

Sunshine Coast Events Board 2014 - 2015 Annual Report

*Implementing the Sunshine Coast
Major and Regional Events Strategy
- 2013-2017*





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Chairman's Address

It has been an honour to lead the Sunshine Coast Events Board in what has been an 'eventful' year for events on the Sunshine Coast. This report takes stock of the fine work of the Board since its inception 18 months ago – a period during which much progress has been made.

At the formation of the Sunshine Coast Events Board in late 2013, our goal was to put the region on the map as an 'event friendly' destination. The support of the local community and its willingness to embrace existing and new events has helped us build this reputation. The Sunshine Coast is known as a place where 'doing business' in events is a relatively easy process for promoters.

By advancing the reputation of the region as a leading major events destination and by increasing awareness of venues and services on offer, the Board has helped to secure 12 new events (including the wellness festival 'Wanderlust') to the region and to retain 18 existing events (such as the iconic 'Mooloolaba Triathlon Festival'). It is estimated that the events funded during the past financial year are responsible for contributing over \$55 million to the local economy – a 51% increase since the Board's commencement.

This year we have been able to showcase the Sunshine Coast at national events such as the Gold Coast Marathon and the St Kilda Ocean Swim. The Board and its working group members met with a range of venues and industry representatives in order to gain a greater understanding of event infrastructure. We have been inspired by the number of individuals on the Sunshine Coast who are passionate about promoting events in our region and we look forward to continuing to work closely with them.

Our Board is constituted by dedicated and professional volunteers who are committed to providing independent strategic advice to Council in relation to supporting investment in major events through the Sunshine Coast Major and Regional Events Strategy. During the year, the Board considered many sponsorship funding applications. Not all of them were successful, however, the applications which were supported and recommended to Council received Council ratification.

I would like to thank all Board members for giving generously of their time and expertise to advance the cause of events in our beautiful region.

I acknowledge the support of Sunshine Coast Council, particularly Mayor Mark Jamieson, Councillor Jason OPray and all other Councillors who have shown confidence in our work. I also acknowledge Council's Manager Economic Development, Paul Martins, for his wise counsel at meetings of the Board.

We live in a spectacular part of the world – one that has the potential to become a hub of sporting, arts, environmental, educational and business events. I speak on behalf of all Board members when I say that we are optimistic about the region's ability to attract and retain wonderful events into the future.

Finally, to the staff of the Sunshine Coast Events Team within Council – David Hopper, Peter Egan and Gwyn Bruce – thank you for your ongoing enthusiasm and practical support. We are a great team working in the interests of our region.

Thank you



Ralph Devlin QC



The Board

In 2013, Sunshine Coast Council adopted the *Sunshine Coast Major and Regional Events Strategy 2013-2017* and shortly thereafter appointed the Sunshine Coast Events Board to oversee the implementation of the Strategy.

Established in November 2013, the Board's role is to specifically provide strategic 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 in the major and regional events space, to be *'Australia's natural, regional major events destination'*, 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 that both provide economic and community value to the region.

Membership

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

Ralph Devlin 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 is Surf Life Saving Queensland President and a director of Surf Life Saving Australia.



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.



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.

**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.

**Garth Prowd OAM***Business representative*

Garth has worked for more than 30 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 who were responsible for the successful delivery of more than 750 events during this time. Following the sale of USM, Garth sat on the Board of Tourism and Events Queensland for 3 years and also provides a consultancy service to the sports marketing, media & events industry.

**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.

**Simon Ambrose***Sunshine Coast Destination Limited Board representative*

Since September 2013 Simon has been CEO of Sunshine Coast Destination Limited (SCDL). 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.

**Bill Darby MBA MAICD***Sunshine Coast Destination Limited members' representative*

Bill is the co-owner of Caloundra's multi-award winning Rumba Beach Resort. As an active and energetic tourism advocate, Bill chairs Caloundra Tourism and 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.

**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, Sport and Major Events. Jason also sits on the Embracing 2018 Sunshine Coast Steering Committee and Sunshine Coast Destination Limited's Participatory Sports Advisory Panel.

