



Sunshine Coast
COUNCIL

Our region.
Healthy. Smart. Creative.

Delivering the
Sunshine Coast
Major Events Strategy
2018-2027





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Ralph Devlin AM QC
Chairman

In 2018-2019 the Sunshine Coast funded 63 major events, attracting more than 141,500 visitors to the region

Chairman's Address

Our region's major events portfolio has grown significantly over the last few years – barely a week goes by without a Sunshine Coast major event on the calendar. Promoters love our region's natural and beautiful surrounds, friendly and welcoming community and vibrant tourism offerings.

In the five years since the Board's inception, sponsored major events have generated an estimated economic impact of more than \$367 million for the region, an average return on investment of 1:37, and supported more than 4,000 jobs.

The results for 2018-2019 are consistent with the previous year, with 141,552 visitors attracted to the 63 events held in the region, generating an estimated economic impact of \$67.8 million and a return on Council's investment of 1:31.

While our stalwart events such as the Mooloolaba Triathlon Festival, Queensland Garden Expo and the Sunshine Coast Winter Bowls Carnival continued, they were complemented by new happenings such as the Australian Indoor Bias Bowls Championships, Australian Cross Country Championships, AFL Queensland Multiple State-Wide Programs and Spartan Race Sunshine Coast.

2018-2019 saw the highly successful staging of the first ever NRL regular season match on the Sunshine Coast. The South Sydney Rabbitohs played against the New Zealand Warriors in front of a sell-out crowd of almost 12,000 (including 4,500 visitors from outside the region) at the Sunshine Coast Stadium. The game achieved widespread and positive local and national media coverage about the region's hosting of the event. Two future fixtures for 2020 and 2021 are locked into our three year deal with South Sydney Football Club.

The Board also recommended that Council sponsor some high-profile special events such as the 2019-2021 Curated Plate Culinary Festival and 2020 Elton John Farewell Yellow Brick Road concerts.

Another inspiring initiative resulted from the Sunshine Coast community collaborating to deliver the Queensland Symphony Orchestra recital at The Events Centre which provided talented Sunshine Coast Youth Orchestra students an opportunity to perform with the QSO. It was a fantastic demonstration of what is possible for our region in an arts and cultural context.

During the year, Council launched the *Sunshine Coast Major Events Strategy 2018-2027*. Under the new Strategy we will build on past successes and create a climate where major events deliver maximum results to the economy, communities and stakeholders. The Strategy also places a renewed focus on the longer-term outcomes and benefits from successful event funding programs.

The Board appreciates the special relationship it has with Sunshine Coast Council, the Mayor and Councillors, earned through mutual respect and trust. The partnership with Visit Sunshine Coast in promoting the region continues, making for a strong "Team Sunshine Coast", combining wonderful industry participation and community support. And it is a team effort – together we have achieved notable successes with events across sport, lifestyle, entertainment and culture.

We welcomed Kim McCosker and Scott Hoskins to the Board, and Lenny Vance and Natalie Jarrott to the working groups. My sincere thanks to my Board and Working Group colleagues who continue to give so generously of their time.

Ending on a sad note, this will be my last report as Chairman of the Sunshine Coast Events Board. In January 2020 I shall retire, having attained the maximum allowable term under the Charter of six consecutive years. I have thoroughly enjoyed my tenure as Chairman and am delighted to see how the Board has evolved from a group of nine disparate individuals into an entity which has earned the respect of Council, major event promoters and the community. As the inaugural members retire in the next few months, I leave with confidence that the Board remains in very good hands.

Ralph Devlin AM QC

Foreword

Sunshine Coast is one of Australia's leading tourism destinations and we are extremely fortunate to have an outstanding natural environment and great tourism offerings. All of which make the region a very attractive proposition for event promoters.

2018-2019 has been a great year for the Sunshine Coast in terms of major events and we have achieved solid results under our new Strategy, which has a strong focus on realising longer term benefits through creating more destination awareness and greater promotion of our region as a whole.

Being a top tourist spot, however, is not why Sunshine Coast is now being recognised as a premier regional events destination – where major events deliver maximum results. Our reputation stems from exceptional leadership over the acquisition, support and assessment of the annual calendar of Sunshine Coast major event products that drive visitation and economic impact.

The Sunshine Coast Events Board has played a key role in the achievement of this reputation. Chairman, Ralph Devlin, has been a steadfast leader since the establishment of the Board and as he reaches the end of his term I would like to thank him for his unwavering passion and commitment to delivering a diverse and compelling calendar of events. The hours he has dedicated to this role are countless and the wisdom he has imparted is invaluable.

I have great confidence that future achievements through major events will continue to be strong as this year has been, as Ralph hands over the Chairmanship for a mature and effective Board that has the trust of Council and the wider events industry. I wish Ralph all the best for his future ventures and thank all other departing and remaining Board members for their dedication to delivering on our *Sunshine Coast Major Events Strategy 2018-2027*.



Cr Jason O'Pray
Portfolio Councillor for
Tourism, Events and Sport

Queensland Cricket U15 Challenge





Sunshine Coast Events Board, Working Group and Economic Development – Tourism & Major Events Unit members marking the Board's fifth anniversary in January 2019

The Board

Since 2014, Sunshine Coast Council sponsorship of major events has been guided by an independent Sunshine Coast Events Board, which oversees the implementation of Sunshine Coast major events strategies and provides strategic advice to Council on related issues and collaborative opportunities to support the region's investment in major events.

In 2018, the *Sunshine Coast Major Events Strategy 2018-2027* was launched. The Strategy places a renewed focus on maximising the longer-term outcomes and benefits from successful event funding programs, which has been the prime objective of the Board for 2018-2019.

The Board's activities are supported by Sunshine Coast Council's Economic Development – Tourism and Major Events Unit, which also manages all elements of the Major Events Sponsorship Program.

Under the leadership of the Board – combined with effective Council systems, strong community support and industry participation – the region has forged a well-earned reputation as a leading Australian major event destination.

Major events contribute toward the vision for the Sunshine Coast by delivering immediate economic and visitation impacts, as well as generating reputational benefits. Moving forward, major events will increasingly be used as a vehicle for raising business and destination awareness through strengthened branding and promotion of the events program. Insights from the Board and working groups will be core to retaining and attracting events that will help grow the region's profile in target domestic and international markets.

The region's major events portfolio has grown considerably over the past decade – achieving notable successes and making a significant contribution to Council's vision for the Sunshine Coast to be Australia's most sustainable region – healthy, smart and creative.

The Board has an equally critical role in continuing the productive relationships with partners in the tourism and events industry and with local business and communities, and in ensuring all the benefits of a vibrant event calendar for the region are fully realised.

The Board and the Tourism and Major Events Unit also maintain focus on continual improvement and analysis of our working methods and decision making processes. As part of this commitment, the Board now undertakes an annual full day workshop with Council staff to improve its knowledge and understanding of the broader environment in which our systems and procedures operate. During the workshop the Board and staff discussed:

- Major event sponsorship process with event promoters from start to finish
- Major event calendar analysis, reviewing the mix and timing of events
- Finance processes – detail around budgeting, forecasting and Council approval processes
- Event leveraging, communications and media, and
- Future strategy and target identification, identifying trends, future targets and key actions for years one and two of the new Strategy.

Downunder Beachfest



Kawana Triathlon and Aquathlon



A photograph of two women on a beach, each carrying a surfboard. The woman on the left is wearing a light-colored wetsuit, and the woman on the right is wearing a dark wetsuit. They are both smiling and looking towards the right. The background shows the ocean and a clear sky. The image is overlaid with a teal and blue gradient.

Board Membership

The core composition of the Board remained fairly stable during the year.

