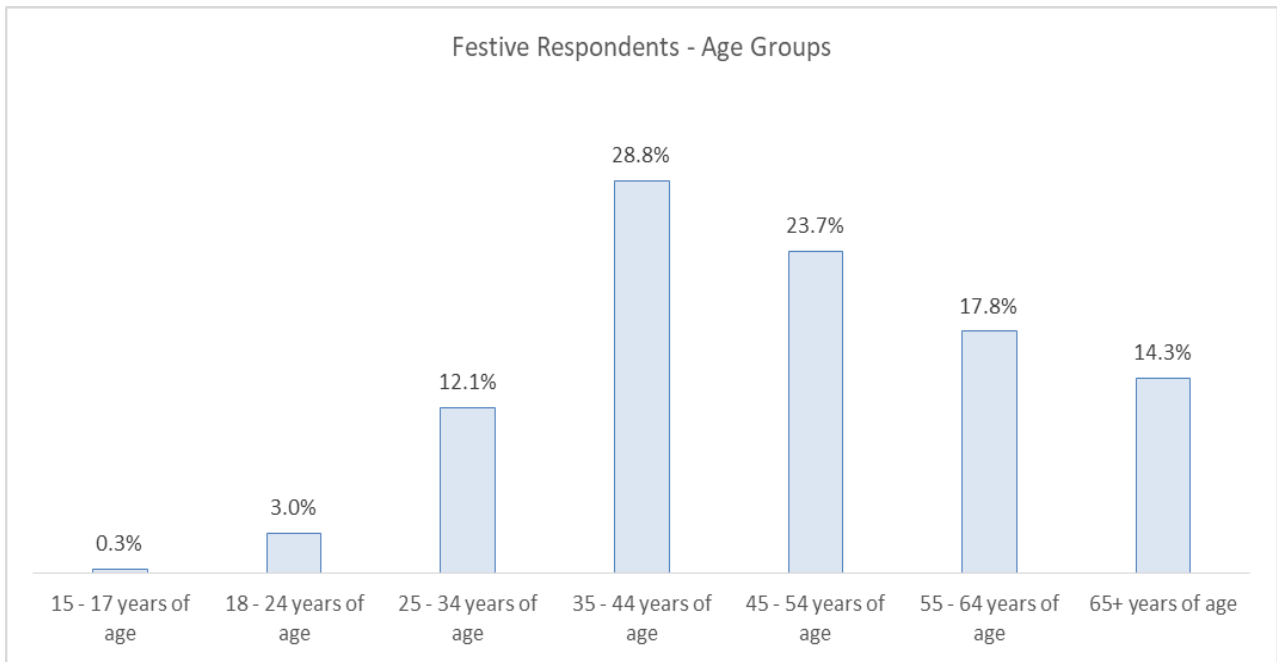
Q1. Gender



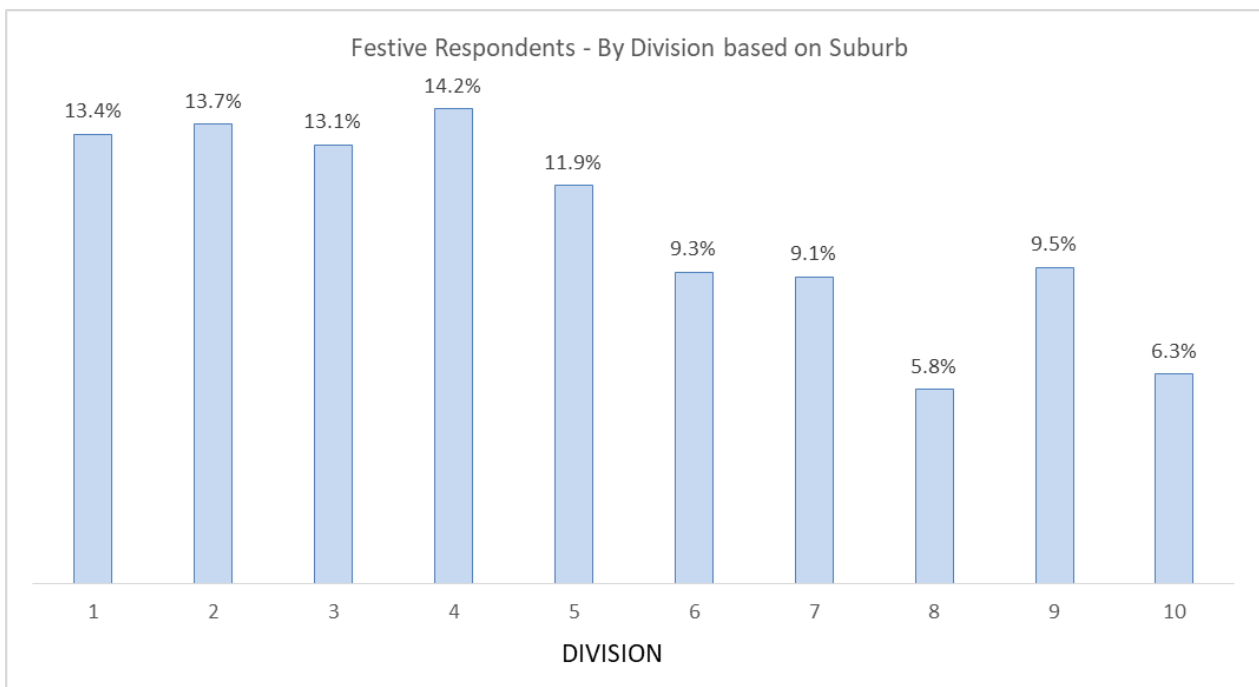
Q2. What is your background?



