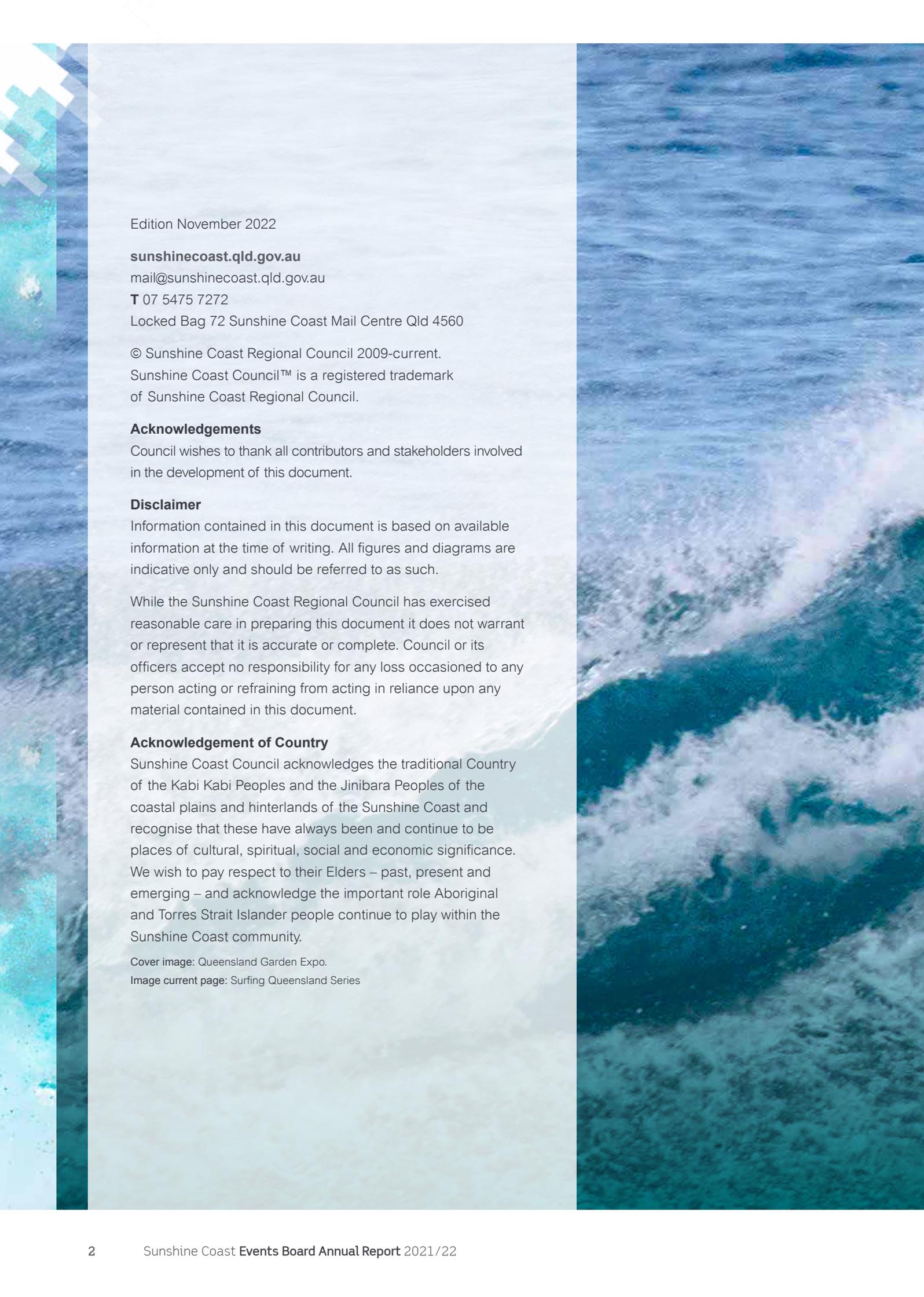


Sunshine Coast
Events Board Annual Report
2021/22

Delivering the Sunshine Coast
Major Events Strategy 2018-2027



Edition November 2022

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Acknowledgements

Council wishes to thank all contributors and stakeholders involved in the development of this document.

Disclaimer

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While the Sunshine Coast Regional Council has exercised reasonable care in preparing this document it does not warrant or represent that it is accurate or complete. Council or its officers accept no responsibility for any loss occasioned to any person acting or refraining from acting in reliance upon any material contained in this document.

Acknowledgement of Country

Sunshine Coast Council acknowledges the traditional Country of the Kabi Kabi Peoples and the Jinibara Peoples of the coastal plains and hinterlands of the Sunshine Coast and recognise that these have always been and continue to be places of cultural, spiritual, social and economic significance. We wish to pay respect to their Elders – past, present and emerging – and acknowledge the important role Aboriginal and Torres Strait Islander people continue to play within the Sunshine Coast community.

Cover image: Queensland Garden Expo.

Image current page: Surfing Queensland Series





Sunshine Coast Beach 5s Rugby Festival

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John Williams
Chairperson

Looking to the future, the Sunshine Coast will play an integral role in the Brisbane 2032 Olympic and Paralympic Games and be home to four key venues and several sporting events

Chairperson's Address

There are few industries hit harder by COVID-19 than events. In the first half of this financial year the limits to mass gatherings, enforced border closures, travel restrictions and mask mandates proved to be significant challenges for the events industry to overcome. In the second half of the year, as the world started to normalise, the impacts of the pandemic were still acutely felt with staff shortages, supply chain issues and cost of goods and services increasing dramatically.

The Sunshine Coast events industry was further impacted by the devastating flooding and severe weather events in 2021/22 resulting in the cancellation, rescheduling and postponement of many events.

Despite this, the industry pulled together to overcome adversity and I take great pleasure in reporting a record year. The number of sponsorship applications considered by the Sunshine Coast Events Board (the Board) increased by 71% from the previous financial year.

It is a testament to the hard work and resilience of this robust sector of the Sunshine Coast.

