

Sunshine Coast Events Board Annual Report 2022/23



Delivering the Sunshine Coast
Major Events Strategy 2018-2027



Sunshine Coast
COUNCIL

Our region.
Healthy. Smart. Creative.

Edition October 2023

sunshinecoast.qld.gov.au

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Acknowledgements

Council wishes to thank all
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Reference document

This document should
be cited as follows:

**Sunshine Coast Events
Board Annual Report
2022/23.**

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Ironman 2022
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Current page image

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Traditional Acknowledgement

Sunshine Coast Council acknowledges the Sunshine Coast
Country, home of the Kabi Kabi peoples and the Jinibara
peoples, the Traditional Custodians, whose lands and waters
we all now share.

We recognise that these have always been places of cultural,
spiritual, social and economic significance. The Traditional
Custodians' unique values, and ancient and enduring cultures,
deepen and enrich the life of our community.

We commit to working in partnership with the Traditional
Custodians and the broader First Nations (Aboriginal and
Torres Strait Islander) communities to support self-determination
through economic and community development.

Truth telling is a significant part of our journey. We are
committed to better understanding the collective histories of the
Sunshine Coast and the experiences of First Nations peoples.
Legacy issues resulting from colonisation are still experienced
by Traditional Custodians and First Nations peoples.

We recognise our shared history and will continue to work
in partnership to provide a foundation for building a shared
future with the Kabi Kabi peoples and the Jinibara peoples.

We wish to pay respect to their Elders — past, present and
emerging, and acknowledge the important role First Nations
peoples continue to play within the Sunshine Coast community.

Together, we are all stronger.





