



CONTENTS

COMPANY PROFILE & BACKGROUND	04
CHAIR'S REPORT	05
GENERAL MANAGER'S REPORT	06
CORPORATE GOVERNANCE	07
BOARD OF DIRECTORS	08
VOLUNTEERS	11
ORGANISATIONAL CHART	12
CENTRE MANAGEMENT TEAM	13
STRATEGIC CHARTER	16
CULTURAL, ECONOMIC & SOCIAL VALUE	17
CREATIVE PROGRAMMING	18
BUSINESS & CORPORATE EVENTS	22
FACILITY MANAGEMENT	24
FINANCE SUMMARY	25
MANAGEMENT ACCOUNTS	26
REVIEWS & FEEDBACK	31



COMPANY PROFILE AND BACKGROUND

The purpose of The Events Centre is to facilitate participation and enjoyment of performing arts, and to provide first class venues for performances, conferences and exhibitions.

The facility was officially opened in 1980 by the former Landsborough Shire Council in response to community needs.

Recognising the value the Centre was contributing to the economy and cultural community, and adapting to changes in governance and community demands, the Caloundra City Council established the Sunshine Coast Events Centre Pty Ltd (SCEC) in 2004 as a separate governance structure to operate The Events Centre (TEC), the Sunshine Coast's premier performing arts, commercial entertainment and convention facility.

The Centre has evolved to now provide diverse cultural programs and activities that support regional cultural, economic and community development.

The Company has two streams:

- · Entrepreneuring, creating and presenting cultural events and performing arts activities; and
- Providing professional creative event management services to support hirers with planning, marketing, ticketing, technical, staging and hospitality services for conferences, business events and performances.



ANNUAL HIGHLIGHTS	2021 – 2022	2020 – 2021
Days Utilised	172 days	178 days
Number of Days in Period	356 days*	306 days**
Utilisation Rate	48%	58%
Event Numbers	258 Events	311 Events
Number of People	74,597	68,249
Major Event and Conference Delegate Days	1,327 days	1,868 days
Economic Benefit (\$450 per day)	\$597,150	\$840,600
Surplus or (Deficit)	\$28,818	\$106,888

^{*}In 2021-2022 the Centre was closed from 31 July 2021 to 8 August 2021 due to COVID-19. The Centre then had restricted seating from 9 August 2021 to 27 August 2021 due to COVID-19.

^{**}In 2020-2021 the Centre was closed from 1 July 2020 to 28 August 2020 due to COVID-19 $\,$

CHAIR'S REPORT

The Events Centre (TEC) has again delivered a positive result despite the relentless challenges experienced over the last financial year in relation to the COVID-19 pandemic and severe adverse weather conditions. This result demonstrates the resilience of TEC staff and their commitment to ensuring that the show must go on. They have delivered exceptional service and a diverse range of performances and events to our patrons and hirers, and to those who continue to support us.

Some of the significant performances I particularly enjoyed were Paul Kelly, Glenn Shorrock & Brian Cadd, The Ten Tenors and The World of Musicals. I am always delighted that The Events Centre continues to attract big names to the Sunshine Coast and that local patrons don't need to travel to Brisbane to experience these high calibre events.

Another major highlight of 2021-2022, and one that I enjoyed immensely, was The Show Co. production of Mamma Mia The Musical. The Events Centre hosted 12 performances of the production and it contributed \$192k of income to the Centre budget. It was a virtual sellout attended by 10,500 patrons. The feedback for this production was extraordinary with some patrons commenting that they had seen Mamma Mia in various cities around the world and this production was, by far, the best they had ever seen!

We welcomed two new Board Directors in 2021-2022, Kelly Thomas and Cr Terry Landsberg. Kelly is a vibrant, successful business owner and Director specialising in media, marketing and advertising. She brings a wealth of knowledge and expertise in relation to business and marketing to the Board. Cr Terry Landsberg is the Division 2 Councillor for the Sunshine Coast Council, and he contributes to the areas of economic development, innovation, tourism, events and sport across the whole of the Sunshine Coast. I am looking forward to continuing my professional relationship with both Directors.

I would like to offer my gratitude to the Sunshine Coast Mayor Mark Jamieson, and Council's Group Executive Economic & Community Development, Greg Laverty, whose ongoing assistance continues to provide invaluable support to our organisation. There are many other Council Officers who have offered help over the year, and I am grateful to all of them.

To our General Manager, Steve Romer, our Executive Leadership Team and all the staff and volunteers of TEC, my heartfelt thanks goes to each of you. I acknowledge the dedication and efforts of every one of you, particularly during this difficult time.