Achievements for the Board during 2021/22 include:

- 53 major and business event sponsorship applications considered during the year. 51 were supported and subsequently endorsed by council, resulting in 88 individual events being secured for the region
- Support to the local events industry with the Major Events portfolio consisting of 62 events
- These events generated over \$69.3 million in economic activity and a return on investment of 1:30
- Media coverage exceeded a total audience of 60.4 million people with a commercial value of \$20.3 million. The long-lasting benefits includes putting the Sunshine Coast front of mind as a future holiday destination
- 21 events were supported for the first time including The Old Women Ocean Paddle 2021, Aquathlon State Championships and All Schools Aquathlon, and Sunshine Coast Comedy Festival
- An events industry taskforce has been formed by Deputy Chairperson Brenda La Porte to build greater connectivity across the industry. The taskforce has been well received.

The success of the Board is testament of the work from Board and Working Group members past and present. After five and a half years of service, including the last two years as Chairperson, Maya Gurry retired in December 2021 however remains involved with the New Major Events Working Group. Additionally, Paul Smith an inaugural member of the Board who was also heavily involved with the Working Groups resigned. Two members of the Working Group have now joined the Board to fill those vacancies, Ultan O'Dwyer and Stacey Buckley.

I would like to acknowledge my fellow Board and Working Group members, who it has been a privilege to work with and thank them for their ongoing commitment to delivering on our strategy. To Councillors Jason O'Pray and Terry Landsberg, thank you for instilling your trust in the Board. I would also like to acknowledge the Tourism and Major Events Unit at Sunshine Coast Council for their ongoing support to the Board.

Looking to the future, the Sunshine Coast will play an integral role in the Brisbane 2032 Olympic and Paralympic Games and be home to four key venues and several sporting events including football, basketball, marathon, mountain biking, cycling and kiteboarding. The Games provide a once in a generation opportunity to shape our region for the future and cement our reputation as the premier regional events destination.

John Williams



Top: AFL Queensland Schools Cup
Bottom: Downunder Beachfest



Councillor Jason O'Pray
Portfolio Councillor
for the Economy

Foreword

The events industry continued to evolve as 2021/22 provided new challenges to event operators and local businesses. As we enter into a post-pandemic recovery period, the support Sunshine Coast Council and our community provide to organisers and businesses is essential to the revival of these industries. The increased interest in hosting major events on the Sunshine Coast is testament to our growing reputation as a premier leading regional events destination.

With public health directives and travel restrictions easing throughout the year, the number of major events hosted in the region increased, however this was not without its challenges. The start of 2022 saw severe weather systems throughout South-East Queensland which had catastrophic impacts that led to a number of event cancellations and postponements. Council have worked closely with our event partners to provide support to enable them to successfully operate and adapt.

Despite the many challenges, the resilience and determination of these operators and businesses is to be recognised and celebrated. The Sunshine Coast's reputation as a premier regional events destination in Australia can be credited to the hard work of our local events industry, the Sunshine Coast Events Board and council.

Council and the Sunshine Coast Events Board are consistently assessing the outcomes achieved from the events we invest in to ensure they deliver for the region. We work in partnership by actively pursuing and attracting new events to the region to deliver economic and social outcomes for our businesses, accommodation providers and community.

We are pleased to provide the annual report for the Sunshine Coast's Major Events Sponsorship Program. I would like to recognise the significant time and effort invested by the members of the Sunshine Coast Events Board and associated Working Groups.

I have great confidence that future achievements through major events will continue to grow and look forward to working with you all in the year ahead.

Councillor Jason O'Pray
Portfolio Councillor for the Economy



‘Despite the many challenges, the resilience and determination of these operators and businesses is to be recognised and celebrated.’



Top: Sunshine Coast Beach 5s Rugby Middle left to right: Buskers by the Lake; Sunshine Coast Legends Golf Series
Bottom left to right: Brisbane Lions AFLW; Mooloolaba Swim Festival; Maximum Adventure Race. Photo: Element Photo and Video Productions.



Mooloolaba Triathlon



The Sunshine Coast Events Board

For the past eight years, Sunshine Coast Council sponsorship of major events has been guided by an independent Sunshine Coast Events Board ('the 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.

The Board has no delegated powers of authority – it provides recommendations to council. The reputation of the region as a premier regional major events destination has resulted in continuous growth in the number and range of major events in the portfolio.

Board Membership

The Charter for the Board prescribes that the membership must include and be limited to nine individuals representing the community, business, Tourism and Events Queensland, Visit Sunshine Coast and Sunshine Coast Council, led by an independent Chairperson.

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

After five and a half years of service to the Board, including the last two years as Chairperson, Maya Gurry retired in December 2021 however remains involved with the New Major Events Working Group. Additionally, inaugural Board member Paul Smith resigned.

- **Ultan O'Dwyer** – Brings a great wealth of knowledge with over 20 years' experience in a variety of marketing and fundraising roles. His contribution includes providing strategic advice and insight on how the Board can leverage and maximise marketing opportunities, and
- **Stacey Buckley** – Chair of the New Major Events Working Group (appointed January 2022) has been involved in the design and production of hundreds of business and community events and delivering services for numerous high-profile national and international brands. Her 20 years' experience in event delivery is an asset to the Board.

John Williams, a business representative on the Board since 2020 was appointed as Chairperson in January 2022. In his time as a Sunshine Coast Events Board member, John has made a significant contribution across all elements of the Board's operations – being a highly active contributor to discussion and analysis during Board meetings.

Board Membership continued.

Visit council's website for Board member biographies.
sunshinecoast.qld.gov.au



Maya Gurry
Chairperson
Community
representative.
Retired
December 2021



John Williams
Chairperson
Business
representative
Appointed
January 2022



Brenda LaPorte
Deputy Chairperson
Tourism and Events
Queensland
representative



Stacey Buckley
Business
representative
Observer
January 2022



Scott Hoskins
Business
representative



Cr Terry Landsberg
Council
representative



Kim McCosker
Community
representative



Ultan O'Dwyer
Community
representative
Appointed
January 2022



Cr Jason O'Pray
Council
representative



David Ryan
Visit Sunshine Coast
representative



Paul Smith
Business
representative
Retired
December 2021



Caloundra Music Festival Photo: Colin McLellan

Working Groups

The retirement of Board and Working Group members in 2020/21 left vacancies.