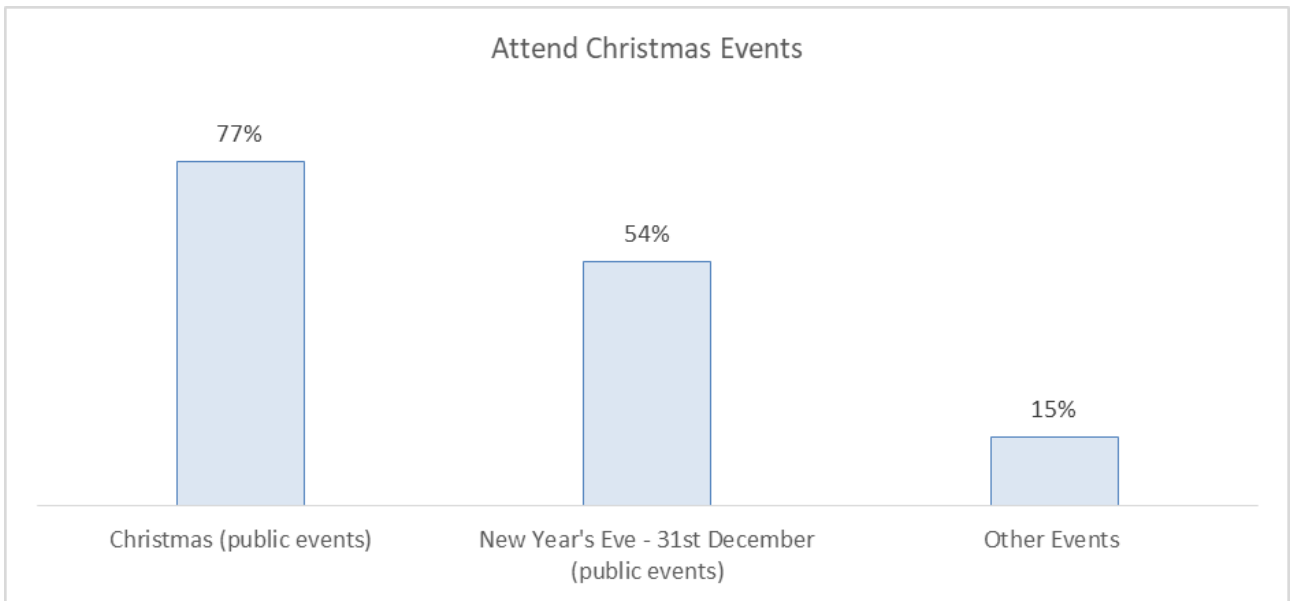
Q3. Age Group



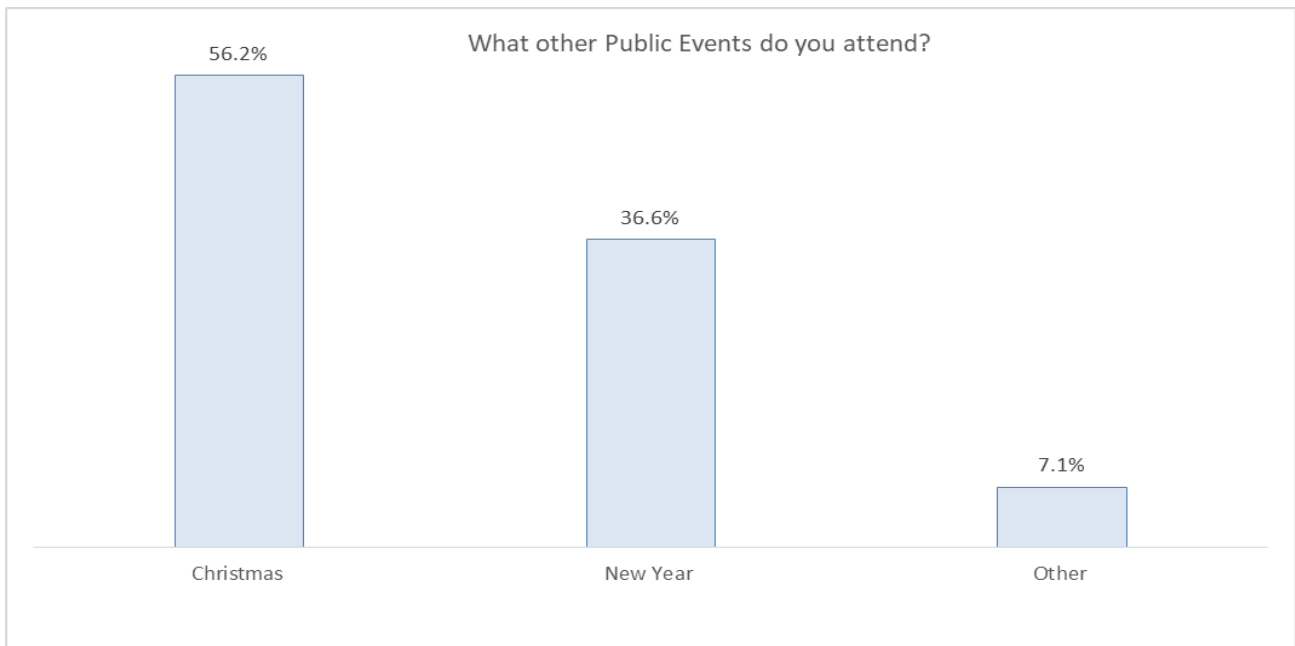
Q4. What is your suburb? (By Division)



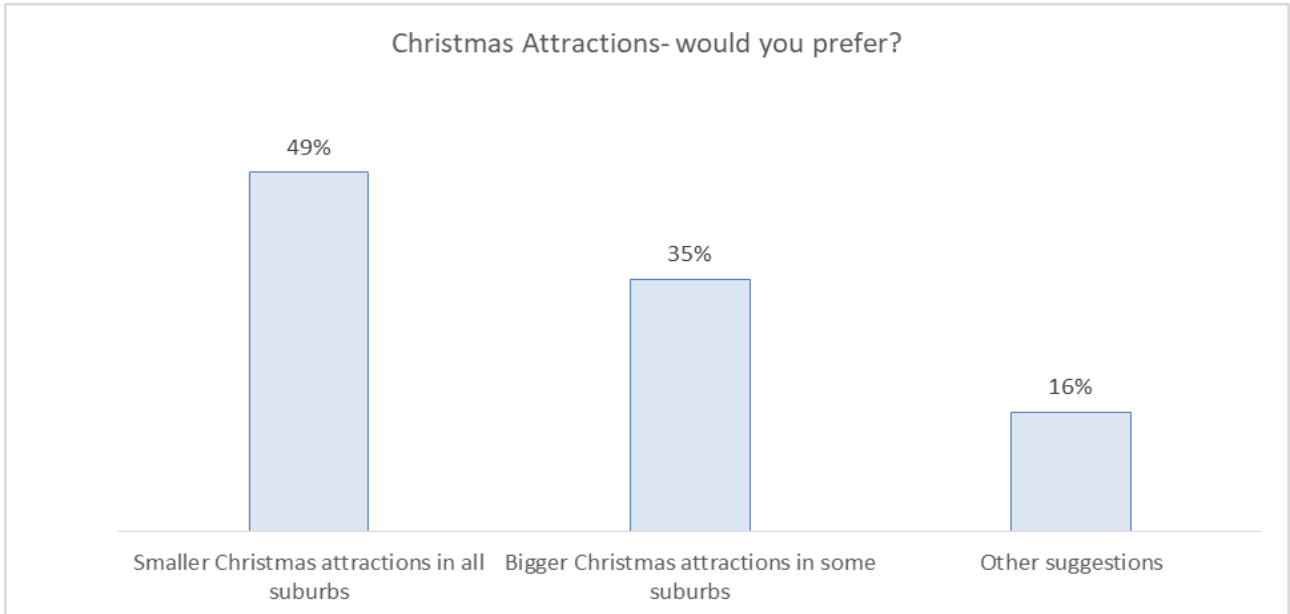
Q5. Do you or your family attend any of the below? [Christmas (public events), New Year's Eve – 31st December (public events), Other]



Q6. What other public events do you or your family attend?



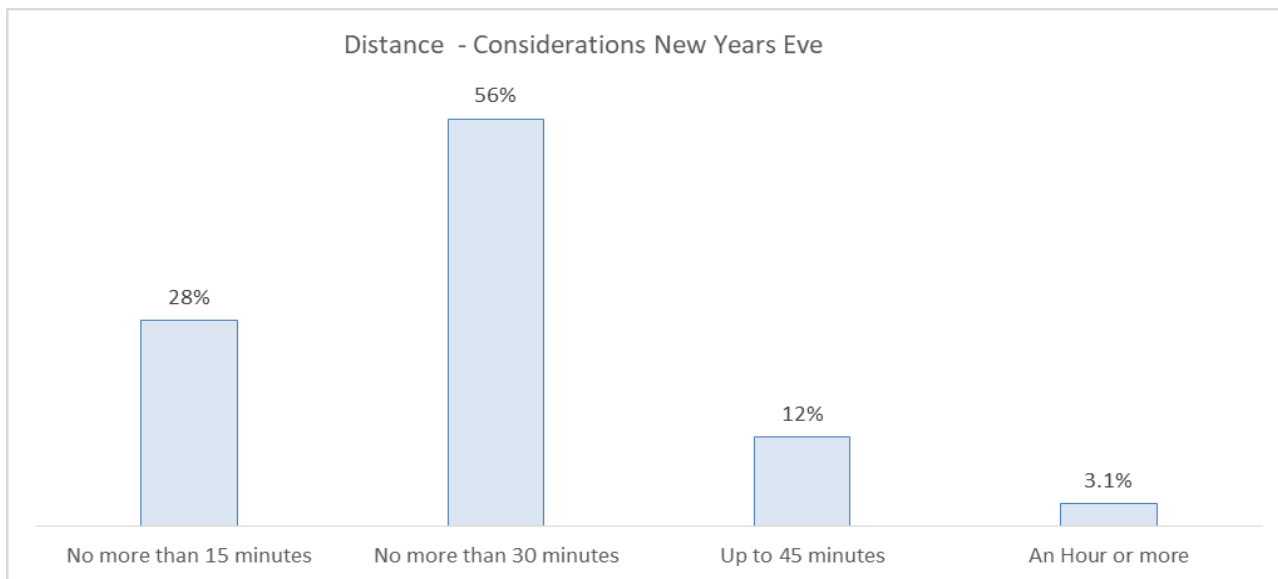
Q7. Would you prefer bigger Christmas attractions in some suburbs or smaller Christmas attractions in all suburbs?