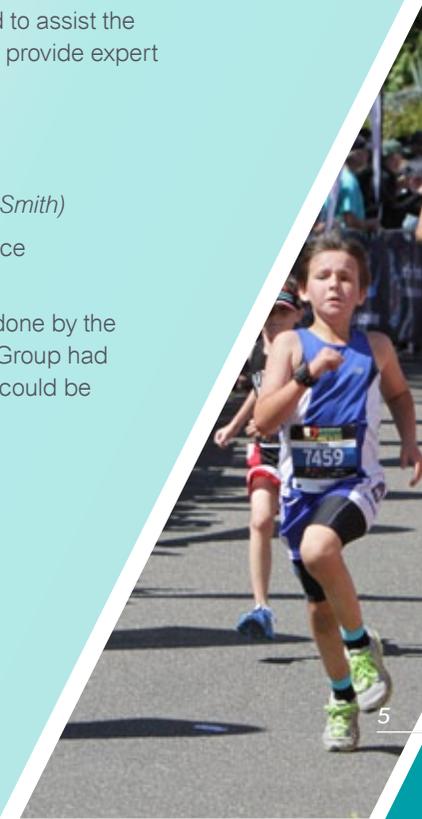


In line with its Charter, Deputy Chair, Paul Smith, and Community Representative, Vickii Cotter, retired in January 2015 and, being eligible, were reappointed.

Three working groups were established to assist the Board address particular issues and to provide expert advice, specifically in the areas of:

- Existing Major Events Portfolio (chaired by *Ralph Devlin QC*)
- New Major Events (chaired by *Paul Smith*)
- Events Infrastructure and Governance (chaired by *Garth Prowd OAM*).

In March 2015 it was felt that the work done by the Events Infrastructure and Governance Group had been completed and any future issues could be handled by the Board as a whole.



Board Meetings

The Board held regular scheduled meetings throughout the year and unscheduled supplementary meetings as and when necessary. These meetings are 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 particular 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 held across the Sunshine Coast in 2014-2015.

The following table shows Board member attendance at scheduled Board and Working Group Meetings.

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

*By invitation.

The Chairman and other Board members met regularly with the Mayor and the Economic Development Portfolio Councillors for Tourism, Sport and Major Events, New and Emerging Industries, and Health and Medical Precinct and Education to provide updates on progress and their plans for the future.

The Report

Governed by its Charter, the Board is required to report to Council on an annual basis.

In December 2014, the Board reported on its inaugural calendar year. To align with Council's reporting periods, this report covers its first full financial year, 2014-2015.

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 during 2015, a suite of Key Performance Indicators were developed.

| Key Performance Indicators | Target Financial Year 2014-2015* | Actual Financial Year 2014-2015* |
|---|-------------------------------------|-------------------------------------|
| Economic return on regional investment in major events | \$50.0 million | \$55.4 million |
| ROI to the region as a consequence of Council's investment | 1:40 | 1:52 |
| Value of local spend by event managers | \$3.5 million | \$3.7 million |
| Number of participants and supporters from outside the region | 80,000 | 78,685 |
| Number of major events in portfolio | 28 | 36 |
| • Major events retained (net) | 16 | 27 |
| • New major and regional events sourced and secured | 12 | 9 |
| Identification of realistic options to expand the funding base for the support of major and regional events | Achieved | Achieved |

***Notes:**

- Figures are for events funded in the 2014-15 financial year and include Caloundra Music Festival.
- Actual figures used where available and estimated on remainder.
- Actual number of major events reflects number of sponsorships funded from 2014/15 budget plus Caloundra Music Festival.
- Several other events were considered and supported during the year, but funded from future budgets.

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 which identified that the Tourism and Major Events Levy achieved an overall ROI of 1:18 on its investment in tourism and major events.



Achievements

During the financial year 2014-2015, the Board considered 27 major event sponsorship applications: 21 were supported and subsequently endorsed by Council and 10 of the 21 were contracted across multiple years, ranging between 2015 and 2018.

