

The background of the cover is a photograph of a large, white, inflatable structure resembling a giant beach ball or a stylized animal, set in a grassy field at night. The structure is illuminated from within, and its shadow is cast on the ground. In the foreground, the silhouettes of five people are walking from left to right. The background is filled with trees, some of which are lit with a blue light. The top right corner of the image features a diagonal graphic element consisting of several overlapping, semi-transparent bands of color: green, orange, and red.

Sunshine Coast Events Board
2016-2017
Annual Report



Queensland Oztag Junior State Cup.

‘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 of Maroochy River Park.



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

Jonnie Halstead,
Wanderlust Director

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Wanderlust Sunshine Coast.



Australasian Police and Emergency Services Games.



Chairman's Address

Ralph Devlin AM QC

'We continue to build our own 'story' as an events destination, locally among our own people, in Australia with many first-time visitors and internationally.'



Suncoast Spimmers Tournament.

In 2016-2017 the Sunshine Coast funded
55 major events
through the Tourism and Major Events Levy,
attracting over 124,000 guests



The third full year of operation of the Sunshine Coast Events Board has once again seen a large number of high quality events produce outstanding results for our region. In 2016-2017 we funded 55 major events through the Tourism and Major Events Levy which attracted over 124,000 visitors to the region.

We continue to build our record of driving economic and tourism outcomes for our businesses and community.

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

There are three emerging trends that I would like to highlight in this report. Firstly, the Board is now able to spend more of its time helping to grow the 'Tier 2' and 'Tier 3' events by engaging with promoters. Secondly, the ever-improving profile of our region as a desirable events destination sees more promoters bringing good events without seeking sponsorship from Council. Thirdly, we are steadily expanding our portfolio into cultural and lifestyle events which are held in all parts of our region. These are very satisfying developments as our events process matures and adapts.

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

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

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

Finally, we as a Board wish to use this report to acknowledge the enormous contribution and untimely passing of Garth Prowd OAM – a man who gave so much to our region and to the world of major events. He will be sorely missed.

Thank you.

Ralph Devlin AM QC



Surfing Queensland Series.

The Board

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

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

The *Sunshine Coast Major and Regional Events Strategy 2013-2017* outlines a vision for the Sunshine Coast to be *Australia's natural, regional major events destination*, which will be realised by positioning the region and growing its reputation as a tourism and major events destination; maximising the economic, strategic marketing and community values of major events; and by providing a coherent framework for supporting and growing major events.

The Board is currently overseeing the development of the new *Major and Regional Events Strategy 2018-2022* which will build on the current framework and set the agenda for the next five years of Council's investment in major events.

Membership

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

Queensland Garden Expo.



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 (SLSA) 2013-2016. Ralph was made a Member of the Order of Australia in January 2016 for his services to Surf Life Saving and to the Law.



Paul Smith Deputy Chairman, Business representative

Paul has extensive business expertise specialising in marketing, events, business management, consultancy and finance. He has run his own company for over 35 years and is also a Director of several other companies. He has developed many major events locally and internationally including sport, entertainment, cultural and special one-off events. Paul also serves on the Board of The Events Centre Caloundra. Paul retired from the Board in June 2017, but retained his chairmanship of the Existing Portfolio Working Group.



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.



Garth Prowd OAM Business representative

Garth worked for over 35 years at the highest level in all aspects of local, national and international sport, lifestyle and entertainment events, including Managing Directorship of USM Events. USM was responsible for the successful delivery of more than 750 national and international events during Garth's period of ownership. Following the sale of USM, Garth sat on the Board of Tourism and Events Queensland for three years and provided a consultancy service to the sports marketing, media and events industry. Garth's passing in July 2017 is a great loss for the Board and the entire Sunshine Coast community.



Simon Latchford Visit Sunshine Coast Board representative

Over the past 15 years Simon has played a lead role influencing and implementing positive change at regional, state and national level, having operated both in the private and government sectors. Appointed CEO of Visit Sunshine Coast in 2016, Simon is a highly successful fundraiser and sponsorship hunter and has played a senior role in the marketing and strategic development of leading destinations, such as regional Queensland, the Whitsundays, regional Victoria and the Margaret River Region in Western Australia, where he delivered record visitation growth.