To our patrons, without whom the Centre would be an empty shell, thank you for continuing to attend events and activities and making the venue come to life.

Finally, to my fellow Board Directors, I am so grateful for your ongoing support and for being so generous with your expertise and time. It is very much appreciated, and I look forward to working with you into the future.



JEANETTE BURROWS

GENERAL MANAGER'S REPORT

The Events Centre endured its second year under government health directives associated with the ongoing COVID-19 global pandemic, with constant trading restrictions and changing health directives from the start to the end of the financial year.

Once again, TEC was one of Queensland's leading regional venues in terms of our ability to quickly adapt and successfully deliver a significant number of diverse events. TEC dealt with 35+ changing health directives over the past two years and finally returned to being almost 'normal' in the last two months of the financial year.

One of the most challenging health directives was to ensure double vaccine mandates were in place for anyone entering TEC premises from December 2021 to April 2022. This included staff, patrons, contractors, artists, event cast and crews, and deliveries of goods and services.

We were pleased to see the double vaccinated health directive eased from 14 April 2022 onwards and were glad to welcome back staff who chose not to be vaccinated, after four months of not being allowed into TEC premises.

We were so successful that we produced a \$28K profit for the 2021-2022 financial year, which followed the record breaking result for the 2020-2021 financial year. Achieving two consecutive years of profitability during a pandemic was a testimony to the hard work of TEC's Board of Directors, Management Team, staff and volunteers.

The COVID-19 industry plan was re-written many times over the past 12 months, adjusting, changing and adapting to new government health directives at every iteration. This included the regular cancellation, postponement and refunding of events, all of which could happen with less than a day's notice. From cancelling shows on the day, to constantly changing social distancing arrangements and audience capacity restrictions, the wearing of face masks, introducing Check-In Apps, Covid Marshalls, cleaning of high-touch points, barriers to food and beverage service and many more changing protocols.

TEC continued to be widely recognised for the sheer number of performances, events, and audience numbers that we attracted during this challenging period. We were also recognised for our regional leadership, community contribution, outstanding customer service and business practices.

The TEC team worked hard during the year to attract and secure national touring entertainment that delighted growing attendances with an interest in performing arts. It was TEC's aim to present the best theatre, live performances, and business

events including live music, family shows, fine arts (such as opera and ballet), world-class comedians, conferences, gala lunches and dinners, business meetings, corporate events, and a whole range of local and community events.

During the year TEC developed many local partnerships and encouraged community members to showcase their talents and passion for the arts. We proudly congratulate our local talent, emerging artists, schools, and arts organisations on their outstanding productions during the year.

TEC continued to host national, state, and local conferences that provided great economic benefit to the region, and in particular, Caloundra. Partnerships with Council, the Caloundra Chamber of Commerce, Visit Sunshine Coast, and local associations/businesses helped realise the commercial, tourism and economic benefits of attracting major business events and new visitors to the region.

On behalf of TEC, I'd like to thank and acknowledge the support of Sunshine Coast Council, our Board of Directors, our Management Team, dedicated staff and volunteers who planned and delivered all events.

At the time of writing this report, the global pandemic appears to be finally over, with a bottleneck of entertainment and business events on the immediate horizon.

On a personal note, I recently announced my retirement after two solid years of positioning TEC for the future to ensure the growth of audiences, diversity of events, and continued success with our community and commercial aspirations.

I have thoroughly enjoyed the many challenges over the past two years and wish TEC continued success well into the future!



STEVE ROMER GENERAL MANAGER

CORPORATE GOVERNANCE

The Corporate Governance plan was reviewed by the new Chair of the Corporate Governance Sub-Committee to assist and guide the performance of The Events Centre including its Board of Directors, General Manager, staff and volunteers. The Plan is intended to help develop a shared understanding of what, how and who is responsible for the effective governance of TEC.

The Board of Directors have undertaken due diligence in regularly meeting and monitoring the performance of the Centre throughout the 2021-2022 year. The Centre has complied with the Constitution for the holding of meetings and provision of documentation for the period.

The Board of Directors planned, developed, and reviewed Centre performance through regular meetings of the full Board, Sub-Committees, and ad-hoc meetings.

An Annual General Meeting (AGM) was conducted on 30 November 2021 with acknowledgement of 2020-2021 operational achievements. The AGM was attended by the Sunshine Coast Council's Mayor and Council's Group Executive Economic & Community Development as the shareholder representative. The 2020-2021 Annual Report and Financial Statements were presented at the AGM with the Queensland Audit Office recognising the Centre's achievements with a 17th consecutive clean audit.



