

Australian Surf Life Saving Championships (The Aussies)

Major Event Sponsorship 2023-2032



Event History – Sunshine Coast Council and ‘The Aussies’

- The Australian Surf Life Saving Championships (‘The Aussies’) is one of the country’s most famous and respected mass participation events
- The Sunshine Coast first hosted the event in the region in 2016, leveraging the success to secure the event again in April 2021. Prior to this the event was held almost exclusively on the Gold Coast
- The 2016 Sunshine Coast event attracted over 7,000 participants (plus travelling family and friends) generating an estimated \$20 million in direct economic benefit during the event week alone
- Participant numbers and visitation have remained extremely strong despite the challenges of COVID for interstate travel.



Partnership History – Investment to date

- Council previously entered into two single year contracts with Surf Life Saving Australia (SLSA) for the hosting of the event in 2016 and 2021
- In addition to cash investment, Council also provided a range of ‘in-kind’ practical support to the hosting of the event – noting that the majority of these tasks are undertaken by Council regularly outside of hosting the event
- Tourism and Events Queensland (TEQ) have been long term partners of the event and SLSA, however have reached separate deals with the event outside of Council’s agreements.

Future opportunity – 2023 to 2032

In 2018, Council staff began discussions with Tourism and Events Queensland (TEQ) regarding the future of 'The Aussies' in Queensland with the intent to:

- Secure the event for the region on a more regular basis (target every three years)
- Reduce the cash and in-kind support required to secure the event
- Prevent future 'bidding competition' between Queensland based regions to host the event
- Further advance our growing partnership with TEQ.



Officer Recommendation

That Council:

- a) receive and note the report titled “Major Event Sponsorship Australian Surf Life Saving Championships ”
- b) authorise the Chief Executive Officer to negotiate and execute a contract for the sponsorship of three (3) Australian Surf Life Saving Championships during the period 2023 to 2032 and
- c) refer the funding request for the sponsorship of the three Australian Surf Life Saving Championships during the period 2023 to 2032 for consideration in the context of the development of the 2021-2022 Council budget.



Thank you.



See Council's website for further details
www.sunshinecoast.qld.gov.au