Photo: Zoe Worth



Photo: Slabzoo Skate Boarding

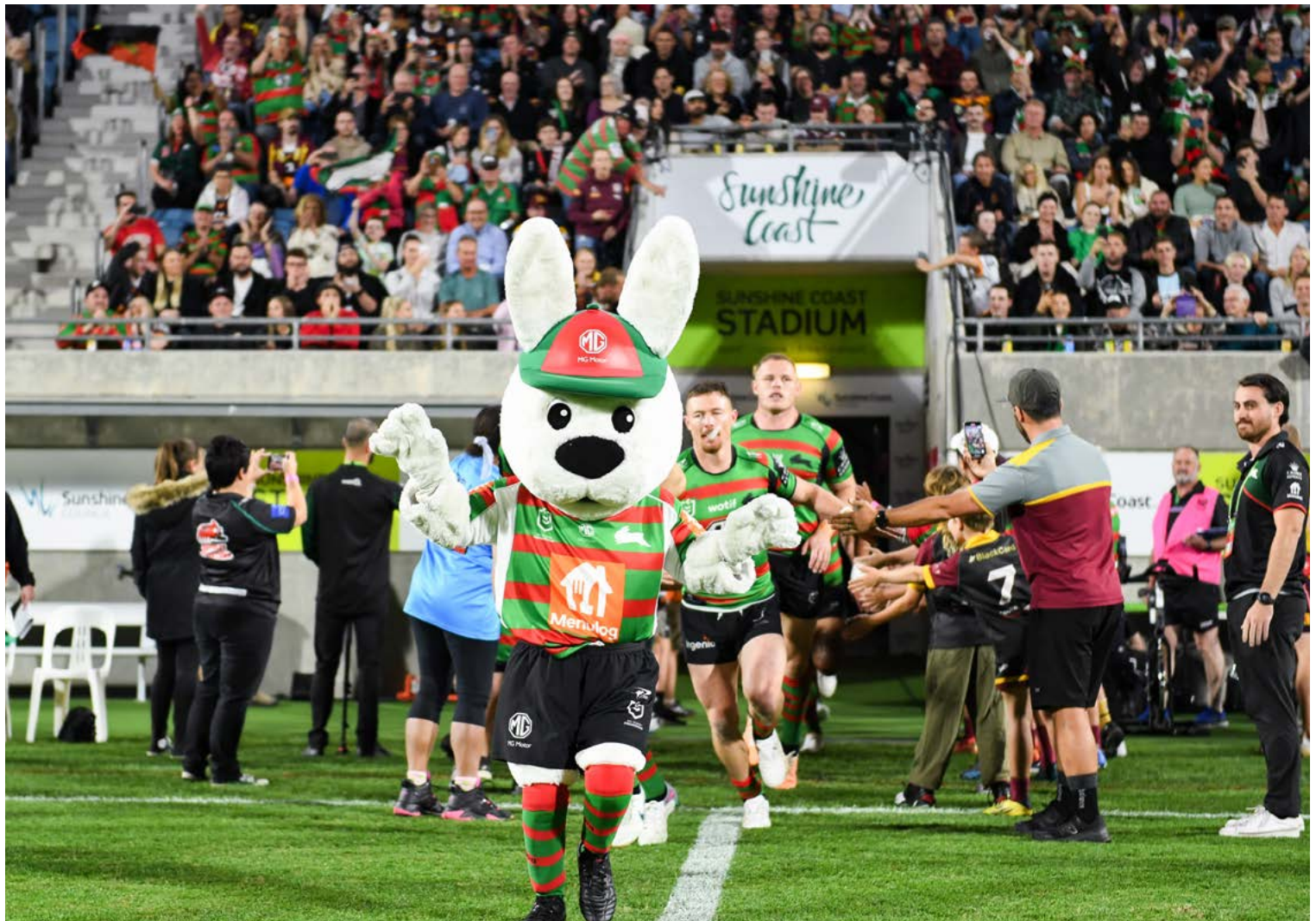




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Chairperson's address

The popularity of the Sunshine Coast as an event destination continues to grow with the Major Events Sponsorship Program becoming increasingly competitive. The Sunshine Coast Events Board ('the Board'), considered 45 major event sponsorship applications during 2022/23, with 33 applications approved and 103 individual events secured for future years.

Seventy-four major events were held during the year, with the portfolio of events achieving outstanding economic outcomes for the region while contributing positively to the region's reputation as a premier regional-events destination.

Throughout the year, the Board provided strategic advice to Council on issues and collaborative opportunities to support the events industry. As a result, a number of conversations were held with industry that helped guide initiatives. One such initiative that came to fruition during the year was **EventsConnect**, a local events industry supplier directory and business-to-business portal. This new tool for the region will help support local businesses and the events industry.

During the year, the Board, along with key stakeholders, local industry, event organisers and the wider community provided feedback and advice to Council as part of the review of the Sunshine Coast Major Events Strategy 2018-2027. This review allows the strategy to stay up to date with regional and wider events evolutions with the action plan for the following five years being updated.

The 'refreshed' strategy for 2023-2028 was endorsed by Council in August 2023.

I look forward to working as part of the Sunshine Coast Events Board and further contributing to the region's development as a premier events destination in the lead-up to the Brisbane 2032 Olympic and Paralympic Games.

John Williams
Sunshine Coast
Events Board Chair





Foreword

Our region's major events portfolio has grown significantly over the last few years — barely a week goes by without a Sunshine Coast major event taking place. The 2022/23 year has been another great milestone for the Sunshine Coast in terms of delivering major events, as we have achieved positive results under the Sunshine Coast Major Events Strategy 2018-2027.

We are pleased to provide the annual report for the Sunshine Coast's major events. The following annual report details the outcomes for the financial year as per the targets outlined in the strategy, which has a strong focus on the economic benefits and realising longer-term benefits through creating more destination awareness and greater promotion of our region as a whole.

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.

The significant time and effort invested by the members of the Sunshine Coast Events Board and associated Working Groups is to be recognised. All members play a critical role in providing a source of independent advice to Council and in supporting the events industry and local economy.

We look forward to seeing the region achieve positive results as the event calendar evolves through the refreshed Major Events Strategy, and through the valuable input from the Sunshine Coast Events Board.