Council engaged a specialist local recruitment agency to recruit Board and Working Group members at the end of 2021. As a result, Ms Kylie Ezzy, Ms Zoe Sparks, Mr Scott Derwin, and Mr Daryl Raven joined the Working Groups as observers and were ultimately appointed as members by council.

Ms Kelly Ryan, Head of Marketing at Visit Sunshine Coast (VSC) was appointed to the New Major Events Working Group in July 2021.

Existing Portfolio Working Group

The role of the Existing Portfolio Working Group is to develop and retain existing major events and maximise their value by advocating, educating and leveraging as well as identifying infrastructure and investment needs.



Brenda LaPorte
Chairperson



Scott Derwin*
Observer
March 2022



Kylie Ezzy*
Observer
March 2022



Fraser Green*



Ultan O'Dwyer*
Relinquished role
December 2021



Zoe Sparks*
Observer
March 2022



Lenny Vance*



John Williams

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



Australian Wearable Arts Festival. Photo: Eyes Wide Open Images

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.



Stacey Buckley
Chairperson
Appointed
January 2022



Paul Smith
Retired and
relinquished
Chairperson role
December 2021



Tatiana Day*



Maya Gurry*



Scott Hoskins



Daryl Raven*
Observer
March 2022



Kelly Ryan
Appointed July 2021

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



South Sydney Rabbitohs v New Zealand Warriors Photo: Eyes Wide Open Images

Board Meetings



The Board meets approximately every two months to consider sponsorship applications and make recommendations to council. In addition to the Board meetings, the Working Groups meet prior to the Board meeting to make the preliminary event sponsorship assessment.

Meetings were conducted face-to-face where possible and conducted in compliance with the relevant Queensland Health regulations in place at the time. From time-to-time meetings were held online.

Venues for Board meetings are selected to showcase the region's unique natural assets and tourist attractions. In 2021/22 Board members gathered at The Ginger Factory, Yandina; Club Kawana, Wurtulla; Caloundra Power Boat Club, Caloundra; Weddings at Tiffany's, Maleny; Oaks Oasis Resort, Golden Beach and The Savvy Squire, Mooloolaba.



The Board conducted a strategy workshop in October 2021 at which it reviewed:

- The event sponsorship application process
- Board and Working Group structures
- Post event surveys
- Challenges facing the industry
- Local business support
- Diversity of major events portfolio, and
- Marketing and ROI value of events.

Additionally, Board members were involved in a number of further meetings for the recruitment and briefing of new members.



Top: Sunshine Coast Marathon
Middle: Queensland Oztag Championships
Bottom: Downunder Beachfest

Attendance at Meetings

Member attendance at Board and Working Group meetings in 2021/22.

Member	Sunshine Coast Events Board	Existing Portfolio Working Group	New Major Events Working Group
Brenda La Porte	6/6	6/6	-
Cr Jason O'Pray	6/6	-	-
Cr Terry Landsberg (Temporarily stepped down)	2/3	-	-
Daryl Raven	-	-	2/2
David Ryan	5/6	-	-
Fraser Green	-	6/6	-
John Williams	6/6	5/6	-
Kelly Ryan	-	-	4/6
Kim McCosker	4/6	-	-
Kylie Ezzy	-	2/2	-
Lenny Vance	-	6/6	-
Maya Gurry	3/3	-	6/6
Paul Smith	3/3	-	3/3
Scott Derwin	-	2/2	-
Scott Hoskins	5/6	-	2/6
Stacey Buckley	3/3	-	6/6
Tatiana Day	-	-	2/4
Ultan O'Dwyer	4/4	2/3	-
Zoe Sparks	-	2/2	-



Top: Buskers by the Lake
Middle: Blackall 100
Bottom: Queensland Garden Expo



62 events were staged in 2021/22 generating an estimated \$69.3 million in economic activity and a return on investment of 1:30

Mooloolaba Triathlon

The Report

The Board is required to report progress on the implementation of the *Sunshine Coast Major Events Strategy 2018-2027* to council on an annual basis.

Implementation of the strategy is measured against a suite of Key Performance Indicators which were developed to monitor the achievements of the strategy.

The 2021/22 results are in line with the 2018/19 outcomes which indicates the events industry is returning to a pre-COVID-19 norm however considering the challenges the industry faced during the financial year, the outcomes are outstanding.

	Target 2018/19	Actual 2018/19	Target 2020/21	Actual 2020/21	Target 2021/22	Actual
Estimated economic return on regional investment in major events	\$70.0 million	\$67.8 million	\$50.0 million	\$50.5 million	\$61.0 million	\$69.3 million
Return on Investment (ROI) to the region as a consequence of council's investment	1:30	1:31	1:24	1:21	1:27	1:30
Value of local spend by event managers	\$4.2 million	\$4.9 million	\$2.21 million	\$2.7 million	\$4.2 million	\$4.22 million
Number of participants and supporters from outside the region	140,000	141,552	95,000	91,736	123,880	129,597
Estimated number of total jobs supported		753	558	500	677	770
Number of:						
• Major events in portfolio	60	63	52	46	55	62
• Major events retained (net)	42	47		35		36
• New major events and regional events sourced and secured	18	16		11		21
• Business events				0		5