BOARD OF DIRECTORS



JEANETTE BURROWS

Chair

Jeanette Burrows has an extensive background in strategic planning and marketing and is the former Deputy Director of the Queensland Performing Arts Trust and the former Executive Director of Strategy, Planning and Regional Services for the Department of Emergency Services. Prior to her career in the public sector, Jeanette was employed in various private enterprise positions including Public Affairs Manager of Mobil Oil. She is a former Board Member of the Keep Australia Beautiful Council, and Executive Producer of various events for the 1996 Brisbane Festival. She holds a Bachelor of Science (Environment) and a Masters of Administration.



FENDALL HILL

Deputy Chair

Fendall Hill is a Chartered Professional Engineer, who relocated to Caloundra with his family (wife Oriana and 3 children) in 2011. He is a consultant in physical asset, risk and disaster management planning and works with many federal, state and local government agencies and utilities. Fendall is also an accomplished musician, being a noted composer, trumpet player, and the current Australian and New Zealand champion on his instrument. He was the author of The Events Centre facility development plan (2015), which communicated the vision and financial forecasts required to gain funding for the current upgrades.



KEVIN RADBOURNE

Born and educated in Brisbane, Kevin has enjoyed a long, active artistic and administrative involvement with the arts sector as an actor, director, producer and CEO. Positions held include Executive Director Arts Queensland; Deputy Executive Director Office of Arts and Cultural Development; Deputy Director Queensland Performing Arts Centre and Coordinating Producer Brisbane Festival. Previous board directorships include Brisbane Arts Theatre (Chairman); Queensland Cultural Centre Trust (Deputy Chairman); Arts Industry Training Advisory Board (Deputy Chairman); Commonwealth Regional Arts Fund Queensland (Chairman); Pacific Film and Television Commission; Pacific Film Festivals Ltd; Library Board of Queensland; State Library Foundation Council; Queensland Performing Arts Trust; Queensland Theatre Company; Cultural Ministers Council Standing Committee and its Orchestras, Heritage Collections, Statistical Working Groups; Queensland Cultural Advisory Council; Association of Asia Pacific Performing Arts Centres; State Advisory Council - Rural Youth; Centre for Leisure Management Research, Faculty of Business and Law, Deakin University and QUT Cultural Precinct Fundraising Working Group. As Government Representative he also sat on the Boards of Queensland Museum, Queensland Art Gallery and Queensland Biennial Festival of Music. Brisbane Arts Theatre awarded him Life Membership in 1980.



ROBERT FORBES

Robert Forbes had a 40 year career in the chartered accounting profession prior to his retirement to the Sunshine Coast in 2011 with some 25 years spent as a partner of a medium size firm and specialising in audit engagements. He has a strong interest in the not-for-profit sector with his client base over the years reflecting this interest. Robert also served on a number of Governance Boards and was the Australian President of the Institute of Internal Auditors between 2003 and 2005. Professional experience covered the private sector and the three levels of government including substantial audit and consulting work in Queensland local and regional governments. From 2012–2019 Robert served as treasurer of the Queensland Air Museum based in Caloundra and since 2019 he has been a director of Sunshine Coast Arts Foundation Ltd.

BOARD OF DIRECTORS



MALCOLM MCCOLM

Born in Brisbane, Malcolm McColm studied at the University of Queensland and worked overseas before making his home on the Sunshine Coast. He is a practising lawyer and managing partner of the firm McColm Matsinger Lawyers of Maroochydore. He has formerly, and continues to, hold Board appointments in companies and organisations with reach across business, sporting, conservation, education and charitable activities. Other previous or current Board Directorships include Sunshine Coast Grammar School (Chairman), Headland Golf Club (president, captain, director) and the Management Committee of Australia Zoo Wildlife Warriors Worldwide Limited. An advocate and avid follower of the Arts, Malcolm also invests his time in legal, business, charity, sporting, and gardening activities.



RICKI-LEE BERNHARDT-TURPIN

Drive, determination, and innovative ambition in performing arts, creative industries and arts education has been the motivation behind Ricki-lee Bernhardt-Turpin's extensive 30 year career in Performing Arts and Arts Education. Ricki-lee is currently the Drama Excellence Coordinator and Senior Drama Teacher at Kawana Waters State College. As co-founder and President of the Sunshine Coast Schools' Drama Festival Inc, Ricki-lee leads a team of committed arts educators and artists to provide a platform for the youth of the Sunshine Coast to showcase their performance work.

Ricki-lee is devoted to inspiring all students to see beyond their limitations, to look further afield and not be bound by distance, money or resources; to refine their craft, cultivate their talents and ultimately enabling them to aspire to a career in the Arts. Ricki-lee values the diverse partnerships and collaborations with Arts practitioners, and has nationwide recognition in drama education as Vocational Arts Teacher of the Year, Ambassador for Queensland Vocational Education, Qld Community and Australia Day Award Winner and the current Regional Winner of the 2022 QUT Showcase Award for Excellence in Teaching. Ricki-lee is excited for what the future holds for our region's talented young people and their partnership with The Events Centre.



