

Sunshine Coast ~~Major and Regional~~ Events Strategy  
~~2013-2017~~2018-2027  
Sunshine Coast Events Board - Charter



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**[www.sunshinecoast.qld.gov.au](http://www.sunshinecoast.qld.gov.au)**  
mail@sunshinecoast.qld.gov.au  
T 07 5475 7272 F 07 5475 7277  
Locked Bag 72 Sunshine Coast Mail Centre Qld 4560

**Acknowledgements**

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**Disclaimer**

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## Preface

In the context of this document, the expression "major events" generally refers to, and is understood to mean, all three categories of events distinguished in the Sunshine Coast Major and Regional Events Strategy 2013-2017 on the following basis:

- **Hallmark/signature events (Tier 1)** Events which will attract significant numbers of visitors, participants or media from outside the region, resulting in substantial and measurable economic, media, social and community benefits for the Sunshine Coast.
- **Regionally significant events (Tier 2)** Events which have a strong resonance with the image and brand of the Sunshine Coast generate support from local organisations and may have the potential to become a hallmark/signature event in the future. The additional regional economic benefit of staging regionally significant events is less than projected for hallmark/signature events.
- **Regional events (Tier 3)** These events attract less numbers of participants and visitors than regionally significant events. Media exposure is generally limited to state or south-east Queensland coverage and they provide Sunshine Coast destination brand support and positioning for other events.

Section 4 of the Strategy describes the characteristics of each of these categories. The current portfolio of Council sponsored major and regional events fulfil the category evaluation criteria.

The priorities and actions associated with developing community and business events are not addressed in the strategy, although it is recognised that both provide economic and community value to the region.

## 1 Role

The role of Sunshine Coast Events Board (SCEB) is to provide strategic advice to Council on issues and collaborative opportunities to support the region's investment in existing major events, identify other possible sources of sponsorship funding, secure new major events for the region and to oversee the implementation of this strategy.

## 2 Charter

### 2.1 Mission

The mission of SCEB is to fulfil Council's vision to be Australia's natural, regional major events destination, by: the premier events destination in Australia – where major events deliver maximum results, by:

- a) Assisting Council achieve its objectives for the region as articulated in its Major ~~and Regional~~ Events Strategy.
- b) Providing strategic advice to Council on ~~major events – retaining existing events and securing new events~~ issues related to the regional event industry.
- c) ~~Considering sponsorship applications and making recommendations to either the Chief Executive Officer or to Council on its sponsorship investment in major events~~ Attracting, supporting and growing a diverse calendar of events that promote the region, drive visitation and create lasting benefits for Sunshine Coast businesses and the community.

### 2.2 Objectives

The key objectives of SCEB are to:

- a) Implement and provide advice to Council on its Major ~~and Regional~~ Events Strategy, key actions, future priorities and associated performance measurement frameworks;
- b) Oversee the progress of actions and initiatives to support Council's Major ~~and Regional~~ Events Strategy;
- c) Position the region and grow its reputation as a tourism and major events destination;
- d) Maximise the economic, media and community values of major events;
- e) Provide a coherent framework for supporting and growing major events;

by advising on attracting, supporting and leveraging events that:

- a) Maximise direct economic return to the region.
- b) Showcase the destination brand of the Sunshine Coast and increase the region's appeal to potential visitors.
- c) Use the audience reach of major events to promote the Sunshine Coast with target audiences.
- d) Spread the impacts and benefits as widely as possible across the region and the calendar year.

- e) Promote and engage the region's high value industries.
- f) Are in keeping with Sunshine Coast community values and Council's vision to be healthy, smart and creative.

## 2.3 Functions

To achieve these objectives, SCEB may, ~~in partnership with~~ assist Council's Tourism ~~and Major Events and Reporting Unit, undertake actions and in~~ activities that will:

- a) ~~Retain existing major events and protect them from being lost to the region.~~
- b)a) Maximise the value of existing major events and enable them to grow.
- c)b) Secure new major events and facilitate/develop opportunities in association with these events.
- d)c) Identify ~~regionally significant major events to transition to hallmark/signature major event~~events within the portfolio which have the potential for growth and delivery of increasing benefits.
- e)d) Better plan and facilitate the development of major event infrastructure and services.
- f)e) Provide clear, cost-effective and contemporary support arrangements which inspire confidence.