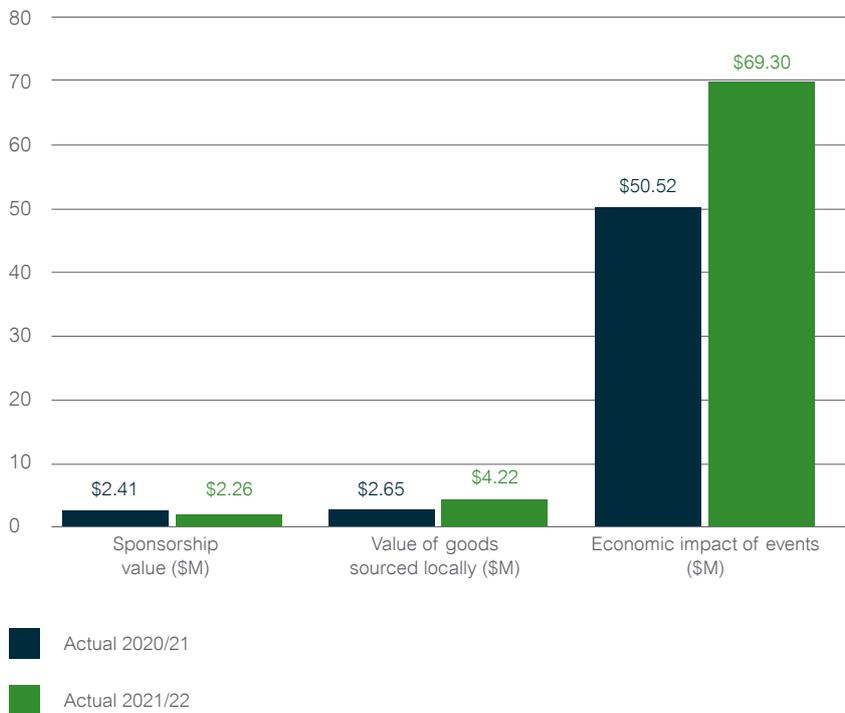
Notes

* The major event outcomes for 2021/22 have been calculated from event acquittal reports where available. In the absence of an acquittal report, the result has been assessed against sponsorship application data or past performance.

In addition to economic benefits, 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 to 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.*

Results from Sunshine Coast Council's investment in major events





Mooloolaba Swim Festival



Caloundra Music Festival Photo: Cynthia Lee



Industry Insights

Highlights

- In July 2021, the International Olympic Committee announced that Brisbane secured the rights to host the 2032 Olympic and Paralympic Games with events to be hosted on the Sunshine Coast. The Sunshine Coast will play an integral role in Brisbane 2032 with the Games providing once in a generation opportunities for the region:
 - Attract events and investment to the region that will boost the local economy
 - Investment into major projects and infrastructure upgrades for the region
 - Showcase the Sunshine Coast as a destination and increase the region's appeal to potential visitors through events, and
 - Industry development and growth.
- Interest to host major events on the Sunshine Coast has continued to grow, evident in the number of sponsorship applications for major events considered by the Board in 2021/22 which has increased by 71% from 2020/21.
- New opportunities were identified which enabled the region to support 21 new events.
- Leveraged marketing benefits from major event partnerships:
 - Partnership with Sunshine Coast Lightning maximised council messaging and focused on high performance training, major events, responsible pet ownership, sustainability, domestic and family violence, biosphere, and Indigenous activity, and
 - Cross promotional and event leveraging opportunities that involved athletes participating in and promoting events to increase the awareness of the activity and the region's major events portfolio for example Sunshine Coast Lightning participated in the Sunshine Coast Marathon and Candlelight Vigil for Domestic and Family Violence.
- An Events Industry Taskforce was formed independent to council and the Board and continues to work closely with both groups to build a stronger local event economy.

'The Sunshine Coast will play an integral role in Brisbane 2032 with the Games providing once in a generation opportunities for the region.'



The challenges

- The COVID-19 pandemic continued to impact many events with public health directions announced by the Queensland Government limiting mass gatherings, enforcing border closures and travel restrictions, and implementing vaccination, check-in, and mask mandates:
 - Capacity limitations for events were enforced and eased throughout each stage of the State's COVID-19 recovery roadmap with all capacity limitations ceasing from 8 October 2021 as the State entered stage 3 of the roadmap
 - Travel restrictions were in place and dependent on a person's vaccination status and departure location with additional quarantine enforcements in place if an individual came from a declared hotspot:
 - Domestic travel (Queensland borders) – no travel restrictions or quarantine requirements in place from 15 January 2022, and
 - International travel – no travel restrictions or quarantine requirements in place from 28 April 2022.
 - Staff shortages affected multiple industries including events, tourism and hospitality due to a number of factors including COVID-19 vaccination mandate, skill shortages, and the rising cost of living
 - Reduction in the number of volunteers for events which impacted operational costs and the event experience
 - The Sunshine Coast along with other parts of Queensland and New South Wales were impacted by severe weather including floods during the first half of 2022. This weather caused flash flooding and significant damage to many outdoor venues resulting in the cancellation, postponement or rescheduling of events
 - The increasing inflation rate has impacted the overall cost of goods and services which is having financial implications on events.
- 



Australia Cycling Association, Photo: Beardy McBeard

Achievements

Major Events Sponsorship Program



The Board considered 53 major and business event sponsorship applications during 2021/22. 51 applications were supported and endorsed by council, with 47 applications contracted and 88 individual events secured. Of those applications contracted, 20 were across multiple years. The number of sponsorship applications considered by the Board has increased by 71% from the previous financial year.

Each application for funding goes through a rigorous process to ensure the best value for rate-payers funds. A sponsorship application is assessed by council's Tourism and Major Events Unit before being evaluated by the relevant Working Group, and then consequently the Board who then provide a recommendation to council.

Events secured include:

- AFL Masters National Carnival 2023 with first right of refusal for 2025
- AFL Queensland Schools Cup Finals Series 2022-2024
- Australian Deaf Games 2026
- Australian Junior Beach Volleyball Tour January Season 2022
- Australian Wearable Art Festival 2022
- Brisbane Lions AFLW Season 2022
- Buskers by the Lake 2022
- Cali Unite 2022
- Downunder Beachfest 2022-2024
- ESSA (Exercise and Sports Science Australia) Innovation and Practice Forum 2023
- Etchells Australasian Championship 2022-2024
- International Bowling Federation World Cup and Para World Cup 2022
- IRONMAN 70.3 Sunshine Coast 2022
- IRONMAN 70.3 Sunshine Coast 2023-2025
- Kite Foiling World Championships 2024
- Kiteboarding Australia Freestyle Nationals 2022
- Kokoda Challenge 2022
- Maximum Adventure Race Series 2022
- Mooloolaba Swim Festival 2022-2024



Top: AFL Queensland Schools
Middle: Buskers by the Lake
Bottom: IRONMAN 70.3 Sunshine Coast

