

Sunshine Coast Events Board

2015-2016 Annual Report





“We did see a lot in our store. While we don’t record all casual sales, we did note an increase in our sports swimwear ranges of about 10% over that period”.

Cozie Swimwear, Caloundra

“That was a great event for us, we were fully booked out. All these events this year have been great for our business. The same time last year business was way down, so we appreciate the support”.

Half Price Car Rentals, Maroochydore



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Chairman's Address

Ralph Devlin AM QC

“We are building our own ‘story’ as an events destination.”



In 2015 - 2016 the Sunshine Coast hosted
44 major events
 attracting nearly 140,000 guests

The second full year of operation of the Sunshine Coast Events Board has seen a significant uplift in events activity compared to the previous year. Highlights included the 2016 Australian Surf Life Saving Championships ('the Aussies'), which returned to the Sunshine Coast after 36 years. The World Outrigger Sprint Championships was also a colourful highlight.

The reason for singling out these two events among many is that our interstate and international visitors for these events were in high praise of our welcoming region, our beautiful climate and surroundings, and our ability to put on a good show.

Our steady upward trend in events over the last year has provided the momentum to attract a wider range of quality events. We are building our own 'story' as an events destination, locally among our own people, in Australia with many first-time visitors and internationally. Many of our business people have taken full advantage of the opportunities offered; there is always more to be done and we remain committed to engaging with our businesses.

The Board is very appreciative of the support shown by Mayor Mark Jamieson and all the Councillors. We have built a sense of mutual purpose and mutual trust which operates well, in the public interest.

Council staff from a wide cross-section have played a part in ensuring successful events. We start by acknowledging the Events Unit - David Hopper, Peter Egan, Nick Stewart and Gwyn Bruce - for your hard work and your constant support of our mutual 'cause'.

My thanks to all Board members for your unselfish efforts to support an exciting agenda, both at meetings and in attending many of the events to gain first-hand experience. Manager Economic Development, Paul Martins, has been a constant help with his common-sense approach, as has Councillor O'Pray, Tourism & Events Queensland rep Lynne Banford and Visit Sunshine Coast rep Simon Latchford.

We are a cohesive Board with the public interest as our guide. Our deliberations occur in an atmosphere of efficient use of our time, mutual respect and unity of purpose.

The array of future events looks as exciting as those in the year just past.

Thank you.

Ralph Devlin AM QC





Membership

The Board comprises regional leaders who represent a wide range of foremost experience in various professions, the events industry, including a generous breadth of sporting, artistic and cultural areas:



Ralph Devlin AM QC Chairman

Ralph brings a wealth of experience in managing community-orientated boards as well as his long and distinguished legal career. He has been actively involved in the Sunshine Coast community since 1971 and has a home in Maroochydore.

Ralph was President of Surf Life Saving Queensland 2011-2016 and Deputy President of Surf Life Saving Australia 2013-2016.

Ralph was made a Member of the Order of Australia in January 2016 for his services to Surf Life Saving and to the Law.



Paul Smith Deputy Chairman, Business representative

Paul has extensive business expertise specialising in marketing, events, business management, consultancy and finance. He has run his own company for over 35 years and is also a Director of several other companies. He has developed many major events locally and internationally, including sport, entertainment, cultural and special one-off events. Paul also serves on the Board of The Events Centre Caloundra.

The Board

The Sunshine Coast Events Board was established in November 2013 following Council's adoption of the *Sunshine Coast Major and Regional Events Strategy 2013-2017*.

The Board's role is to oversee the implementation of the Strategy and to provide advice to Council to support the region's investment in existing major events, identify other possible sources of sponsorship funding, and to secure new major events for the region.

Council's vision is to be "Australia's natural, regional major events destination", which will be realised by positioning the region and growing its reputation as a tourism and major events destination; maximising the economic, strategic marketing and community values of major events; and by providing a coherent framework for supporting and growing major events.

It is not within the Board's remit to address any priorities or actions associated with developing community or business events, although it is recognised they may provide economic and community value to the region.



Vickii Cotter Community representative

Vickii has many years of experience in event development and management, with a focus on cultural and musical events. She currently owns the Noosa Jazz Festival along with her own events company. Career highlights include being the Executive Producer of Vivid Sydney and a senior manager with Bluesfest Byron Bay.