Events supported included the following:

- 2015 Australian Veterans Table Tennis Championships
- 2015 Etchells Australasian Winter Championships
- 2015 Offshore Superboat Championships Round 5
- 2015 Queensland Bowriding Championships
- 2015 Real Food Festival
- 2015 Tag World Cup
- 2015 Under 21 National Netball Championships
- 2015 Queensland Ocean Swim Series – Mooloolaba & Caloundra
- 2015 Surfing Queensland Series
- 2016 57th Australian National Square Dance Convention
- 2016 Queensland U18 Basketball Championships
- 2015-2017 Champion of Champions
- 2015-2017 Nutri-Grain IronMan & IronWoman Series
- 2015-2017 Queensland Club Gymnastics Championships & Border Challenge
- 2015-2017 Wanderlust Sunshine Coast
- 2015/6-2017/8 World Series Swims – Australia
- 2016 and 2018 Northern University Games
- 2016-2018 International Rally of Queensland
- 2016-2018 Mooloolaba Triathlon Festival.

The 21 sponsorship applications supported comprised 30 individual events, of which:

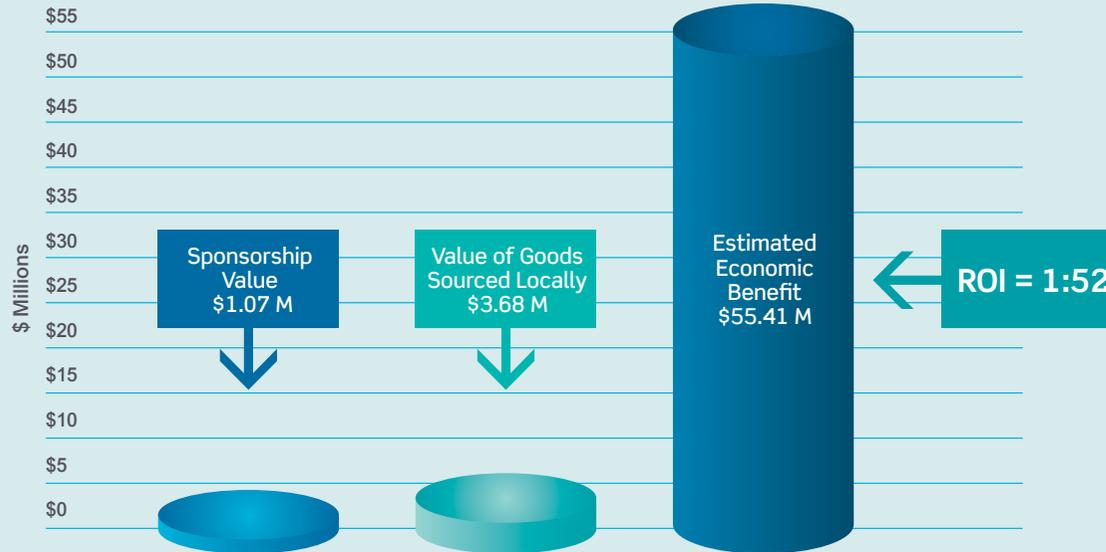
- 18 existing events were retained and
- 12 new events were attracted to the region.

It is anticipated that these will draw over 70,000 participants, supporters, family and friends from outside the region to the Sunshine Coast.



Results from Council's investment in major events which took place during the 2014-2015 year are as follows:

Investment v Estimated Economic Benefit of Major Events in 2014-2015



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

In November 2014, the AEC Group was commissioned to determine the direct and indirect (flow-on) economic impacts and benefits from expenditure in the local economy by the 23 major and regional events held in 2013-2014. The direct expenditure by event promoters for this period was estimated at \$2.4 million. AEC determined that this direct expenditure supported an additional \$3.6 million in flow-on expenditure in the local economy, producing \$6.0 million in total output within the Sunshine Coast.

Due to the greater number of events supported during the next financial year and the expected flow-on of local expenditure over and above the figures mentioned above, the Board will commission a further report in 2016.

In addition to the economic benefits to the region it is acknowledged and understood that **tremendous strategic marketing value is generated by many of these 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.**

Identification of realistic options to expand the funding base for the support of major and regional events has been a priority for the Board and a recommendation on how that might be achieved was made to Council in early 2015.



