

# Sunshine Coast Major and Regional Events Strategy 2013-2017

## Current Event Classification Matrix



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#### **Acknowledgements**

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#### **Disclaimer**

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## Preface

In the context of this document, the expression “major events” generally refers to, and is understood to mean, all three categories of events distinguished in the Sunshine Coast Major and Regional Events Strategy 2013-2017 on the following basis:

- **Hallmark/signature events (Tier 1)**. Events which will attract significant numbers of visitors, participants or media from outside the region, resulting in substantial and measurable economic, media, social and community benefits for the Sunshine Coast.
- **Regionally significant events (Tier 2)** Events which have a strong resonance with the image and brand of the Sunshine Coast generate support from local organisations and may have the potential to become a hallmark/signature event in the future. The additional regional economic benefit of staging regionally significant events is less than projected for hallmark/signature events.
- **Regional events (Tier 3)** These events attract less numbers of participants and visitors than regionally significant events. Media exposure is generally limited to state or south-east Queensland coverage and they provide Sunshine Coast destination brand support and positioning for other events.

Section 2 describes the characteristics of each of these categories. The current portfolio of Council sponsored major and regional events fulfill the category evaluation criteria.

The priorities and actions associated with developing community and business events **are not** addressed in the strategy, although it is recognised that both provide economic and community value to the region.

# 1 Current Major and Regional Event Sponsorships

Table 1 below lists the major events currently sponsored by Council.

The Major and Regional Events Strategy states that for an event to receive sponsorship support it must comply with the “positioning” criteria and meet 6 of the remaining 7 criteria. Full details of the evaluation criteria are shown in Table 2 that follows.

Each event sponsored by Council and listed in Table 1 meets the minimum of 7, if not all 8, of these evaluation criteria.

**Table 1: Current Major and Regional Event Sponsorships**

Event Classification Matrix		
Hallmark/Signature Events (Tier 1)	Regionally Significant Events (Tier 2)	Regional Events (Tier 3)
Australian Surf Life Saving Championships*	Queensland Garden Expo*	Surfing Queensland Series
Ironman 70.3 Sunshine Coast*	International Rally of Queensland*	Holden Scramble Championship Final
Mooloolaba Triathlon Festival*	Queensland Surf Life Saving Championships*	Queensland Tri Series – Caloundra
Noosa Triathlon Multi Sports Festival*	National Youth Touch Football Championships	Caloundra Cup
	Sunshine Coast Winter Bowls Carnival	Etchells Australasian Winter Championships
	Sunshine Coast Marathon 2012	Greg Norman Junior Masters
	Queensland Oztag Championships 2013	National Angling Championships
	Australian Motocross Championship	Queensland Ocean Swim
	Special Olympics Queensland	Rally of the Sunshine Coast
	Australian & Queensland Club Gymnastic Championships 2012	Super Rugby – Trial Match
		National Antique Bottle & Collectors Show

*\* Events receiving financial support from Tourism and Events Queensland (shaded)*

## 2 Event Classification Matrix – Evaluation Criteria

Table 2: Evaluation Criteria (from Major and Regional Events Strategy)