Vickii resigned from the Board in May 2016, but remained a member of the Existing Portfolio Working Group.



Lynne Banford Tourism and Events Queensland representative

Currently Tourism and Events Queensland (TEQ) director for the Sunshine Coast, Lynne has nearly 20 years in the tourism and events industry. She led the international marketing arm of New Zealand's largest Regional Tourism Organisation and worked on New Zealand's '100% Pure' campaign. Lynne subsequently joined the New Zealand Government's Trade and Industry Department as Major Event Manager.



Andrew Lofthouse Community representative

Andrew is a news presenter with the Nine Network, with many years of previous broadcasting experience from ABC radio and television. He lives on the Sunshine Coast and has a strong understanding of the arts and cultural space. Andrew has previously been named 'Queensland TV Personality of the Year' and is Patron of the Buderim Male Choir.



Simon Ambrose Visit Sunshine Coast Board representative

Simon was CEO of Visit Sunshine Coast from 2013 to 2016. He was formerly CEO of the Augusta Margaret River Tourism Association, Director of the Blue Mountains Cultural Centre, Director of the McClelland Gallery and Sculpture Park and General Manager of the Interact Asia-Pacific Multimedia Festival in Victoria.

Simon stood down from the Board in May 2016.



Garth Prowd OAM Business representative

Garth has worked for over 35 years at the highest level in all aspects of local, national and international sport, lifestyle and entertainment events. This includes Managing Directorship of USM Events. USM was responsible for the successful delivery of more than 750 national and international events during Garth's period of ownership. Following the sale of USM Events Garth sat on the Board of Tourism and Events Queensland for three years and also provides a consultancy service to the sports marketing, media and events industry.



Simon Latchford Visit Sunshine Coast Board representative

Over the past 14 years Simon has played a lead role influencing and implementing positive change at regional, state and national level, having operated both in the private and Government sectors. Recently appointed CEO of Visit Sunshine Coast, Simon is a highly successful fundraiser and sponsorship hunter and has played a senior role in the marketing and strategic development of leading destinations such as regional Queensland, the Whitsundays, regional Victoria and the Margaret River Region in Western Australia where he delivered record visitation growth.

Simon joined the Board in May 2016.



Bill Darby MBA MAICD Visit Sunshine Coast members' representative

Bill is the co-owner of Caloundra's multi-award winning Rumba Beach Resort. As an active and energetic tourism advocate, Bill is the former chair of Caloundra Tourism and he holds Business Advisory and Foundation Board memberships at the University of the Sunshine Coast. Bill is a regular business columnist for My Weekly Preview and provides industry advice to all levels of government.

Bill stood down from the Board in May 2016, but remained a member of the New Major Events Working Group.



Fraser Green Visit Sunshine Coast members' representative

Fraser is a Board Director of Visit Sunshine Coast, the Regional Tourism Organisation, and has extensive business experience through his interests in tourism, retail and property investment on the Sunshine Coast. Over the past 25 years he has established a chain of women's fashion and swimwear stores located in major tourism precincts throughout South East Queensland. Fraser also has a long history of being actively involved with local Sunshine Coast community organisations that promote business, events and tourism.

Fraser joined the Board in May 2016.



Cr Jason OPray Council representative

Jason is the Sunshine Coast Council Division 8 Councillor. His portfolio includes Economic Development with his sector of responsibility being Tourism, Events and Sport. Jason also sits on the Embracing 2018 Sunshine Coast Steering Committee and Visit Sunshine Coast's Participatory Sports Advisory Panel.

In line with its Charter, the following amendments to Board membership were made during the year:

- Chairman Ralph Devlin AM QC, Andrew Lofthouse and Garth Prowd OAM retired in January 2016 and being eligible, were reappointed
- The Visit Sunshine Coast (VSC) Board appointed Simon Latchford as CEO, replacing Simon Ambrose as their Board representative
- The members of VSC nominated Fraser Green as their representative, replacing Bill Darby
- An external recruitment process was instigated in the fourth quarter to identify a suitable replacement for Vickii Cotter with an appointment expected early in the new financial year.

