
SUNSHINE COAST EVENTS BOARD

2014 ANNUAL REPORT

Implementing the Major and Regional Events Strategy – 2013–2017

CHAIRMAN'S ADDRESS

It has been an honour to lead the Sunshine Coast Events Board in its inaugural year.

From the outset, this Board of immensely experienced volunteers has worked cohesively to provide independent tactical advice to Council on opportunities to support the region's investment in major events through the *Sunshine Coast Major and Regional Events Strategy*.

Board Process

As an initial "value add" to Council's event sponsorship process, the Board instigated a "rolling" program that considers sponsorship funding applications on a demand basis which has expedited the decision making for the customer - the event promoter. This initiative has been strongly supported by the Board's three working groups which met frequently, thus enabling the Board to meet formally on a bi-monthly basis.

The Board has also taken a strategic approach to assessing and re-aligning the portfolio of events held on the Sunshine Coast. It has considered alternative ways and means to attract and sponsor additional events that deliver significant promotional and economic returns and it has overseen the implementation of strategies aimed at retaining and growing the existing ones. Much work has been done to enhance and strengthen the relationships with the existing event promoters and to identify and pursue deliberate approaches to balance the portfolio between sport, lifestyle and cultural events.

During the year, the Board considered several sponsorship funding applications, not all were supported. Those that were supported and recommended to Council received Council's ratification, enabling the region to retain various existing events and to attract new national and international events to the Sunshine Coast.

The Board and working group members informed themselves as to available event infrastructure in our region by meeting in a wide range of venues. We thank all of those hosts for this hospitality and their interest in showing us what they do to promote events in our region.

Occasionally Board members became quite "operational" in order to directly advise and assist event promoters or to present opportunities to Council for enhancement of existing venues. For the most part, however, the Board took the strategic role required of it.

Advocacy Role

Considerable energy also went into advocating to both Council and the State Government on infrastructure improvements and the high cost of government charges imposed on major events in the region.

Acknowledgments

My thanks go to each and every Board member who has given generously of their time and expertise to advance the cause of events in our beautiful region.

I would like to acknowledge the first-class support of Sunshine Coast Council, particularly from the Mayor, Councillor Mark Jamieson, Councillor Jason O'Pray, as well as other Councillors, the Chief Executive Officer, Mr John Knaggs, and his senior staff. The Board's working relationship with the Sunshine Coast Events Unit has been best practice - robust, energetic and very productive.

Conclusion

In its deliberations, the public interest of the region is uppermost in the Board's thinking. This report records the progress made to date in implementing the *Sunshine Coast Major and Regional Events Strategy*. The Board looks forward to 2015 and improving our performance building upon the learnings of our inaugural year.

Our intention next year is to enhance the economic and strategic marketing benefits generated through major event sponsorships that realise a higher return on investment for the Tourism and Major Events Levy contributors and the entire Sunshine Coast community.

Thank you.

Ralph Devlin QC

THE BOARD

In 2013, Sunshine Coast Council adopted the *Sunshine Coast Major and Regional Events Strategy - 2013-2017* and shortly thereafter appointed the Sunshine Coast Events Board to oversee the implementation of the Strategy.






Established in November 2013, the Board's role is to specifically provide strategic advice to Council to support the region's investment in existing major events, identify other possible sources of sponsorship funding, and to secure new major events for the region.





Council's vision in the major and regional events space, to be "*Australia's natural, regional major events destination*", 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.

It is not within the Board's remit to address any priorities or actions associated with developing community or business events, although it is recognised that both provide economic and community value to the region.

MEMBERSHIP

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

<p>Ralph Devlin QC Chairman</p>		<p>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 is Surf Life Saving Queensland President and a director of Surf Life Saving Australia.</p>
<p>Paul Smith Deputy Chairman, Business representative</p>		<p>Paul has a background in both banking and marketing, runs his own promotional company and is a director of Wayne Grady Golf Design. He has been involved in developing many large scale events. While heavily involved with golf and sports-related events, he has also managed many special one-off events including concerts. Paul serves on the Events Centre Caloundra Board and is a director of the Ian Healy Foundation.</p>
<p>Vickii Cotter Community representative</p>		<p>Vickii has many years of experience in event development and management, with a focus on cultural and musical events. She currently owns the Noosa Jazz Festival along with her own events company. Career highlights include being the CEO of the Gympie Muster and a senior manager with Bluesfest.</p>
<p>Andrew Lofthouse Community representative</p>		<p>Andrew is a news presenter with the Nine Network, with many years of previous broadcasting experience from ABC radio and television. He lives on the Sunshine Coast and has a strong understanding of the arts and cultural space. Andrew has previously been named 'Queensland TV Personality of the Year' and is Patron of the Buderim Male Choir.</p>
<p>Garth Prowd OAM Business representative</p>		<p>Now running his own consultancy, Garth spent 13 years as managing director of globally respected USM Events. He managed more than 750 national and international sporting and music events in that time. These events include some of the Coast's most iconic, such as the Mooloolaba Triathlon and Ironman 70.3. He is on the board of Tourism and Events Queensland (TEQ).</p>