Deputy Chair, Brenda LaPorte's role, was reclassified from representing the business community to that of representing Tourism and Events Queensland (TEQ), following her appointment to the TEQ Board.

To fill vacancies remaining from the previous year, an external recruitment process was undertaken. This resulted in the appointment of Kim McCosker as a community representative and Scott Hoskins as a business representative in early 2019.



Ralph Devlin AM QC

Chairman

Ralph brings a wealth of experience in managing community-oriented 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.



Brenda LaPorte

Deputy Chair Tourism and Events Queensland representative

Brenda has extensive experience in the business of sport including the creation of Cricket Australia's Big Bash League. She is currently a Board Member of Tourism and Events Queensland, Non-Executive Director on the board of Athletics Australia and Chair of the Local Organising Committee for IAAF World Cross Country Championships Bathurst 2021. Brenda held the role of General Manager Planning and Strategy for the ICC Cricket World Cup 2015 and was also part of the Organising Committee for the 2006 Commonwealth Games. She has been a Senior Advisor to the Australian International Sporting Events Secretariat and was formerly a Partner in global consulting firm Accenture.



Andrew Lofthouse

Community representative

Andrew is a news presenter and reporter with the Nine News Network and has many years' experience in the TV and radio industry. He lives on the Sunshine Coast and has a strong understanding of the arts and cultural space. Andrew is also a keen triathlon and marathon competitor.





Etchells Australasian Championship



Maya Gurry

Community representative

Maya's successful PR and marketing career spans more than two decades and three continents including the likes of Marks & Spencer and Volkswagen South Africa. She is currently a director of Fresh PR & Marketing which has managed a diverse range of local and national accounts including Gymnastics Queensland, McNab, the Queensland Garden Expo, Estia Health, Hall Contracting, Wishlist, Sunshine Coast Business Council and Sunshine Plaza Lend Lease.



Kim McCosker

Community representative

Having studied a degree in International Finance at Griffith University, Kim held a position with MLC from 1998-2000 as a Financial Planner. From 2000-2002 she was the Queensland State Manager of that division, managing a team of 32 through a huge acquisition in 2000 and split in 2001. Pregnant with her third son in 2006, Kim wrote a cookbook called 4 Ingredients that has grown into a series of 34 cookbooks, sold across three continents. Having won many awards, with more than 1.2 million social media followers, and sales in excess of 9 million copies, Kim has become Australia's most trusted source of easy recipes for everyone.



Scott Hoskins

Business representative

Over the past five years Scott has been the brains behind some notable hospitality brands such as Junk Restaurant, Hello Harry and Donut Boyz. Recently Scott was integral in forming the Ocean Street Precinct Association which co-ordinates the popular Ocean Street Entertainment Precinct which he holds the position of President. Additionally, Scott is a member of the board of Maroochydore Chamber of Commerce along with being the Maroochydore region's representative on the Regional Sub-Committee for Visit Sunshine Coast.

Australian Indoor Bias Bowls





David Ryan

Visit Sunshine Coast Chairman

David has an extensive background in commercial and investment banking and operational business management. He has over 20 years' experience as a Non-Executive Director including First American Title Insurance Company of Australia Pty Limited, First Mortgage Services Pty Limited and Sunshine Coast Airport Pty Ltd, and formerly with Virgin Blue Holdings Limited, Hamilton Island Limited and Lend Lease Corporation Limited. David is also the Chairman of Visit Sunshine Coast.



Simon Latchford

Visit Sunshine Coast Chief Executive Officer

Over the past 15 years Simon has played a lead role influencing and implementing positive change at regional, state and national levels, having operated in both the private and government sectors. 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 the Whitsundays, regional Victoria and the Margaret River Region. Simon sits on the Queensland Tourism Industry Council board as well as the Association of Australian Convention Bureaux board, the Australia China Business Advisory Council (Qld) and is Chairman of the State Regional Tourism Organisation board.



Cr Jason O'Pray

Council representative

Jason is the Sunshine Coast Division 8 Councillor. Born on the Sunshine Coast and part of a family who has resided in the region for three generations, Jason has been heavily involved in community activities and sport his entire life. A life member of the Maroochydore Surf Life Saving Club, rewarded through his many outstanding achievements in national and international Surf Life Saving. Jason's portfolio includes Economic Development, with his sector of responsibility and interest 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.

Craft Beer and Cider Expo



Caloundra Music Festival





Maleny Wood Expo

Working Groups

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

Existing Portfolio Working Group

The role of the Existing Portfolio Working Group is to develop retaining/future proofing plans, retain existing major events and maximise their value by advocating to/educating community and business groups, leveraging with business groups and tourism operators, and identifying infrastructure/investment needs.



Ralph Devlin AM QC
Chair



Brenda LaPorte



Simon Latchford



Fraser Green*



Stacey Buckley*



Lenny Vance*

National Youth Touch Football Championships





Queensland Gymnastics State Club Championships and Border Challenge



Blackall 100

New Major Events Working Group

The role of the New Major Events Working Group is to identify opportunities to secure new major events, and review and comment on sponsorship applications for new events.



Maya Gurry
Chair



Ralph Devlin AM QC



Paul Smith*



Bill Darby*



Courtney Geritz*



Natalie Jarrott*

*Non-Board member representatives of the Working Group who are appointed through an external professional recruitment process.

Australian U16 Basketball Championships



MX Nationals





Board Meetings

In 2018-2019, the frequency of Board meetings was reduced from approximately six-weekly to every two months. This change was possible due to the level of efficiency of the Board and delivered the added benefit of reducing the demand on Board members' time. The working groups met a week or two prior to Board meetings to consider sponsorship applications and make recommendations to the Board.

Meeting dates are set at the beginning of the calendar year in consultation with the Chairman and the Tourism and Major Events Unit and agreed to by the Board.

The agenda for each meeting was approved by the Chairman with comprehensive briefing papers provided by the Tourism and Major Events Unit. All meetings were fully minuted with all sponsorship recommendations submitted for endorsement.

Venues for meetings changed on each occasion as members sought to acquaint themselves with facilities available within the region. In 2018-2019 they gathered at Venue 114 Bokarina, The Sebel Maroochydore, The Events Centre Caloundra, Sunshine Coast Airport, Novotel Twin Waters Resort, Rumba Beach Resort Caloundra, Surfair Beach Hotel Marcoola and Best Western Plus Lake Kawana Hotel.



The following table shows member attendance at Board and working group meetings throughout 2018-2019.

