

An aerial photograph of a coastal city, likely Sunshine Coast, Australia. The image shows a wide beach, turquoise ocean waves, and a dense residential area with modern buildings. In the foreground, a large group of people is running a marathon along a paved road that runs parallel to the beach. The sky is clear and blue. The top right corner of the image is partially obscured by a colorful, abstract graphic consisting of overlapping diagonal bands in shades of green, orange, and red.

Sunshine Coast Events Board 2017-2018 Annual Report



'Our facilities are well suited to family orientated events and we find many teams and participants pass on recommendations about our park which is great exposure for us.'

Kirk Nicholson, Assistant Manager
Maroochy River Park

'The Downunder Beachfest is a fantastic event for the local community and retail businesses, and we have people come from all over Queensland.

Our business probably increases by 30% over the week and each year we see more of these visitors becoming regulars and repeat customers to our store.'

Norm Foord, Source Foods Caloundra

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Australian Dragon Boat Federation National Championships



Queensland Garden Expo



Chairman's address

Ralph Devlin AM QC



Surfing Queensland Series

In 2017-2018 the Sunshine Coast funded
64 major events
through the Tourism and Major Events Levy,
attracting more than 148,600 guests



The fourth full year of the Board's operation has coincided with the culmination of the Sunshine Coast Major and Regional Events Strategy 2013-2017. Much has been accomplished in that time resulting in some outstanding achievements for our region.

This year we welcomed a record 148,600 visitors to the Sunshine Coast across 64 major events - continuing the upward trend resulting from sponsorships funded through the Tourism and Major Events Levy.

Throughout this year, the Board has supported a range of new events that will create lasting benefit for the region. The major events fund contributed to the establishment of the state-of-the-art Australian Cycling Academy – a talent development program that provides unique elite athlete training at the University of the Sunshine Coast, along with a professional level cycling team riding nationally and internationally as 'Ride Sunshine Coast'. We also welcomed the Australian Dragon Boat Championships to the region for the first time, a massive event which attracted more than 8500 guests from outside the region, and were pleased to be involved in targeted programs to assist two of our strongest established events – the Queensland Garden Expo and the Maleny Wood Expo which both achieved strong growth in 2018.

The region's first Major and Regional Events Strategy served the region well from 2013 - 2017 and this year the opportunity was taken to refresh and realign the Strategy to the current environment. After considerable consultation with stakeholders, in June 2018 Council endorsed the *Sunshine Coast Major Events Strategy 2018-2027*. This provides a framework which will deliver the vision of the Sunshine Coast being recognised as the premier regional events destination in Australia – where major events deliver maximum results for the local economy, communities and stakeholders. The Board looks forward to working with stakeholders across the region to build on the achievements of the previous strategy as we continue to evolve as a major events destination.

While minor changes were made to the Board Charter to reflect the new Strategy, the make-up of the Board remained fairly constant. During the year we bid farewell to Fraser Green and welcomed David Ryan, Chairman of Visit Sunshine Coast. We are fortunate to attract and retain such talented and dedicated members.

The Working Groups, which provide excellent advice to the Board, were boosted by the appointments of Stacey Buckley and Courtney Geritz following the resignation of Andrew McShea due to work commitments.

It was another busy and challenging year for my colleagues especially while I absented myself for three months due to some professional obligations. My sincere thanks to Deputy Chair, Brenda LaPorte, for taking up the reins during that period.

Our ongoing partnership with Visit Sunshine Coast in promoting the region through major events continues under the leadership of Simon Latchford, whose energy and enthusiasm are appreciated by the Board.

The trust that Mayor Mark Jamieson, and all the Councillors, has in the Board has enabled us to build even more productive relationships with stakeholders in the tourism and events industry. Together this empowers us to deliver a vibrant events calendar with lasting benefits for the region.

Thank you.