CR TERRY LANDSBERG

Moving to the Sunshine Coast in the late 1980's, Terry has been a local business owner for over 20 years and has established himself within the Caloundra community recognising the real need for community-based action. His love for surfing has led Terry to win an Australian Masters Title. For three years Terry was a Team Leader for Rosies, helping the homeless and assisting with organising the PA Bendall Memorial Surf Competition which won Sunshine Coast Event Of The Year in 2017.

With responsibility for the Economy Portfolio, which he shares with Cr Jason O'Pray, Terry contributes to the areas of economic development, innovation, tourism, events and sport across the whole Sunshine Coast, making use of both his small business owner experience and his passion for healthy active lifestyles. Terry also holds positions on several Council committees, is a Director of The Events Centre and has established the Division 2 Community Committee.

BOARD OF DIRECTORS



SAM KLINGNER

Sam found his passion for live theatre studying and performing with several organisations in his home city of Brisbane, Australia. Now on the business side of show business he has worked on a variety of productions in over 20 countries, including Grease, Hairspray, Chitty Chitty Bang Bang, The Clairvoyants, The Tap Pack and Alice In Wonderland.

In 2016 and 2017, Sam was Associate Producer for The Works Entertainment, now part of the Cirque Du Soleil Entertainment Group. Productions presented during Sam's tenure at the company included The Illusionists on Broadway, and Circus 1903 in Las Vegas.

Sam Klingner is co-creator and co-owner of the international hit show The Naked Magicians which, since premiering in 2014, has played in over 250 cities throughout USA, Canada, UK, Asia, Australia and New Zealand; including a season on London's West End and a residency at MGM Grand in Las Vegas.

He has presented some of Australia's leading theatrical performers in concert, including Marina Prior, Rhonda Burchmore and Broadway performer and Olivier Award nominee, Caroline O'Connor, in various venues across Australia. Sam is the Australian and New Zealand producer of Menopause The Musical and 2019 saw the show tour to 40 venues across Australia, achieving sold out status most nights. 2022 and 2023 will see the show tour to over 80 venues throughout Australia.

Sam Klingner is Company Director and Producer at SK Entertainment, which he founded in 2013 to bring memorable and high entertainment value experiences to audiences across Australia and around the world. In 2023 Sam will continue to present SK Entertainment's growing roster of productions.

A passionate supporter of the development of live theatre in regional Australia, Sam proudly sits on the Board of Directors of The Events Centre, the Sunshine Coast's premier performing arts Centre.



KELLY THOMAS

Kelly Thomas is the Managing Director of ADFX, a national advertising agency, which she founded in 2004. Having absorbed a mountain of media and production knowledge throughout her 25+ year career in the advertising industry, she is the agency's lead strategist and expert in optimising businesses for success and loves nothing more than seeing her clients thrive.

Kelly began her career in real estate but soon realised her calling and made the move to regional then metro television, working with businesses and multinational corporations across the country where her real marketing and advertising fire ignited before establishing the agency. Her professional experience covers a wide range of business genres across both the private and local government sectors providing strategic marketing and brand solutions that are data-driven and results focused.

Kelly has previously been a volunteer firefighter with the NSW Rural Fire Brigade for over 10 years and Secretary of local Neighbour Watch community organisations. She has also served on the boards of Mooloolaba Business & Tourism and QLD Thunder Netball.

Thanks to her Mum and dance teacher, Kelly has studied and performed a wide range of dance syllabus from the age of two until her late teens and now continues to be an avid supporter of the arts, in particular dance, as her teenage daughter now takes the stage to follow the family tradition.

VOLUNTEERS



LESLEY MUIR
Volunteer Coordinator

Lesley has extensive experience in office management and the tourism industry, having previously been a manager of a large motel and restaurant in inner Brisbane. On moving to Caloundra more than 40 years ago, Lesley was appointed district manager of a large cosmetic company responsible for 150 sales representatives on the Sunshine Coast and

surrounding towns. She later became manager of the well-known Rolling Surf Resort.

Since retiring, Lesley has become involved in several community groups, chairing organisations in the arts, aged care and transport for the aged. She has been a volunteer at the Tourist Information Centre and involved with Friends of the Caloundra Regional Art Gallery, first as treasurer and then as president.