Maya Gurry Community representative

Maya's successful PR and Marketing career spans more than two decades and three continents, including the likes of Marks and Spencer and Volkswagen SA. She is currently a director of Fresh PR and Marketing which has managed a diverse range of local and national accounts including Gymnastics Queensland, the Queensland Garden Expo, Noosa Long Weekend Festival, the Sunshine Coast Art Prize, Reed Property Group and Sunshine Plaza. Maya joined the Board in July 2016.



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.



Lynne Banford Tourism and Events Queensland representative

As Tourism and Events Queensland Destination Director for Southern Queensland, Lynne has nearly 20 years in the tourism and events industry. She led the international marketing arm of New Zealand's largest Regional Tourism Organisation and worked on New Zealand's '100% Pure' campaign. Lynne subsequently joined the New Zealand Government's Trade and Industry Department as Major Event Manager. Lynne resigned from the Board in July 2017.



Cr Jason O'Pray Council representative

Jason is the Sunshine Coast Council 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.

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

- Chairman Ralph Devlin AM QC, was reappointed for a further two years
- Paul Smith, Deputy Chairman, retired in June 2017, but was invited to remain as Chair of the New Major Events Working Group
- Maya Gurry was appointed in July 2016 for two years to fill an existing vacancy
- Brenda LaPorte was appointed effective 1 July 2017, replacing Paul Smith as Deputy Chair. Brenda had previously served on the Existing Portfolio Working Group.

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

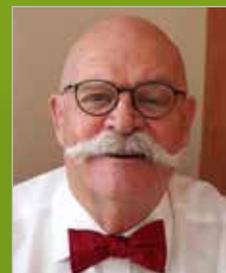
- Existing Portfolio – Ralph Devlin AM QC (Chair), Simon Latchford, Fraser Green and Vickii Cotter. Vickii resigned from the Working Group in August 2016 and was replaced by Brenda LaPorte*
- New Major Events – Paul Smith (Chair), Ralph Devlin AM QC, Garth Prowd OAM, Lynne Banford, Bill Darby* and Andrew McShea*.

* Non-Board member representatives of the Working Groups



Major events sponsored from the Tourism and Major Events Levy in 2016-2017 generated about

\$73 million in economic activity



Acknowledging **David Hopper**

The Board would like to acknowledge the valuable assistance and support it received from Council's Coordinator Tourism and Major Events, David Hopper, over the last three years. David concluded this role in July 2017.

In 2003, David commenced his employment with the former Maroochy Shire Council as Senior Economic Development Officer – Policy in the Economic Development, Major Projects and Tourism Branch.

During his time with Council, David has overseen the reform of the Tourism Industry which led to the establishment of Visit Sunshine Coast as the Regional Tourism Organisation, the development and implementation of the *Sunshine Coast Regional and Major Events Strategy* and the establishment of the Sunshine Coast Events Board.

David was influential in bringing new major events to the region (The 2016 Aussies, World Ironman 70.3 Championships 2016, World Outrigger Championships 2016; Australasian Police and Emergency Services Games and the World Distance Outrigger Championships 2019). In addition, David was instrumental in developing the highly successful *Events+* business education campaign and *The World is Coming* and *Come to Life* campaigns.

A well-respected, big picture man, David always looks for a solution to roadblocks leading to a win/win result.

The Board thanks David for his advice and wishes him every success in his new role as Special Advisor to the Tourism and Major Events Unit.

‘The success of the 2016-2017 year is due to the hard work of the many event promoters, the industry, the venues and the community with whom we work.’
Sunshine Coast Events Board

Board Meetings

The Board meets each six weeks throughout the year, with existing and potential new major events considered by the working groups in the lead up to each full Board meeting.

For each meeting, the Tourism and Major Events Unit from the Economic Development Branch works with the Chair to supply a detailed agenda and briefing papers, outlining each project or topic for discussion and noting the specific feedback supplied by the Working Groups. Meetings are fully minuted, with resolutions and

recommendations of the Board forming the basis of sponsorship recommendations and/or briefing papers to Council and delegates (as required).