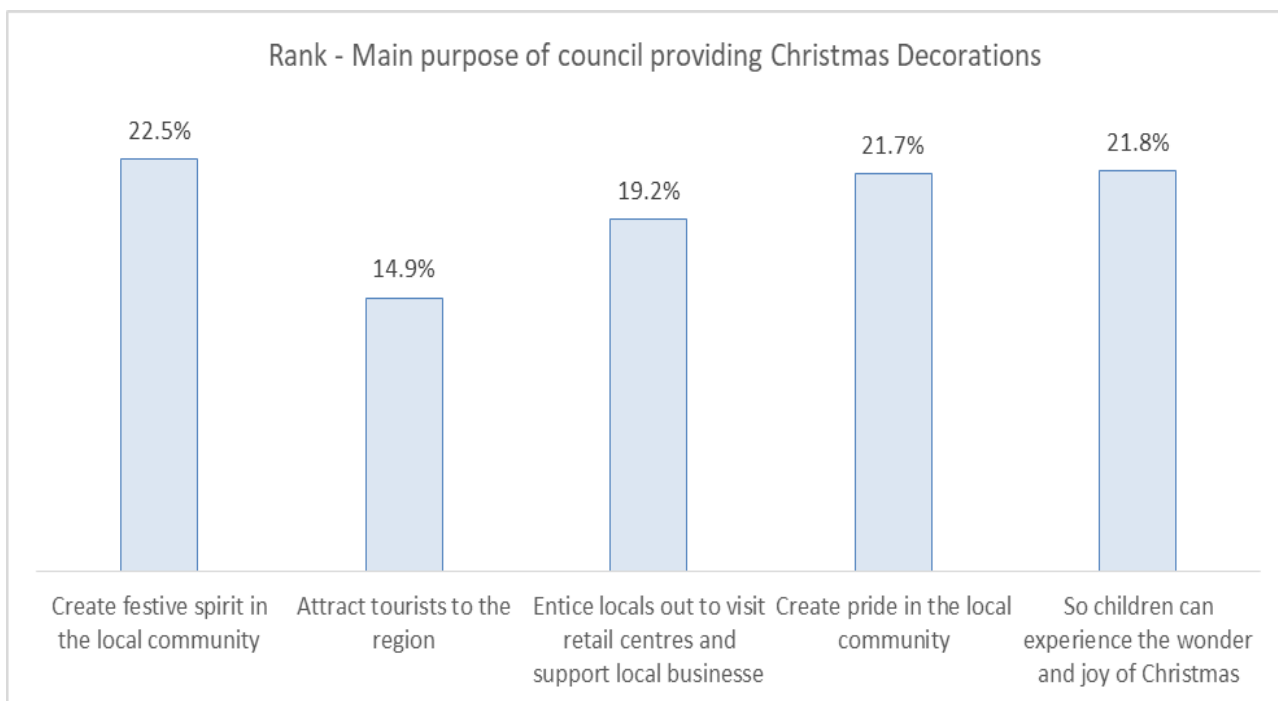
8. Rank the below considerations, when deciding to attend a Christmas event. (you can rank more than one equally) [1 – not a consideration to 5 – important consideration]



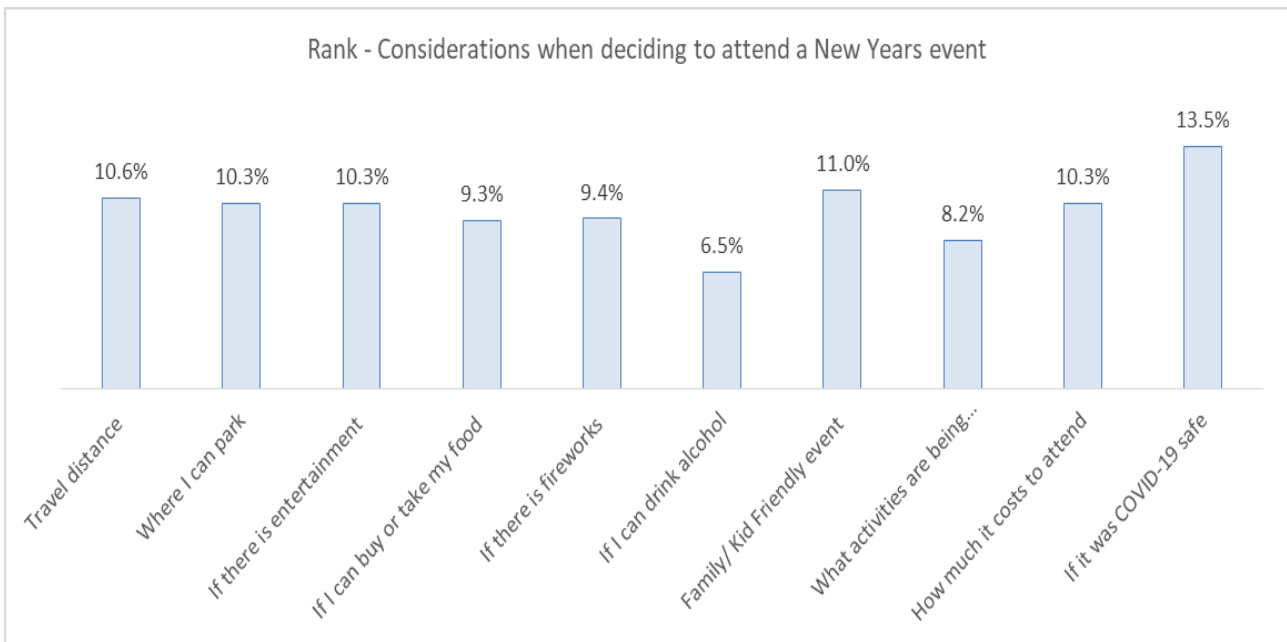
Q9. If you specified that travel distance was a consideration for you when you are deciding to attend a Christmas event, how far would you travel?



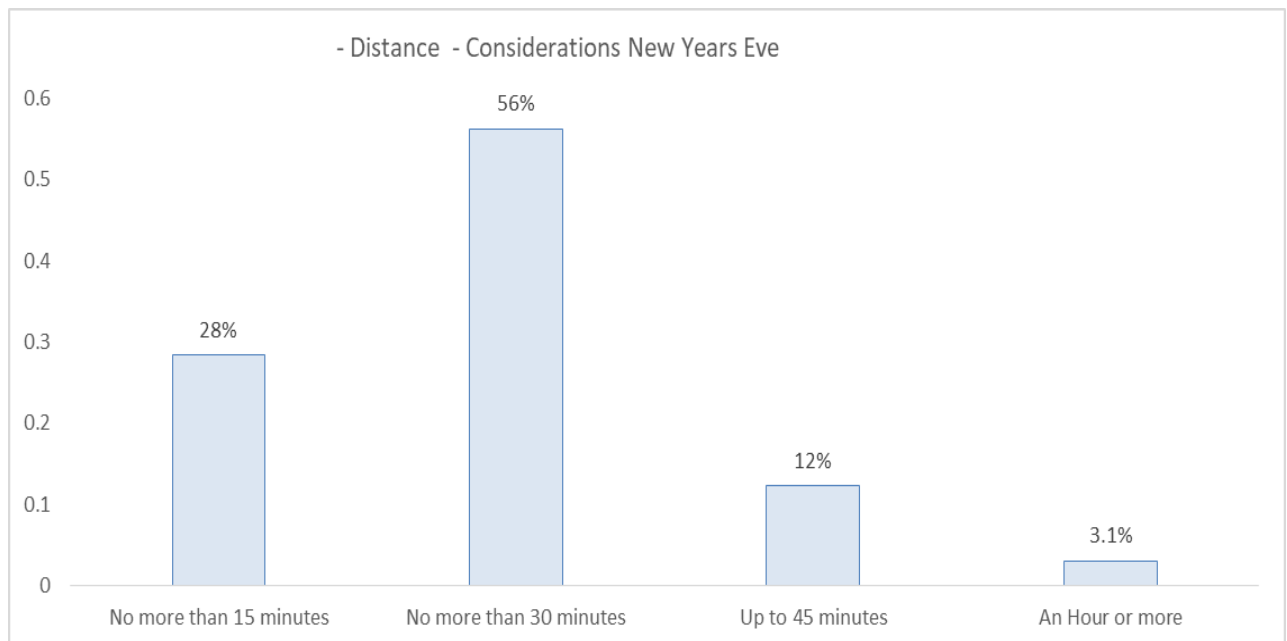
Q10. What do you think is the main purpose of Council providing Christmas decorations across the region? (you can rank more than one equally) [1 – least important to 5 – most important]