Lesley was a Board member of the Sunshine Coast Community Foundation (QCF) for 6 years and currently the Greg Singh Bursary Association for the past 5 years. In 2001, she was awarded an Australian Government Centenary medal for her services to the community and in 2013 was awarded the Caloundra Community Award of Community Resident Coordinator of the year.

Lesley is proudly celebrating her 16th year as Volunteer Coordinator at The Events Centre.

VOLUNTEER PROGRAM

All patrons and hirers of The Events Centre are most appreciative of the dedication and contribution of our valued team of volunteers.

As an integral part of the Sunshine Coast community, The Events Centre relies heavily on members of the community as volunteers. More than 30 volunteers assisted as ushers for events and performances during the year, enabling a higher standard of service, longer opening hours and lower operational costs than otherwise possible.

The Volunteer Program commenced in 2006 with one of the original volunteers, Loraine Porter, still volunteering for the Centre, also recognising Glenda Cox and Ellane Chugg for reaching 15 years of service to the Centre. Lesley Muir continued in her role as Volunteer Coordinator and her service has been outstanding. Lesley has been passionately leading the Volunteer Program since its inception, coordinating the volunteers, producing rosters, scheduling, creating and maintaining an enviable team spirit among the group.

This year our volunteers contributed more than 740 hours of time to The Events Centre. Through their time, the volunteers have contributed an estimated equivalent of \$30,000 in wages. They assisted as volunteer ushers, meet and greet, and generally supported the work of the Centre.

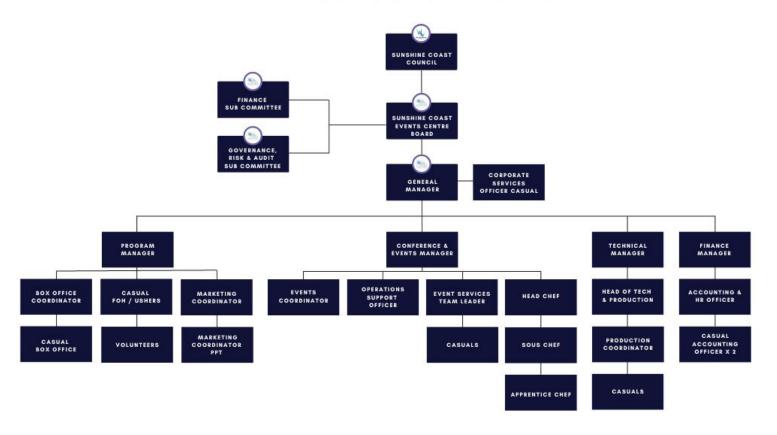
ORGANISATIONAL CHART

Under the General Manager the Company employed 16 permanent staff, 30 casual employees and a pool of contract staff. The Centre also benefited from a group of 40 dedicated volunteers.

Operationally, four departments undertake specific responsibilities for service delivery;

- **Technical Production and Services**
- Programming and Marketing
- **Events and Hospitality Services**
- Finance and Corporate Services

ORGANISATIONAL CHART 2021-2022



CENTRE MANAGEMENT TEAM



STEVE ROMER
General Manager

Prior to joining TEC in June 2020, Steve was the Chief Operating Officer of Byron Bay's Bluesfest, Australia's most awarded live music festival. He was responsible for the 2018 and 2019 annual festivals, the latter which broke all previous box office records. Prior to Bluesfest, Steve was Chief Executive of the Venue Management Association (VMA) from 2014-2017. The VMA is the peak industry association in the Asia Pacific region for Entertainment Arenas, Performing Arts Centres, Convention & Exhibition Centres and Sports Stadiums.

From 2009-2013 he was the General Manager of the Sydney Entertainment Centre (SEC) and was responsible for all live music concerts, musicals, family shows, corporate events and sporting events. The SEC was ranked the #2 arena in the world in 2012, according to respected industry magazine Billboard.

From 2003-2009 he was the Director of Operations at the Sydney Convention & Exhibition Centre, and prior to this was Chief Executive of the Blacktown International Sports Park from 2001-2003. Steve also spent a decade in the Gold Coast theme park industry where he was Director of Operations at Dreamworld from 1996–2000, and prior to this, Show & Entertainment Manager at Sea World from 1991-1996.

Steve served on the VMA Board for 9 years, including 3 years as VMA Chairman from 2008-2011. During the same period, he served on the Board of the International Association of Venue Managers (IAVM) based in Dallas, USA. He also served on the Board of the Talent Development Project (TDP) from 2009-2013, a professional program nurturing the creative talents of aspiring artists in their entertainment careers. Steve also served on the Board of Gold Coast Arts Centre (now known as the Home Of The Arts - HOTA) from 2014-2018. In 2012, Steve was the recipient of the prestigious 'Venue Professional of the Year' award.