The Board is supported by two Working Groups established to address particular issues and provide expert advice, specifically in the areas of:

- Existing Major Events Portfolio (chaired by Ralph Devlin AM QC, Simon Latchford and Vickii Cotter)
- New Major Events (chaired by Paul Smith, Ralph Devlin AM QC, Garth Prowd OAM, Lynne Banford, Simon Ambrose and Bill Darby).

Major events on the Sunshine Coast generated about **\$100 million** in economic activity



Board Meetings

Regular scheduled meetings were held throughout the year and unscheduled supplementary meetings as and when necessary. These meetings were structured to allow open discussion. At each meeting the Board received certain regular reports which included an update from the Sunshine Coast Events Team and the Tourism and Events Queensland representative. External participants were invited specific to topic and agenda item.

All Board members participated in discussing strategy, tactics, performance and risk management. Comprehensive briefing papers were circulated to all Board members approximately one week before each meeting in digital format. When members were unable to attend a meeting, they were provided with all relevant briefing papers and given the opportunity to discuss any issues with the Chairman or the Sunshine Coast Events Team and, where possible, participate by telephone for critical discussions and approvals on specific matters.

The Chair maintained regular contact with the Sunshine Coast Events Team throughout the year and particularly in the lead up to the Board meetings.

Board members met with the Mayor and the Portfolio Councillors for Economic Development and Innovation, and Tourism, Events and Sport to provide updates on progress and their plans for the future.

The Board also met informally with senior management of Council throughout the year.

Attendance at scheduled Board and Working Group Meetings

	Board	New Major Events Working Group	Existing Major Events Portfolio Working Group
Ralph Devlin AM QC	6/7	4/6	3/4
Paul Smith	6/7	5/6	
Garth Prowd OAM	6/7	3/6	
Lynne Banford	5/7	2/6	
Simon Ambrose	4/5	4/4	
Bill Darby	5/6	2/2	2/3
Vickii Cotter	1/6		4/4
Simon Latchford	2/2		1/1
Andrew Lofthouse	6/7		
Fraser Green	1/1		
Cr Jason OPray	7/7		

The Report

Governed by its Charter, the Board is required to report to Council on an annual basis. This report covers the second financial year of the Board's operation.

To enhance the annual reporting and to monitor the Board's overall performance in overseeing the implementation of the *Sunshine Coast Major and Regional Events Strategy* a suite of Key Performance Indicators were developed.

Key Performance Indicators	Target 2014/15*	Actual 2014/15*	Target 2015/16*	Actual 2015/16*
Economic return on regional investment in major events	\$50.0 million	\$55.4 million	\$53.0 million	\$101 million
ROI to the region as a consequence of Council's investment	1:40	1:52	1:38	1:45
Value of local spend by event managers	\$3.5 million	\$3.7 million	\$4.0 million	\$4.5 million
Number of participants and supporters from outside the region	80,000	78,685	85,000	138,960
Number of:				
• Major events in portfolio	28	36	30	42
• Major events retained (net)	16	27	20	24
• New major and regional events sourced and secured	12	9	10	18
Identification of realistic options to expand the funding base for the support of major and regional events	Achieved	Achieved	Achieved	Achieved

*Notes:

- Actual figures used where available and estimated on remainder
- Figures are for events funded from these financial years and include Caloundra Music Festival



138,960

participants and supporters

from outside the region in 2015 - 2016

The Sunshine Coast Major and Regional Events Strategy recognises the importance of events to the economic and social development of the region – in particular, the tourism sector – through greater visitation and destination branding and reputation. The sponsorship of major and regional events is also predicated on the basis that local businesses derive a benefit from the increase in consumer expenditure that occurs in association with both local and inbound visitor attendance at these events.

The Major and Regional Events Sponsorship Program is funded from the Tourism and Major Events Levy. This report incorporates the anticipated return on investment, by way of regional economic impact, that the Levy funds invested in major event sponsorship are anticipated to generate. It is acknowledged that other broader community benefits including the regional strategic marketing and promotional values also flow from this investment.

This return on investment is further highlighted and affirmed in an independent report conducted by EarthCheck in April 2015 which identified that the Tourism and Major Events Levy achieved an overall ROI of 1:18 on its investment in tourism and major events.



“Australia’s natural, regional major events destination.”