- Oceania Rugby Under 20s Championship 2022-2024
- Quad Crown Sunshine Coast 2022-2024
- Queensland Garden Expo 2022-2024
- Queensland State District Sides Championships and State Championships 2023 (two events)
- SCF Garmin Research and Fishing Competition 2022 with first right of refusal for 2023 and 2024
- SCX 2022
- Shimano GP and Rocky Trail 2022-2024
- South Queensland Rugby Championships 2022
- Summer of Surf / Hayden Kenny Classic 2021
- Summer of Surf / Hayden Kenny Classic 2022-2024
- Suncoast Spinners Wheelchair Basketball Tournament 2023-2025
- Sunny Coast Foil Festival 2022
- Sunny Skate Series 2022 (four events)
- Sunshine Coast 5s Beach Rugby Festival February Season 2022
- Sunshine Coast 5s Beach Rugby Festival December Season 2022
- Sunshine Coast Chamber Music Festival 2022
- Sunshine Coast Comedy Festival 2022-2024
- Sunshine Coast Golf Classics 2022-2024 (two events per year, total of six events)
- Sunshine Coast Legends Series 2021
- Sunshine Coast Marathon 2022-2023
- Sunshine Coast Winter Bowls Carnival 2022-2024
- Sunshine Sounds Festival 2022
- That's Not My Dog! Festival 2022
- The Curated Plate 2022-2024
- The Jynx House: Amplified 2021
- The Old Woman Ocean Ski Race 2022-2024
- WinterFest 2022 with first right of refusal for 2023
- Yandina Five 'O' 2022

The number of sponsorship applications considered by the Board has increased by 71% from the previous financial year.



Top: State Age Netball Championship
 Middle: Sunshine Coast Comedy Festival
 Bottom: The Jynx House: Amplified

Achievements continued

Other Initiatives



The Sport Industry Development program is an initiative designed by council to advance the Sunshine Coast as Australia's premier destination for sports training, participation and competition. The program is being part-funded from the 2019 Queensland Bushfires Local Economic Recovery Program to support recovery projects that produce enduring benefits and improve future resilience.

The program has supported the following initiatives:

- Promotion of the Sunshine Coast through a Train, Play, Stay campaign that positions the region as a premier destination for sports training, participation, and competition, with promotional material showcasing the region's world class facilities, accessibility, and abundant natural assets
- Research into the events industry to identify and address barriers and enable growth across the supply chain
- Support for sporting events that produce lasting benefits and promotes the region as a high-performance training destination
- Strategic support to sporting organisations to help attract and drive attendance from local and interstate visitors and build national and international awareness
- Hosting of elite training camps, practice matches, industry workshops and famils
- Park and trail audit to support the attraction of tourism, training and events, particularly sporting content (i.e., trail running, mountain biking, off-road triathlon), and to potentially increase the capacity of some existing events
- Planning for an events industry portal and directory, designed to connect the local events industry to event organisers, elite athletes, high-performance sporting teams and individual consumers – estimated to be complete by December 2022, and
- Production of virtual guided venue tours to attract national and international interest and awareness of the Sunshine Coast venues, stadiums, facilities, and capabilities to host events, competition and training – expected to be complete by the end of 2022.



Top: IRONMAN 70.3 Sunshine Coast
Middle: South Sydney Rabbitohs v New Zealand Warriors
Bottom: Australian Cycling Association.
Photo: Beardy McBeard



'The Sport Industry Development program is an initiative designed by council to advance the Sunshine Coast as Australia's premier destination for sports training,'



Top: Queensland Gymnastics Club Championships Middle left to right: Caloundra Music Festival. Photo: Colin McLellan; Multisport Festival
Bottom left to right: Queensland Oztag Championships; Scramble Championship Final; NRL Qualifying Final – Melbourne Storm v Manly Sea Eagles

Sunshine Coast Marathon 2021

Known as one of the most-loved running festivals in Australia, the Sunshine Coast Marathon was welcomed back to the region in 2021 after a hiatus due to COVID-19 in 2020.

The Sunshine Coast Marathon includes five road races (Marathon, Half Marathon, 10km, 5km and 2km), each of which follows the stunning coastline of Alexandra Headland. With a distance to suit every ability and age group, this community-focused, world-class event caters to all those wanting to take part, including families and those with both physical and intellectual disabilities.

The annual event typically takes place every August, however August 2021 saw spikes in COVID-19 cases and public health directions announced by the Queensland Government limited mass gatherings, enforced border closures and travel restrictions. The Marathon was rescheduled to October and the event was successfully delivered with positive results:

- Attracted 4,436 out of region participants, plus several thousand family and friends who travelled with the visiting competitors
- Provided a much-needed boost to the local economy following snap lockdowns and border closures in the months prior to the event
- Specific advertising, funded by the Event Organiser, to attract key drive tourism markets in South-East Queensland resulted in 66.4% of visitors from intrastate
- Over \$130,000 raised for multiple charities in 2021, with the event raising more than \$1.6 million for charities since inception in 2010
- Survey results indicate high community pride with 98% of respondents agreeing 'The Sunshine Coast is a great location for the Sunshine Coast Marathon'
- High community engagement with positive feedback from participants, spectators, volunteers and vendors.

Sunshine Coast Marathon





'The Sunshine Marathon and Community Run Festival took place on 8-10 October 2021 after being deferred from the original event date of 13-15 August due to COVID-19.

The 2020 event had also been cancelled due to COVID-19. Council was supportive and very helpful in assisting in the event postponement and provided assistance with Community Consultation which was warmly received.'

'Thank you to Council for your ongoing support and your assistance during a very troubling time in the events industry due to COVID-19.'

JASON CROWTHER,
MANAGING DIRECTOR OF ATLAS EVENTS

Australian Wearable Art Festival 2022

The arts industry was also hard hit during the COVID-19 pandemic but with the support of Sunshine Coast Council the Australian Wearable Art Festival returned in 2022.

The Australian Wearable Art Festival is a unique showcase of the best wearable art that Australia has to offer. It provides a unique platform where artists and designers create art that can be worn on a runway – where high-end fashion and the sculptural world of art collide.

The festival includes four categories, Trashion – trash-fashion, with 80% of the art piece being made from reused trash; Sustainable Nature, utilise 100% natural materials and provides an opportunity to showcase the diversity of Australia; Floriana, utilise all things botanical to create a stunning celebration of shape and colour; and Avant-Garde – new world, pioneering collaboration of art, science and technology with no limits on new, reused or natural materials.