ROWAN MACLACHLAN Technical Manager

Rowan has been involved in the entertainment industry for 23 years, starting out as a production assistant in 1997 for a variety of touring music acts on the Sunshine Coast, with his first employment at Caloundra Civic Centre in 1999. Rowan instantly developed a passion for live entertainment with a strong focus on entertainment technology.

Rowan has managed the Technical Departments of several Sunshine Coast Council venues and various commercial, community and corporate settings. He has worked closely with hundreds of promoters, artists, production companies, designers and technicians to deliver countless events.

Rowan built his own digital lighting controller in 2002, developed the world's first voice-operated stage lighting controller in 2005 and has been an active participant in the development of underlying lighting control technologies used on stages, festivals and art installations world-wide. In 2013, he was invited to speak about his work at the Gegenlicht Lighting conference in Germany and subsequently in 2014, invited back to Germany to consult for the global market leader in lighting control systems, MA Lighting.

Having toured many productions through theatres and venues Australia wide, Rowan has an insider's understanding of the venue requirements and dynamics of professional touring companies. Along with his family, he proudly calls the Sunshine Coast home.

CENTRE MANAGEMENT TEAM



FRANCES JOHNSTONE

Program Manager

Frances has held senior arts and event management positions at Brisbane City Council, Queensland Performing Arts Centre and Logan City Council respectively. Frances holds a diploma in Events and Venue Management and is a member of the Venue Management Association.

Frances is very passionate about providing diverse local performing arts opportunities, so residents don't have to travel outside of the region for quality entertainment. From working with local creative producers and developing a showcase of Sunshine Coast works, to canvassing promoter opportunities that will continue to bring great productions to the Sunshine Coast, Frances always strives to enhance local performing arts experiences.



CHARLIE HAXTON

Finance Manager

Charlie, a Certified Practising Accountant (CPA), has a Bachelor of Commerce degree and was admitted into the Australian Society of Accountants in 1995. He contributes valuable commercial experience to the Centre, having held senior finance management roles in eight different industry sectors across four countries prior to joining the Centre.

Charlie was integral in the establishment of the Sunshine Coast Events Centre Pty Ltd as a Company. He has developed and implemented internal controls and finance systems necessary for the successful transition of The Events Centre from local government to the corporate operating environment. As Finance Manager, Charlie is responsible for the Centre's finance compliance and implementation of business models and systems to identify efficiencies and maximise stakeholder returns.



JULIAN GIBBS

Conference and Events Manager (Commenced September 2021)

Originally from the UK, Julian has been involved in the hospitality industry since 1993 and holds an HNC in Hospitality & Hotel Management. His career in Australia started at the Melbourne Convention and Exhibition Centre, where he spent over ten years as the kitchen manager, delivering multiple complex gala dinner events, conferences, and exhibitions. Whilst at the Centre, Julian was part of the organising team for the new Convention Centre that opened in 2009, the first Convention Centre with a 6-star green star environmental rating.

In 2015 Julian was offered the opportunity to be part of the opening team for the new International Convention Centre (ICC) in Sydney working for two and a half years on the project including its first year and a half of operations, delivering multiple major events to the region. In 2018 Julian moved to the Sunshine Coast continuing to work for the ASM group at the Brisbane Convention Centre where he became the Kitchen Manager in 2019.

Julian joined The Events Centre team in 2021, and has brought his passion for good local produce and five star service.



STRATEGIC CHARTER

OUR VISION

To be the Sunshine
Coast's leading venue
for performing arts,
entertainment, cultural and
corporate events.

OUR PURPOSE

To facilitate community
participation in, and
enjoyment of, performing
arts; and to provide a
world-class venue for
performances, conferences
and exhibitions.

OUR VALUES

- Work ethically and honestly to build integrity and trust
- Develop processes and practices that empower staff, develop relationships and drive innovation
- Undertake broad consultation, both internally and externally, in determining direction
- Operate transparently while adhering to sound business practices
- Work in an environment that is positive and enjoyable, and where we all feel valued
- Work as one team; while recognising and utilising individual expertise
- Have respect for ourselves, our customers and colleagues, our equipment, and the environment in which we work
- Demonstrate a supportive culture for new ideas, and recognise those who demonstrate innovation
- Hold ourselves, and others, accountable, and deliver on our promises

OUR GOALS

- Deliver cultural, economic and social value to the region
- Grow audiences and encourage participation in performing arts
- Engage with diverse communities
- Attract, foster, sponsor and support quality events
- Develop a financially sustainable organisation with multiple sources of income
- Create and maintain the best facilities to sustain our business and serve the community
- Provide a level of service that surprises and delights our patrons and clients
- Provide excellence in the performing arts

DELIVERING CULTURAL, ECONOMIC & SOCIAL VALUE TO THE REGION

CULTURAL VALUES

The Company promoted and encouraged community participation in and enjoyment of the performing, visual and community arts.