Results from Council’s investment in major events during the 2015-2016 year

Investment v Estimated Economic Benefit of Major Events Funded in 2015-2016



Note: The estimated economic benefit includes the Caloundra Music Festival and the value of goods sourced locally

In addition to the economic benefits it is acknowledged that tremendous strategic marketing value is generated for the region by this portfolio of events. This underpins Council’s major and regional events vision to be “Australia’s natural, regional major events destination”.

The legacy implications from these sponsorships also include:

- reinforcing the region’s reputation and building the Sunshine Coast’s competitive advantage as a leading major events and tourism destination
- growing awareness and recognition of venues such as Sunshine Coast Stadium/ Kawana Sports Precinct and Caloundra Indoor Stadium as some of Queensland and Australia’s premier regional major event venues
- showcasing the Sunshine Coast to national and international teams and their supporters
- enhancing the social fabric of our region by providing positive outcomes for the local community, such as social inclusion, volunteering and wellbeing
- enhancing the economic performance of our region.

Achievements

Sponsorships considered

During the financial year 2015-2016, the Board considered 24 major event sponsorship applications: 21 were supported and subsequently endorsed by Council and eight of the 21 were contracted across multiple years, ranging between 2016 and 2021. Events supported included the following:

- 2015 Sunshine Coast Masters
- 2016 Australian Masters Rowing Championships
- 2016 Brisbane Heat Pre-Season Camp and Practice Matches
- 2016 Cyclefest
- 2016 Downunder Beachfest
- 2016 Etchells Australasian Winter Championships
- 2016 Maleny Wood Expo
- 2016 Maroochy Music and Visual Arts Festival
- 2016 Queensland Bowriding Championships
- 2016 Suncoast Spinners Tournament
- 2016 Sunshine Coast Fashion Festival
- 2016 Surfing Queensland Series
- 2016-2018 Holden Scramble Championship
- 2016-2018 MX Nationals Australian Motocross Championships
- 2016-2018 PGA Professionals Championship
- 2016-2018 Queensland Garden Expo
- 2016-2018 Sunshine Coast Marathon
- 2016-2018 Sunshine Coast Winter Bowls Carnival
- 2017 and 2018 Ironman 70.3 Sunshine Coast
- 2017 and 2021 Super Trans-Tasman Series Event
- 2017 Suncoast Spinners Tournament

“It’s been great, we get nothing but support here on the Sunshine Coast.”

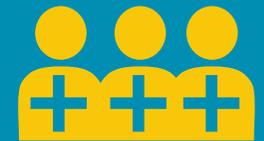
Jonnie Halstead, Wanderlust Director

The 21 sponsorship applications supported comprised 28 individual events, of which:

- 16 existing events were retained and
- 12 new events were attracted to the region.

It is anticipated that these 28 events will attract around 60,000 guests (participants, supporters, family and friends from outside the region) to the Sunshine Coast in the first year of sponsorship.

In collaboration with the Board, the Events Unit continued to enhance its sponsorship governance process. The outcome of this resulted in a Council internal audit reporting a “strong” outcome – the highest possible score – with its performance defined as “best practice” or better in some instances. Minor revisions to the acquittal process were recommended and implemented.