Jason O'Pray
Sunshine Coast Council
Economy Portfolio Councillor



Terry Landsberg
Sunshine Coast Council
Economy Portfolio Councillor

The Sunshine Coast Events Board and Working Groups

The Sunshine Coast Events Board ('the Board') and two supporting Working Groups were established as part of Council's strong commitment to progressing economic development and Council's vision for the region to be recognised as the premier regional events destination in Australia - where major events deliver maximum results.

All members play a critical role in providing a source of independent advice to Council in assessing major event sponsorship applications and outcomes, supporting the events industry and local economy:

- The role of the Board is to provide strategic advice to Council on issues and collaborative opportunities to support the region's investment in existing major events, securing new major events for the region and overseeing the implementation of the Sunshine Coast Major Events Strategy
- The Existing Portfolio Working Group's role 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, and
- The New Major Events Working Group's role is to identify opportunities to secure new major events, and review and comment on sponsorship applications for new events.

The Sunshine Coast Events Board member bios can be viewed by visiting Council's website sunshinecoast.qld.gov.au

Sunshine Coast Events Board



John Williams
Chairperson



Stacey Buckley
Business representative



Cr Terry Landsberg
Council representative



Ultan O'Dwyer
Community representative



David Ryan
Tourism representative



Brenda LaPorte
Deputy Chairperson and
Tourism representative



Scott Hoskins
Business representative



Kim McCosker
Community representative



Cr Jason O'Pray
Council representative

Existing Portfolio Working Group



Brenda LaPorte
Chairperson



Tatiana Day*
appointed January 2023



Scott Derwin*



Fraser Green*



Kylie Ezzy*
reassigned to the New Major Events
Working Group January 2023



Scott Hoskins
appointed January 2023



Ultan O'Dwyer
appointed January 2023



Zoe Sparks*



Lenny Vance*
reassigned to the New Major Events
Working Group January 2023



John Williams
reassigned to the New Major Events
Working Group January 2023

New Major Events Working Group



Kylie Ezzy*
Chairperson
appointed January 2023



Stacey Buckley
Chairperson relinquished role
December 2022



Tatiana Day*
reassigned to the Existing Portfolio
Working Group January 2023



Maya Gurry*



Daryl Raven*



Kelly Ryan*
relinquished role August 2022



Ali Thompson*
appointed September 2022



Lenny Vance*
appointed January 2023



John Williams
appointed January 2023

*Non-Board member representatives

The Report

The Sunshine Coast Major Events Strategy 2018-2027 outlines the plan for the region to balance the immediate impact of events held (visitation, direct business and community benefit), with the longer-term outcomes (repeat visitation, increase in regional profile, promotion of opportunities to live, work or invest).

The Sunshine Coast Events 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.

2022/23 saw the highest number of sponsored events with 74 in the portfolio. Previously 2017/18 held the record for the highest number of events supported by Council in one financial year at 64. As a result of more events in the portfolio, the economic metrics demonstrated positive results and all targets were exceeded, with the total number of visitors and local spend also setting new records.