ECONOMIC VALUE

The Centre was able to attract and host major conferences and business events that boosted the regional economy with patronage from outside the region.

SOCIAL VALUE

The Centre provided sponsorship and subsidised support and assisted a broad range of community groups with fundraising and positive community development outcomes.

DIVERSE PROGRAMMING A deliberate focus was to source and secure acts that would appeal to the broadest cross-section of the community including age groups and genres. ARTISTIC DEVELOPMENT The Company engaged with, supported and provided development opportunities for local performing artists and organisations through performances, rehearsal space, workshops, competitions, promotional support and profile development. **VISUAL ARTS** Displays of community art works in the Pumicestone Passage Gallery and Beausang Room attracted broad community interest and further positioned the venue as a significant arts centre for the region.

CREATIVE PROGRAMMING

168

TICKETED PERFORMANCES

61K

TICKETS ISSUED

3M



TICKET REVENUE

15K+



FACEBOOK FOLLOWERS

2,682



INSTAGRAM FOLLOWERS

40K+



SUBSCRIBERS

The Events Centre's 2021-2022 entertainment program continued to attract patrons from across the Sunshine Coast community, surrounding areas and interstate. The Centre offered the community a broad range of entertainment including music, dance, theatre, musicals, choirs, comedy and children's performances. The entertainment program was carefully curated to provide a balance of commercial and community performances, while aiming to increase return on investment for the Centre.

The Box Office had a phenomenal year, issuing 61,079 tickets and generating over \$3 million in ticket revenue. This demonstrated massive growth from the previous financial year where only 48,962 tickets were issued. With the generous support of touring promoters, the Centre was also able to issue over 400 x companion card tickets to a variety of performances during the year, enabling cost effective solutions and access for all members of the community to experience live theatre.

The 2021-2022 entertainment program was again impacted by COVID-19 restrictions, with six performances cancelled and several performances rescheduled. Despite this, audiences enjoyed 168 ticketed performances, 50% more than the previous year.



CREATIVE PROGRAMMING

In December 2021, the Centre launched their exciting new website. The Centre's full time Marketing Coordinator facilitated the upgrade and spent a considerable amount of time during the first six months of the financial year working on the rebuild and liaising with the third-party developers. The upgrade offers stability in providing patrons with a reliable and optimised desktop and mobile responsive platform to purchase tickets, access information and promote the Centre. The website offers a more customer-friendly, easy-to-navigate experience with a fresh modern feel.

In late December, the Centre was forced to pivot again when the vaccination mandate came into effect in Queensland for a period of four months. The Box Office budget was significantly impacted by additional costs of hiring security staff and increasing staff hours to ensure the vaccination status of patrons was checked before entering the building. The Box Office and Marketing staff were put under immense pressure during this time, not only refunding tickets due to vaccination status but also bearing the brunt of disgruntled patrons who wanted to express their frustrations at not being able to come into the Centre. Several key casual Box Office staff were not able to work during this time due to the mandate, putting pressures on rostering and staff fatigue.

In addition to these many challenges, the Program Team put their newfound skills in change management and adaptability to work to assist patrons that were affected by Queensland floods, relocating a performance on the day of the event, and effectively processing refunds and reschedules for valued customers who were unable to attend performances.

The Program, Box Office and Marketing staff worked tirelessly and with a positive attitude through the many challenges that arose in 2021-22 to bring beneficial outcomes to the Centre, audiences and the community. COVID-19 continued to have a huge impact on the arts and entertainment industry which was reflected in show cancellations and reschedules and resulted in \$13k of ticket refunds due to Government mandates. In particular, the Centre experienced several challenging months from August - September 2021, where performance events were unable to proceed due to border closures and lockdowns. October then saw a return to performances with the easing of lockdowns and border closures, re-opening to a massive 16 performances in one month.

Three key staff members in the Food and Beverage team left the Centre in September 2021 which saw the Program Manager backfill the Conference and Events Manager role to assist in delivering high quality catered events whilst the Centre recruited. This enabled the Box Office Coordinator the opportunity to act in the Program Manager's role temporarily, and gave casual Box Office staff more responsibility assisting with the Box Office Coordinators duties.