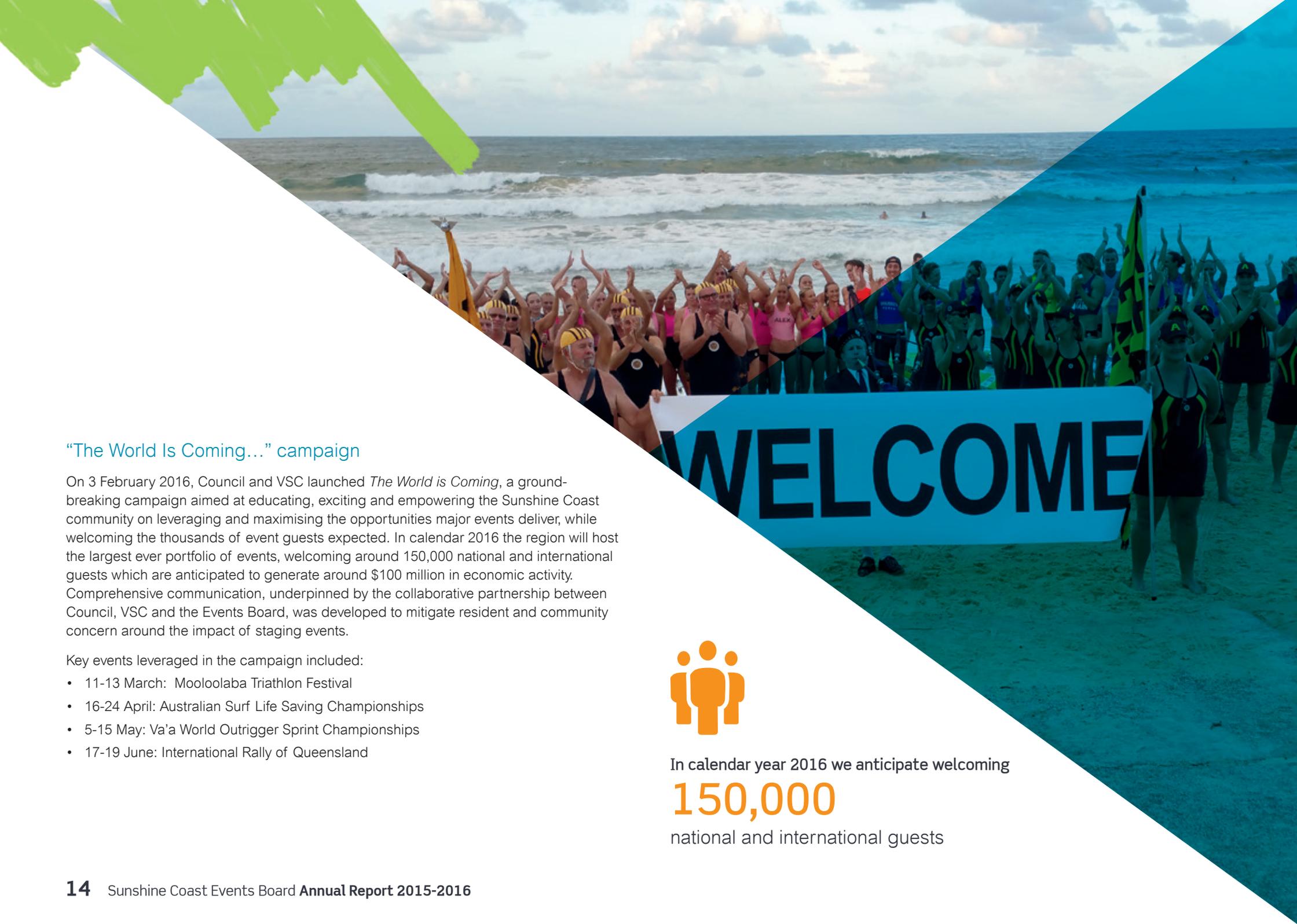


12,844
events+ followers
on Facebook

The “events+” program

The events+ program instigated the previous year continued in 2015-2016, successfully raising the awareness of major events and the economic benefits they provide to our business community:

- More than 600 business representatives attended a series of MasterClasses across the region
- 12,844 followers on Facebook
- 5,366 events+ Offers App downloads
- Telstra joined MIX FM, SEA FM, Seven Network and My Weekly Preview as partners in the program



“The World Is Coming...” campaign

On 3 February 2016, Council and VSC launched *The World is Coming*, a ground-breaking campaign aimed at educating, exciting and empowering the Sunshine Coast community on leveraging and maximising the opportunities major events deliver, while welcoming the thousands of event guests expected. In calendar 2016 the region will host the largest ever portfolio of events, welcoming around 150,000 national and international guests which are anticipated to generate around \$100 million in economic activity. Comprehensive communication, underpinned by the collaborative partnership between Council, VSC and the Events Board, was developed to mitigate resident and community concern around the impact of staging events.