Ralph Devlin AM QC



IRONMAN 70.3 Sunshine Coast

The Board

Four years have passed since the inception of the Sunshine Coast Events Board, which was established by Council to oversee the implementation of the then newly adopted ***Sunshine Coast Major and Regional Events Strategy 2013-2017***.

The Strategy outlines the vision for the Sunshine Coast to be ***“Australia’s natural, regional major events destination.”*** The Board’s role is to oversee the implementation of the Strategy and provide advice to Council on its investment in existing major events and to secure new major events for the region.

The Board has consistently provided a coherent framework for supporting and growing major events, through positioning the region and growing its reputation as a tourism and major events destination and maximising the economic, strategic marketing and community values of major events.

The region’s major events portfolio has grown significantly since the formation of the Board. There have been notable successes resulting in a significant contribution to Council’s vision for the Sunshine Coast to be ***Australia’s most sustainable region – healthy, smart and creative.***

Over the term of the ***Sunshine Coast Major and Regional Events Strategy 2013-2017***, events have grown in significance as a means of attracting visitors and their associated expenditure to the region. Since 2012, visitors to the Sunshine Coast who participated in at least one event have grown by 12%, driven largely by domestic visitor audiences. Analysis shows that Sunshine Coast has experienced a steady rise in overall events value during the 2012-2016 period.

Key achievements for events funded from the Major Event Sponsorship Program for the period 2013-2017 include:

- Support for more than 200 major events throughout the Sunshine Coast region
- 59 new events to the region
- Economic impact of approximately \$342 million
- Support for more than 3830 jobs (FTE)
- Return on Investment of more than 1:30 sustained over the five-year program.

The ***Sunshine Coast Major Events Strategy 2018-2027*** was recently adopted and sets the framework to ensure that Council maximises the benefits and value created for the Sunshine Coast region through support and acquisition of major events. It places renewed emphasis on the longer-term promotional and repeat visitation benefits of a successful event calendar and on the need to ensure a diversity of sponsored events across the region and the calendar year to best spread the impact and opportunity of the program.

Membership

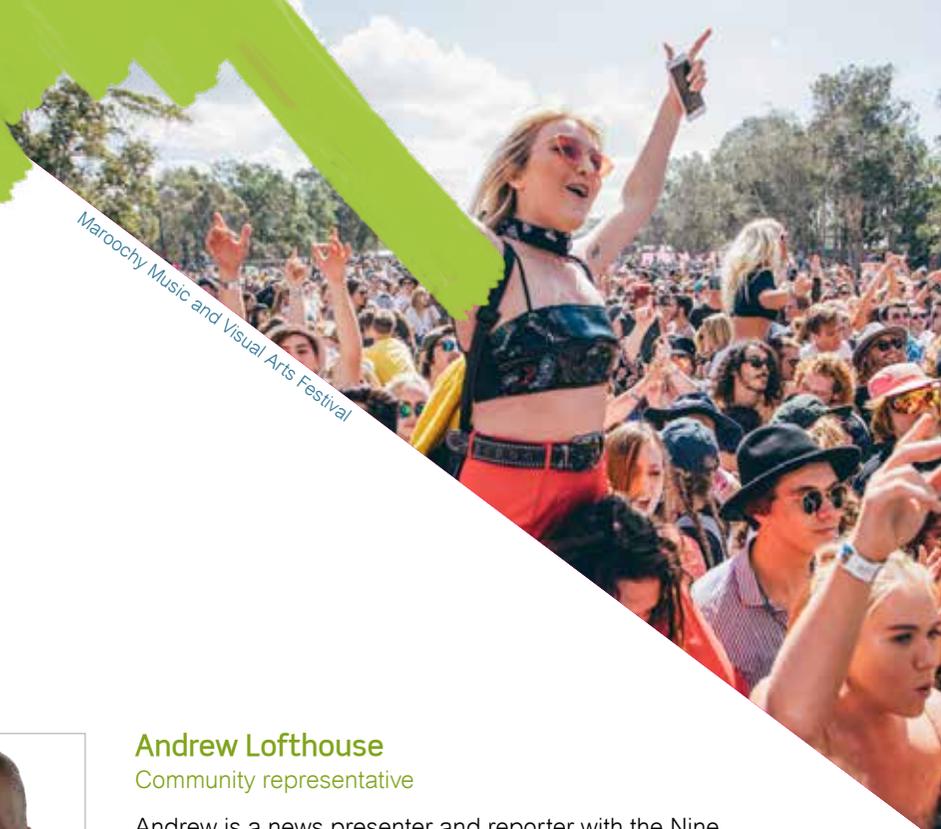
Board members have a wide range of experience across various professions, including a generous breadth of event, promotional, commercial, community and legal knowledge.