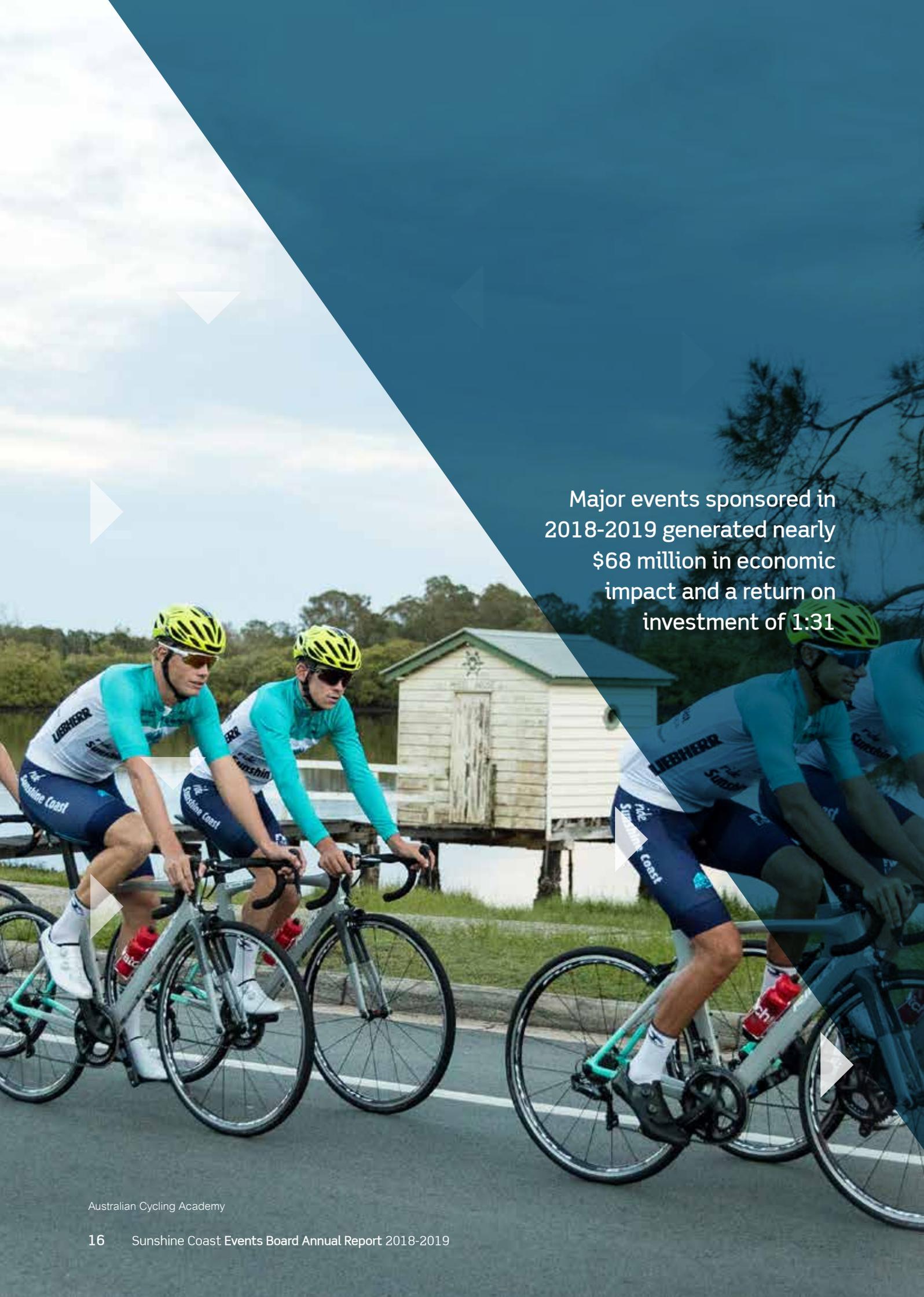
Meeting Attendance	Sunshine Coast Events Board	Existing Portfolio Working Group	New Major Events Working Group
Ralph Devlin AM QC	7/8	6/7	5/6
Brenda LaPorte	6/8	6/7	
Andrew Lofthouse	7/8		
Maya Gurry	6/8		6/6
Kim McCosker	2/3		
Scott Hoskins	3/3		
David Ryan	7/8		
Simon Latchford	6/8	6/7	
Cr Jason O'Pray	8/8		
Fraser Green		5/7	
Stacey Buckley		7/7	
Lenny Vance		5/5	
Paul Smith			5/6
Bill Darby			3/6
Courtney Geritz			5/6
Natalie Jarrott			3/5

Netfest



Sunshine Coast Masters





Major events sponsored in 2018-2019 generated nearly \$68 million in economic impact and a return on investment of 1:31

The Report

The Charter stipulates that the Board report to Council on an annual basis on the progress in implementing the *Sunshine Coast Major Events Strategy 2018-2027*. This report covers the fifth full financial year of the Board's operation.

Implementation of the Strategy is measured against a suite of Key Performance Indicators which were developed to monitor the achievement of the overall objectives of the Strategy.

Key Performance Indicators

	Target 2017/18	Actual 2017/18	Target 2018/19	Actual 2018/19
Estimated economic return on regional investment in major events	\$66 million	\$69.9 million	\$70.0 million	\$67.8 million
Return on Investment (ROI) to the region as a consequence of Council's investment	1:29	1:32	1:30	1:31
Value of local spend by event managers	\$4.0 million	\$4.6 million	\$4.2 million	\$4.9 million
Number of participants and supporters from outside the region	130,000	148,608	140,000	141,552
Number of:				
• Major events in portfolio	52	64	60	63
• Major events retained (net)	41	47	42	47
• New major events and regional events sourced and secured	11	17	18	16

Notes

1. Economic impact figures contained within this report are based upon the direct impact of spend from out of region visitors and spend by event organisers with local suppliers and contractors. No flow-on or secondary economic benefits are included within the reported figures.
2. The estimated economic impact includes the Caloundra Music Festival and the value of goods and services sourced locally.
3. The major event outcomes for 2018-2019 have been calculated from event acquittal reports where available. At the time of printing, 11% of events had not acquitted because their contracts cover multiple events across two financial years. Acquittal reports for these events are not due until next financial year. In the absence of an acquittal report, the result has been assessed against sponsorship application data or past performance.
4. Major event statistics for the 2018-2019 year have been recorded from events held during the financial year, whereas in previous years results were reported against the projects funded from that financial year's budget.

It should be noted that after the successful bid to host the 2021 Australian Surf Life Saving Championships, significant funds have been retained from the 2018-2019 financial year (as for last year, and the following two years). This reduces the reported investment and potential economic impact in major event sponsorship during the reporting period, but will have the benefit of the full sponsorship funding and resulting economic impact of an estimated \$20 million in the 2020-2021 financial year.



Queensland Oztag Junior State Cup



Spartan Race

Results from Council's investment in major events during the 2018/19 year are as follows:



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

In addition to the economic impacts, the Major Events Sponsorship Program delivers for the region by attracting, supporting and leveraging events that:

1. Maximise the Sunshine Coast as a destination and increase the region's appeal to potential visitors
2. Showcase the Sunshine Coast as a destination and increase the region's appeal to potential visitors
3. Use the audience reach of major events to promote the Sunshine Coast within target audiences
4. Spread the impacts and benefits as widely as possible across the region and the calendar year
5. Promote and engage the region's high value industries, and
6. Are in keeping with Sunshine Coast community values and Council's vision to be *Australia's most sustainable region – healthy, smart, creative.*

Caloundra Music Festival







During 2018-2019, sponsored major events supported an estimated additional 753 total jobs in the local economy

Achievements

Major Events Sponsorship Program

The Board considered 27 major event sponsorship applications during the year: 23 were supported and subsequently endorsed by Council, with 15 of the 23 being contracted across multiple years.

Projects supported were:

- 2018-2019 Queensland Cricket Underage Championships/2019 Cricket Australia Underage Championships
- 2019 and 2021 Primary Schools Cup/2020 State Age Championship
- 2019 Big Pineapple Craft Beer and Cider Expo Sunshine Coast
- 2019 Blackall 100
- 2019 Knitfest Yarn & Fibre Arts Festival
- 2019 Sunshine Coast Ukulele Festival
- 2019-2020 Nutri-Grain Ironman & Ironwoman Series/Nutri-Grain Australian Interstate Championships/Nutri-Grain Iron X Ultimate Challenge
- 2019-2020 Queensland Rugby Junior State Championships
- 2019-2020 School Sport Australia National Triathlon Championships
- 2019-2021 AFL Queensland Multiple State-Wide Programs
- 2019-2021 Etchells Australasian Championships
- 2019-2021 Ironman 70.3 Sunshine Coast
- 2019-2021 MX Nationals
- 2019-2021 Netfest
- 2019-2021 Queensland Garden Expo
- 2019-2021 South Sydney Rabbitohs NRL Regular Season Games
- 2019-2021 Spartan Race Sunshine Coast
- 2019-2021 Sunshine Coast Marathon
- 2020 Elton John Goodbye Yellow Brick Road Concerts
- 2020 National Over 60s Cricket Championships
- 2020 Volkswagen Scramble Championship Finals
- 2020-2022 QRL Sunshine Coast Nines Tournament, and
- 2020-2022 Suncoast Spinners Tournament.