The 2022 festival included a matinee and evening show hosted at Venue 114 with opportunities for the public to meet both the artists and models in between runway performances. The event delivered positive outcomes:

- Attracted national and international interest with 11 local, 14 national and two international entries. The 2023 event has already attracted significant interest with an increase in entries already anticipated
- Provided a platform for artists and designers to embrace their creative exploration with over 40 wearable art pieces showcased
- Event organisers partnered with TAFE Queensland to incorporate youth involvement and development by offering practical experiences for fashion students
- Promotes environmental practices with two of the four categories focusing on sustainability: Trashion (using only 80% recycled materials) and Sustainable Nature (100% biodegradable materials).

Australian Wearable Arts Festival Photo: Eyes Wide Open Images



'After quite humble beginnings, the Australian Wearable Art Festival stepped onto a significantly bigger stage this year. Not only did the number of shows and attendees double, the event moved to the much larger space of Venue 114. A 25-metre catwalk provided 16 national and international artists with a spectacular platform to inspire audiences. It was a visual feast for the eyes. Working so closely with Sunshine Coast Council venue team and Major Events, meant we were well-supported in delivering a first-class event. The momentum for this significant cultural event on the Sunshine Coast has been greatly assisted by the guidance and support that we have received from the Sunshine Coast Council.'

HELEN PERRY,
AUSTRALIAN WEARABLE ART FESTIVAL



Shimano GP and Rocky Trail Photo: OuterImage.com

Showcasing the Region through Major Events

Council's Major Events Strategy 2018-2027 includes a focus on increasing the strategic outcomes through the sponsorship of major events. In 2021/22, maximising the marketing and promotion of the region through major events was increased due to the nature of travel restrictions affecting interstate and international patrons attending our events.

Detailed data on the marketing and promotional reach of our sponsored events has been collected through Isentia – a media monitoring service operating specifically for this purpose.

The commercial value of advertising for 2020/21 was much higher than average due to a number of additional events with exceptional levels of broadcasting value; eight NRL games, two Women's State of Origin games and the Australian Surf Life Saving Championships 'Aussies'. The number of NRL games significantly increased in 2020/21 as the code relocated to Queensland for the season due to the COVID-19 lock downs in other southern states. The Aussies are due to return to the region in 2024.

Audience and marketing value of regional promotion through major events excluding broadcasts*

Measure	2020/21	2021/22
Number of events measured	51	60
Press, TV, radio items delivered	4,771	2,932
Digital items delivered	7,592	4,869
Total audience reach**	79 million	60.4 million
Commercial advertising value equivalent	\$65.5 million	\$20.3 million

*Note that measurement is done by financial year, not by event (many events have marketing impact that cross the financial year dates). Some events measured were ultimately cancelled.

**Total audience reach does not include Internet circulation

Events.SunshineCoast

To inform residents and visitors about what events are on across the region, council launched a new website in May 2021 to promote the Sunshine Coast as a premier regional events destination –Events.SunshineCoast.qld.gov.au

The curated online events calendar automatically pulls events from different sources to showcase all that the region has on offer in the one place. In addition to sourcing events automatically, the website also allows users to upload events directly to Events.SunshineCoast.

In 2021/22 Events.SunshineCoast, promoted over 8,582 events and achieved 284,483 views.

Broadcasts

A key part of the Major Events Strategy is to attract events to the region that include broadcast. This led to a large increase in audience reach through regional promotion of the events and resulted in a higher market value. Additional data has been gathered in association with broadcasts and their value from a range of highly prevalent national events.

Event	Date	Channel	Duration	Est Audience Reach
NRL Qualifying Final	10 September 2021	9, Fox League, Kayo (Australia); TVWAN (Papua New Guinea); Sky Sports Arena (UK); Digicel (Pacific Islands); Fox US (United States); Fox Netherlands; ESPN Africa; BelN Sports (France); Fox Sports Asia; and Sport24 (Worldwide In-Flight/ In-Ship)	2 hours	1,143,000 (Australia)
Fiji Drua V Melbourne Rebels	4 March 2022	9 and Stan Sport (Australia); Sky TV (NZ); FBC; Sky Pacific (Fiji); Digicel (Pacific Islands)	2 hours	243,000 (Australia)