Two vacancies occurred early in the financial year with the sudden passing of Garth Prowd and the resignation of Lynne Banford. Brenda LaPorte was appointed to Deputy Chair of the Board in August and an external recruitment process resulted in the appointment of Stacey Buckley to the Board’s Existing Portfolio Working Group and Courtney Geritz to the New Major Events Working Group.

At the time of reviewing the ***Major Events Strategy***, the opportunity was taken to revise the Board’s Charter, which brought set maximum terms for members and changes to the structure. David Ryan, Chairman of Visit Sunshine Coast (VSC), was appointed to the Board in June 2018 as a result of this change.

A skills assessment was undertaken to identify gaps in the membership. A second recruitment phase commenced in June and it is anticipated that vacancies will be filled early in the new financial year.

Chairman Ralph Devlin was granted leave of absence from the Board in early 2018 to concentrate on his legal commitments with Deputy Chair, Brenda LaPorte, acting in the role during that period.



Maroochy Music and Visual Arts Festival



Ralph Devlin AM QC
Chairman

Ralph brings a wealth of experience in managing community-orientated boards as well as his long and distinguished legal career. He has been actively involved in the Sunshine Coast community since 1971 and has a home in Maroochydore. Ralph was President of Surf Life Saving Queensland 2011-2016 and Deputy President of Surf Life Saving Australia 2013-2016. Ralph was made a Member of the Order of Australia in January 2016 for his services to Surf Life Saving and to the Law.



Brenda LaPorte
Deputy Chair

Brenda has extensive experience in the business of sport including the creation of Cricket Australia's Big Bash League. She is currently a Non-Executive Director on the board of Athletics Australia and has held the role of General Manager Planning and Strategy for the ICC Cricket World Cup 2015. Brenda was also a part of the Organising Committee of the 2006 Commonwealth Games. Brenda 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.



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, the Queensland Garden Expo, Estia Health, Hall Contracting, Reed Property Group, Wishlist, United Synergies, Sunshine Coast Business Council and Sunshine Plaza.

National Youth Championships Touch Football



David Ryan

Visit Sunshine Coast Chairman

Appointed to the Board on 14 June 2018, 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 the Chairman of Visit Sunshine Coast where he is also a member of the Audit & Risk Committee and the People & Culture Committee.



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. Appointed CEO of Visit Sunshine Coast in 2016, Simon 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 in Western Australia. Simon also sits on the board of the Association of Australian Convention Bureaux dedicated to marketing the Sunshine Coast as a premier business events destination to domestic and international markets.



Cr Jason O'Pray

Council representative

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



Fraser Green

Visit Sunshine Coast members' representative

Fraser is a Board Director of Visit Sunshine Coast, the Regional Tourism Organisation, and has extensive business experience through his interests in tourism, retail and property investment on the Sunshine Coast. Over the past 25 years he has established a chain of women's fashion and swimwear stores located in major tourism precincts throughout South East Queensland.

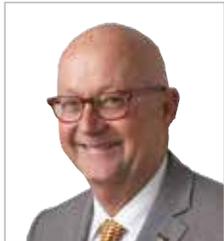
Fraser also has a long history of being actively involved with local Sunshine Coast community organisations that promote business, events and tourism.