In addition to the scheduled meetings, the Tourism and Major Events Unit regularly updates and consults with Board members on progress of specific projects, or particular issues requiring further attention. Board members also regularly meet with the Mayor, Councillors and senior Council staff to provide information and advice relating to current and future event activity.

Attendance at scheduled Board and Working Group Meetings

	Sunshine Coast Events Board	Existing Portfolio Working Group	New Major Events Working Group
Ralph Devlin AM QC	6/8	7/8	6/8
Paul Smith	8/8		8/8
Andrew Lofthouse	5/8		
Garth Prowd OAM	6/8		4/8
Maya Gurry	8/8		
Lynne Banford	6/8		6/8
Simon Latchford	8/8	8/8	
Fraser Green	7/8	7/7*	
Cr Jason O'Pray	7/8		
Brenda LaPorte	2 as a guest	3/4*	
Bill Darby	1 as a guest		5/8
Vickii Cotter		2/2*	
Andrew McShea			3/5*

*Number of meetings held during tenure.

Sunshine Coast Smash.



Mooloolaba Triathlon.



Vale Garth Prowd 1952-2017

Members of the Sunshine Coast Events Board wish to express our heartfelt sorrow at the tragic loss of Garth Prowd on 30 July 2017.

Garth was a truly remarkable man and made an outstanding contribution to sport and events, not only on the Sunshine Coast, but also on the national stage.

Locally, Garth was often referred to as *Mr Events* and was widely regarded as a leading authority in this area. He was also recognised as the Father of Triathlons and was instrumental from the early days in building both the Mooloolaba and Noosa Triathlons more than 30 years ago.

His passion for the sport and his pride in the Sunshine Coast helped put this region on the global events map.

Behind the scenes, Garth was active in his personal efforts to attract world class events to the Sunshine Coast, such as the 2016 Ironman World Championships and the 2017 Velothon Sunshine Coast.

Garth was known as a man who got on with the job – a man who made things happen – and he will be greatly missed by many people.

Garth's services to Australian sport were duly recognised when he received the Medal of the Order of Australia in 2005.

Sunshine Coast Council was honoured that Garth agreed to become a foundation member of the Sunshine Coast Events Board, an appointment that he held until his untimely passing.



Mooloolaba Triathlon.

The Report

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

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

Key Performance Indicators	Target 2015/16*	Actual 2015/16*	Target 2016/17*	Actual 2016/17*
Economic return on regional investment in major events	\$53 million	\$101 million	\$70 million	\$73 million
ROI to the region as a consequence of Council's investment	1:38	1:45	1:30	1:33
Value of local spend by event managers	\$4 million	\$4.5 million	\$4.3 million	\$6.2 million
Number of participants and supporters from outside the region	85,000	138,960	115,000	124,015
Number of:				
• Major events in portfolio	30	42	48	55
• Major events retained (net)	20	24	38	44
• New major and regional events sourced and secured	10	18	10	11

*Notes:

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



124,015

participants
and supporters

from outside the region in 2016-2017



The reduced yearly target and actual economic benefit in 2016-2017 compared to 2015-2016 can be explained by three significant one-off events held the previous year – the Australian Surf Life Saving Championships, Va'a World Outrigger Sprint Championships and International Tag World Cup which did not re-occur in 2016-2017.

The increased number of events in 2016-2017 is largely due to both 2016 and 2017 Surfing Queensland Series being funded from this one financial year, comprising 16 events in total.