Actions

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

| Key Strategy | Actions |
|---|---|
| <p>Retain existing major events and protect them from being lost to the region</p> | <ul style="list-style-type: none"> • Commenced contract renewal discussions with event promoters to instil confidence in the long-term security for their events in the region • Fostered long-term commitments by offering event promoters longer-term sponsorship contracts where appropriate • Identified synergies between and opportunities for existing major events • Met with Mooloolaba Business & Tourism with a view to re-establishing the Mooloolaba Seafood Festival • Undertook event promoters visitation trip to Melbourne and Sydney, calling on: Cycling Australia, Tennis Australia, Netball Australia, the PGA, Tough Mudder, Australian Oztag, Williams Event Management and Kellogg's/Brand Faction to investigate retention and future growth plans. |
| <p>Maximise the value of existing major events and enable them to grow</p> | <ul style="list-style-type: none"> • Ensured the region's investment in existing major events is conducive to the retention of these events and facilitated their growth • Developed a stronger partnership with Tourism and Events Queensland re joint support of major events • Established 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 • Encouraged growth in event participation from interstate and overseas participants to maximise the length of visitation • Engaged with key stakeholders such as the Caloundra Chamber of Commerce, Coolum Business and Tourism, Mooloolaba Business and Tourism and Sunshine Coast Business Council, and garnered their support of the Strategy • Facilitated access to wider national and international markets and the attraction of new participants and visitors through the recognition of major events in regional trade and investment development programs • Orientated the region's destination marketing efforts through Sunshine Coast Destination Limited 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 |



| Key Strategy | Actions |
|---|--|
| | <ul style="list-style-type: none"> • Launched and successfully delivered the events+ program, raising the awareness of major events and the economic benefits they provide to our community and to invigorate local businesses to maximise these opportunities: <ul style="list-style-type: none"> • 120 devices registered Tools App, 423 registered Offers App • 5,489 followers on Facebook • 7 MasterClasses scheduled June/July • MIX FM, SEA FM and Channel 7 confirmed media partners • ANZ Bank to schedule MasterClasses • Social media promotions running • Radio campaign in June • Business testimonials for promotional video. |
| <p>Secure new major events and facilitate/develop opportunities in association with these events</p> | <ul style="list-style-type: none"> • Event promoters visitation trip to Melbourne and Sydney identified opportunities in cycling, health/wellbeing, golf, netball, motocross and cultural events • Introduced strategies to address the shortfall and improved the mix of cultural/lifestyle events in the portfolio • 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 • Raised awareness of new event opportunities with Novotel Twin Waters Resort • Investigated opportunities for a new event at the Sunshine Coast Turf Club • Met with commercial event promoters to discuss future opportunities to relocate, attract or create new events • Discussed with the Sunshine Coast Creative Alliance their plans for the future • Met with Australia Zoo regarding potential event opportunities • Presented on the Board's activities to the Sunshine Coast Destination Limited Board and congratulated them on their events leveraging activities. |



Actions cont'd

| Key Strategy | Actions |
|---|---|
| <p>Identify regionally significant major events to transition to hallmark/signature major events</p> | <ul style="list-style-type: none"> 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. |
| <p>Better plan and facilitate delivery of major event infrastructure and services</p> | <ul style="list-style-type: none"> Undertook a broad-based review of all State-imposed costs and advocated to the Premier's Department, Tourism Minister, Transport and Main Roads, Queensland Police Service and Queensland Ambulance Service on the high cost of government charges imposed on major events Identified infrastructure improvements required for major events and advocated to Council for their implementation Appointed sponsorship 'Account Managers' for all hallmark/signature events and key regionally significant events Undertook a comprehensive audit of existing major event infrastructure to identify critical gaps to advancing the objectives of the Strategy and provide an evidence base to inform event infrastructure investment priorities Informed the business case and advocated where appropriate for associated core public infrastructure investments – principally the expansion of the Sunshine Coast Airport and the development of an Entertainment, Convention and Exhibition Centre – to enhance the viability of existing major events and diversify the region's major event product and capability Encouraged the development by the private sector of a 5-star hotel to support the attraction of high-value major events Adopted best practice strategies to manage the impacts of major events on local communities and engender greater tolerance and support for them Gained an understanding of the Queensland Government's local Traffic Management Centre policies and the work of the Sunshine Coast Major Events Committee – the first of its kind in Queensland to adopt a whole-of-government approach to major events Advocated to the Regional Major Events Committee on behalf of Queensland Ambulance Service's concerns regarding emergency response at events Investigated infrastructure capacity of the Sunshine Coast and the possibility of hosting international bowls championships Engaged with, or undertook visits to, Novotel Twin Waters Resort, Caloundra Indoor Sports Stadium, Ramada Hotel and Conference Centre Maroocha, Sunshine Coast Turf Club, the Sunshine Coast Regional Tennis Centre and The Sebel Maroochydore to better understand the current infrastructure and the needs for future growth. |