Fraser stood down from the Board in June 2018, but remains a member of the Existing Portfolio Working Group.

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



Ralph Devlin
AM QC (Chair)



Brenda LaPorte



Simon Latchford



Fraser Green



Stacey Buckley*
(appointed February 2018)

New Major Events Working Group



Paul Smith*
(Chair)



Ralph Devlin
AM QC



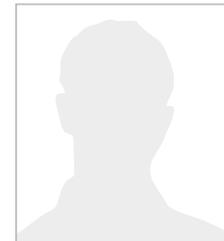
Maya Gurry



Bill Darby*



Courtney Geritz*
(appointed February 2018)



Andrew McShea*
(resigned February 2018)

* Non-Board member representatives of the Working Group

Queensland State Club Gymnastics Championships and Border Challenge

Board meetings

Board meetings are held regularly throughout the year, with sponsorship applications from existing and new major events being considered by the Working Groups in the lead up to each full Board meeting. Major event promoters and other stakeholders are often invited to make a presentation on their event to keep members abreast of their endeavours.

The Tourism and Major Events Team of Council provides secretariat support to the Board; consults with the Chair and prepares detailed agenda and briefing papers for each meeting. These outline each project or topic for discussion, noting the specific feedback provided by the Working Groups. Meetings are fully minuted, with

resolutions and recommendations of the Board forming the basis of sponsorship recommendations to Council and delegates (as required).

In addition to scheduled meetings, Board members receive regular updates on the progress of specific projects or issues requiring further attention.

During the year the Board meets formally and informally with the Mayor, Councillors and senior Council staff to report and provide updates on its activities.

The following table shows member attendance at Board and Working Group meetings throughout 2017-2018:

‘The Sunshine Coast is a fantastic location. There are very few places in Australia that can offer our visitors such a wide range of experiences. A key factor of our success has been the support from the Sunshine Coast Council over a great number of years.

We believe there is a flow on of benefits for all events by having a diverse range of events that is attractive to a wide variety of visitors’

**Marion Beazley, Event Manager
Queensland Garden Expo**

	Sunshine Coast Events Board	Existing Portfolio Working Group	New Major Events Working Group
Ralph Devlin AM QC	5/8*	3/5*	3/7*
Brenda LaPorte	7/8	5/5	
Andrew Lofthouse	7/8		
Maya Gurry	8/8		4/4
Simon Latchford	6/8	4/5	
Fraser Green	6/7	3/5	
David Ryan	1/1		
Cr Jason O’Pray	8/8		
Stacey Buckley		2/2	
Paul Smith			7/7
Andrew McShea			1/4
Bill Darby			6/7
Courtney Geritz			2/3

*Chairman Ralph Devlin was granted leave of absence from January to April 2018, during which time Brenda LaPorte was Acting Chair.

A case study of Downunder Beachfest

The Downunder Beachfest is a four day retro car festival, celebrating the Hot Rod and Classic Car lifestyle. The event is held annually in June which takes place in the centre of Caloundra.

The Sunshine Coast Events Board has supported the event for the past three years through the Major Events Sponsorship program. In addition to financial sponsorship, the Tourism and Major Events Team has worked closely with event organisers to improve and grow the event.

The 2018 event attracted a record crowd to Caloundra, including an estimated 1,200 out of region overnight guests.

Council research in Caloundra on the event weekend showed that visitor spend in the area during the event was 30% higher than comparative non-event weekends.

'This is our second Beachfest. We had an amazing year last year and we reckon it will be an amazing year again. The trade we do in one day far exceeds what we do in a normal month.'

Siz Solmaz, Boost Juice Caloundra

'The Downunder Beachfest is a fantastic event for the local community and retail businesses, and we have people come from all over Queensland.

Our business probably increases by 30% over the week and each year we see more of these visitors becoming regulars and repeat customers to our store.

Events for the Sunshine Coast are great ways to showcase Caloundra and the region as a whole.'