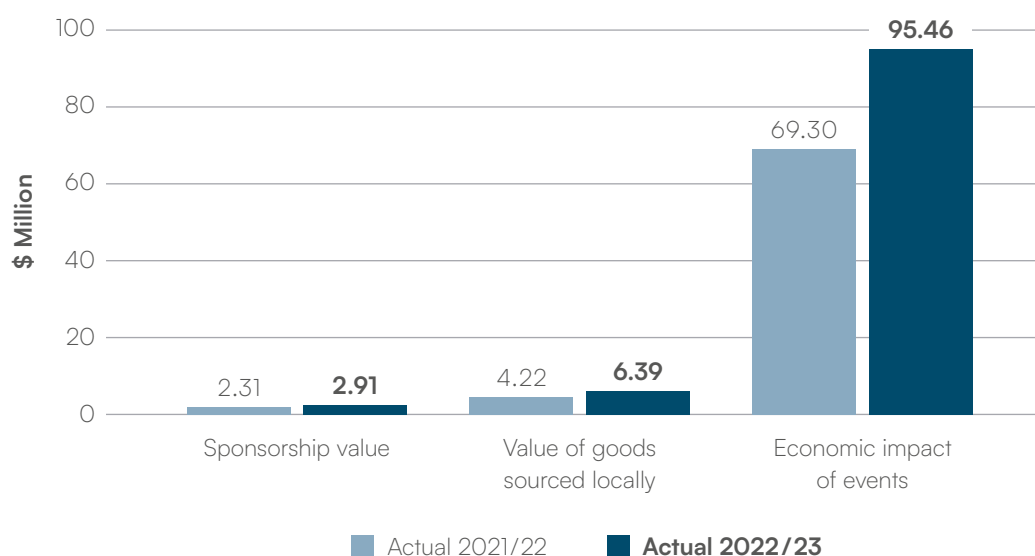
The economic impact from major events during the year is estimated to be \$95.4 million, with the results placing 2022/23 as the second-best performing year behind 2015/16 at \$101.18 million. The Australian Surf Life Saving Championships (the 'Aussies') contributed significantly to the 2015/16 economic impact and with the event set to return to the region in 2024, the economic metrics for major events in 2023/24 are forecast to be the highest ever for the region with an economic impact target of \$106 million.



	2021/22		2022/23	
	Target	Actual	Target	Actual
Estimated economic return on regional investment in major events	\$61 million	\$69.3 million	\$75 million	\$95.4 million
Return on Investment (ROI) to the region as a consequence of council's investment	1:27	1:30	1:30	1:33
Value of local spend by event managers	\$4.2 million	\$4.2 million	\$4.5 million	\$6.3 million
Number of participants and supporters from outside the region	123,880	129,597	135,000	165,399
Estimated number of total jobs supported	677	770	770	1060
Number of:				
Major events in portfolio	55	62	68	74
Major events retained (net)		36		48
New major events and regional events sourced and secured		21		25
Business events		5		1

*The major event outcomes for 2022/23 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.

Results from Council's investment in major events*



*The sponsorship value reflects the total funding paid by Council during the term and not the overall budget for the financial year. The major events sponsorship budget is allocated against deliverables for each sponsorship agreement and paid accordingly rather than in one lump sum.

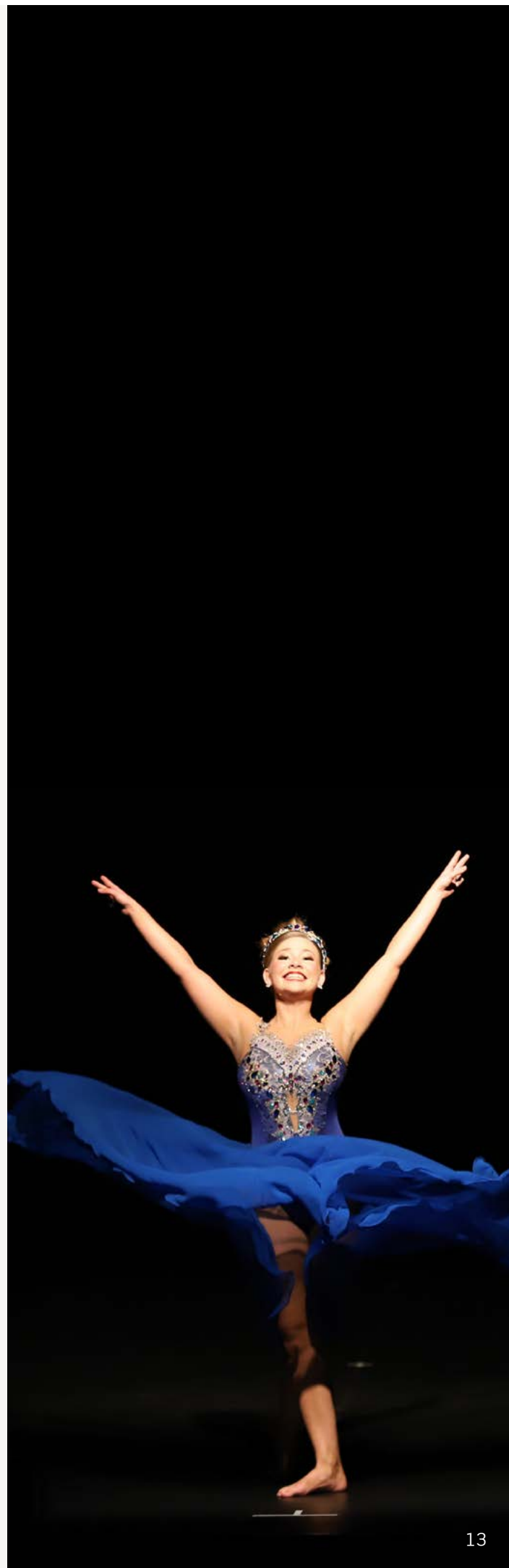
The Major Events Sponsorship Program has become an increasingly competitive environment. Council's priority is to ensure maximum return on investment is achieved from the limited funds available and supported applications need to demonstrate a strong alignment to the outcomes of the Sunshine Coast Major Events Strategy 2018-2027.