Q11. Rank from the below considerations, when deciding what to do on New Year's Eve. (please uniquely rank from 1 – least important to 10 – most important) [1 – least important to 10 – most important]



Q12.If you specified that travel distance was a consideration for you when you are deciding to attend a New Year's how far would you travel?



Community Survey Respondent Comments

Theme	Resident Location	Comment
Event size/location/type	Woombye	<i>"More local New Year's Eve events too hard to get to Mooloolaba and find parking nothing other side of highway"</i>
Event size/location/type	Little Mountain	<i>"The need to create a sense of community has never been more positive important. Bringing neighbours together in celebration of the positive things in life is crucial for the future."</i>
Event size/location/type	Coolum Beach	<i>"Provide small discrete celebrations to engage and build local community cohesion"</i>
Event size/location/type	Forest Glen	<i>"Council supported Christmas and New Year events are fabulous. They create a wonderful sense of community and acceptance and residents and visitors all seem to love them"</i>
Event size/location/type	West Woombye	<i>"To have Christmas decorations in the Main Street of a town is essential for a feeling of community & goodwill for the festive season eg the main Street of Woombye"</i>
Event size/location/type	Woombye	<i>"The Sunshine Coast has great parks and public spaces that should be utilised more for free public events and community gathering"</i>
Event size/location/type	Mountain Creek	<i>"Family friendly events showcasing the local area."</i>
Event size/location/type	Nambour	<i>"Locally organised community events help strengthen community bonds"</i>
New Year's Eve	Yandina	<i>"I Have been to watch the fireworks a few times, usually from above the Maroochy river, on the beach or on a hill (at a friend's place)"</i>
New Year's Eve	Golden Beach	<i>"We love the innocence of the Sunshine Coast and we want entertainment to reflect this. We don't have to be highly polished and glitzy, just family orientated. Everyone loves fireworks and music and dancing in the park."</i>
Travel Considerations	Landsborough	<i>"From Landsborough we would travel as far as Coolum for events."</i>
Travel Considerations	Coolum Beach	<i>"Travel distance, and how long it takes to find a park at the end of it, is a major consideration, given the lack of parking available at major destinations"</i>
Christmas – smaller events	Mooloolaba	<i>"Smaller attractions in more suburbs to help spread out crowds, particularly in the COVID context"</i>

Appendix D – Local Government Benchmarking Survey

The survey

A range of questions were submitted via email from the Sunshine Coast Council to Councils across Australia from October 2019 to January 2020. These questions covered festive policies, strategies, services and programs delivered by respondent councils and related budgets.

Festive Season activities were defined for the purposes of this study as those activities that were related to Christmas Season, New Year’s Eve and Australia Day including events, decorations (including fireworks) and support.

Survey aims

- To develop a national best practise benchmark to be used to compare individual local government models
- Help local governments across Australia to Inform their own practices, policies and strategies with up to date accurate information
- Develop evidence for the development of new festive strategies
- Inform the Sunshine Coast Council Festive Season Strategy review.

These results are comprised of 7 sections:

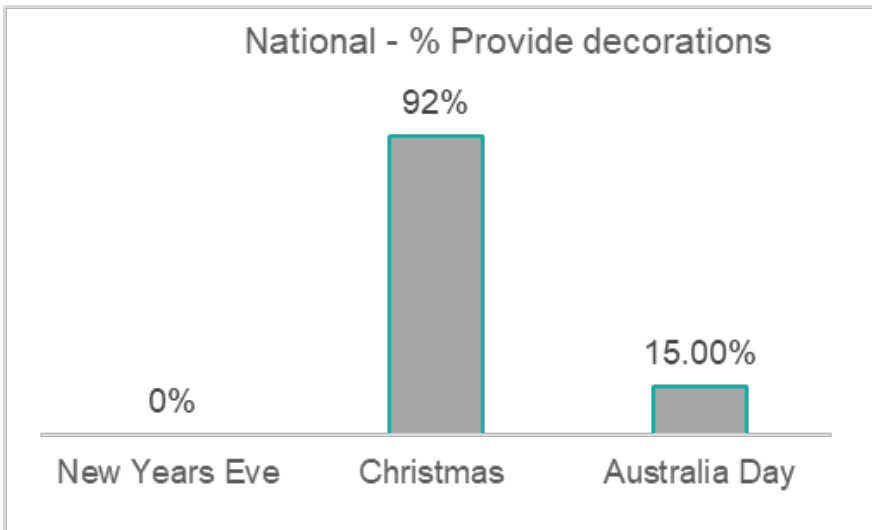
1. General statistics
2. Strategies
3. Decorations
4. Events
5. Sponsorship and grants
6. Spend summaries
7. Response summary table

1. Does your council have any strategies / policy on the delivery of festive initiatives? Please describe and provide a link.
2. What does your council do for Christmas?
<input type="checkbox"/> Deliver events
<input type="radio"/> If so, what events and approx. total spend?
<input type="checkbox"/> Sponsor events
<input type="radio"/> If so, what events and approx. total spend?
<input type="checkbox"/> Provide decorative infrastructure (trees / banners / lights etc.)
<input type="radio"/> If so, what infrastructure and approx. total spend?
<input type="checkbox"/> Provide community grants
<input type="radio"/> If so, how?
<input type="checkbox"/> Other
What else do you do? Or why do you do nothing? i.e. do chambers deliver? Or do you use community grants as a mechanism to support?

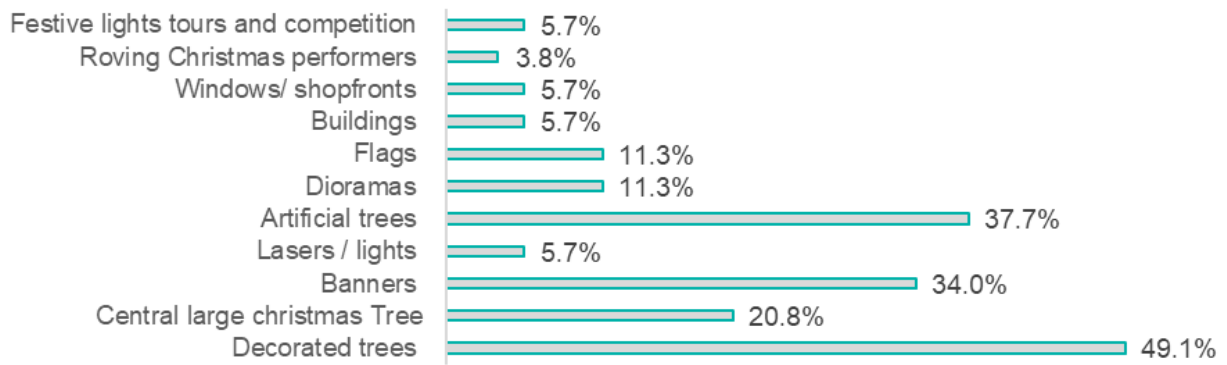
3. What does your council do for New Year's Eve?
<input type="checkbox"/> Deliver events
○ If so, what events and approx. total spend?
○ Do you have fireworks?
<input type="checkbox"/> Sponsor events
○ If so, what events and approx. total spend?
<input type="checkbox"/> Provide decorative infrastructure (trees / banners / lights etc.)
○ If so, what infrastructure and approx. total spend?
<input type="checkbox"/> Provide community grants
○ If so, how?
<input type="checkbox"/> Other
What else do you do? Or why do you do nothing? i.e. do chambers deliver? Or do you use community grants as a mechanism to support?