| Key Strategy | Actions |
|---|---|
| <p>Provide clear, cost-effective and contemporary support arrangements which improve confidence</p> | <ul style="list-style-type: none"> Identified other possible sources of sponsorship funding and made recommendations to Council with a plan formulated for implementation in FY2015-2016 Facilitated and raised the profile and reputation of the Sponsorship Program by removing the two fixed funding rounds and opting to consider applications on demand Ensured a competitive funding model and a robust assessment framework were established to support the region's investment in major events and focus funding and resources for major events accordingly 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 Sunshine Coast Destination Limited for events, inclusive of an events calendar, social media sites, accommodation links and other communication The Events Infrastructure and Governance Working Group provided recommendations to Council for enhancing Council's events presence and efficiency Supported the implementation of a customer satisfaction survey undertaken by the Economic Development Branch. |



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 year:

- Australian Motocross Championships
- Australian Surf Life Saving Championships, Gold Coast
- Caloundra Music Festival
- City to Surf (Sydney)
- Coolum Beach Bash
- DestinationQ Conference
- Downunder Beachfest
- **events+** launch
- Gympie Music Muster
- HinterLand
- Holden Scramble Championship Finals
- Holden Scramble International Challenge
- International Rally of Queensland
- Ironman 70.3 Sunshine Coast
- Mooloolaba Triathlon Festival
- National Junior Outrigger Championships and Trans-Tasman Gubbi Gubbi Waka Ama
- National Youth Touch Football Championships
- Noosa International Food and Wine Festival
- Noosa Jazz Festival
- Noosa Ultimate Sports Festival
- Northern University Games
- Queensland Garden Expo
- Queensland Oztag Junior and Senior State Cups
- Queensland Surf Life Saving Championships – State Juniors and Seniors
- Queensland Tourism Awards
- Real Food Festival
- Regional Economic Development Strategy Anniversary Celebration
- Sanitarium Weetbix Kids TRYathlon
- SCENE Events Expo
- Sunshine Coast Agricultural Show
- Sunshine Coast Business Awards
- Sunshine Coast Creative Alliance – Valuing the Creative Economy of the Sunshine Coast
- Sunshine Coast Marathon
- Sunny Kids 4xFun
- Under 21 National Netball Championships
- Thundercat State Surf Cross Series
- Tough Mudder.

Priorities for FY2015-2016

The Board's intention toward FY2015-2016 is 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*'.

- **Continue implementing and reviewing Council's Regional and Major Events Strategy**
- **Enhance the economic and strategic marketing 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
- **Identify and attract suitable cultural, visual and performing arts events for the region**
- **Continue rolling out the events+ campaign** aimed at educating, exciting and empowering Sunshine Coast businesses to maximise the benefits of major and regional events
- Host a series of conversations with regional business people to **pursue alternative funding options**
- **To capitalise on the region's 'Olympic Year'** with a substantial increase in events planned throughout 2016 and ensuring preparedness to deliver and leverage these events
- **Critically review the governance and sustainability of major events** to ensure that the region has a balanced portfolio of events that nurtures the community's faith and fosters greater interest.





For further information:

Sunshine Coast Major and Regional Events Strategy 2013-17

visit <http://www.sunshinecoast.qld.gov.au/sitePage.cfm?code=major-and-regional-events-strategy>

Sunshine Coast Events Board

visit <http://www.sunshinecoast.qld.gov.au/sitePage.cfm?code=sc-events-board>

Sunshine Coast Major and Regional Events Sponsorship Program

visit <http://www.sunshinecoast.qld.gov.au/sitePage.cfm?code=major-events-sponsorship>

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