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



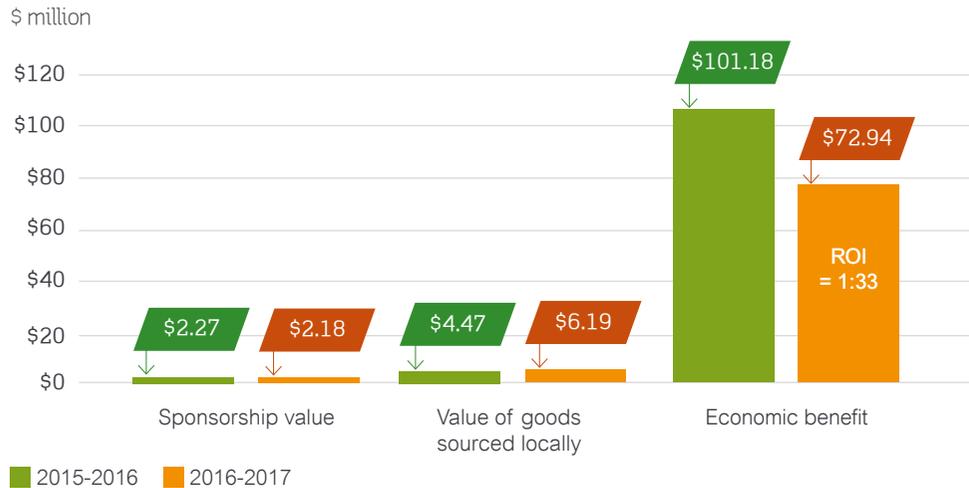


'Australia's natural, regional major events destination.'

IRONMAN 70.3 World Championship.

Results from Council's investment in major events during the 2016-2017 year are as follows:

Investment v Estimated Economic Benefit of Major Events Funded in 2016-2017



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

In addition to the economic benefits to the region, supported projects are also required to demonstrate positive value to the region in terms of destination branding and awareness, media exposure and direct opportunities for local business and industry. This underpins Council's major and regional events vision to be *Australia's natural, regional major events destination*.

The legacy implications from these sponsorships also include:

- **Reinforcing the region's reputation** and building the Sunshine Coast's competitive advantage as a leading major events and tourism destination
- **Media reach and exposure** to showcase the beauty and attractions of the region to a broad national and international audience
- **Growing awareness and recognition of premium event facilities** on the Sunshine Coast, such as Sunshine Coast Stadium/Kawana Sports Precinct and Caloundra Indoor Stadium
- **Industry development and employment** for businesses directly or indirectly involved in the provision of services to major events
- **Enhancing the social fabric of our region** by providing positive outcomes for the local community such as social inclusion, volunteering and wellbeing
- **Geographical inclusiveness** by involving all parts of our region in the events experience, both as hosts and as participants.

Achievements

Sponsorships considered

During the 2016-2017 financial year the Board considered 34 major event sponsorship applications: 30 were supported and subsequently endorsed by Council, with 10 of the 30 being contracted across multiple years. Events supported will be held between 2016 and 2021 and include the following:

- 2016 Sunshine Coast Masters (Golf)
- 2017 AFL Queensland Schools Cup
- 2017 Downunder Beachfest
- 2017 Etchells Australasian Championships
- 2017 Open and Masters Trans-Tasman Series Event (Touch Football)
- 2017 Primary Schools Cup (Netball)
- 2017 Professional Bull Riders Sunshine Coast Invitational
- 2017 Queensland U18 Basketball Championships
- 2017 Special Olympics State Games
- 2017 Sunshine Coast CycleFest
- 2017 Sunshine Coast International Readers and Writers Festival
- 2017 Sunshine Coast Smash (Brisbane Heat pre-season matches)
- 2017 Sunshine Coast Fashion Festival
- 2017 Sunshine Coast Surf Film Festival
- 2017 Yogafest
- 2017-2019 Maleny Wood Expo
- 2017-2019 Maroochy Music and Visual Arts Festival
- 2017-2019 National Outrigger Titles
- 2017-2019 Surfing Queensland Series
- 2017-2019 Time Warp Festival
- 2017/18-2019/20 Queensland Oztag Championships
- 2017/18-2019/20 The Event Crew Series (Caloundra Triathlon, Kawana Triathlon, Triathlon Pink)
- 2017-2020 National Youth Championships (Touch Football)
- 2017-2021 Velothon Sunshine Coast (Cycling)



Special Olympics State Games.

78 existing events retained

24 new events attracted

Sunshine Coast Winter Bowls Carnival.

- Embrace 2018 Commonwealth Championships (Outrigger)
- 2018 Queensland U18 Basketball Championships
- 2018 Suncoast Spinners (Wheelchair Basketball)
- 2018 and 2020 Queensland Surf Life Saving Championships
- 2019 IVF World Distance Championships (Outrigger)
- 2021 Australian Surf Life Saving Championships.