4. What does your council do for Australia Day?
<input type="checkbox"/> Deliver events
○ If so, what events and approx. total spend?
<input type="checkbox"/> Sponsor events
○ If so, what events and approx. total spend?
<input type="checkbox"/> Provide decorative infrastructure (flags / banners / lights etc.)
○ If so, what infrastructure and approx. total spend?
<input type="checkbox"/> Provide community grants
○ If so, how?
<input type="checkbox"/> Other
What else do you do? Or why do you do nothing? i.e. do chambers deliver? Or do you use community grants as a mechanism to support?

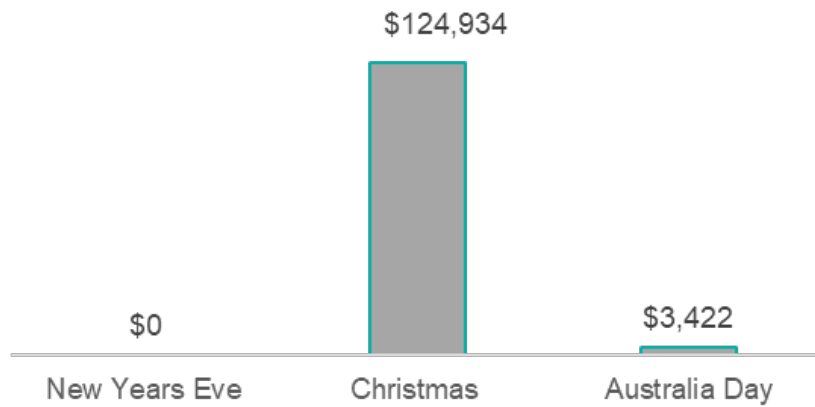
5. Your LGA's population?



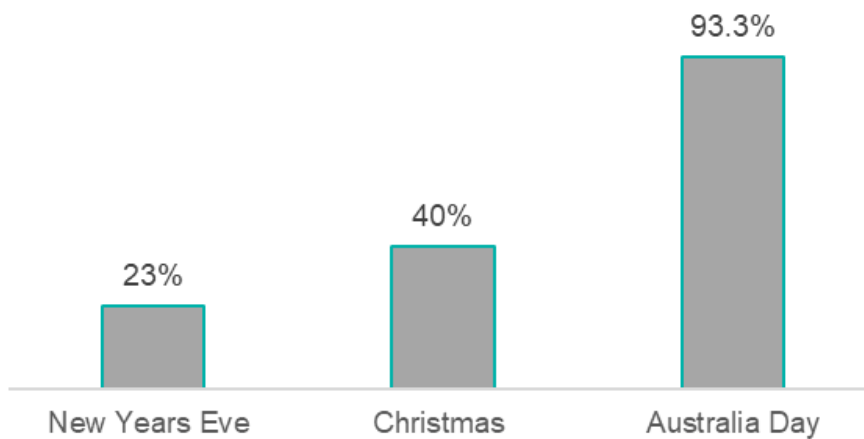
National % Types of Christmas decorations

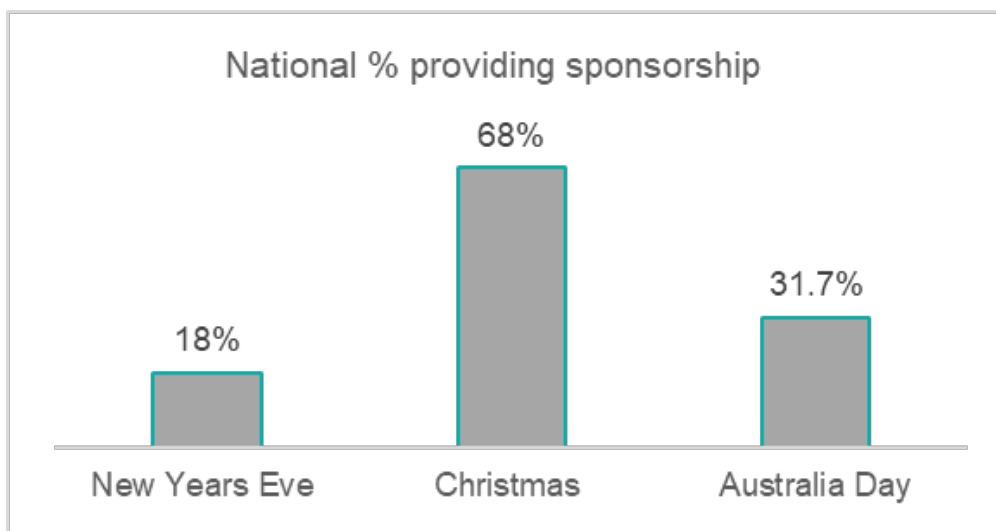
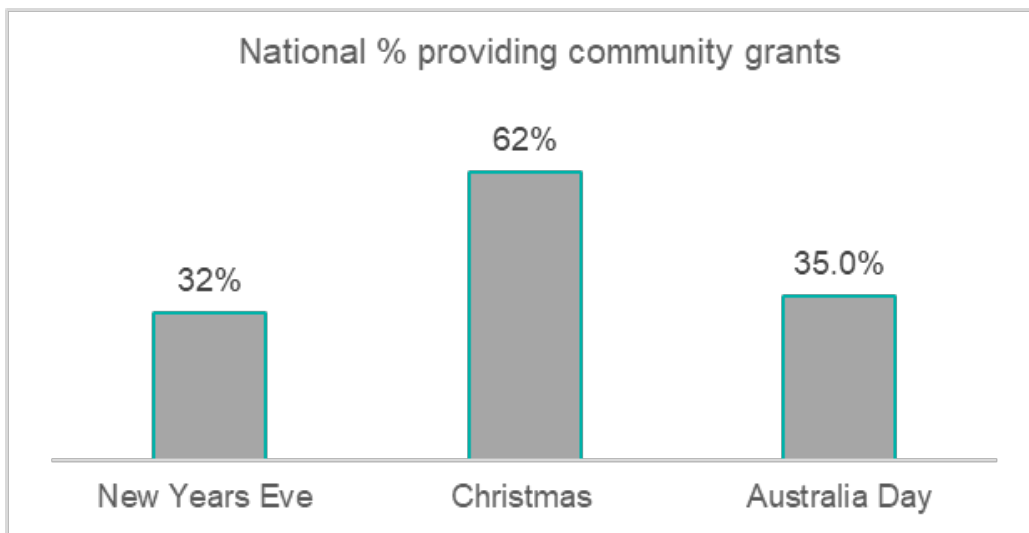
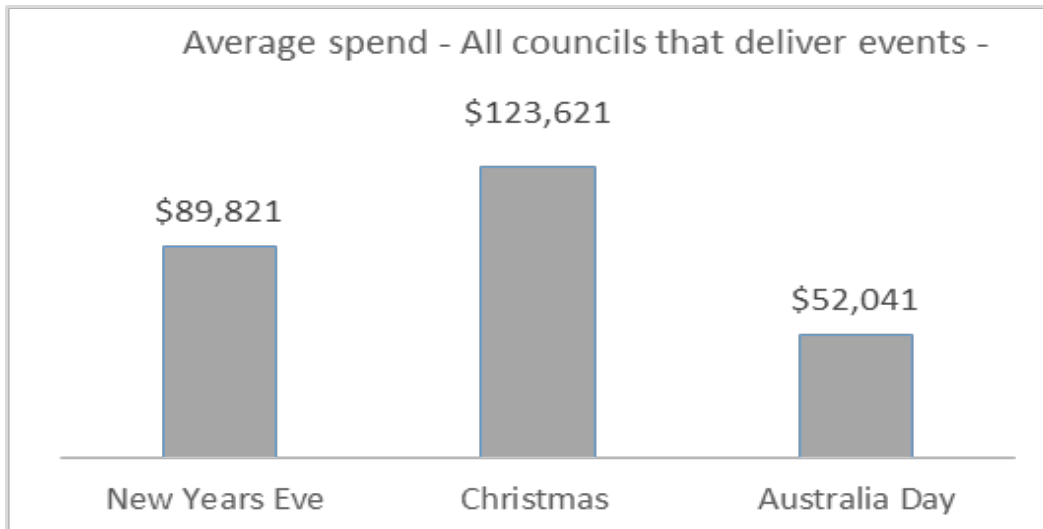