Applications for major event sponsorship goes through a rigorous process to ensure the best value for ratepayers' 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 provide a recommendation to Council.



Events secured include:

- All Schools Triathlon and Aquathlon 2023
- AOCRA National Sprint and Trans-Tasman 2023-2025 (two events per year)
- AOCRA National Marathon 2024-2025
- Australian Disc Golf Championships 2022
- Australian Golf Croquet National Carnival 2024
- Australian Indoor Bias Bowls National Championships 2023
- Australian Junior Beach Volleyball Tour 2024-2026
- Australian Wearable Art Festival 2023
- Caloundra Triathlon 2024-2026
- Coast-to-Coast Dragon Boat Festival 2023
- International Cricket Academy League Male and Female Tournaments 2023 (two events)
- Jynx House Ebb & Flow 2023
- KickAss Music and Camping Festival 2023
- Kokoda Challenge 2023
- Maleny Wood Expo 2023-2025
- Netball Queensland Senior State Age 2023
- Oceania Coastal Rowing and Beach Sprints Championships 2023
- Over 60s Sunshine Veterans Cricket Winter Carnival 2023
- Pacific Club Championship 2024
- Queensland Churches Soccer Association State Titles 2023
- Queensland Oztag Championships 2023-2024 – 2025-2026 (four events per year)
- RoboRAVE Australia International Open Event 2023
- RoboRAVE Australia World Championship 2024
- Sculpture on the Edge 2022-2023
- SCX 2023-2025
- South Queensland Rugby Championships 2023
- Sunshine Coast Beach 5s Festival 2024
- Sunshine Coast MultiSport Festival 2023-2026 (two events per year)
- Sunshine Coast Series Legends Tour 2023
- Surfing Queensland Series Sunshine Coast 2023-2025 (11 events per year)
- The Queensland Open 2024-2026
- World Medical Football Championships and 28th International Symposium of Medicine and Health in Sport 2024, and
- Yandina 5 'O' 2023-2025.





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 Keep with Sunshine Coast community values and Council's vision to be Australia's most sustainable region. Healthy. Smart. Creative.

Other Initiatives

The Sport Industry Development Program, also known as Train Sunshine Coast, was an initiative designed by Council to advance the Sunshine Coast as Australia's premier destination for sports training, participation and competition. The program concluded at the end of 2022 and was part-funded from the 2019 Queensland Bushfires Local Economic Recovery Program to support recovery projects that produce enduring benefits and improve future resilience.