<p>Lynne Banford Tourism and Events Queensland representative</p>		<p>Currently Tourism and Events Queensland (TEQ) director for the Sunshine Coast, Lynne has nearly 20 years in the tourism and events industry. She began in New Zealand with the government's Economic Development arm. She subsequently worked on New Zealand's successful '100% pure' campaign and the America's Cup campaign.</p>
<p>Simon Ambrose Sunshine Coast Destination Limited Board representative</p>		<p>Simon is CEO of Sunshine Coast Destination Ltd (SCDL). He was formerly CEO of the Augusta Margaret River Tourism Association, Director of the Blue Mountains Cultural Centre, Director of the McClelland Gallery and Sculpture Park and General Manager of the Interact Asia-Pacific Multimedia Festival in Victoria.</p>
<p>Bill Darby Sunshine Coast Destination Limited members' representative</p>		<p>Bill has operated tourism-focused businesses from Marcoola to Pelican Waters for almost 20 years. He currently co-owns and operates Caloundra's Rumba Beach Resort. Bill sits on the Caloundra Chamber of Commerce committee and SCDL's Southern Destination Advisory Panel (DAP).</p>
<p>Cr Jason OPray Council representative</p>		<p>Jason is the Sunshine Coast Division 8 Councillor. His portfolio includes Economic Development with his sector of responsibility being Tourism, Sport and Major Events. Jason also sits on the Embracing 2018 Sunshine Coast Steering Committee and SCDL's Participatory Sports Advisory Panel.</p>

Three working groups were established during the year to assist the Board address particular issues and to provide expert advice, specifically in the areas of:

- Existing Major Events Portfolio (chaired by Ralph Devlin QC);
- New Major Events (chaired by Paul Smith); and
- Events Infrastructure and Governance (chaired by Garth Prowd OAM).

In line with its Charter, Deputy Chair, Paul Smith, and Community Representative, Vickii Cotter, retire in January 2015 and, being eligible, will be reappointed.

BOARD MEETINGS

The Board holds regular scheduled meetings throughout the year and unscheduled supplementary meetings as and when necessary. These meetings are structured to allow open discussion. At each meeting the Board receives certain regular reports which include an update from the Sunshine Coast Events Unit and the Tourism and Events Queensland representative. External participants are invited specific to topic and agenda item.

All Board members participate in discussing strategy, tactics, performance and risk management. Comprehensive briefing papers are circulated to all Board members approximately one week before each meeting in digital format. Should a member be unable to attend a particular meeting, they are provided with all relevant briefing papers and are given the opportunity to discuss any issues with the Chairman or the Sunshine Coast Events Unit and, where possible, participate by telephone for critical discussions and approvals on specific matters.

The Chairman maintained regular contact with the Sunshine Coast Events Unit throughout the year and particularly in the lead up to the eight Board meetings held across the Sunshine Coast in 2014.

The following table shows Board member attendance at scheduled Board and Working Group Meetings.

	Board	Existing Major Events Portfolio Working Group	New Major Events Working Group	Events Infrastructure and Governance Working Group
Ralph Devlin QC	8/8	4/4	3/3	-
Paul Smith	6/8	-	2/3	-
Vickii Cotter	7/8	4/4	-	1/1
Andrew Lofthouse	6/8	-	1*	-
Garth Prowd OAM	5/8	-	2/3	1/1
Lynne Banford	7/8	-	-	1/1
Simon Ambrose	6/8	-	1/3	-
Bill Darby	8/8	4/4	1*	-
Cr Jason O'Pray	6/8	-	-	-

*By invitation.

THE REPORT

Governed by its Charter, the Board is required to report to Council on an annual basis. This report covers the calendar year 2014 and from 2015 onwards it is the intention of the Board to report to Council during the last quarter of the year to align with Council's financial year.

Furthermore, the Board is well advanced in the development of a suite of Key Performance Indicators for Council's consideration that aim 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* during 2015.

The Strategy recognises the importance of events to the economic and social development of the region – in particular, the tourism sector – through greater visitation and destination branding and reputation. The sponsorship of major and regional events is also predicated on the basis that local businesses derive a benefit from the increase in consumer expenditure that occurs in association with both local and inbound visitor attendance at these events.

The Major and Regional Events Sponsorship Program is funded from the Tourism and Major Events Levy. This report incorporates the anticipated return on investment, by way of regional economic impact, that the 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.