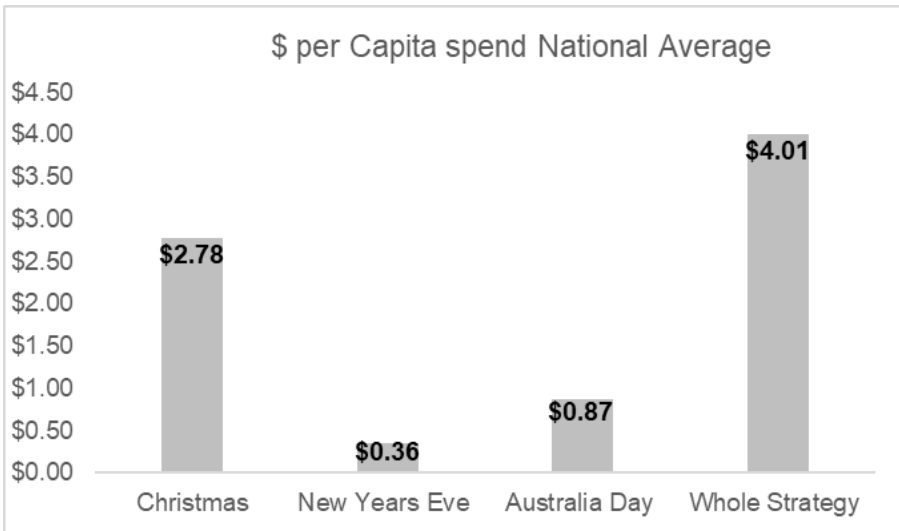
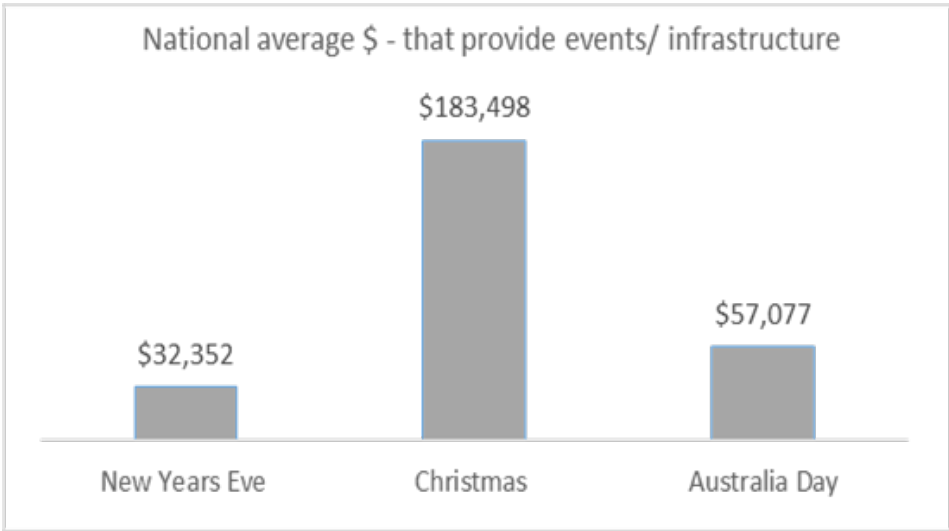
National average - decorations/infrastructure \$



National - % Delivery of events







Response Summary

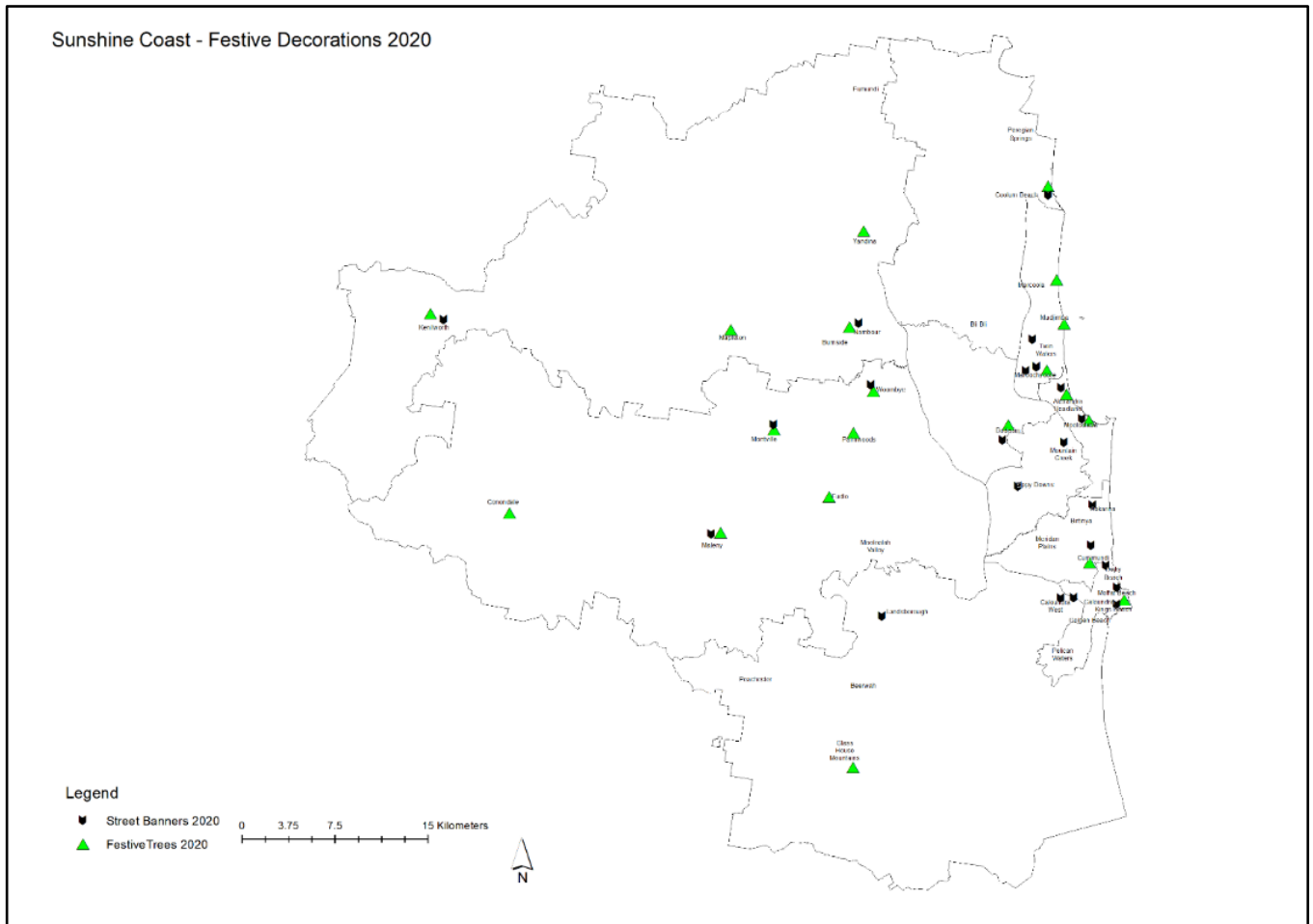
Survey measure	New Years Eve	Christmas	Australia Day	Other	Total Values	Average per head
Number who Deliver	14	24	56	Number of events deliveries	94	
% who deliver	23.3%	40.0%	93.3%	% deliver some form of event	52.2%	
Number who Support /sponsor	11	41	19	Total support / sponsor	71	
% who sponsor	18.3%	68.3%	31.7%	% support some form of celebration	39.4%	
Value Deliver \$	\$1,257,500	\$2,966,900	\$2,914,300	Total Delivery \$	\$7,138,700	\$1.80
Value Support \$	\$166,000	\$1,171,600	\$479,500	Total support \$	\$1,817,100	\$0.46
Provide Infrastructure	0	55	9	Total all infrastructure	64	
% Provide Infrastructure	0.00%	91.67%	15.00%	Total any form of infrastructure		
Value Infrastructure \$	\$0	\$6,871,385	\$30,800	Total infrastructure \$	\$6,902,185	\$1.74
Average spend - those that provide infrastructure	\$0	\$124,934	\$3,422			
Total Value \$	\$1,423,500	\$11,009,885	\$3,424,600	Total all value \$	\$15,857,985	\$4.01
Produce Fireworks	20	0	0	Total fireworks Number	20	
Provide Community Grants	19	37	21	Provide Community grant program streams	77	
% provide community grants	31.7%	61.7%	35.0%	% Provide some form of community grant	42.8%	
Average Delivery \$	\$89,821	\$123,621	\$52,041	Total - Average ALL delivery	\$265,483	
Average Support \$	\$15,091	\$28,576	\$25,237	Total Average ALL support	\$68,903	
Average total \$ across whole sample all deliver	\$20,958	\$49,448	\$48,572	Per head \$ ALL \$ FESTIVE	4.01	
Average total \$ across whole sample all support	\$2,767	\$19,527	\$7,992	Per head \$ Christmas	\$2.78	
Average total \$ across whole sample Value Infrastructure	\$0	\$114,523	\$513	Per head \$ New Years Eve	\$0.36	
Average total \$ across whole sample all type	\$23,725	\$183,498	\$57,077	Per head \$ Australia day	\$0.87	
Total all who do anything	44	60	60			
Average \$ those that do anything	\$32,352	\$183,498	\$57,077			
Average \$ those that deliver an event	\$89,821.43	\$123,620.83	\$52,041.07			
Average \$ sponsorship	\$15,090.91	\$28,575.61	\$25,236.84			
% provide fireworks	33.3%			Total fireworks	33.3%	