Twenty-nine projects were funded as part of the program with key legacy highlights including:

- EventsConnect, a virtual one-stop-shop for event planners to find Sunshine Coast goods, services and venues for events of all shapes and sizes, high-performance sports and more
- 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
- Development of 14 virtual guided venue tours to drive national and international awareness of the Sunshine Coast and its venues, facilities and capabilities. The development of this marketing tool enables the region to increase interest and enquiries to host events, competition and training on the Sunshine Coast
- A park-and-trail audit was conducted to support the attraction of tourism, training and events, particularly sporting content such as trail running, mountain biking and off-road triathlon
- A research project into the Sunshine Coast events industry was undertaken to gain a better understanding of the local 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, and
- Hosting elite training camps, practice matches, industry workshops and families.



Showcasing the Region through Major Events

The Sunshine Coast is one of Australia's leading tourism destinations and we are extremely fortunate to have an outstanding natural environment and great tourism offerings. All of which make the region a very attractive proposition for event promoters.

Detailed data on the marketing and promotional reach of a sample size of our sponsored events has been collected through Isentia — a media monitoring service operating specifically for this purpose. The data from this sample size has been used to calculate the average outcomes per event which has been applied to the total number of events held during the year to estimate the regional promotional value of the whole major events portfolio.

The audience reach and commercial advertising value in 2022/23 is higher than the previous two years due to the number of events held within the financial year increasing. The average marketing outcomes per event has been steadily declining since 2020/21 which is due to the sponsorship focus re-shifting back to economic impact and visitor nights as the COVID-19 pandemic temporarily put more emphasis on the marketing outcomes and benefits of broadcasts due to travel and visitation limitations in place at the time.

Audience and marketing values or regional promotion through major events excluding broadcasts as per averages*

Measure	2020/21	2021/22	2022/23
Number of events	46	62	74
Press, TV, radio items delivered	3786	3150	3760
Digital items delivered	6276	5267	6286
Total audience reach**	65.8 million	64.5 million	77 million
Commercial advertising value equivalent	\$18.9 million	\$21.7 million	\$25.9 million

*Note that measurements are calculated by financial year, not by event (many events have marketing impact that cross the financial year dates). Figures are based on averages per event which are calculated on the outcomes of a sample size and applied to the total number of events.

**Total audience reach does not include internet circulation.

Promotional Initiatives

Major Events and Sports LinkedIn

A dedicated **major events and sports LinkedIn account** was launched in February 2023 as a tool to drive awareness of major events and sports training opportunities across the region. The platform will assist in driving conversations with event organisers and industry as well as the attraction, support and leveraging of major events.

In the first four months of launching, the LinkedIn account gained 324 followers with promotional content reaching 5986 users. The marketing tool is used to attract followers via organic reach with the Sunshine Coast Events Board and Working Group members regularly engaging.

Events.SunshineCoast

Events.SunshineCoast.qld.gov.au is a website owned and managed by Council to inform residents and visitors about what events are on across the region. The curated online events calendar is easy to use and promotes the Sunshine Coast as a leading host of events of all types and sizes.