NRL Qualifying Final – Melbourne Storm v Manly Sea Eagles



Kiteboarding Australia Freestyle Nationals

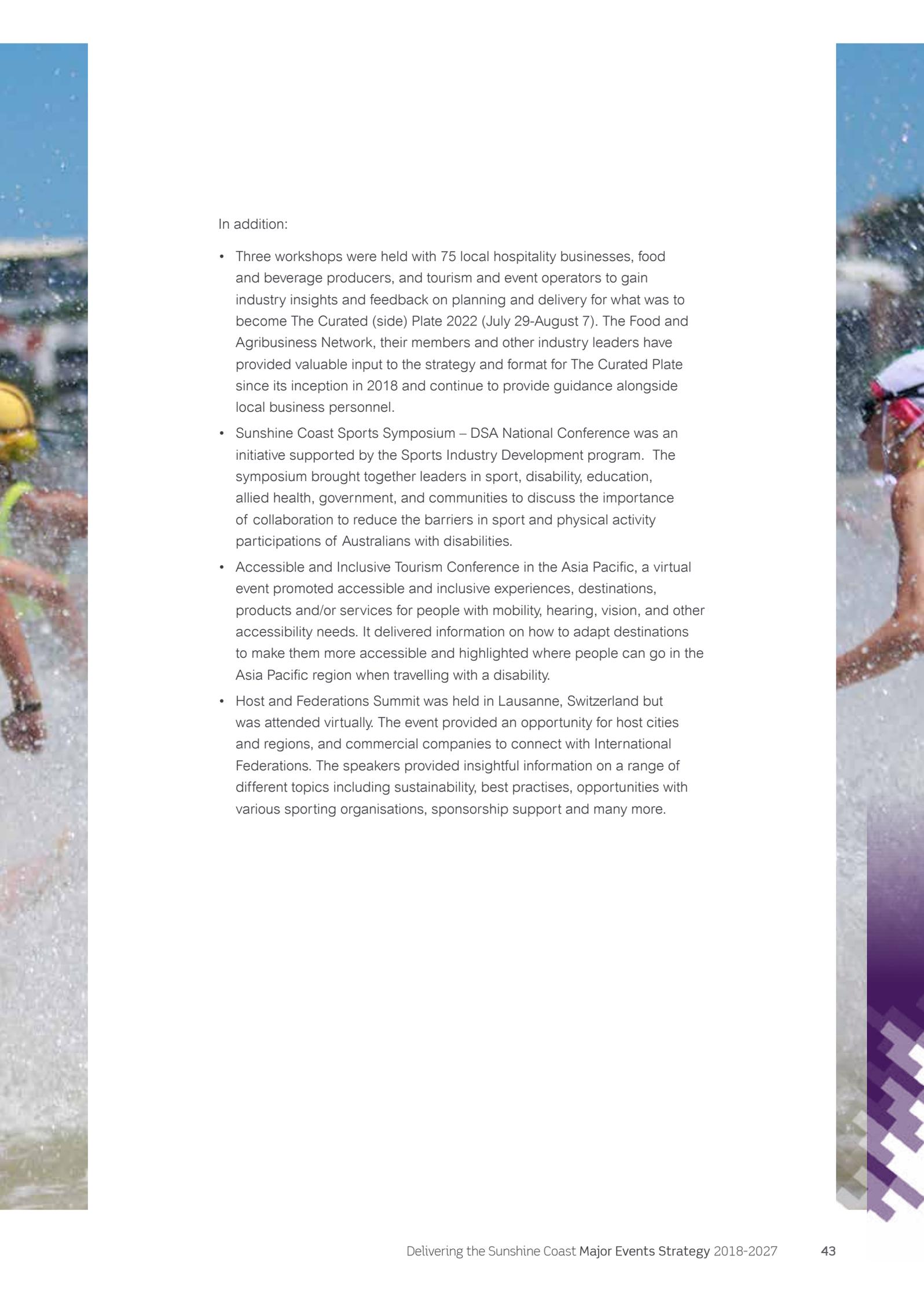
Industry and Engagement

To gain a greater understanding of industry trends and gather market intelligence Board members and council's Economic Development team hosted or attended the following events during the year:

- Queensland Garden Expo 2021
- South Sydney Rabbitohs v New Zealand Warriors 2021
- NRL Qualifying Final 2021 – Melbourne Storm v Manly Sea Eagles
- Ironman 70.3 Sunshine Coast 2021
- Sunshine Coast Marathon 2021
- AFL Queensland Schools Cup 2021
- Blackall 100 2021
- Buskers by the Lake 2021
- Cycle Sunshine Coast Festival 2021
- Australian Junior Beach Volleyball Tour 2022
- Kiteboarding Australia Freestyle Nationals 2022
- Sunshine Coast 5s Beach Rugby Festival 2022
- Mooloolaba Swim Festival 2022
- Mooloolaba Triathlon 2022
- Qantas Australian Tourism Awards 2022
- Sunny Coast Foil Festival 2022
- Australian Wearable Art Festival 2022
- Brisbane Lions AFLW Season 2022
- Sunshine Coast Chamber Music Festival 2022



Summer of Surf Photo: Dan Hayward



In addition:

- Three workshops were held with 75 local hospitality businesses, food and beverage producers, and tourism and event operators to gain industry insights and feedback on planning and delivery for what was to become The Curated (side) Plate 2022 (July 29-August 7). The Food and Agribusiness Network, their members and other industry leaders have provided valuable input to the strategy and format for The Curated Plate since its inception in 2018 and continue to provide guidance alongside local business personnel.
- Sunshine Coast Sports Symposium – DSA National Conference was an initiative supported by the Sports Industry Development program. The symposium brought together leaders in sport, disability, education, allied health, government, and communities to discuss the importance of collaboration to reduce the barriers in sport and physical activity participations of Australians with disabilities.
- Accessible and Inclusive Tourism Conference in the Asia Pacific, a virtual event promoted accessible and inclusive experiences, destinations, products and/or services for people with mobility, hearing, vision, and other accessibility needs. It delivered information on how to adapt destinations to make them more accessible and highlighted where people can go in the Asia Pacific region when travelling with a disability.
- Host and Federations Summit was held in Lausanne, Switzerland but was attended virtually. The event provided an opportunity for host cities and regions, and commercial companies to connect with International Federations. The speakers provided insightful information on a range of different topics including sustainability, best practises, opportunities with various sporting organisations, sponsorship support and many more.



Shimano GP and Rocky Trail Photo: OuterImage.com

Sunshine Coast Major Events Strategy 2018-2027

Developed by council in close consultation with the 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 can be viewed by visiting Council's website. sunshinecoast.qld.gov.au

Key targets outlined in the plan are:

Strategy goals for 2018	Actual results 2020/21	Strategy goals for 2027
Direct economic impact from major events program averages \$70 million per annum	Direct economic impact from major events program \$69.3 million, partially affected by COVID-19****.	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 60.4 million views	Major event projects have an audience reach of 40 million views
Sunshine Coast destination preference at 5.7%*	Metric not recorded since March 2020	Sunshine Coast destination preference at 6.8% (20% increase from 2018 level)
38 event proposals considered in 2017 by Sunshine Coast Events Board	53 major event proposals considered in 2021/22 by the Sunshine Coast Events Board, an increase of 71% from the previous financial year.	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	87% of Sunshine Coast residents agree that events attract tourists and raise the profile of the region.****	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.
 *** Over the last three years the achievement of targets has been heavily affected by the COVID-19 pandemic. This has changed our expectations for major events in the region. Over the remaining years of the strategy we will continue to strive towards achieving the overall goal set to be achieved by 2027.
 **** Source: TEQ social indicators research 2021

■ Already exceeding goals ■ On the way to achieving goals despite the effects of the COVID-19 pandemic

Priorities for 2022/2023

The future for events on the Sunshine Coast is bright. As we transition into a new phase of living with COVID-19, the time is right to review and refresh the region's Major Events Strategy to ensure events continue to deliver maximum results for the region.



