

# Queensland Garden Expo

Major Event Sponsorship 2022-2024

# Event History – Sunshine Coast Council and the Queensland Garden Expo

- First staged in 1985
- Second largest gardening show in Australia (behind only the Melbourne International Flower and Garden Show), and is often referred to as the “best gardeners garden event in Australia”
- Council has sponsored the event since 2003
- The most recent sponsorship contract covered the years from 2019-2021
- Tourism and Events Queensland have also been a long standing sponsor
- Important role in the development of the region’s reputation as a host for lifestyle events
- There is strong local ownership of the Expo and pride that Nambour hosts such a significant annual event.

# Event Challenges – 2020 and 2021

- Challenging circumstances in 2020 and 2021 due to COVID-19 pandemic related restrictions and border closures
- The 2020 event was unfortunately cancelled and replaced by a ‘virtual’ on-line event
- In 2021, Council teams (including Tourism and Major Events, and the venue managers at Nambour Showgrounds) provided all possible assistance to allow the event to progress
- Despite limitations due to COVID-19 pandemic regulations and border closures, the return of the event in 2021 was seen as a significant success – attracting more than 27,000 attendees across three days

# Future Planning – 2022 to 2024

- Continue to maximise local business interaction
- As borders reopen, continue to promote the event to the broad range of national and international visitors the expo has historically attracted
- Increase national profile and reach for cross-promotion of other Council messages to the large supporter and participant base
- Continue to work in partnership with the event management and Nambour Showgrounds management to ensure facilities maintenance
- Continue to work with the event management to review future parking options.

# Officer Recommendation

**That Council:**

- (a) receive and note the report titled “Major Event Sponsorship – Queensland Garden Expo 2022-2024” and**
- (b) authorise the Chief Executive Officer to negotiate and execute a contract for the Queensland Garden Expo for 2022-2024.**

Thank you.



See Council's website for further details  
[www.sunshinecoast.qld.gov.au](http://www.sunshinecoast.qld.gov.au)