and

- g)f) Develop major event sponsorship recommendations in line with the Major ~~and Regional~~ Events Strategy for consideration by the Chief Executive Officer ~~or delegate~~ for ~~less than \$50,000 (ex GST) or Council for over \$50,000 (ex GST)~~ up to and including \$200,000 (ex GST) or Council for over \$200,000 (ex GST).
- h)g) Develop and recommend the performance management frameworks and standards to monitor the success of the Major ~~and Regional~~ Events Strategy consistent with Council's requirements.
- i)h) Develop and recommend for Council's consideration a budget consistent with the objectives of the Major ~~and Regional~~ Events Strategy.
- j)i) Garner industry and community support and resource commitments (as appropriate) to maximise the successful delivery of the Major ~~and Regional~~ Events Strategy.
- k)j) Request information and reports on issues relevant to its objectives – with requests for research and advice requiring specialist expertise to be considered by the ~~Tourism, Events and Reporting Manager~~Coordinator Tourism and Major Events in the context of corporate and budgetary priorities.
- l)k) Consult with Councillors and staff, other spheres of government and the business community in formulating advice and recommendations to Council.
- m)l) Develop uniform event funding guidelines, assessment and performance reporting processes to ensure consistent and equitable assessment of event funding applications from across the region (through Council's Tourism, ~~and Major Events and Reporting~~ Unit).

- n)m) Effectively engage and communicate with stakeholders in the region, the role, responsibilities, strategic direction, sponsorship and assessment criteria of SCEB and Sunshine Coast Council.
- o)n) Work closely with ~~Sunshine Coast Destination Limited~~ Visit Sunshine Coast to optimise the promotion and leveraging of major events held in the region.
- p)o) Prioritise the attraction of new major events and the retention of existing major events on long term/ recurrent contracts.
- q)p) Optimise support from State Government agencies such as Tourism and Events Queensland and Arts Queensland for events on the Sunshine Coast.

## 2.4 Limitations

SCEB and its members shall not:

- a) Direct (or seek to direct) Council staff;
- b) Negotiate or execute contracts or make commitments or undertakings that bind the Council;
- c) Disclose to third parties, confidential information to which it has access as an advisory committee of Council;
- d) (Other than the Chairperson) make public statements or respond to media enquiries in relation to any matters relating to its activities; and
- e) Act in a way that brings the professional reputation of Council or SCEB members into disrepute.

## 2.5 Accountabilities

- a) SCEB is an advisory and consultative oversight body accountable to Council;
- b) SCEB will primarily interact with the ~~Group Executive Economic and Community Development, Director, Executive Office; the Manager, Economic Services~~ Head of Economic Development; and Tourism, Events and Reporting Manager the Coordinator Sunshine Coast Events ~~Tourism and Major Events~~ of Council;
- c) The ~~Tourism, Events and Reporting Manager~~ Coordinator Tourism and Major Events must ensure that advice and recommendations of SCEB are accurately communicated to the Chief Executive Officer and Council (where appropriate);

## 3 Operations

### 3.1 Membership

- a) The selection and appointment of members is at the sole discretion of Council's Chief Executive Officer or delegate whose decisions in this regard are final.
- b) Council's Chief Executive Officer will appoint one member as Chairperson and another member as Deputy Chairperson.
- c) Membership of SCEB will consist of nine members, including:



- ~~i) An independent Chair;~~
  - ~~ii) The portfolio Councillor for Tourism, Sport and Major Events Tourism, Events and Sport;~~
  - ~~iii) One representative from Tourism and Events Queensland;~~
  - ~~iv) Two community representatives – skill based (visionary);~~
  - ~~v) Two business representatives – skill based (legal/marketing/event management);~~
  - ~~vi) One representative of the Sunshine Coast Destination Limited Visit Sunshine Coast Board; and~~
  - ~~vii) One representative from the membership of Sunshine Coast Destination Limited Visit Sunshine Coast.~~
- i) An independent Chairperson;
  - ii) The Portfolio Councillor for Tourism, Events and Sport;
  - iii) The Chairperson of Visit Sunshine Coast;
  - iv) One other representative of Visit Sunshine Coast (Chief Executive Officer or Head of Marketing);
  - v) One representative from Tourism and Events Queensland (Group Executive Events, or their nominee);
  - vi) Two community representatives – skill based (for example, events promotion, media)
  - vii) Two business representatives – skill based (for example, legal, marketing, retail, tourism);
- ~~d) The number of members at any time will be at the discretion of Council.~~
- e)d) Members shall be appointed for the following terms and will be eligible for reappointment at the expiration of their term up to a maximum term of six (6) consecutive years:
- ~~i) The Portfolio Councillor and a representative from Tourism and Events Queensland – permanent;~~
  - ~~ii) The independent Chairperson and the representative of the Sunshine Coast Destination Ltd Visit Sunshine Coast Board – two (2) years up to a maximum term of six (6) consecutive years;~~
  - ~~iii) Of the remaining five (5) seven (7) members – two (2) years to a maximum of six (6) years; provided however that no more than three (3) members will retire in any calendar year.:~~
    - ~~a) two (2) members will retire on the first anniversary of the Board holding its first meeting; and~~
    - ~~b) the other three (3) members will retire on the second anniversary of the Board holding its first meeting;~~
- ~~and thereafter each member referred to in (ii) and (iii) above will retire on the second anniversary of their last being appointed.~~
- f)e) The Chief Executive Officer of Council or delegate may at his or her discretion:
- ~~i) Terminate the appointment of any or all members at any time, with or without reasons; and~~



- ii) If the Board members are unable to reach agreement, determine which 2 members are to retire pursuant to clause 3.1 (e)(iii)(a).

g)f) Any member who is absent (without prior notification to the Chairperson) from three consecutive meetings will be deemed to have resigned their membership and in such circumstances, ~~Council may proceed to appoint~~ a new member is to be appointed.

### 3.2 Selection Process and Method of Appointment

- a) Council will nominate the Portfolio Councillor for ~~Tourism, Sport and Major Events~~ Tourism, Events and Sport to SCEB.
- b) The Chief Executive Officer of Council or delegate will invite the Chairperson of Tourism and Events Queensland ~~and Sunshine Coast Destination Limited~~ to nominate appropriate representatives consistent with paragraph 3.1(c) iii, iv and v above. In the absence of a suitable nominee from either Tourism and Events Queensland or Visit Sunshine Coast, Council may appoint replacement external candidates with relevant experience with these organisations.
- c) ~~Selection of the independent chair and remaining community and business representatives will be via an external, professional recruitment agency which will make recommendations to the Chief Executive Officer. The Chief Executive Officer, in consultation with portfolio councillors for Tourism, Sport and Major Events; Community Policy and, and the Deputy Mayor, will make the final decision. Any vacancies that arise on the Board will be filled by appointment made by the Chief Executive Officer of Council or delegate either from the current individuals serving on the Working Groups not already a member of SCEB or a former member of SCEB; or through an external, professional recruitment agency which will make recommendations to the Chief Executive Officer of Council or delegate.~~

### 3.3 Remuneration

- a) Members, including the Chairperson, serve on SCEB in a voluntary capacity.

### 3.4 Insurance

- ~~a) As SCEB is an advisory committee of Council, members will be indemnified by Council in the execution and discharge of their duties.~~
- a) The Sunshine Coast Events Board is an advisory committee of Council and Council holds insurance coverage for the benefit of members on the Board and its Working Groups.
- b) The coverage includes:
- Public/Legal Liability protection
  - Directors' and Officers' Liability protection
  - Group personal accident – for non-paid volunteers
- c) Officers and contractors representing other organisations holding membership on the Board/Working Groups, will need to access insurance coverage through their own organisation.
- d) Sunshine Coast Council does not provide workers compensation insurance cover to members of the Board/Working Groups or associated employees.