The 23 sponsorship applications supported comprised 60 individual events, of which:

- 38 were existing events retained, and
- 22 were new events attracted to the region.



Business Events Assistance Program

Since 2017-2018, funds have been available to support the attraction of major business events to the region that will deliver significant visitor numbers and job creation. As business travellers on average spend more within a region and account for a notable percentage of repeat visitation, the attraction of business events contributes to the achievement of the *Sunshine Coast Major Events Strategy 2018-2027* goals.

In 2018-2019, the Board commenced assessment of business event sponsorship applications. The sponsorship allocations approved in 2018-2019 are all scheduled for delivery in 2019-2020, as outlined below. These 11 new business events for 2019-2020 are estimated to attract 3,795 visitors, generate an economic impact of \$5.7 million and deliver an ROI of 1:28:

- Fearless PTSD Australia New Zealand Conference – August 2019
- QCOSS State Conference – September 2019
- PAC Australia Conference and Performing Arts Exchange – September 2019
- Austswim National Conference “Soak It Up” – October 2019
- International Productions Technology and Entertainment Conference – October 2019
- United Nations and Overseas Policing Association of Australia National Conference – October 2019
- ASICS Sports Medicine Conference – October 2019
- Infocus Wealth Management Conference – October 2019
- Australasian Polymer Symposium – November 2019
- Queensland Tourism Awards – November 2019, and
- Council of Deans of Nursing & Midwifery (ANZ) Future of Nursing Symposium – March 2020.

Suncoast Spinners Tournament



Netfest





Sunshine Coast Ukulele Festival

Showcasing the Region through Major Events

The *Sunshine Coast Major Events Strategy 2018-2027* outlines the plan for the region to balance the immediate impact of events held (visitation, direct business and community benefit), with the longer term outcomes (repeat visitation, increase in regional profile, promotion of opportunities to live, work or invest).

A major evolution of the Strategy is to look more closely at the promotional value of hosting major events – maximising the value to the region of the audiences viewing or participating in an event.

The Strategy calls for the major events calendar to secure and maximise opportunities for the promotion of the region through the successful hosting of each event and sets ambitious targets for the size of the audience that is impacted by positive coverage or promotion of the region.

Media and audience reach

A combined media analysis of 31 events from the major events calendar for the period June 2018 to July 2019 was prepared through Council's media monitoring service, Isentia. This sample size accounts for approximately 50% of all events sponsored.

The analysis offered insight into coverage of major events by media type (Chart 1) and state (Chart 2).

The results for media type showed 31 sponsored events generated 1,649 press, television and radio items and 2,031 internet items (Chart 1), which translates to an average of 119 items per event.

The results for media coverage by state indicate that many sponsored major events achieved strong national and Queensland coverage in terms of the number of related reports/article/media items (volume). For the purpose of media monitoring, all internet coverage is classified as 'national'.

The impact of this media coverage was an indicated audience reach of more than 31 million (based on circulation data, as opposed to readership data). This result far exceeds the target for 2018-2019, which was set at 16 million.

"The audience reach of major events provides opportunities for longer term visitation, economic and industry benefit to the region. Major events attract large participant numbers who experience the region and become advocates for future visitation – either by themselves and their families, or through their own networks and contacts. The media, broadcast and digital exposure provided by events expands the audience even further – showcasing the region's attractions and activities directly to consumers and potential future visitors."

Sunshine Coast Major Events Strategy 2018-2027



Sunshine Coast Winter Bowls Carnival



Sunshine Coast Multisport TreX Cross Triathlon

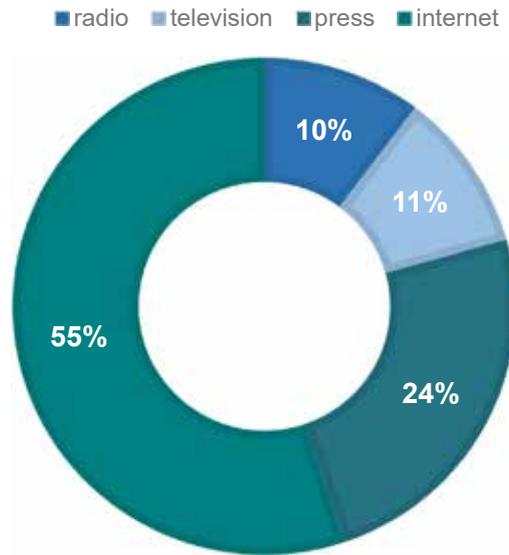


Chart 1: Coverage by Media Type

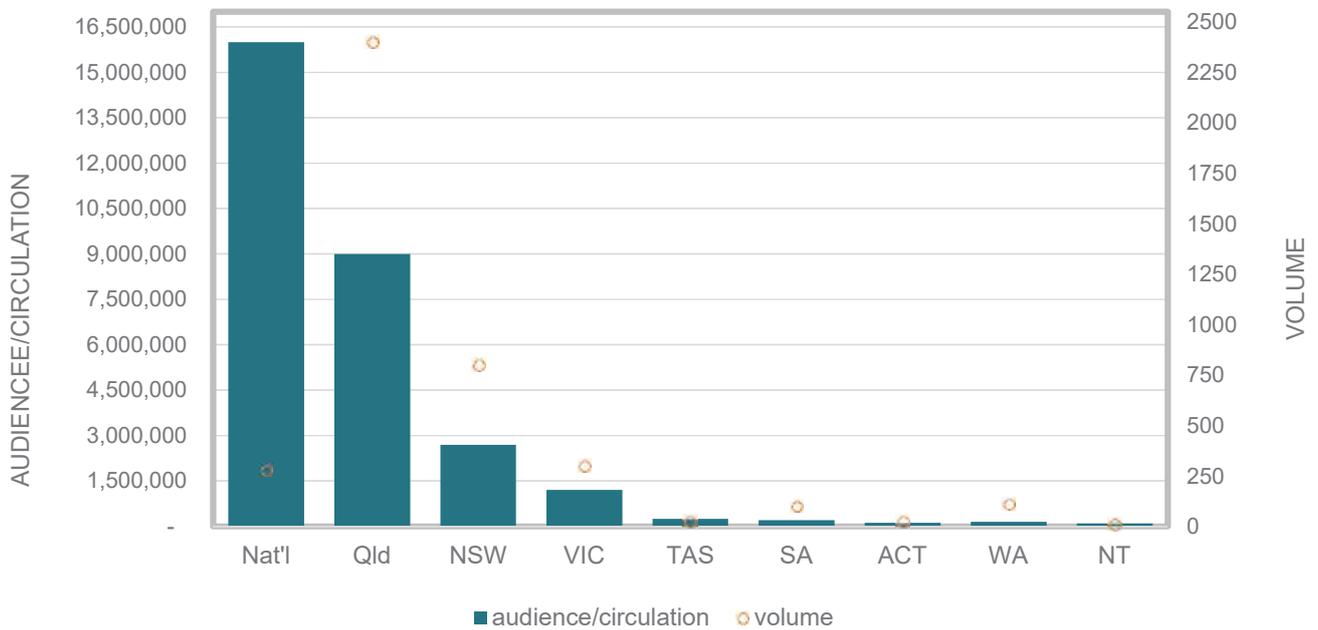


Chart 2: Coverage by State

Sunshine Coast Multisport TreX Cross Triathlon

Note: For some online sources, the audience figures for many of these sites are either low, or unavailable. Therefore although the number of articles is high, the audience figures are relatively low if primarily online.