Norm Foord, Source Foods Caloundra

'Events like Downunder Beachfest bring a lot of people into town. It is actually our third biggest day of the year and we spend all week getting prepared for the event, we have to bring in extra staff for preparation and definitely extra staff on the day.'

Kerry Drennan, Nightowl Caloundra

'Downunder Beachfest is held over five days, with the full support of Sunshine Coast Council. It is a great event which showcases Caloundra and support for the event from the local businesses is both overwhelming and very gratifying.'

Colin Chapman, Downunder Beachfest organiser



Downunder Beachfest

The report

As required under its Charter, the Board is obliged to report to Council on an annual basis. This report covers the fourth full financial year of the Board's operation.

The Board's performance is measured against a suite of Key Performance Indicators which were developed to monitor the Board's overall performance in overseeing the implementation of the *Sunshine Coast Major and Regional Events Strategy 2013-2017*.

Key Performance Indicators	Target 2016/17*	Actual 2016/17*	Target 2017/18*	Actual 2017/18*
Economic return on regional investment in major events	\$70 million	\$73 million	\$66 million	\$70 million
Return on Investment (ROI) to the region as a consequence of Council's investment	1:30	1:33	1:29	1:32
Value of local spend by event managers	\$4.3 million	\$6.2 million	\$4.0 million	\$4.6 million
Number of participants and supporters from outside the region	115,000	124,015	130,000	148,608
Number of:				
• Major events in portfolio	48	55	52	64
• Major events retained (net)	38	44	41	47
• New major and regional events sourced and secured	10	11	11	17

*Notes:

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



148,608
participants and
supporters



from outside the region in
2017-2018

It should be noted that, after the successful bid to host the 2021 Australian Surf Life Saving Championships, significant funds have been "banked" from the 2017-2018 financial year (and the next three years). This reduces the reported investment and potential economic benefit 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.

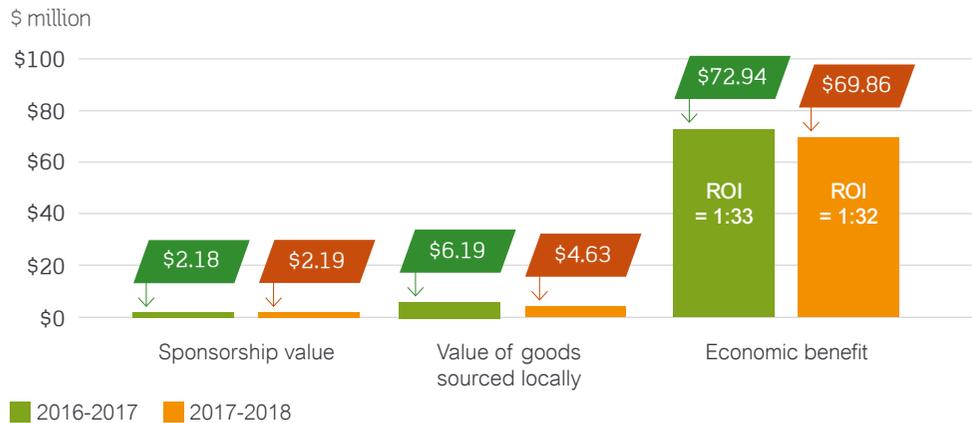


'Major sporting events on the Sunshine Coast have hotels and holiday parks booked out one-by-one in a period that usually has a winter slump'

Matty Holdsworth, Sunshine Coast Daily

Results from Council's investment in major events during the 2017-2018 year are as follows:

Investment v Estimated Economic Benefit of Major Events Funded in 2017-2018
Tourism and Major Events Levy



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

In addition to the economic benefits, 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 Australia's most sustainable region – healthy, smart, creative.