Action	Pathway	Link to goals
Conduct a five-year review of the Sunshine Coast Major Events Strategy 2018 – 2027.	3,4,6	1, 4, 6
Consolidate and grow the event calendar following the significant impacts of the global COVID-19 pandemic and severe weather events.	3,4,5	1, 4, 5, 6
Identify a runway of event hosting opportunities following the announcement the Sunshine Coast being a games delivery partner for the Brisbane 2032 Olympic and Paralympic Games.	1, 2, 3, 5	1, 2, 3, 4, 5, 6
Leverage existing events to ensure maximum value is achieved for the region.	3, 4	1, 2, 3, 4
Undertake an annual review of governance procedures and revise reporting and evaluation of events to incorporate the triple bottom line (environment, community and economic).	3, 4	5
Ensure that events with high audience reach potential have the imagery, assets and information to best portray the destination in their promotion and coverage.	1, 2, 3, 5	2, 3, 5
Ensure that brand values are reflected in event promotion, signage and captured imagery.	1, 2, 3, 5	2, 3, 6

Top: Blackall 100
 Middle: Downunder Beachfest
 Bottom: National Youth Touch Football

Action	Pathway	Link to goals
Where possible, sign events to three-year contracts to achieve maximum Return on Investments (ROI) over a longer cycle.	3, 4	1, 4, 6
Development of centralised online application tool to increase major event visibility across council.	4	6
Raise the profile of the Sunshine Coast Events Board and council to event promoters and rights holders.	1, 2, 3, 5	1, 2, 3, 5
Work with the Sunshine Coast Events Industry Taskforce to launch and promote EventsConnect to promote the local events industry supply chain.	2, 4, 5, 6	1, 4, 6
Ensure meaningful community engagement takes place as part of event planning.	2, 3, 4, 6	4, 6
Develop an industry development and capacity building program for event organisers on the Sunshine Coast with two workshops delivered.	3, 4, 5, 6	1, 4, 5, 6



Top: Football Queensland Community Cup
 Middle: Maximum Adventure Race
 Photo: Element Photo and Video Productions
 Bottom: SCX

Further Information

For further information refer to the following resources:

Sunshine Coast Major Events Strategy 2018-2027

Sunshine Coast Events Board

Sunshine Coast Major Events Sponsorship Program

Events Sunshine Coast

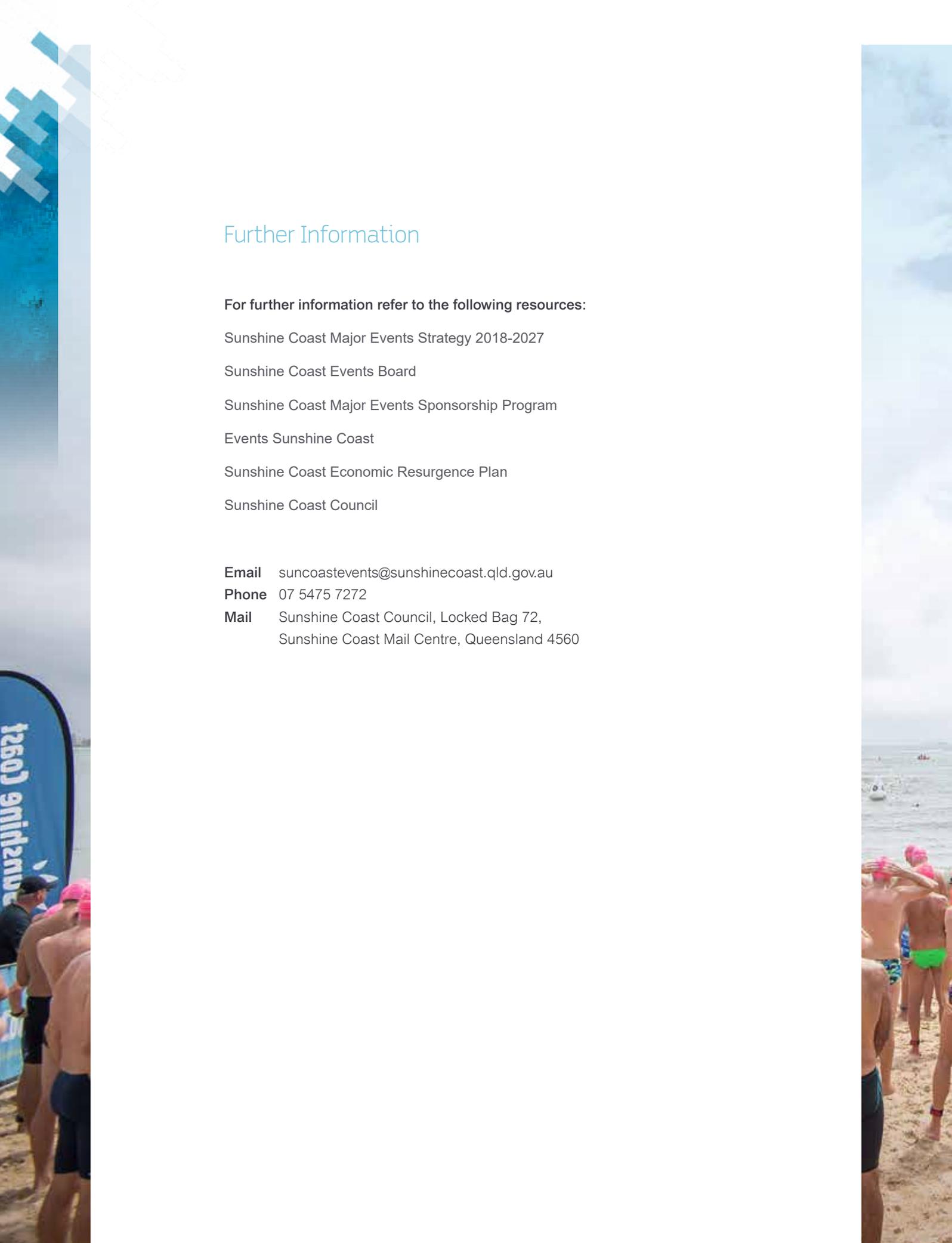
Sunshine Coast Economic Resurgence Plan

Sunshine Coast Council

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Mooloolaba Swim Festival



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COUNCIL

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Healthy. Smart. Creative.

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