The 30 sponsorship applications supported comprised 102 individual events, of which:

- **78 existing events** were retained and
- **24 new events** were attracted to the region.

It is anticipated that these 102 events will attract around 237,000 guests (participants, supporters, family and friends from outside the region) to the Sunshine Coast between 2016 and 2021.

Queensland Garden Expo.

Major events *Come to Life* on the Sunshine Coast

Following the successful activation of *The World is Coming* campaign in 2016, Sunshine Coast Council and Visit Sunshine Coast launched a follow-up campaign in May 2017. Major Events *Come to Life* utilised the new VSC brand tagline combined with the look and feel of *The World is Coming* marketing activity.



PR coverage for events
from January to August 2017

\$381,425 Advertisement
value

4,927,425 Audience

241 Articles

A campaign for events which take place during the second half of 2017 calendar year will commence in September.

ITU World Cup – Mooloolaba Triathlon.





The new campaign aims 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

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

Radio - partner Hot 91.1

- **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 (MWP)

- **56** pages featuring events till November
- In-market distribution Sunshine Coast – Thursday 25 May via MWP (100,000 copies) distributed at various major events on the Sunshine Coast
- In-market distribution Brisbane (Saturday 27 May) and Toowoomba (Monday 29 May) via NewsCorp (100,000).

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 Marathon.



National Youth Touch Football Championships.