Ironman 70.3 Sunshine Coast

Regional promotional benefits

Other significant regional promotion achieved through event partnerships include:

- Direct promotional newsletter sent to more than 35,000 golfers nationally, promoting the Sunshine Coast as an ideal golf holiday destination through the event partnership with the Australian PGA's Volkswagen Scramble event
- Stories and promotion around the region being home to the country's premier gardening event, the Queensland Garden Expo, reached a national audience of more than two million people, including specific promotional slots on the ABC's Gardening Australia and Channel 7's Better Homes and Gardens
- Direct promotion sent to more than 276,000 national Touch Football Australia database members, promoting the Sunshine Coast as a perfect family holiday destination, through the event partnership with the National Touch Football Championships
- National and international coverage for the Australian Cycling Academy which achieved a string of strong results through the year, including the victory of team member Michael Freiberg in the Australian Road Racing Championships
- Extensive national and international coverage, through event partners Fairfax and Channel 9, of The Curated Plate Culinary Festival in 2018 (to be held for the first time in August 2019), promoting the credentials of the Sunshine Coast as a food tourism and agribusiness hub, and
- Showcasing regional capacity for the first time at the 5-day global SportAccord conference on the Gold Coast – one of the world's largest and most significant sporting gatherings. In partnership with TEQ, Council generated significant leads on new high-value sporting events.

With the media coverage of 31 major events achieving an audience reach of more than 31 million (with a commercial value equivalent to \$5.3 million) the full reach of the annual program of 63 events is estimated to have delivered extensive promotion of the growth, capability and liveability of our region to future visitors, residents and investors.

Volkswagen Scramble Championship



A sample set of 31 major events achieved an audience reach of more than 31 million with a commercial value equivalent to \$5.3 million



CASE STUDY: South Sydney Rabbitohs 2019

In April 2018, the Sunshine Coast hosted its first ever National Rugby League (NRL) regular season fixture as part of a three-year deal secured with the South Sydney Rabbitohs. After many years of promoting with the NRL and targeted clubs, the 2019-2021 deal was achieved through a combination of significant funding from the Major Events Sponsorship Program, and a highly competitive deal for the use of the Sunshine Coast Stadium for the fixture; with the Events Board and Council's Economic Development and Sport and Community Venues teams working together to secure the overall agreement.

The match between the Rabbitohs and the New Zealand Warriors was a great success – attracting a sell-out crowd of 11,912 (a new stadium record) including more than 4,500 visitors who travelled to the region specifically for the fixture.

Central to the deal, however, was a wider suite of promotional and networking benefits to the region, showcasing the growing capacity of the Sunshine Coast to mass national audiences. These benefits included:

- Extensive partnership and networking opportunities for Council with the South Sydney Football Club (SSFC) Board and Sydney-based business connections
- Live broadcast of the match on FOX Sports to more than 165,000 viewers
- Key signage and promotional benefits for the Sunshine Coast, including securing the prestigious on-field signage position in the broadcast at no cost to the region
- Specific advertising, funded by the NRL, of the Sunshine Coast fixture into key drive tourism markets in South East Queensland and Northern NSW, valued at \$780,000
- Extensive social media marketing into NSW and NZ promoting the event through SSFC, VSC, NRL and TEQ channels, and
- Extensive national media coverage on the success of the match, and the positioning of the Sunshine Coast as a premier location for hosting NRL content.

Since the hosting of the match, a range of national sporting bodies and teams have been in direct contact with Council to enquire about future opportunities – all of whom have commented on how successful the Rabbitohs fixture was. As a result, negotiations are underway for further significant event content, including elite level content with major sporting bodies.

“As a club, we were very proud to play the first NRL regular season match on the Sunshine Coast. We have a very broad membership and supporter base, so taking games to the Sunshine Coast provides a chance to further grow our membership and supporter base, as well as promoting the NRL and showcasing the Sunshine Coast as a destination to our members and fans. Our Members and fans loved the match day experience in a great stadium, and the players were equally impressed with the quality of the field and facilities at Kawana.

We were also delighted by the support we received from Sunshine Coast Council, and the local community. The partnership goes well beyond the NRL match too – we want the Council and community to see the Rabbitohs as their base in Sydney; and an opportunity to grow the awareness of how special the Sunshine Coast region is, the quality of its people and the many business reasons to invest in the area.”

Blake Solly, Chief Executive Officer
South Sydney Rabbitohs





“Sunshine Coast Stadium should be the hottest ticket in town for any NRL club who wants a packed house. The Sunshine Coast was challenged to turn up loud and proud to the region's first NRL game. 11,912 fans packed in, blowing the previous record, also set in 2019, out of the water.

If clubs aren't fighting to come to the Coast then they're missing a beat. I have nothing but praise for Sunshine Coast Council and the South Sydney Rabbitohs for making it happen.”

Matty Holdsworth, Sunshine Coast Daily 16 April 2019, reprinted in News Ltd papers and online nationwide





brisbane
australia's new world city



Our Sunshine Coast
One of Australia's best
sports training facilities

STATE-OF-THE-ART FACILITY

ine Coast
lia's premier
g destinations

Industry and Event Engagement

To gain a greater understanding of events, gather market intelligence, host potential event owners and rights holders and identify future opportunities, Board members and/or Council's Economic Development team attended the following non-sponsored events during the year:

- Australian Event Awards and Symposium
- Australian Wearable Art Festival Eumundi
- Australia's Top Restaurant Awards, Sydney (launch of The Curated Plate Culinary Festival 2019)
- Bernard Salt Lunch
- Balance for Better presentation by Lisa Annese, CEO of Diversity Council Australia
- Destination Australia Conference
- Destination Q Conference, Gold Coast
- Educational trip to Darwin visiting Indigenous tourism operators
- French Festival
- Horizon Festival
- Opening of Novotel Twin Waters Convention Centre
- Opening of the "Sunshine Coast Lightning" Netball Court at Cotton Tree
- PGA Dinner – The Greg Norman Medal
- Queensland Symphony Orchestra Mayoral Performance
- Ringing in of the 2019 Whale Watching Season and Christening of Whale One
- SCouT (Sunshine Coast Big Day Out for Tourism)
- SportAccord Gold Coast, Council exhibited in partnership with TEQ
- Sunshine Coast Airport lunch
- Sunshine Coast Business Awards
- Sunshine Coast Lightning v Adelaide Thunderbirds (Darwin)
- Sunshine Coast Lightning v Collingwood Magpies
- Sunshine Coast Lightning v NSW Swifts
- Sunshine Coast Lightning v Queensland Firebirds (Brisbane)
- Sunshine Plaza extension opening
- Tourism and Events Queensland's The Attracting Tourism Fund presentation
- Tree Tops opening at The Big Pineapple
- Voices of Harmony
- Women in Sport presentation by Nielsen Sports



Mooloolaba Swim Festival

Sunshine Coast Major Events Strategy 2018-2027

Developed by Council in close consultation with the Sunshine Coast Events Board and informed through valuable contributions from the tourism and events industry and key regional partners, the *Sunshine Coast Major Events Strategy 2018-2027* provides a ten year framework which seeks to maximise the value of major events to the economy and to the region.

The Strategy was formally endorsed by Council in June 2018.

The Strategy outlines the region's approach to the acquisition, support and assessment of the annual calendar of major event products that drive visitation and economic impact, and is designed to build on the foundations of success established through the previous Sunshine Coast Major and Regional Events Strategy 2013-2017.

The Strategy outlines the goals, pathways and actions for the first three-year period of the Strategy, prior to a formal review in 2021.