### 3.5 Role & Duties of Chairperson

The Chairperson will be an independent person appointed by Council's Chief Executive Officer or delegate. Duties of the Chairperson include:

- a) To chair meetings. If the Chairperson is not present within 15 minutes after the time appointed for the holding of that meeting a member chosen by the majority of the voting members present will assume this role;
- b) Establishing the agenda in consultation with SCEB secretariat;
- c) Ensure meetings are conducted in a constructive and informative manner that encourages all members to contribute;
- d) Ensure that minutes, discussions and recommendations to Council for event sponsorship are correctly recorded and minuted;
- e) Be the major point of contact between the SCEB and the Secretariat (Council's ~~Tourism, Events and Reporting~~ Tourism and Major Events Unit);
- f) In consultation with the secretariat regularly review progress of implementing the Sunshine Coast Major ~~and Regional~~ Events Strategy and achievement of sponsored events key performance targets;
- g) To keep Council regularly updated and informed on progress of implementing the Major ~~and Regional~~ Events Strategy and on issues related to growing the size of the events industry within the Sunshine Coast region;

### 3.6 Meeting Procedures

- a) SCEB shall meet as required;
- b) The date, time and venue for each meeting will be determined by the Chairperson in consultation with ~~Tourism, Events and Reporting Manager~~ Coordinator Sunshine Coast Events ~~Tourism and Major Events~~;
- c) Members may nominate agenda items to the ~~Tourism, Events and Reporting Manager~~ Coordinator Tourism and Major Events up to ten working days before each meeting.
- d) The agenda for each meeting will be approved by the Chairperson and circulated to members five working days before each meeting;
- e) A quorum for meetings of SCEB will be a majority of the appointed members (including the Chairperson); however, if the number of members is an even number, one-half of the number is a quorum.
- f) At a meeting of SCEB:
  - i) voting must be open; and
  - ii) a question is decided by a majority of the votes of the members present; and
  - iii) each member present has a vote on each question to be decided and, if the votes are equal, the ~~member presiding~~ Chairperson also has a casting vote; and
  - iv) ~~if a member present fails to vote, the member is taken to have voted in the negative.~~ A member may abstain from a vote for any reason.

- g) No member is entitled to appoint a proxy. No member may be given authority to represent and/or vote on behalf of another member at meetings;
- ~~h) As a general rule, decision making will be via consensus. Where this is not possible, all members have an equal vote. The Chairperson will have a casting vote, if required;~~
- ~~i)h)~~ Draft meeting minutes, including action items, will be forwarded to members within five working days after each meeting. The draft minutes of a meeting of SCEB shall be confirmed at its next meeting.

### 3.7 Working Groups

- a) Working Groups may be established by SCEB from time to time to address specific issues or to provide specialist advice.
- b) A Working Group must be chaired by a member of SCEB.
- c) Specific Terms of Reference, consistent with the Charter of SCEB, must be established by SCEB for each Working Group.
- ~~d) A Working Group may exist for no longer than six months from the date on which it is established.~~
- ~~e) A working group must provide a report to SCEB on the fulfilment of its Terms of Reference.~~
- ~~f)e)~~ SCEB shall only appoint external members (ie persons not employed by Council) to a Working Group with the prior approval of the Chief Executive Office of Council or delegate.
- ~~g)f)~~ The requirements specified in section 3.11 (Conflicts of Interest) and section 3.12 (Confidentiality of Proceedings and Media Policy) also apply to all members of a Working Group.

### 3.8 Secretariat

Council's Tourism ~~and Major~~ Events ~~and Reporting~~ Unit will provide secretariat support to SCEB. The role of the Secretariat will include:

- a) Minute taking and distribution;
- b) Distributing agenda and supporting papers;
- c) Providing the members with a detailed summary and preliminary assessment of all event sponsorship applications for consideration prior to making recommendations to Council for event sponsorship;
- d) Preparing performance outcome reports on all events that receive event sponsorship from Council and progress reports on the development and implementation of a Sunshine Coast Major ~~and Regional~~ Events Strategy;
- e) Proactively developing partnerships with Tourism and Events Queensland and Arts Queensland to identify, attract and support new events for the Sunshine Coast.

### 3.9 Minutes

- a) ~~Unless exempted by Council resolution from taking minutes,~~ minutes are to be recorded in accordance with the relevant guidelines provided in Section 272 of *Local Government Regulation 2012*.

### 3.10 Reporting

- a) SCEB will be required to report annually to Council on its progress in implementing the Major ~~and Regional~~ Events Strategy. The progress report will be in a form authorised by the Chief Executive Officer of Council or delegate.
- b) SCEB will provide, from time-to-time, sponsorship recommendations ~~less than \$50,000~~ up to and including \$200,000 ex GST to the Chief Executive Officer of Council or delegate along with sufficient information to allow them to make an informed decision on sponsorship support to major events.
- c) SCEB will provide, from time-to-time, sponsorship recommendations in excess of ~~\$50,000~~ \$200,000 ex GST to Council along with sufficient information to allow Council to make an informed decision on sponsorship support to major events.