Evaluation Criteria	Event Classification Matrix			Community Event
	Hallmark/Signature Event (Tier 1)	Regionally Significant Event (Tier 2)	Regional Event (Tier 3)	
<b>Positioning</b>	<ul style="list-style-type: none"> <li>Events become international destination marketing tools which assist in defining the destination to those outside the Sunshine Coast.</li> <li>Support destination brand, showcase regional attributes such as facilities and attractions.</li> </ul>	<ul style="list-style-type: none"> <li>Position the Sunshine Coast as an attractive destination for participating in events by showcasing facilities, attractions and capacity.</li> <li>Promote the Sunshine Coast as a desirable place to live, visit and invest in events.</li> </ul>	<ul style="list-style-type: none"> <li>Triggers some destination brand support</li> <li>Positions the Sunshine Coast for other events</li> <li>Builds the reputation of the Sunshine Coast as a diverse events destination.</li> </ul>	<ul style="list-style-type: none"> <li>Minimal.</li> </ul>
<b>Recognition</b>	<ul style="list-style-type: none"> <li>National and international.</li> </ul>	<ul style="list-style-type: none"> <li>National and State recognition - usually in niche markets.</li> <li>Alternatively, State or South East Queensland (may have some national recognition in niche markets).</li> </ul>	<ul style="list-style-type: none"> <li>State or SEQ (may have some national recognition in niche markets)</li> </ul>	<ul style="list-style-type: none"> <li>Primarily local in nature but may have some recognition in other regions.</li> </ul>
<b>Occurrence</b>	<ul style="list-style-type: none"> <li>Recurrent</li> <li>Maybe a 'one off' event that has strong brand recognition for the Sunshine Coast and attracts significant numbers of visitors/ participants from outside the region.</li> </ul>	<ul style="list-style-type: none"> <li>May be recurrent or 'one off'</li> </ul>	<ul style="list-style-type: none"> <li>May be recurrent of 'one off'</li> </ul>	<ul style="list-style-type: none"> <li>May be recurrent or 'one off'</li> </ul>
<b>Duration</b>	<ul style="list-style-type: none"> <li>Generally 3 days or more</li> </ul>	<ul style="list-style-type: none"> <li>Generally 2 days or more</li> </ul>	<ul style="list-style-type: none"> <li>Generally 1–2 days</li> </ul>	<ul style="list-style-type: none"> <li>Generally only 1 day</li> </ul>
<b>Visitor Nights</b>	<ul style="list-style-type: none"> <li>Have the capacity to generate in excess of 6,000 visitor nights</li> </ul>	<ul style="list-style-type: none"> <li>Will have the capacity to generate in excess of 3,000 visitor nights</li> </ul>	<ul style="list-style-type: none"> <li>Will generally have the capacity to attract in excess of 500 visitor nights</li> </ul>	<ul style="list-style-type: none"> <li>Minimal</li> </ul>
<b>Economic Impact</b>	<ul style="list-style-type: none"> <li>Significant economic value generally in excess of \$5 million net benefit.</li> <li>Economic value is clearly measurable.</li> <li>Expected ROI ratio of at least \$1:10.</li> </ul>	<ul style="list-style-type: none"> <li>Economic value up to \$5 million.</li> <li>Economic value is measurable.</li> <li>Expected ROI ratio of up to \$1:8.</li> </ul>	<ul style="list-style-type: none"> <li>Economic value over \$300,000.</li> <li>Economic value is measurable.</li> <li>Expected ROI ratio of up to \$1:6.</li> </ul>	<ul style="list-style-type: none"> <li>Limited in terms of economic value to the Sunshine Coast.</li> </ul>
<b>Media Exposure</b>	<ul style="list-style-type: none"> <li>National and international media coverage.</li> <li>Live TV coverage or delayed highlights package broadcast.</li> </ul>	<ul style="list-style-type: none"> <li>Primarily State level media exposure – may be some national exposure.</li> <li>May have television coverage - delayed highlights package broadcast (highlights, delayed broadcast).</li> </ul>	<ul style="list-style-type: none"> <li>State or SEQ media coverage and some niche media coverage outside these areas</li> </ul>	<ul style="list-style-type: none"> <li>Limited – mostly local.</li> </ul>

Evaluation Criteria	Event Classification Matrix			Community Event
	Hallmark/Signature Event (Tier 1)	Regionally Significant Event (Tier 2)	Regional Event (Tier 3)	
Participants and visitors (from outside the Sunshine Coast)	<ul style="list-style-type: none"> <li>More than 30% of participants and visitors from outside the region.</li> </ul>	<ul style="list-style-type: none"> <li>Generally at least 30% of participants and visitors from outside the region.</li> </ul>	<ul style="list-style-type: none"> <li>Generally between 15% and 30% of participants and visitors from outside the region.</li> </ul>	<ul style="list-style-type: none"> <li>Up to 10% of participants and visitors from outside the region.</li> </ul>

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