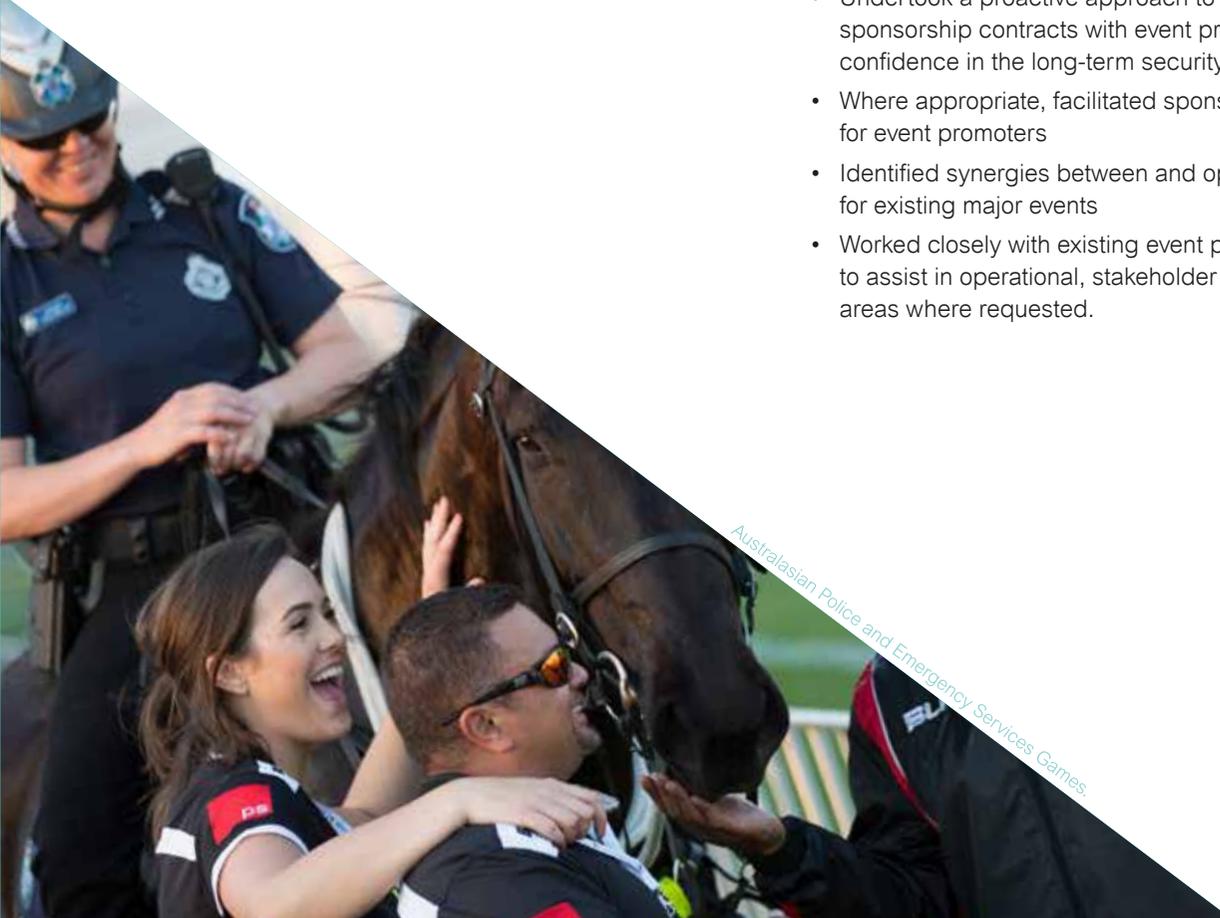
Actions

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 78 existing events for the region
- Undertook a proactive approach to renew several sponsorship contracts with event promoters to instil confidence in the long-term security for their events
- Where appropriate, facilitated sponsorship contracts for event promoters
- Identified synergies between and opportunities for existing major events
- Worked closely with existing event promoters to assist in operational, stakeholder or strategic areas where requested.



Australasian Police and Emergency Services Games.

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

Actions

- Supported the investment in existing major events to ensure their retention within the region and facilitation of their growth
- Actively strengthened the partnership with Tourism and Events Queensland to instil confidence in sponsorship of the Sunshine Coast's events calendar
- Consolidated the region as a national hub for cycling events to provide greater impetus to, and recognition of, the region's mass participation events
- Secured significant promotion for the region through major events including working with Visit Sunshine Coast to contract the Channel 7 *Sunrise Program* to broadcast live during Ironman 70.3
- In collaboration with event promoters, encouraged growth in event participation from interstate and overseas participants to maximise the length of visitation
- Built on the region's destination marketing efforts through Visit Sunshine Coast 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
- Met with event organisers from a number of projects to ascertain how the Board could help facilitate growth and further success.



Australian Motocross Championships.

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

Actions

- Considered and supported sponsorship applications securing 24 new events for the region
- In discussion with Tourism and Events Queensland and various event promoters, explored opportunities and identified several potential new events for the Sunshine Coast
- Focused the region's major event attraction efforts on those activities where the region has a natural, competitive advantage and offer the greatest prospects for success – such as high-participation national championships and endurance running/cycling events
- Event promoter visitation trip to Sydney, Canberra and Melbourne identified opportunities across a range of event types and projects for further development
- Successfully bid for the 2021 Aussies; commenced positive discussions with SLSA on the future of the Aussies in the region

- Participated in early discussions around a potential high-performance sport academy for the region, closely aligned with a range of major events
- Facilitated a delegation to the Tour Down Under in Adelaide in January 2017, comprising representatives of Mooloolaba Business and Tourism, Caloundra Chamber of Commerce, 4556 Chamber of Commerce, Montville Chamber of Commerce, Queensland Police Service, IRONMAN, Tourism and Events Queensland and Board representatives, to gain a better understanding of cycling events and leveraging opportunities in preparation for the inaugural Velothon Sunshine Coast in July 2017
- Hosted IRONMAN's Global CEO and President, Andrew Messick, at a VIP function
- While not sponsored by Council, the Surf Life Saving National Interstate Teams Championships were attracted to the region as a consequence of the successful 2016 Aussies.



In financial year 2017-2018
we anticipate welcoming over

130,000

national and
international guests

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

Actions

- Continued assessment of the growth potential of events in the Tier 2 portfolio in relation to other similar events staged nationally and/or internationally
- Remained connected through research and industry connections to broader trends in the major event industry
- Collaborated with Tourism and Events Queensland on events which show potential to transition
- Engaged with various levels of government and private sector stakeholders to remove any obstacles for events to demonstrate their growth potential.