### 3.11 Conflicts of Interest

Clauses 3.11 (b) to (f) apply to those members who are not Sunshine Coast Regional Council councillors. Councillors are bound by separate requirements to keep a Register of Interests contained in the Local Government Act and its Regulations.

- a) Members shall at all times act ethically in discharging their responsibilities as members of SCEB. Failure of a member to do so may result in the termination by Council of their membership of SCEB.
- b) At the commencement of their term of appointment, each member shall make a written declaration of interests to the Chief Executive Officer of Council.
- c) A declaration of interest shall include personal, business and other interests of the member and the member's spouse or partner, which could create a conflict of interest (or give rise to a potential conflict of interest) vis a vis the member's role on SCEB.
- d) A declaration of interests shall include memberships or affiliations with any business, political, cultural or sporting organisations.
- e) A member must ensure his or her declaration of interests is accurate and up to date at all times. Failure of a member to update their declaration of interests within fourteen calendar days of an event necessitating an amendment to the declaration of interests may result in the termination by Council of the appointment of the member.
- f) The ~~Tourism, Events and Reporting Manager~~ Chief Executive Officer must maintain in a confidential environment, all declarations of interests submitted by members of SCEB. This does not restrict, however, the obligation on the ~~Tourism, Events and Reporting Manager~~ Chief Executive Officer, from disclosing information relating to a member's declaration of interest as required by law.
- g) A member must ~~not contribute to or declare a potential conflict of interest before participating~~ participate in discussions or deliberations of SCEB where the matter may give rise to a conflict of interest or a potential conflict of interest for that member.

### 3.12 Confidentiality of Proceedings and Media Policy

- a) All members shall maintain confidentiality of proceedings of the meetings of SCEB.
- b) Information provided to SCEB members shall not be made available to any person or organisation unless otherwise authorised in writing by the Chief Executive Officer of Council or delegate.

- c) The Chairperson is the authorised spokesperson for responding to media enquiries and the making of public statements on matters relating to the work of SCEB.
- d) The Chairperson shall inform the ~~Tourism, Events and Reporting Manager Coordinator~~ Tourism and Major Events prior to making any public statements or responding to media enquiries on matters relating to the work of SCEB.
- e) The Chairperson is not to represent Council in any public statements or responses to media enquiries without the prior approval of the Chief Executive Officer of Council or delegate.

#### 4 Charter Amendments

This Charter may only be amended from time to time by resolution of Council's Chief Executive Officer or delegate once adopted.

## 5 Definitions

### Board

Board means Sunshine Coast Events Board

### Chairperson

Chair of Sunshine Coast Events Board

### Charter

The Charter of Sunshine Coast Events Board

### Chief Executive Officer

The Chief Executive Officer of Council and includes any Acting Chief Executive Officer of Council

### Council

Sunshine Coast Council

### Local Government Act

Local Government Act 2009

### Major Events

In the context of this document, the expression “major events” generally refers to, and is understood to mean, ~~all three categories of~~ events distinguished in the Sunshine Coast Major ~~and Regional~~ Events Strategy ~~2013-2017~~2018-2027

### Member

Members of Sunshine Coast Events Board

### Region

Sunshine Coast Regional Council area

### Secretariat

Council's Tourism, and Major Events ~~and Reporting~~ Unit within Council's Economic Development Branch

### Sunshine Coast Events Board (SCEB)

An advisory committee of Council constituted under Section 264 of *Local Government Regulation 2012*.

### Working Group

A Working Group established by Sunshine Coast Events Board from time to time to address specific issues or to provide specialist advice.





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Council

[www.sunshinecoast.qld.gov.au](http://www.sunshinecoast.qld.gov.au)  
[mail@sunshinecoast.qld.gov.au](mailto:mail@sunshinecoast.qld.gov.au)  
T 07 5475 7272 F 07 5475 7277  
Locked Bag 72 Sunshine Coast Mail Centre Qld 4560