ACHIEVEMENTS

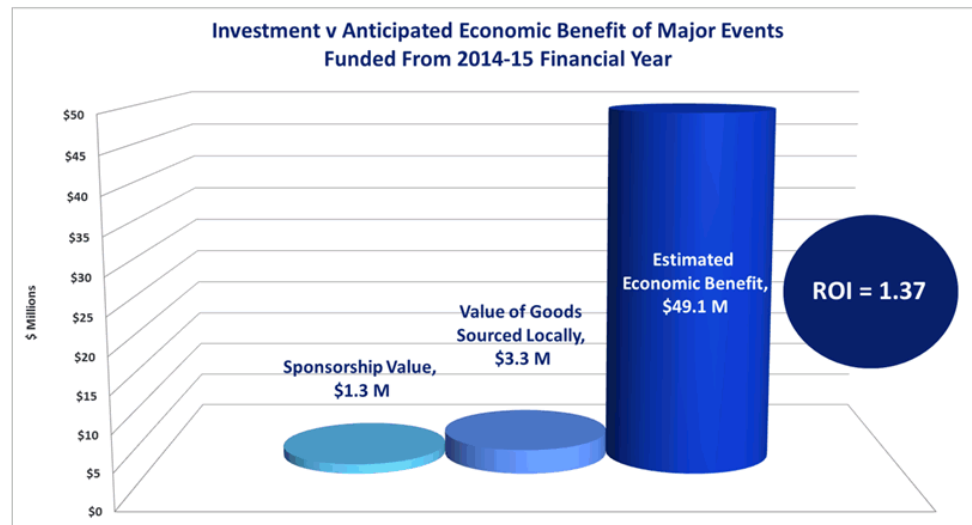
During the calendar year 2014, the Board considered 20 major event sponsorship applications: 13 were supported and subsequently endorsed by Council and six of the 13 were contracted across multiple years, ranging from 2014 to 2018. Events supported include, amongst others:

- 2014-2016 National Outrigger Canoe Championships;
- 2015 Tag World Cup;
- 2015 Under 21 National Netball Championships;
- 2016 Australasian Police and Emergency Services Games; and
- 2016 World Outrigger Sprint Championships.

Of the 13 events sponsored:

- five existing events were retained;
- eight new events were attracted to the region; and
- it is anticipated that these will draw around 164,000 participants, supporters, family and friends from outside the region to the Sunshine Coast.

For the 2014/15 financial year, it is anticipated that the Board will seek Council's support for major event sponsorships totalling \$1.3 million, which is expected to generate an estimated \$49 million in economic activity and an ROI of 1:37.



Note: The estimated economic benefit includes the 2014 Caloundra Music Festival.

In addition to the economic benefits to the region it is acknowledged and understood that tremendous strategic marketing value is generated by many of these events. 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;
- **Growing awareness and recognition of venues** such as Sunshine Coast Stadium/Kawana Sports Precinct and Caloundra Indoor Stadium as some of Queensland and Australia's premier regional major event venues;
- **Showcasing the Sunshine Coast to national and international teams** and their supporters;
- **Enhancing the social fabric of our region** by providing positive outcomes for the local community, such as social inclusion, volunteering and wellbeing; and
- **Enhancing the economic performance of our region.**

Identification of realistic options to expand the funding base for the support of major and regional events has been a priority for the Board and it is anticipated that a recommendation on how that might be achieved will be made to Council in early 2015.

In developing a suite of Key Performance Indicators for 2014 / 2015, the Board has employed the following as their basis, and it would be prudent to report the anticipated outcomes.

Key Performance Indicators	Target Financial Year 2014/15*	Anticipated Outcomes Financial Year 2014/15*
Economic return on regional investment in major events	\$50 million	\$49.13 million
ROI to the region as a consequence of Council's investment	1:40	1:37
Value of local spend by event managers	\$3.5 million	\$3.34 million
Number of participants and supporters from outside the region	80,000	83,000
Number of major events in portfolio <ul style="list-style-type: none"> • Major events retained (net) • New major and regional events sourced and secured 	28 16 12	27 17 10
Identification of realistic options to expand the funding base for the support of major and regional events	Recommendations made to Council	Recommendations received by Council

* Figures include the 2014 Caloundra Music Festival.