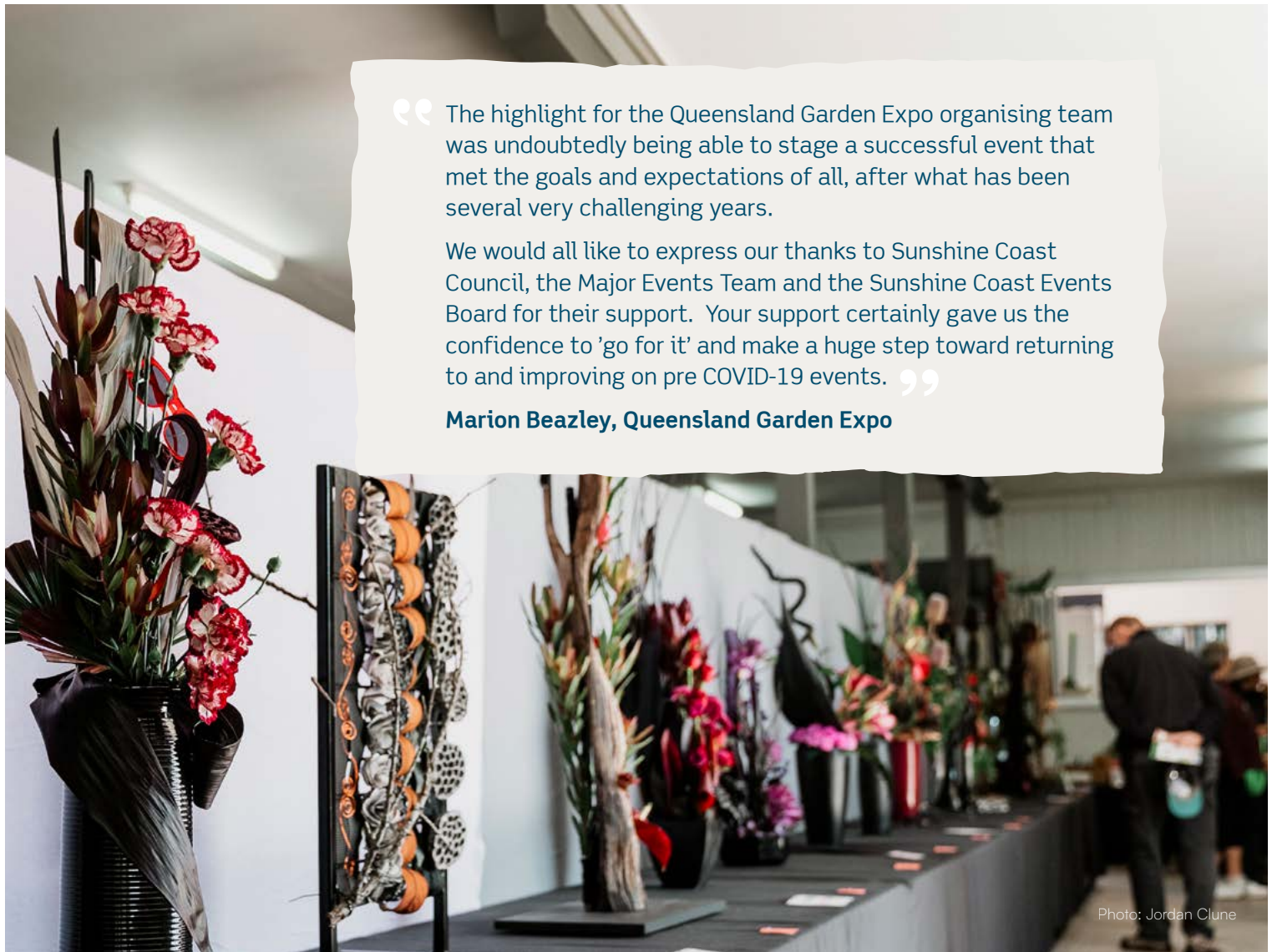
The online events calendar automatically pulls events from different sources to showcase all that the region has on offer in the one place. The site is connected to the Australian Tourism Data Warehouse which allows events listed through this platform to filter through and be displayed on multiple sites such as **queensland.com**, **visitsunshinecoast.com**, and **Events.SunshineCoast.qld.gov.au**. In addition to sourcing events automatically, the website also allows users to upload events directly to Events.SunshineCoast.

During the year, Events.SunshineCoast promoted 6586 events and achieved more than 400,000 views.

EventsConnect

EventsConnect.sunshinecoast.qld.gov.au, an initiative of the Sunshine Coast Events Industry Association, delivered and managed by Council, was launched in April 2023. This local events industry supplier directory and business-to-business portal was developed to connect the local events industry to event organisers, as well as offer a business-to-business supplier portal to allow businesses to share opportunities, knowledge and resources — important attributes for developing innovation, competitiveness and resilience.

Since the launch of the platform in April 2023, the industry supplier directory has had 96 suppliers register. With more awareness and continued promotions of EventsConnect, the number of suppliers and website views is expected to increase.