Goals

The Sunshine Coast is one of Australia's most desirable tourism and event regions, renowned for its natural attributes and high-quality tourism experiences.

The Major Events Sponsorship Program delivers for the region by attracting, supporting and leveraging events that:

1. Maximise direct economic return to the region
2. Showcase the Sunshine Coast as a destination and increase the region's appeal to potential visitors
3. Use the audience reach of major events to promote the Sunshine Coast within target audiences
4. Spread the impacts and benefits as widely as possible across the region and the calendar year
5. Promote and engage the region's high value industries, and
6. Are in keeping with Sunshine Coast community values and Council's vision to be healthy, smart and creative.



School Sport Australia National Triathlon



A series of key performance indicators will be used to measure the impact of the region's investment and support programs. By 2027, major events will deliver:

2018	2019	2027
Direct economic impact from major events program averages \$70 million per annum	Direct economic impact from major events program \$67.8 million	Direct economic impact from the major events program averages \$105 million per annum
Major event projects have an audience reach of 16 million views	Major event projects have an audience reach of more than 31 million views	Major event projects have an audience reach of 40 million views
Sunshine Coast destination preference at 5.7%*	Not available	Sunshine Coast destination preference at 6.8% (20% increase from 2018 level)
38 event proposals considered in 2017 by Sunshine Coast Events Board	27 major event proposals considered in 2018-2019 by Sunshine Coast Events Board	Industry reputation as a premier event destination drives a 50% increase in enquiries and proposals for quality event projects above 2017 levels
96% of Sunshine Coast residents agree that events attract tourists and raise the profile of the region** – impacts noted in specific areas	Not available	The Sunshine Coast community continues to support and see the value of major events – maintain over 90% agreement

*Source – Roy Morgan National Holiday Market Report 2016/17. Destination preference is the percentage of national survey respondents who indicate they would like to travel to the region in the next two years

**Source – TEQ social indicators research 2017



Pathways

To achieve the goals set out in the *Sunshine Coast Major Events Strategy 2018-2027*, six priority pathways are being pursued by the Tourism and Major Events Unit with Board oversight. The following pages outline the key activities that have been progressed or delivered in 2018-2019 against each Strategy pathway.

Pathway 1 – Maximising results through showcasing the region’s strengths

Continue the development of the Sunshine Coast brand through major events

Actions for 2018-2021 (first three years of Strategy)

Actions	Indicators	Activities
1 Target new event acquisition opportunities which align with the full range of the region’s assets and unique advantages	<ul style="list-style-type: none"> Event participation/satisfaction Net promoter score Destination preference score Event calendar contains spread of projects across all elements of the destination brand Quantity of event imagery and promotion that portrays the region’s highlights 	<ul style="list-style-type: none"> Successfully hosted the first ever NRL regular season match on the Sunshine Coast with the South Sydney Rabbitohs attracting more than 4,500 visitors from outside the region and achieving widespread local and national positive media coverage Held meetings and discussions with a range of international and national entities regarding new event content for the Sunshine Coast Launched Council’s new events portal www.sunshinecoast.qld.gov.au/events Secured and negotiated the terms for the Curated Plate Culinary Festival (August 2019), regional food event, and supported the development and planning of the event program Hosted a range of famils for major sporting codes, including tours of regional facilities which resulted in the region securing a range of new sporting events to be brought to the Sunshine Coast in 2019 Secured the rights to host the 2019 Queensland Tourism Awards, TEQ’s Destination Q, Tourism Masterclass and Indigenous Forum. This will bring more than 1,300 delegates to the region for the week of the event and provide significant profiling, networking and industry development opportunities for the region Secured and hosted the inaugural Netfest Sunshine Coast event, receiving excellent feedback from participants, local businesses and Netball Australia Secured the Elton John Farewell Yellow Brick Road concert with sufficient advance sales to announce a second concert at Sunshine Coast Stadium. This act has a high international profile and is anticipated to attract more than 10,000 visitors to the region Secured Spartan Race on the Sunshine Coast from 2019 to 2021 Facilitated the attraction and securement of a number of events which did not require financial sponsorship. Due to the absence of sponsorship contract it is challenging to capture the benefits for the region from these events.

- 2 Incorporate alignment with the event destination brand into event selection and assessment criteria
- Enhanced the assessment tool and Board briefing papers to now rate and explain the alignment potential for each new sponsorship proposal against key priorities, allowing a like-for-like comparison across varying content and event types.
- 3 Implement a scoping exercise to identify which existing events best showcase the region's assets and explore how these events can be better supported to ensure retention
- Developed the Event Calendar Mapping tool to track the mix of projects on the event calendar delivering direct Economic Outcomes vs Regional Promotion and longer term benefits. This tool will be used to re-assess the calendar each year to identify gaps and opportunities
 - Resourced leveraging of Sunshine Coast Marathon's IAAF Bronze Label status for the 2019 Half Marathon – one of only four road races in Australia with an IAAF Label and only one of 17 Half Marathons in the world in 2019.
- 4 As a means of understanding the potential brand-led opportunities, conduct an annual scoping review of new and emerging event trends to assess fit with the Sunshine Coast brand, and how these trends might appeal to target audiences
- Provided assistance to events with their drawing up and implementation of their sustainability strategy and marketing plan, and on-boarding University of the Sunshine Coast students to assist in rolling out these plans and during event time
 - Attended and hosted Suncoast Spinners "In Conversation: Disability vs Ability" at Venue 114, with a view to further focus and improvement on accessibility within our events and venues on the Sunshine Coast.
- 5 Working closely with Visit Sunshine Coast and event operators, ensure that destination brand values are reflected in event promotion, signage and captured imagery
- Worked with VSC to develop new 'Event Promoter Kit' – a full service online portal for sponsored events to gain access to pre-approved imagery, video messaging and broader tourism information to use in communications to participants and visitors
 - Continually assessed imagery and video capture from sponsored events, including engaging professional photographers and videographers to attend key events to broaden the library of promotional imagery for future use.
- 6 Develop and implement additional opportunities for travel packages, incorporating quality regional tourism experiences linked to events
- Worked closely with Eventtravel.com.au, a fully accredited and licensed travel agency, to develop group travel packages for major events, including Velothon, Sunshine Coast Marathon, The Curated Plate Culinary Festival, IVF World Distance Championships, National Outrigger Championships, Netfest and RoboRAVE Australia. Significant attention will be given in the coming year to refining and improving this process to maximise the opportunities and benefits created.

Pathway 2 – Maximising results through spreading the word

Use major events to increase the audience reach and awareness of the Sunshine Coast brand

Actions for 2018-2021 (first three years of Strategy)

Actions	Indicators	Activities
7 Develop a quantifiable audience reach measure for major events – to use in event selection processes to secure projects with maximum coverage potential	<ul style="list-style-type: none"> Value/market reach of media, broadcast and digital coverage of the major events calendar (eyeballs and frequency in target markets) Level of digital engagement (visitation to VSC website, social media interactions, etc.) Spread of media coverage across target markets and key brand attributes 	<ul style="list-style-type: none"> Partnered with Council's Communications Branch and individual event promoters to develop a repeatable approach to capture further data about the reach and impact of promotion surrounding major events Media reach reports for a majority of events have been drawn upon to quantify the potential media reach of sponsored major events for 2018/19.
8 Ensure that events with high audience reach potential have the imagery, assets and information to best portray the destination in their promotion and coverage		<ul style="list-style-type: none"> Reviewed all current imagery for high reach events and prioritised renewal of imagery for these events. Ensured new 'Event Promoter Kit' enabled easy online access to pre-approved imagery, video messaging and broader tourism information to use in communications to participants and visitors Coordinated VSC leveraging and local messaging around tickets on sale for the Elton John Farewell Yellow Brick Road concerts Delivered a major activation and social media campaign in conjunction with the South Sydney Rabbitohs and VSC, promoting the fixture to Sydney NRL fans and attendees at the Rabbitohs' <i>Return to Redfern</i> pre-season fixture.
9 Work and engage with existing events to explore opportunities to further leverage audience reach in target markets		<ul style="list-style-type: none"> Secured major additional branding and advertising opportunities for the region through the South Sydney Football Club NRL match in April, including an extensive TV campaign aired in Sydney and Northern NSW promoting the match, and confirming the premium on-field position for Sunshine Coast destination branding in the national match broadcast through negotiation with the NRL and TEQ at no cost to Council Delivered mass scale direct communications to data bases associated with sponsored major events promoting the Sunshine Coast as a destination.