ACTIONS

To progress the implementation of the *Sunshine Coast Major and Regional Events Strategy*, the Board has overseen the following actions:

Key Strategy	Actions
Retain existing major events and protect them from being lost to the region	<ul style="list-style-type: none"> Commenced contract renewal discussions with event promoters to instil confidence in the long-term security for their events in the region; and Fostered long-term commitments by offering event promoters longer-term sponsorship contracts where appropriate.
Maximise the value of existing major events and enable them to grow	<ul style="list-style-type: none"> Established the region as a national hub for triathlons and outrigger events to provide greater impetus to, and recognition of, the region's mass participation events; Encouraged growth in event participation from interstate and overseas participants to maximise the length of visitation; Engaged with key stakeholders such as the Caloundra Chamber of Commerce, Coolum Business and Tourism, Mooloolaba Business and Tourism and Sunshine Coast Business Council, and garnered their support of the Strategy; Orientated the region's destination marketing efforts through Sunshine Coast Destination Limited to leverage off the Sunshine Coast major events calendar, maximise penetration in the Brisbane drive market and encouraged major event promoters to utilise the regional destination brand as part of the marketing and promotion of their event; and Progressed the development of the Events+ concept which aims to raise the awareness of major events and the economic benefits they provide to our community and to invigorate local businesses to maximise these opportunities. For launch in early 2015.
Secure new major events and facilitate/develop opportunities in association with these events	<ul style="list-style-type: none"> Identified opportunities in cycling, health/wellbeing and cultural events; Introduced strategies to address the shortfall and improved the mix of cultural/lifestyle events in the portfolio; and 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.
Identify regionally significant major events to transition to hallmark/signature major events	<ul style="list-style-type: none"> Assessed the growth potential of events in the Tier 2 portfolio in relation to other similar events staged nationally and/or internationally; Identified trends in the major events industry; Collaborated with Tourism and Events Queensland on events which show potential to transition; and Engaged with various levels of government and private sector stakeholders to remove any obstacles for events to demonstrate their growth potential.

Key Strategy	Actions
<p>Better plan and facilitate delivery of major event infrastructure and services</p>	<ul style="list-style-type: none"> • Undertook a broad-based review of all State-imposed costs and advocated to the Premier's Department, Tourism Minister, Transport and Main Roads, Queensland Police Service and Queensland Ambulance Service on the high cost of government charges imposed on major events; • Identified infrastructure improvements required for major events and advocated to Council for their implementation; • Appointed sponsorship managers ("go to person") for all hallmark/signature events and key regionally significant events; • Undertook a comprehensive audit of existing major event infrastructure to identify critical gaps to advancing the objectives of the Strategy and provide an evidence base to inform event infrastructure investment priorities; and • Informed the business case and advocated where appropriate for associated core public infrastructure investments – principally the expansion of the Sunshine Coast Airport and the development of an Entertainment, Convention and Exhibition Centre – to enhance the viability of existing major events and diversify the region's major event product and capability.
<p>Provide clear, cost-effective and contemporary support arrangements which improve confidence</p>	<ul style="list-style-type: none"> • Facilitated and raised the profile and reputation of the Sponsorship Program by removing the two fixed funding rounds and opting to consider applications on demand; • Ensured a competitive funding model and a robust assessment framework were established to support the region's investment in major events and focus funding and resources for major events accordingly; • Adopted an appropriate set of performance measures to assess the success of the region's major events and to maximise opportunities for growth and expansion of these events; and • Supported a fully integrated digital platform hosted by Sunshine Coast Destination Limited for events, inclusive of an events calendar, social media sites, accommodation links and other communication.

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 2014:

- Australian Motocross Championships;
- Caloundra Music Festival;
- Coolum Beach Bash;
- DestinationQ Conference;
- Gympie Music Muster;
- HinterLand;
- International Rally of Queensland;
- Ironman 70.3 Sunshine Coast;
- National Junior Outrigger Championships and Trans Tasman Gubbi Gubbi Waka Ama;
- National Youth Touch Football Championships;
- Noosa Jazz Festival;
- Northern University Games;
- Queensland Garden Expo;
- Real Food Festival;
- Sunshine Coast Marathon; and
- Tough Mudder.

PRIORITIES FOR 2015

The Board's intention toward 2015 is to continue to add value to Council's events sponsorship process and strategic approach to assessing and realigning the portfolio of events held on the Sunshine Coast.

The following priorities for 2015 will go towards achieving Council's major and regional events vision to be "*Australia's natural, regional major events destination*".

- **Continue implementing Council's Regional and Major Events Strategy;**
- **Enhance the economic and strategic marketing benefits** generated through major event sponsorship that realise a higher return on investment for the Tourism and Major Events Levy contributors and the entire Sunshine Coast community;
- **Identify and attract suitable cultural events for the region;** and
- **Launch the Events+ campaign** which aims to educate, excite and empower the Sunshine Coast business community on the benefits of leveraging off major events which contribute positively to the regional economy.

FURTHER INFORMATION

For information on:

Sunshine Coast Major and Regional Events Strategy 2013-17

visit <http://www.sunshinecoast.qld.gov.au/sitePage.cfm?code=major-and-regional-events-strategy>

Sunshine Coast Events Board

visit <http://www.sunshinecoast.qld.gov.au/sitePage.cfm?code=sc-events-board>

Sunshine Coast Major and Regional Events Sponsorship Program

visit <http://www.sunshinecoast.qld.gov.au/sitePage.cfm?code=major-events-sponsorship>

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