Achievements

Sponsorships supported

During the 2017-2018 financial year the Board **considered 38 major event sponsorship applications: 35 were supported** and subsequently endorsed by Council with **11 of the 35 being contracted across multiple years**. Projects supported were:

- 2017 Craft Beer and Cider Festival Sunshine Coast
- 2017 Ocean 6 Series
- 2017 Queensland Bowlridding Championship
- 2017/18-2019/20 Australian Cycling Academy
- 2017-2019 Sunshine Coast Masters
- 2018 AFL Queensland Championships
- 2018 Australian Cross Country Championships
- 2018 Australian Dragon Boat Federation National Championships
- 2018 Australian Indoor Bias Bowls Championships
- 2018 Australian U16 Basketball Championships
- 2018 Beach Rugby Australia 5s
- 2018 Blackall 100
- 2018 Craft Beer and Cider Festival Sunshine Coast
- 2018 Etchells Australasian Championship
- 2018 Knitfest Yarn and Fibre Arts Festival
- 2018 NBL 3x3 Hustle
- 2018 Netfest
- 2018 Queensland Cup
- 2018 Queensland State District and Sides Bowls Championships
- 2018 Sunshine Coast Rugby Festival
- 2018 Sunshine Coast Surf Film Festival
- 2018 Sunshine Coast Ukulele Festival
- 2018 TreX Cross Triathlon Australian Championship and Multisport Festival
- 2018/19 Sunshine Coast Multisport Festivals
- 2018-2019 Maleny Wood Expo
- 2018-2020 Downunder Beachfest
- 2018-2020 Ocean 6 Series
- 2018-2020 Queensland Gymnastics State Club Championship and Border Challenge

28 existing events retained

28 new events attracted

Knitfest Yarn & Fibre Arts Festival



Craft Beer and Cider Festival Sunshine Coast



- 2019 AFL National Masters Carnival
- 2019 Suncoast Spinners Wheelchair Basketball Tournament
- 2019-2021 Regional Food Festival
- 2019-2021 Mooloolaba Swim Festival
- 2019-2021 Mooloolaba Triathlon Festival
- 2020 Queensland State HOG Rally
- 2019-2021 Sunshine Coast Winter Bowls Carnival
- 2018 Queensland U18 Basketball Championships
- 2018 Suncoast Spinners (Wheelchair Basketball)
- 2018 and 2020 Queensland Surf Life Saving Championships
- 2019 International Va'a Federation World Distance Championships (Outrigger)
- 2021 Australian Surf Life Saving Championships.

The 35 sponsorship applications supported comprised 56 individual events, of which:

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

Maroochy Music and Visual Arts Festival

Major events *Come to Life on* the Sunshine Coast



PR coverage for events
from September to June 2018

\$849,733 Advertisement
value

11.8 million Audience Reach

2410 Articles

A new communication strategy aligned with the Major Events
Strategy 2018–2027 will be activated from July 2018.





The marketing campaign, Major Events Come to Life, was further activated in 2017-2018. The campaign continued to further educate and excite our local community about the benefits of major events. Specific activity in the Come to Life Campaign included:

TVC – partner Channel 7 (until November 2017)

- 30 second version featuring vision and details of hero events
- 15 second version featuring details of Tier 2 events.

Radio – partner Hot 91.1 (until November 2017)

- 45 second version featuring business testimonials cut to *Come to Life* music
- 30 second version featuring ‘audio calendar’ of events.

My Events Edition – partner My Weekly Preview

- 56 pages featuring events until November 2017
- 4 page spread in March 2018.

VSC activation

- Digital, PR activation and inclusion in overall Come to Life marketing activation.

Event Promoter activation

- Distribution of event creative on request to event promoters.

Event specific communication

Tier 1 events

Receive full communication support (i.e. communication strategy development, issues management (where applicable), communication through Council channels, media relations, digital activation and at event support as required).

Tiers 2 and 3 events

Receive media relations and social media activation (dependent on overall Council media calendar).