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

Actions

- Consulted with the Sunshine Coast Creative Alliance and The Events Centre Caloundra to inform the business case and to provide a recommendation to Council on the development of an Entertainment, Convention and Exhibition Centre at SunCentral Maroochydore. Also provided input to consultants on the Revised Functional Brief and Specification for the facility
- Implemented a comprehensive communications plan, *Major Events Come to Life*, aiming to further educate the community about the benefits and opportunities from regional major events
- Sunshine Coast Council, together with Visit Sunshine Coast, were national finalists in the 2016 Australian Event Awards for Best Achievement in Marketing of an Event category
- Continued 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
- Supported an application by The Events Centre Caloundra for a grant to extend the facility
- Board meetings and other functions were held at various venues to enable members to acquaint themselves with the region's amenities including – the University of the Sunshine Coast Sports Stadium, Alexandra Headland Surf Life Saving Club, Novotel Twin Waters Resort, Maroochydore Surf Life Saving Club, Lot 104 Espresso and Wine Bar Mooloolaba, Rivershore Resort Diddillibah, and Sunshine Coast Stadium.

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

Actions

- Oversaw a customer satisfaction survey of the Tourism and Major Events Unit which resulted in a 90% overall customer satisfaction rating
- Through the Tourism and Major Events Unit, contributed to Council's new website/events platform
- The Board (through the Chair) developed and agreed a cooperative protocol for interaction between the Events Board and the newly formed Sunshine Coast Arts Advisory Board
- Commenced the development of the *Sunshine Coast Major and Regional Events Strategy 2018-2022*.

Etchells Australasian Championship



Attendance at events

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

- Australasian Police and Emergency Services Games
- Australian Event Awards and Symposium
- Australian Motocross Championships
- Big Pineapple Music Festival
- Caloundra Music Festival
- Downunder Beachfest
- Etchells Australasian Championships
- Holden Scramble Championship Finals
- Ironman 70.3 World Championships
- IRONMAN Global CEO and President, Andrew Messick, welcome function
- Maleny Wood Expo
- Maroochy Music and Visual Arts Festival
- Melbourne Storm v Auckland Warriors Pre-Season Game
- Mooloolaba Triathlon Festival
- Northern University Games
- Open and Masters Trans-Tasman Series (Touch Football)
- Queensland Bowlridding Championship
- Queensland Garden Expo
- Queensland Oztag Junior and Senior State Cups
- Queensland State Club Gymnastics Championships and Border Challenge
- Queensland Tri Series (Oztag)
- Sports Coast Conference
- Suncoast Spinners Tournament
- Sunshine Coast Arts Advisory Board networking event
- Sunshine Coast CycleFest
- Sunshine Coast Fashion Festival
- Sunshine Coast Lightning home games
- Sunshine Coast Marathon and Community Run Festival
- Sunshine Coast Winter Bowls Carnival
- Time Warp Festival
- Tour Down Under
- Triathlon Pink and Fun Run Pink
- Wanderlust Sunshine Coast



Queensland U18 Basketball Championships.

'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.



Sunshine Coast Fashion Festival.

Priorities for FY2017-2018

The current *Regional and Major Events Strategy 2013-2017* is now due for revision.

The Strategy has successfully created the framework for the establishment of the Events Board and the related systems for major event support. For each of the past four years, above target results have been delivered in ROI and economic return from the investment of funds.

The revision and update of the Strategy is a key priority for the Board in the latter half of 2017. The Strategy will set the vision, targets and key actions required to build on the success to date, and drive further benefit from all aspects of major event support for the region.

The Board's ongoing priorities through this Strategy will be to:

- Continue to ensure best practice processes in the assessment, selection, support and delivery of major event proposals for the region
- Continue to drive maximum ROI and direct economic benefit for the region through the major event program and better understand ROI measures and tools

- Increase the focus on leveraging high value events to assist in growing their visitation statistics and impact on promotion of the region as a premier tourism and events destination, including non-peak period utilisation
- Determine methods for valuing, supporting and assessing the broader impact of major events through media coverage, destination awareness and repeat visitation.

The Board is also reviewing its own structure and processes, drawing upon the experience gained over the last three years.

It is planned that the new events Strategy will be completed and endorsed by Council by end January 2018.



For further information:

Sunshine Coast Major and Regional Events Strategy 2013-2017

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

Sunshine Coast Events Board

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

Sunshine Coast Major and Regional Events Sponsorship Program

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

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

Time Warp Festival.

72130B-11/2017-Printed on environmentally responsible paper.