Identify and target key digital influencers related to the event and high value industry to broaden appeal and promotion

- Utilised local ambassadors such as Kim McCosker as part of The Curated Plate Culinary Festival to promote the food and agribusiness industry, the destination and the event, through video, social and print media. Prominent visiting chefs also proved to be the optimum cheerleaders for the festival, singing the praises of the Sunshine Coast and local producers. Local business owners such as Matt Jancauskas from Brouhaha Brewery used their own channels to promote The Curated Plate in the lead-up to and during the festival, always with a focus on local produce and collaborations
- Hosted the Editor of UK based "Sportspro" magazine on a two-day fam in collaboration with TEQ. Sessions were held with Sunshine Coast Lightning, Australian Cycling Academy, University of the Sunshine Coast and Council staff to outline the region's approach to sports events and training. Resulted in significant coverage of Council's lead role in sport event development in two consecutive issues of the international publication.

Mooloolaba Triathlon



Pathway 3 – Maximising results through driving maximum return

Actions for 2018-2021 (first three years of Strategy)

Actions	Indicators	Activities
<p>11 Review the major events portfolio on an annual basis to assess those which best meet strategic objectives and offer the best growth/leveraging potential – identify 6 key projects per year for targeted leveraging to maximise value</p>	<ul style="list-style-type: none"> • ROI of targeted events • Increased performance against strategic goals by targeted events • Improved event organiser sustainability/satisfaction • Prioritised development/opportunity list 	<ul style="list-style-type: none"> • Implemented a calendar review tool allowing assessment of the event portfolio against the major goals of the Strategy – including tracking regional and calendar spread • Supported additional leveraging activity for the Australian Cycling Academy (ACA) including production of TVCs and Facebook campaigns and planning for the launch of the ACA's Women's Team. This opportunity stemmed from Michael Freiberg winning the National Championships in January. The Pro Racing Sunshine Coast team took the title against a host of more experienced international teams • Staged a promotion of Ironman events to better coordinate activity across all event partners. A number of marketing initiatives generated more entries to the Mooloolaba Triathlon, Velothon and Ironman 70.3 • Collaborated with Run Queensland and VSC to secure Dean Karnazes', elite ultra-marathon runner and New York Times best-selling author, attendance at the 2019 Blackall 100 event. Run Queensland, VSC and Council have developed a series of leveraging activities to promote Dean's attendance, including a Night with Dean in October 2019 at the Maroochy RSL. The function will include a presentation, Q&A and book signing opportunity with Dean Karnazes, along with other local businesses included in this event • Supported the preparation of new transport and parking plans for the Queensland Garden Expo to enhance attendee experience and convenience • Supported the Sunshine Coast Marathon with a targeted Facebook/Instagram campaign, highlighting the event's announcement as an IAAF Bronze Label event • Supported the Australian Cycling Academy with specific marketing campaigns, as well as an activation in Singapore designed to attract Singapore-based riders to attend camps and/or train with the ACA on the Sunshine Coast.
<p>12 Investigate matched (or tied) funding for specific leveraging activities to maximise outcomes</p>		<ul style="list-style-type: none"> • Action scheduled for the 2019-2020 financial year.

- 13 Develop and implement specific "leveraging plans" for the targeted events in conjunction with VSC and the event organiser
- Developed a specific leveraging and promotional plan with Netball Australia and VSC for Netfest 2018. Included national coverage of the Sunshine Coast as a premium destination for the event and specific competitions to drive registrations and enquiries from out-of-region participants and umpires
 - Worked with Travel Smart, Caloundra Music Festival and the Australian Cycling Academy around collaboration opportunities across several schools and community campaigns utilising Pro-Racing Sunshine Coast cyclists as ambassadors
 - Undertook extensive marketing and leveraging activity surrounding the South Sydney Rabbits fixture
 - Collaborated with TEQ on specific leveraging campaigns around the Ironman suite of events – Mooloolaba Triathlon, Ironman 70.3 and Velothon.
- 14 Post event, prepare specific leveraging reports for each targeted event to track outcomes and make future recommendations for support
- Completed a template for post-event leveraging reports – currently working with VSC to ensure all activity is tracked and analysed.
- 15 Where possible and in keeping with the goals and pathways of this Strategy, sign events up to three-year contracts to achieve maximum ROI over a longer cycle
- Signed five key major events to multi-year contracts.

Pathway 4 – Maximising results through being a best practice region

Be a leader in process and governance

Actions for 2018-2021 (first three years of Strategy)

Actions	Indicators	Activities
16 Review procedures in contracting, measurement and assessment to maintain the region's best practice status in these areas	<ul style="list-style-type: none"> Customer satisfaction survey (event organisers – existing and prospective events) Retention of high performing existing events Performance in industry benchmarking processes 	<ul style="list-style-type: none"> Purchased technology to facilitate improved visitor surveys at events and tourism locations Continued assessment and benchmarking of the region's economic impact from events calculation tool to ensure best practice and alignment with other stakeholders (eg TEQ) Undertook a review of major event data recording and reporting, consolidating several spreadsheets into one more manageable and automated database Liaised with the University of the Sunshine Coast regarding their research assistance in developing new data capture and research methodology for major events.
17 Undertaking annual reviews of governance procedures, building on change management and succession planning support where required		<ul style="list-style-type: none"> Implemented an annual full day workshop for the Events Board to discuss performance and governance frameworks with Council staff and key stakeholders Selected by TEQ for sections of the Sunshine Coast Major Event Strategy and Events Board structure to become the benchmark for all other Queensland regional authorities.
18 Work with key industry stakeholders such as TEQ and VSC to share data on the impact of major events, and develop additional methods to track additional outcomes such as repeat visitation from event participants and audiences		<ul style="list-style-type: none"> Commenced foundational work for major data and outcome measurement work to be undertaken in the 2019-2020 financial year.

19 Sunshine Coast Events Board and Council's Tourism and Major Events Unit continue to advocate for improved regional coordination of major event operations and delivery services

- Collaborated with Ironman and Council on several new and impressive sustainability initiatives for their events
- Undertook a detailed major events accessibility audit which identified the great work being done by our promoters and highlighted the gaps
- Identified Council's new Civil Asset Management tool – WorksHub and how it can be integrated with event road closures. This will be a highly useful tool for event promoters and the community with further collaboration to be undertaken by Council for this to be implemented
- Participated in business case development for the Sunshine Coast Entertainment Convention Facility
- Continued collaboration and representation at the Sunshine Coast Major Events Committee with key regional operational stakeholders.

20 Development of centralised online application tool to increase major event visibility across all of Council

- Action scheduled for implementation in 2019-2020 financial year.