Appendix E – Christmas Infrastructure Scoping

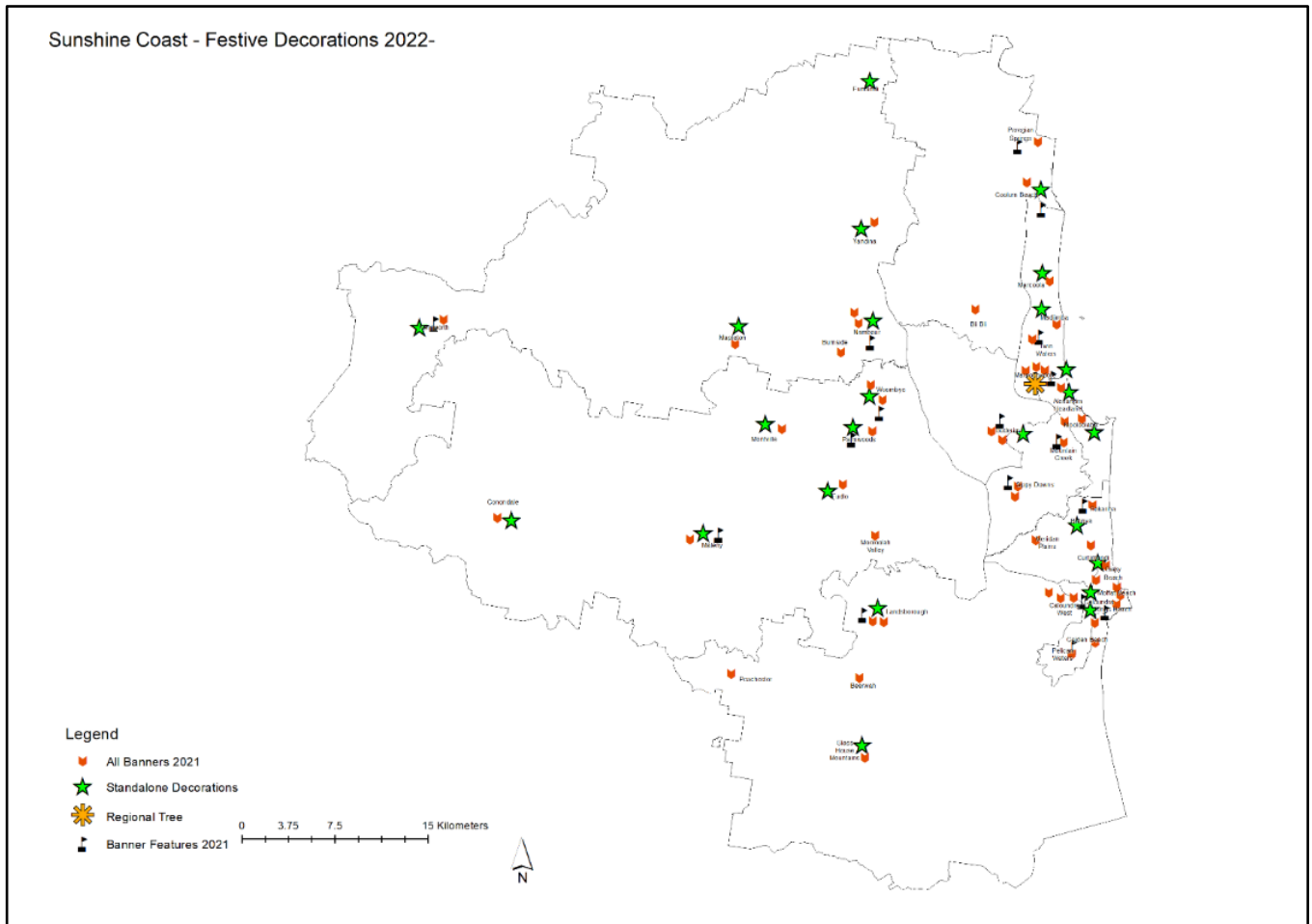
Location		Tier 1	Tier 2		Tier 3	Costings			
Major / Principal Centre	District & Local Centres	Regional tree	Banners current	Banners proposed	Extension feature	Feature installation	21/22 FY	22/23 FY	23/24 FY
Caloundra, Caloundra South & Aura	Aura		8	8			\$ 3,120.00	\$ 1,120.00	\$ 1,120.00
	Caloundra		10	10	2	1	\$ 17,260.00	\$ 11,760.00	\$ 11,760.00
	Kings Beach		8	8	2	1	\$ 16,480.00	\$ 11,480.00	\$ 11,480.00
	Moffat Beach		6	6			\$ 2,340.00	\$ 840.00	\$ 840.00
	Currimundi/Wurtulla		20	20		1	\$ 17,800.00	\$ 12,800.00	\$ 12,800.00
	Dicky Beach		8	8			\$ 3,120.00	\$ 1,120.00	\$ 1,120.00
	Meridan Plains		0	4			\$ 1,560.00	\$ 560.00	\$ 560.00
	Caloundra West		0	4			\$ 1,560.00	\$ 560.00	\$ 560.00
	Pelican Waters		0	4	2		\$ 4,920.00	\$ 920.00	\$ 920.00
Golden Beach		0	4			\$ 1,560.00	\$ 560.00	\$ 560.00	
Kawana	Wurtulla (see currimundi)						\$ -	\$ -	\$ -
	Birtinya (Stadium)		8	16	2	1	\$ 19,600.00	\$ 12,600.00	\$ 12,600.00
	Buddina/ Bokarina		42	42			\$ 16,380.00	\$ 5,880.00	\$ 5,880.00
	Mountain Creek		16	16			\$ 6,240.00	\$ 2,240.00	\$ 2,240.00
Maroochydore Sippy Downs	Maroochydore [2022 install]	1	58	64	4		\$ 31,680.00	\$ 169,680.00	\$ 169,680.00
	Cotton Tree		9	9		1	\$ 13,510.00	\$ 11,260.00	\$ 11,260.00
	Mooloolaba		28	36	4	1	\$ 30,760.00	\$ 15,760.00	\$ 15,760.00
	Alexandra Headland		7	7		1	\$ 12,730.00	\$ 10,980.00	\$ 10,980.00
	Buderim		10	16		1	\$ 16,240.00	\$ 12,240.00	\$ 12,240.00
	Sippy Downs/ Palmview		4	16	3		\$ 11,280.00	\$ 2,780.00	\$ 2,780.00
Coolum	Coolum		16	16		1	\$ 16,240.00	\$ 12,240.00	\$ 12,240.00
	Mudjimba		No supporting infrastructure - timber poles		2	1	\$ 13,360.00	\$ 10,360.00	\$ 10,360.00
	Marcoola		8	8		1	\$ 13,120.00	\$ 11,120.00	\$ 11,120.00
	Twin Waters		8	8	2		\$ 6,480.00	\$ 1,480.00	\$ 1,480.00
	Peregian Springs		0	6	2		\$ 5,700.00	\$ 1,200.00	\$ 1,200.00
Beerwah	Beerwah		0	16	4		\$ 12,960.00	\$ 2,960.00	\$ 2,960.00
	Glasshouse Mountains		0	4		1	\$ 11,560.00	\$ 10,560.00	\$ 10,560.00
	Landsborough		10	10	2	1	\$ 17,260.00	\$ 11,760.00	\$ 11,760.00
	Peachester		No supporting infrastructure - timber poles		2		\$ 3,360.00	\$ 360.00	\$ 360.00
	Conondale		No supporting infrastructure - timber poles		2	1	\$ 13,360.00	\$ 10,360.00	\$ 10,360.00
	Mooloolah		No supporting infrastructure - timber poles		2		\$ 3,360.00	\$ 360.00	\$ 360.00
	Maleny		5	5	2	1	\$ 15,310.00	\$ 11,060.00	\$ 11,060.00
Nambour	Nambour		26	26	2	1	\$ 23,500.00	\$ 14,000.00	\$ 14,000.00
	Burnside		0	4			\$ 1,560.00	\$ 560.00	\$ 560.00
	Woombye		4	8	2	1	\$ 16,480.00	\$ 11,480.00	\$ 11,480.00
	Palmwoods		0	4	2	1	\$ 14,920.00	\$ 10,920.00	\$ 10,920.00
	Eudlo		No supporting infrastructure - timber poles		2	1	\$ 13,360.00	\$ 10,360.00	\$ 10,360.00
	Mapleton		No supporting infrastructure - timber poles		2	1	\$ 13,360.00	\$ 10,360.00	\$ 10,360.00
	Montville		16	16	2	1	\$ 19,600.00	\$ 12,600.00	\$ 12,600.00
	Bli Bli		0	6			\$ 2,340.00	\$ 840.00	\$ 840.00
	Eumundi		No supporting infrastructure - timber poles			1	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
	Yandina		No supporting infrastructure - timber poles		2	1	\$ 13,360.00	\$ 10,360.00	\$ 10,360.00
Kenilworth		5	5	2	1	\$ 15,310.00	\$ 11,060.00	\$ 11,060.00	
		1	340	440	55	24			
			New banners Increased banners			New location			