Key events leveraged in the campaign included:

- 11-13 March: Mooloolaba Triathlon Festival
- 16-24 April: Australian Surf Life Saving Championships
- 5-15 May: Va'a World Outrigger Sprint Championships
- 17-19 June: International Rally of Queensland



In calendar year 2016 we anticipate welcoming

150,000

national and international guests

The World is Coming media partnerships and coverage fast facts January - July 2016

Channel 7

253 paid TVCs
331 bonus TVCs
5 versions

My Weekly Preview

48 page supplement
100,000 copies
All ads sold out

Hot 91FM

221 paid live crosses and spots
40 60sec bonus spots
3 versions with Grant Kenny, Ashley Robinson, Dimi Limnatis

SeaFM

182 paid spots
110 bonus spots

Media coverage to date

238
stories

4,150,836
audience reach

\$560,689
PR value

Total media partnerships

Investment: \$30,500

\$94,200
value

ROI 1:3



Actions

To progress the implementation of the *Sunshine Coast Major and Regional Events Strategy*, the Board oversaw the following actions.

Key strategy: Retain existing major events and protect them from being lost to the region

Actions

- Considered and supported sponsorship applications for 16 existing events for the region
- Undertook a proactive approach to renew several sponsorship contracts with event promoters to instil confidence in the long-term security for their events
- Where appropriate, facilitated sponsorship contracts for event promoters
- Identified synergies between and opportunities for existing major events
- Undertook numerous opportunities to meet and discuss ways to expand and retain our Tier 1 and 2 events in the region.

Key strategy: Maximise the value of existing major events and enable them to grow

Actions

- Ensured the region's investment in existing major events is conducive to the retention of these events and facilitated their growth
- Actively strengthened the partnership with Tourism and Events Queensland to instil confidence in sponsorship of the Sunshine Coast's events calendar
- Consolidated the region as a national hub for triathlons and outrigger events to provide greater impetus to, and recognition of, the region's mass participation events
- In collaboration with event promoters, encouraged growth in event participation from interstate and overseas participants to maximise the length of visitation
- Engaged with Mooloolaba Business and Tourism to address event promoters' concerns about the perceived excessive accommodation costs during major events
- Built on the region's destination marketing efforts through Visit Sunshine Coast to leverage off the Sunshine Coast major events calendar, maximise penetration in the Brisbane drive market and encouraged major event promoters to utilise the regional destination brand as part of the marketing and promotion of their event
- Investigated opportunities of mutual benefit to enable events to grow
- Built on the success of the **events+** program by raising the awareness of major events and the economic benefits they provide to our community and to invigorate local businesses to maximise these opportunities.

Key strategy: Secure new major events and facilitate/develop opportunities in association with these events

Actions

- Considered and supported sponsorship applications securing 12 new events for the region
- In discussion with Tourism and Events Queensland and various event promoters, explored opportunities and identified several potential new events for the Sunshine Coast
- Strongly supported the Sunshine Coast National Netball League bid proposal and advocated for Council's support and sponsorship
- Undertook the development of a bid to attract an international professional cycling team to train on the Sunshine Coast in November 2016
- Focused the region's major event attraction efforts on those activities where the region has a natural, competitive advantage and offer the greatest prospects for success – such as high-participation national championships and endurance running/cycling events
- In partnership with Visit Sunshine Coast, the region secured the Australian Event Awards for three years from 2016 to 2018



Key strategy: Identify regionally significant major events to transition to hallmark/signature major events

Actions

- Assessed the growth potential of events in the Tier 2 portfolio in relation to other similar events staged nationally and/or internationally
- Identified trends in the major events industry
- Collaborated with Tourism and Events Queensland on events which show potential to transition
- Engaged with various levels of government and private sector stakeholders to remove any obstacles for events to demonstrate their growth potential

Key strategy: Better plan and facilitate delivery of major event infrastructure and services

Actions

- Continued the review of all State-imposed costs and advocated to Transport and Main Roads, Queensland Police Service and Queensland Ambulance Service on the high cost of government charges imposed on major events
- Council's sponsorship account managers (3), in collaboration with Board members, addressed the delivery of a significant number of major events resulting from a comprehensive audit of existing major event infrastructure
- Commenced consultation with the Sunshine Coast Creative Alliance to inform the business case and advocate for the development of an Entertainment, Convention and Exhibition Centre at SunCentral Maroochydore – to enhance the viability of existing major events and diversify the region's major event product and capability

- Implemented a comprehensive communications plan - The World is Coming - to manage the impacts of major events while educating, exciting and empowering the community on leveraging and maximising the opportunities major events deliver
- Continued representation on the Sunshine Coast Major Events Committee – the first of its kind in Queensland to adopt a whole-of-government approach to major events – to discuss the operations of key major events and their impact on local traffic management and emergency services
- Engaged with, or undertook visits to, Aussie World, Maroochydore Surf Club, Maroochy River Golf Club, Mooloolaba Surf Club, and the Regional Tennis Centre, Caloundra to better understand the current infrastructure and the needs for future growth.