Sunshine Coast Masters

Actions

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

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

Actions

- Considered and supported sponsorship applications for 28 existing events for the region
- Where appropriate, renewed several sponsorship contracts with event promoters to instil confidence in the long-term security for their events
- Worked closely with existing event promoters to assist in operational, stakeholder or strategic areas where requested
- Identified synergies between and opportunities for existing major events
- Met with Ironman Global CEO, Andrew Messick, to discuss future trends in mass participation and endurance events.

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

Actions

- Assisted in significant cross promotion between the Australian Cycling Academy and locally based cycling events
- In collaboration with event promoters, encouraged growth in event participation from interstate and overseas participants to maximise the length of visitation
- Collaborate with Visit Sunshine Coast's destination marketing efforts to leverage off the Sunshine Coast major events calendar, to maximise penetration in the Brisbane drive market and to encourage major event promoters to utilise the regional destination brand as part of the marketing and promotion of their event
- Identified a long-standing event project as a potential candidate for transitioning from Tier 3 to Tier 2 with a concerted effort by the Board (Maleny Wood Expo)
- Engaged with various levels of government and private sector stakeholders to remove any obstacles for events to demonstrate their growth potential
- Ensured the region's investment in existing major events is conducive to the retention of these events and facilitated their growth.



Queensland Bowling Championships



Mooloolaba Triathlon Festival

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

Actions

- Considered and supported sponsorship applications for 28 new events for the region
- Actively strengthened the partnership with Tourism and Events Queensland to instil confidence in sponsorship of the Sunshine Coast’s events calendar
- Regulatory in discussions with prospective event promoters to secure new major events
- Supported the Australian Cycling Academy in its inaugural year as the ‘Ride Sunshine Coast’ professional team began racing nationally and internationally
- Worked with the Mayor to facilitate Queensland Symphony Orchestra’s Schools Program and Mayoral Performance on the Sunshine Coast – to be held in September 2018
- The Tourism and Major Events Team conducted a market familiarisation on the Sunshine Coast for three Australian Event Awards finalists to encourage bringing their events to the region
- Secured the Sunshine Coast as the home of Netball Australia’s “Netfest” for 2018 and beyond (previously held on the Gold Coast)

- Supported funding and event development support for the new regional Food Event (to be launched in October 2018)
- Visited the Queensland Music Festival about future opportunities for Nambour
- Council and VSC launched the Business Events Assistance Program (BEAP) in December 2017. Business Events have evolved naturally to the Sunshine Coast Events Board. A subcommittee is to be formed through the New Major Events Working Group to provide sponsorship advice to the Board
- Progressed desktop research to understand the National Sports Conference environment to potentially identify a conference opportunity for the Sunshine Coast.

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

Actions

- Worked closely with organisers of the Maleny Wood Expo to provide additional funding to develop a national prize for exhibitors and entrants to the Expo
- Provided significant operational and governance advice to the organisers of the Timewarp Festival at Palmwoods – who achieved record crowds in 2018
- Worked with Council’s Horizon events team to identify future opportunities to co-produce major cultural or artistic installations as part of the Horizon Festival
- Assisted the Sunshine Coast Marathon to leverage their position as the Australian Half Marathon Championships.



In financial year 2017-2018, a total of **764 jobs** were created or supported from the impact of Major Events on the Sunshine Coast

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

Actions

- Oversaw a customer satisfaction survey of the Tourism and Major Events Team which resulted in a 90% overall customer satisfaction rating
- Through the Tourism and Major Events Team, contributed to Council's new website/events platform
- Consulted with Cr McKay to provide operational and commercial advice to the Sunshine Coast Agricultural Show Society Inc.
- Built on the comprehensive Communications Plan – *Major Events Come to Life*, further educating the community about the benefits and opportunities from hosting major events
- Implemented specific communications program regarding access to Mooloolaba for major event visitors and locals
- Continued consultation with Queensland Police Service, Transport & Main Roads and representation on the Sunshine Coast Major Events Committee, to discuss the operations of key major events and their impact on local traffic management and emergency services (especially leading up to the Commonwealth Games)
- Functions were held at various locations to enable Board members to acquaint themselves with the region's facilities, including Alexandra Headland Surf Life Saving Club, Altitude on Montville, Coolum Beach Surf Club, Goodlife Community Centre, Maroochy River Golf Club, Matthew Flinders Anglican College, Peregrian Golf Club, Sunshine Coast Stadium and The Events Centre Caloundra.