Spartan Race



Pathway 5 – Maximising results through creating industry demand

Grow the profile of the Sunshine Coast as a major event destination to the event industry

Actions for 2018-2021 (first three years of Strategy)

Actions	Indicators	Activities	
21	<ul style="list-style-type: none"> Actively promote the region's strengths and achievements in hosting major events of all types to key promoters, influencers and the wider event industry 	<ul style="list-style-type: none"> Enquiry numbers Proposals submitted (quality and relevance) Invitations to participate in state and national event industry processes Interest from existing events targeted from other regions 	<ul style="list-style-type: none"> Supported to secure a shortlisting for the Major Regional Event award at the Australian Event Awards Secured Sunshine Coast's position in the Queensland Expo stand at the five-day SportAccord conference on the Gold Coast through support from Tourism and Events Queensland (TEQ). SportAccord is the world's premier sporting business conference, offering promotional and networking opportunities between host destinations, sporting rights holders, broadcasters and industry suppliers. Members of the Board and Unit attended the conference to support the Sunshine Coast interactive experience within the Expo (a purpose-built VR cycling experience in the hinterland with the Australian Cycling Academy) and to meet with potential event targets.
22	<ul style="list-style-type: none"> Improve outward facing event support information services (websites, social media platforms, etc.) to present clear and professional information to potential event promoters 	<ul style="list-style-type: none"> Launched new web platform www.sunshinecoast.qld.gov.au/events – a one stop portal for access to all event related information on the Council website. 	
23	<ul style="list-style-type: none"> Raise the profile of the Sunshine Coast Events Board and Council through participation and speaking slots at Conferences, industry workshops and liaison with key partners (eg TEQ) 	<ul style="list-style-type: none"> Hosted two separate major event functions that achieved total attendance of 170 stakeholders across the two events. Stakeholders heard from industry guest speakers, including: Rob Stalling of Ironman on their sustainability strategy and Rachael Carroll of Duco Events on Perseverance, Risk and Reward with Major Events; the Sunshine Coast Events Board on the year ahead and the achievements of the first five years; Matt Bell, Commercial Director of Spartan Race Sunshine Coast provided an insight into the development of their event and their strategy for the future Presented to University of the Sunshine Coast students on staging events from a destination marketing organisation's perspective Participated in workshops and presentations to University of the Sunshine Coast students – Technology and Innovation in Tourism, Leisure and Event Management – where students are challenged to develop solutions for real life industry challenges or issues. Students were looking at two projects for the Tourism and Major Events Unit involving crowd counting in unusual venues and water safety for on-water events Presented at LGAQ conference on marketing strategies for major events. 	

24 Develop case studies which can be used for future event attraction

- Developed case studies on Downunder Beachfest (Caboundra) and South Sydney Rabbitohs outlining key performance outcomes and initiatives implemented.
- Hosted several finalists in the Australian Event Awards, showcasing the region's assets to potential promoters from around the country
- Hosted key representatives from Australian Rugby Union at the South Sydney match in April, leading to a range of future opportunities for Underage and female Rugby Union events for the region
- Conducted an extensive famil campaign in conjunction with VSC for media and industry representatives leading into The Curated Plate Culinary Festival.

25 Develop additional opportunities for famil visits from key industry targets, and hosting of key industry events

Timewarp Festival



Pathway 6 – Maximising results through engaging with communities

Continue the development of the Sunshine coast brand through major events

Actions for 2018-2021 (first three years of Strategy)

Actions	Indicators	Activities	
26	<p>Include diversity of location, timing and event type as an influencer in the event selection process (where this is possible without jeopardising program outcomes)</p>	<ul style="list-style-type: none"> Dispersal of benefit across region Specific business opportunities created Direct local spend by organisers Event business community support/awareness of benefit Community support (as measured in the TEQ Social Indicators Survey) 	<ul style="list-style-type: none"> Enhanced the scope of information papers submitted to the Sunshine Coast Events Board to now include diversity of location and calendar timing as a central part of the event assessment tool for potential sponsorship.
27	<p>Through the targeted leveraging program (Pathway 3) create additional awareness of local supply and opportunities for specific local business alignment and benefit from key event projects</p>	<ul style="list-style-type: none"> Undertook analysis of local supplier capability in key major event equipment and service requirements, including assessing need for a central supplier listing that can be shared with event organisers. Development of listing underway. 	
28	<p>Work with key event communication campaigns to, where possible, reduce the effect on businesses impacted by specific events</p>	<ul style="list-style-type: none"> Supported the successful reductions to event build and operational times for the Mooloolaba Triathlon to reduce impact on parking and traffic in the area Delivered for the second year positive messaging communication campaigns around accessing Mooloolaba in the lead up to and during the event, resulting in significantly more positive media coverage of Mooloolaba being “open for business” throughout the event week and no access complaints received. 	

29 Continue to implement specific communication programs – targeting business and community partners, existing event organisers and prospective event organisers to further promote the outcomes and benefits of the Program

- Continued ongoing engagement with local chambers and tourism organisations to further develop precinct and restaurant/café involvement – including a number of presentations to these groups so they understand the strategy behind the staging of events, as well as the support that local businesses are receiving through the opportunity to be involved in The Curated Plate Culinary Festival
- Appointed Mask Events as an event management consultant to provide support to local businesses participating in The Destination Series (component of The Curated Plate Culinary Festival) to enable businesses to more effectively and confidently plan and stage their event as part of the Festival
- Resourced The Curated Plate Culinary Festival marketing and event planning workshop which provided a full event update for stakeholders plus presentations on permits, event management, ticketing and marketing, attended by 74 businesses
- Maintained strong partnership with Caloundra and Mooloolaba Business Development Officers to ensure businesses continued to have access to timely information and appropriate support from the Economic Development Branch.

30 Ensure meaningful community engagement takes place as part of event planning

- Engaged with TAFE Queensland regarding opportunities for their students to be involved in The Curated Plate Culinary Festival
- Ensured letterbox drops were undertaken for locals affected by events requiring road closures, etc.
- Commenced foundational work for the establishment of routine post-event business surveys that will be rolled out in the 2019-2020 financial year.

31 Engage with businesses through feedback surveys after major events to gauge direct impact, monitor community sentiment and collect testimonials on the positive impact of events

- Commenced foundational work for the establishment of routine post-event business surveys that will be rolled out in the 2019-2020 financial year.

Priorities for 2019-2020

Continue implementing appropriate actions from Year One along with specific actions identified for Year Two:

Action	Pathway	Link to Goals
Work and engage with existing events to explore opportunities to further leverage audience reach in target markets	2	2,3,5,6
Identify and target key digital influencers related to the event and high value industry to broaden appeal and promotion	2	1,2,3,5
Investigate matched (or tied) funding for specific leveraging activities to maximise outcomes	3	1,5,6
Review procedures in contracting, measurement and assessment to maintain the region's best practice status in these areas	4	4,6
Undertaking annual reviews of governance procedures, building on change management and succession planning support where required	4	4,6
Development of centralised online application tool to increase major event visibility across Council	4	4,6
Actively promote the region's strengths and achievements in hosting major events to key promoters, influencers and the wider event industry	5	2,5,6
Improve outward facing event support information services (websites, etc.) to present clear and professional information to potential event promoters	5	2,5,6
Raise the profile of the Sunshine Coast Events Board and Council through participation and speaking slots at conferences, industry workshops and liaison with key partners (e.g. TEQ)	5	2,5
Through the targeted leveraging program (Pathway 3) create additional awareness of local supply and opportunities for specific local business alignment and benefit from key event projects	6	4,6

For further information

Sunshine Coast Major Events Strategy 2018-2027

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

Sunshine Coast Events Board

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

Sunshine Coast Major Events Sponsorship Program

<https://www.sunshinecoast.qld.gov.au/Experience-Sunshine-Coast/Events/Major-Events/Major-Events-Sponsorship-Program>

Events Sunshine Coast

<https://www.sunshinecoast.qld.gov.au/Experience-Sunshine-Coast/Events>

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