Please note: The above is indicative and pending full logistical investigation. The intent and spend per location is the objective, however as an example, in some instances banners may not be feasible and an extension feature may be substituted.

SCC Festive Decorations Current



SCC Festive Decorations Recommended



Investigation into Pyrotechnics Alternatives

6/08/2020

Community Festivals and Events

The following is a brief investigation, consisting of an online information search into possible alternatives to pyrotechnics for a New Year's Eve displays.

1.0 Outdoor Drone Light Show

Drone shows are becoming increasingly popular in areas such as the US, China, Europe and the Middle East.



Pros

- Quiet
- Drone light shows are environmentally friendly.
- Drones have the capacity to tell a story.

Cons

- Crowd viewing size – show would have to be viewed from a specific point, viewers outside of this area would not be able to appreciate full show
- Limited viewing distance
- Slow – drones move very slowly (even at 2x playback speed)
- Low impact compared to fireworks
- Price – according to intel.com.au prices start at:
 - 200 drones - \$99k
 - 300 drones - \$199k
 - 500 drones - \$299k
- Australian suppliers may not have capacity to produce show with large enough impact due to drone inventory limitations

2.0 Projection/Lasers – Light projection/Image projection

For a projection show to be engaging, the screen must be large, the content must be visually pleasing and it is dependent on a surface to project onto, air particles and ambient light.



Pros

- Quiet
- Environmentally friendly
- Capable of telling a story

Cons

- Requires hugely powerful projectors (more than one) for a large enough display
- Projectors and lasers are dependent on particles in the air (cloud, fog, smoke, water) and would not work in a windy environment such as a coastline
- Laser shows require a performance area with little to no ambient light
- Successful execution of a light projection requires multiple high-powered projectors, extensive AV system and a crew of technicians.
- Lasers – risk of sudden flash blindness to viewers.
- Cost of a projection/laser show with similar impact to fireworks show of value \$75,000 is approximately \$340,000 (nearly 5 times the cost).

3.0 Artificial Auroras

The HAARP program in Alaska consists of a facility with 180 transmission antennas capable of emitting high-intensity radio waves directly to the ionosphere, an upper layer of the atmosphere.

The powerful radio waves accelerate the electrons scattered at that height, and their collisions create the characteristic brightness that forms the auroras.



Pros

- Visually stunning and unique

Cons

- Requires transmission antennas capable of emitting high-intensity radio waves directly into the ionosphere – CASA approval would be difficult to obtain.
- Health impacts of exposure to high-intensity radio waves.
- Power consumption.
- Unlikely that the required antenna set up is transportable and even if it was, it would require a massive, clear space of land away from sensitive electrical equipment.
- Price - The cost of running an experiment at the HAARP facility is \$5,000 per hour – the cost of having one installed on the Sunshine Coast would be unrealistic.

4.0 Artificial Shooting Stars

This program consists of launching a satellite, which will be loaded with a thousand metallic pellets, to a height of 500km. When the satellite is over a certain region, it releases the pellets so that they fall to Earth and burn in the atmosphere. In this way, the satellite can produce numerous shooting stars that last up to 10 seconds at any desired time and location.



Pros

- Shooting stars are unique, beautiful and cosmic.

Cons

- Local air traffic interference
- Cost – each meteor is anticipated to cost \$8,100
- Would require a significant number over a period of time to have the required impact.
- A Japanese company, Astro Live Experiences, is the organisation behind this idea, but has yet to execute. Their launch has been pushed back to 2023.



www.sunshinecoast.qld.gov.au

mail@sunshinecoast.qld.gov.au

T 07 5475 7272 **F** 07 5475 7277

Locked Bag 72 Sunshine Coast Mail Centre Qld 4560