Key strategy: Provide clear, cost-effective and contemporary support arrangements which improve confidence

Actions

- Provided Council with a proposal to identify alternative sources of funding for major events where high-profile business representatives were invited to be directly involved with and support the region's major events. A total of 44 guests attended across three functions with several expressing a desire to become involved
- Adopted an appropriate set of performance measures to assess the success of the region's major events and to maximise opportunities for growth and expansion of these events

- Supported a fully integrated digital platform hosted by Visit Sunshine Coast for events, inclusive of an events calendar, social media sites, accommodation links and other communication
- Oversaw a customer satisfaction survey of the Major Events Unit which resulted in an 84% overall customer satisfaction rating
- The Events Unit was subject to a Council internal audit which resulted in a "strong" outcome – the highest possible score – with its performance defined as "best practice" or better in some instances. Minor revisions to the acquittal process were recommended and implemented.



Attendance at events

To better understand events, identify opportunities for growth, gain market intelligence and raise the profile of the Board, members attended the following events during the financial year:

- Australian IRB Championships
- Australian Masters Rowing Championships
- Australian Surf Life Saving Championships
- Australian Veteran Table Tennis Championships
- Etchells Australasian Winter Championships
- Holden Scramble Championship Finals
- Inaugural P&O Cruise Ship Pacific Pearl visit
- International Rally of Queensland
- Kenilworth Cheese, Wine and Food Festival
- Mooloolaba Triathlon Festival
- National Outrigger Marathon Championships
- National Youth Touch Football Championships
- Nutri-Grain IronMan and IronWoman Rounds 1 and 2
- Ocean Street World Festival
- Queensland Garden Expo
- Queensland Oztog Junior State Cup
- Real Food Festival
- Sunshine Coast Creative Alliance – Curating Cultural Experience
- Tag World Cup
- The Swisse Color Run
- Va'a World Outrigger Sprint Championships
- Wanderlust Sunshine Coast

Priorities for FY2016-2017

In 2016-2017 it is the Board's intention to continue to add value to Council's events sponsorship process and strategic approach to assessing and realigning the portfolio of events held on the Sunshine Coast.

The following priorities will go towards achieving Council's major and regional events vision to be 'Australia's natural, regional major events destination'.

- Facilitating a review of Council's Regional and Major Events Strategy which concludes on 30 June 2017 and development of a new five-year action plan including sponsorship investment of the Tourism and Major Events Levy
- Leading and strengthening the strategic marketing benefits and the business leveraging benefits generated through major event sponsorship that realise a higher return on investment for the Tourism and Major Events Levy contributors and the entire Sunshine Coast community
- Magnifying the collaborative efforts of Council, VSC and our media partners to educate, excite and empower our business community to ensure they maximise the benefits available to them by leveraging off the portfolio of major and regional events
- Overseeing a review of our suite of major events to ensure that the region has a balanced, sustainable portfolio of events in line with the community's desires
- Advocating for the development of a suitable Entertainment, Convention and Exhibition Centre

...educating, exciting and
empowering Sunshine Coast
businesses...



For further information:

Sunshine Coast Major and Regional Events Strategy 2013-2017

www.sunshinecoast.qld.gov.au/Council/Planning-and-Projects/Council-Strategies/Sunshine-Coast-Major-and-Regional-Events-Strategy

Sunshine Coast Events Board

www.sunshinecoast.qld.gov.au/en/Council/Planning-and-Projects/Council-Strategies/Sunshine-Coast-Major-and-Regional-Events-Strategy/Sunshine-Coast-Events-Board

Sunshine Coast Major and Regional Events Sponsorship Program

www.sunshinecoast.qld.gov.au/Business/Major-Regional-Sponsorship-Program

or email sunshinecoast@sunshinecoast.qld.gov.au or write to Sunshine Coast Council, Locked Bag 72, Sunshine Coast Mail Centre, Queensland 4560