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

Actions

- Consulted widely with the community prior to completing the development of the Sunshine Coast Major Events Strategy 2018-2027
- Recommended to Council several changes to the Board's Charter and Working Groups Terms of Reference to bring them into line with the new Major Events Strategy
- Implemented the recommendations of an internal review on the financial viability of sponsored events, noting the importance of ensuring that processes and procedures didn't adversely impact the ability of promoters to deliver on their event objectives, or wrap more bureaucratic layers around how sponsorships are processed
- Noted the significant success of Sunshine Coast Lightning in its first year in the areas of regional profiling, community pride and junior participation and recommended Council extend its sponsorship of Sunshine Coast Lightning beyond 2019
- Negotiated with Tourism and Events Queensland on sharing event assessment and measurement data.

Timewarp Festival



Caloundra Music Festival

Suncoast Spinners Tournament

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 and launches during the financial year:

- Australian Dragon Boat Federation National Championships
- Australian Event Awards
- Australian Motocross Championships
- Australian Society of Travel Writers Conference
- Caloundra Music Festival
- Craft Beer and Cider Festival Sunshine Coast
- Downunder Beachfest
- Holden Scramble Championship Final
- Horizons Festival - Chamber Music
- Ironman 70.3 Sunshine Coast
- Maleny Wood Expo
- Maroochy Music & Visual Arts Festival
- Mooloolaba Triathlon Festival
- Ocean 6 Series
- Queensland Bowriding Championship
- Queensland Garden Expo
- Queensland Gymnastics State Club Championships & Border Challenge
- Queensland Oztag Senior State Cup
- Queensland Surf Life Saving Championships
- Sunshine Coast Cyclefest
- Sunshine Coast Fashion Festival
- Sunshine Coast International Readers & Writers Festival
- Sunshine Coast Lightning (home games)
- Sunshine Coast Marathon & Community Run Festival
- Sunshine Coast Masters
- Sunshine Coast Smash
- Sunshine Coast Ukulele Festival
- Sunshine Coast Winter Bowls Carnival
- Trans-Tasman Gubbi Gubbi Waka Ama and National Junior Outrigger Titles

National Outrigger Marathon Titles



Sunshine Coast Winter Bowls Carnival



‘Large events require a large amount of infrastructure and, as the leading hire provider on the Coast, it is fantastic to see local business supported.’
Gillian Carr, General Manager of Perry’s Hire

Priorities for 2018-2019

- Velothon Sunshine Coast
- Wanderlust Sunshine Coast
- Welcome the Commonwealth - Sports Industry Breakfast
- World Series Swims - Sunshine Coast Spring Swim
- Yogafest
- Launch - Australian Cycling Academy
- Launch - Australian Surf Life Saving Championships 2021
- Launch - Queensland Symphony Orchestra Schools Program and Mayoral Performance.

- Target new event acquisition opportunities which align with the full range of the region’s assets and unique advantages
- Identify six key projects per year for targeted leveraging to maximise value
- Where possible, sign events to three-year contracts to achieve maximum ROI over a longer cycle
- Sunshine Coast Events Board and Council’s Tourism and Major Events Team continue to advocate for improved regional coordination of major event operations and delivery services
- Develop case studies that can be used for future event attraction
- Develop additional opportunities for family visits from key industry targets and hosting of key industry events
- Include diversity of location, timing and event type as an influencer in the event selection process (where this is possible without jeopardising program outcomes).



For further information:

Sunshine Coast Major Events Strategy 2018-2027

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

Sunshine Coast Events Board

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

Sunshine Coast Major Events Sponsorship Program

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

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



Velothon Sunshine Coast