“ The highlight for the Queensland Garden Expo organising team was undoubtedly being able to stage a successful event that met the goals and expectations of all, after what has been several very challenging years.

We would all like to express our thanks to Sunshine Coast Council, the Major Events Team and the Sunshine Coast Events Board for their support. Your support certainly gave us the confidence to 'go for it' and make a huge step toward returning to and improving on pre COVID-19 events. ”

Marion Beazley, Queensland Garden Expo

Photo: Jordan Clune

Case Study

Queensland Garden Expo 2022

This 'must see' expo is Queensland's premier gardening event, attracting visitors from all over Australia with some of Australia's leading gardening experts taking part in three days of lectures, demonstrations and workshops.

July 2022 saw significant wet weather and flooding for northern New South Wales which impacted the number of travellers able to attend the expo. In addition to these challenges, the winter season saw a spike in COVID-19 cases with a decline in attendance predicted.

Despite these significant headwinds, green thumbs and novice gardeners alike turned up in droves for the iconic expo. The 2022 event was successfully hosted with a number of key outcomes achieved:

- More than 35,000 attendees, which was only slightly below pre-COVID-19 attendance, and a significant achievement given the climate at the time
- The direct economic benefit from visitor room nights and the spend in the local economy conservatively estimated at \$9 million
- Extensive marketing campaign profiling the event and the Sunshine Coast as a destination, and
- Community contributions were also of significant value, with more than 30 community clubs benefiting from an estimated \$50,000 each year through their involvement with the expo.

Priorities for 2023/24

The Sunshine Coast Major Events Strategy 2018-2028 – 2023 Refresh, forms the key priorities for 2023/24 as the refreshed strategy brings new actions to align current practices to the key strategic elements.

Action	Pathway	Link to goals
Incorporate alignment with the event destination brand into event selection and assessment criteria	1	2,3
Confirm funding systems and criteria for major events as per the Sunshine Coast Major Events Strategy 2018-2028 — 2023 Refresh	2	5,6
Concentrate practical and planning assistance that helps event organisers grow scale and visitor numbers	3	4,6
Continue the development and knowledge of 'Events Connect' — the Sunshine Coast 'supplier portal' — to create and connect opportunities for increased event delivery spend through local businesses and organisations	3	4,6
Finalise procedures in contracting, measurement and assessment to maintain the region's best practice status in these areas	4	4,6
Development of centralised online application tool to increase major event visibility across all of Council	4	4,6
Improve outward-facing event support information services (websites, social media platforms, etc) to present clear and professional information to potential event promoters	5	1,2,6
Use EventsConnect and other related communication tools to promote and connect opportunities for event organisers to work with experienced local suppliers in the design and delivery of their event	5	1,2,6
Include diversity of location, timing and event type as an influencer in the event selection process (where this is possible without jeopardising program outcomes)	6	4,7
Collaborate with key stakeholders the role major events will play in the development phases and outcomes of Brisbane 2032 Olympic and Paralympic Games	5	3,4,7
Council, Sunshine Coast Events Board and Sunshine Coast Events Industry Association to continue to advocate for improved regional coordination of major event operations and delivery services	4	4,6
Create and promote clear guidelines of Council's environment, sustainability and accessibility expectation from major events, and the required post-event reporting	4	5,7
Actively promote the region's strengths and achievements in hosting major events of all types to key promoters, influencers and the wider event industry	5	1,2,6
Engage with businesses through feedback surveys (selected number of major events) to gauge direct impact, monitor community sentiment and collect testimonials on the positive impact of events	6	6,7



Further Information

For further information refer to the following resources:

**Sunshine Coast Major Events Strategy
2018-2028 — 2023 Refresh**

Sunshine Coast Events Board

**Sunshine Coast Major Events
Sponsorship Program**

Events.SunshineCoast

EventsConnect

**Sunshine Coast Regional Economic
Development Strategy**

Sunshine Coast Council