The Program administration office underwent renovation in late January 2022 and received a number of exciting upgrades including:

- · Old storage cupboards removed
- Walls painted
- New reflective windows letting more light into the office
- · Lights changed from fluros to down lights
- Data point cabling changed to enable a cluster of desks
- · New floor covering

In June 2022, the Centre delivered their very first Youth Drama Master Class. This is an on-going collaboration between Ricki-Lee Bernhardt-Tupin (Senior Drama Teacher at Kawana Waters State College and Board Director) and The Events Centre. The first Master Class 'Wearable Art – Upcycling Steam Punk' saw sold-out attendance of 30 local arts students ranging from 12 – 17 years old. Each Master Class is set to be facilitated by world-class performing arts professionals, beginning with artist Susie Nairn who has over 30 years' experience as a qualified Costume and Set Designer in both Australia and the UK.



PERFORMANCE CALENDAR 2021-2022

The 2021-2022 Entertainment Program was creatively modified with the aim of increasing both quality and diversity of programs presented throughout the year.

CHILDREN & YOUTH PERFORMANCES

Alphabet of Awesome Science
Grease (young@part)
I've Been Meaning to Ask You
Guess How Much I Love You
The Frog Prince
Oliver! Jr SCYT
Youth Drama Master Class

COMEDY

Mother And Son
Anh Do - The Happiest Refugee
Arj Barker
Fiona O'Loughlin
Jimeoin
Kitty Flanagan
MONO
The Naked Magicians
Peter Helliar & Lehmo
Ross Noble
Sydney Comedy Festival

DANCE

Potted Potter

Amy Beccari Dance School
Ballet International Gala
Celtic Illusion
Finesse Burlesque
Noosa Professional Dance
SC Dance Eisteddfod
SCPAC
SJ Dance
Starz Dance Academy
Sunshine Dance Centre
TFT - Qld State Finals (2021)

FINE ARTS

Animal Farm La Boheme

Noosa Music Soc: Piano Duets (2022)

LOCAL PRODUCTIONS

Pacific Lutheran College - Annie Jr Caloundra State School - Dance Extravaganza Queensland Education's Fanfare Pacific Lutheran College Dracula Wakakirri

TOURING ARTISTS

Anthony Callea
Celebration Of Swing
Cosentino Deception
Human Nature
Mamma Mia The Musical!
Mark Vincent and Mirusia
Paul Kelly
Priscilla Queen Of The Desert
Shorrock & Cadd
The Ten Tenors
Weathering Well

TRIBUTE ARTISTS

Golden Mambo Italiano World Of Musicals A Holly Christmas Andrews Sisters Tribute Best Of The Bee Gees Big Stadium Rock Show Bloom Sings Creedence Clearwater Collection Funny Girl Glamazonia ARC's Let It Be Melinda Schneider's Love Songs Neil Diamond Show Queen Bohemian Rhapsody The Robertson Brothers Rockaria The ELO Experience Spirit Of Leonard Cohen

OTHER

Lisa Curry Author Event
Peter Williams
SCCSA Adermann Night
Trent Dalton Author Event



BUSINESS & CORPORATE EVENTS

BUSINESS, CORPORATE, PRIVATE & OTHER EVENTS



8K ATTENDANCE

COMMUNITY EVENT SUPPORT & SPONSORSHIP

At the heart of the Centre is the local Caloundra community, and the Centre continued to provide many local loyal event hirers with a space to meet, be educated, be inspired and to be rewarded. Most hirers who use the Centre for business and corporate purposes are local Sunshine Coast businesses and community groups, which is reflected in the events held in the venue throughout the year.

Despite continued COVID-19 challenges, the Centre successfully planned and delivered outof-region Conferences including the Planning Institute of Australia QLD State Conference and the Rotary District 9620 Conference which resulted in the Sunshine Coast region receiving economic benefit through increased occupancies for local hotels and restaurants. Unfortunately, many large conferences and dining events which included attendees to travel from interstate were unable to proceed during the year as planned due to the continued COVID-19 challenges.

LARGE CATERED FUNCTIONS

- Sunshine Coast Business Women's Network (SCBWN) Awards Gala
- Sunshine Coast Council Conservation Forum
- Caloundra State High School Year 12 Formal
- Planning Institute of Australia QLD State Conference
- QLD Strawberry Industry Awards Night
- Caloundra Jobs Fair
- Maleny State High School Year 12 Formal
- Sunshine Coast Grammar School Year 12 Formal
- St Johns College Year 12 Formal
- Suncoast Christian College Year 12 Formal
- SCBWN Christmas Breakfast
- Rotary District 9620 Conference
- Sunshine Coast Australia Day Awards

SPECIAL EVENTS, WORKSHOPS, **MEETINGS & FORUMS**

- Meridan State College Secondary Awards
- Sunshine Coast Churches Soccer Awards Night
- Sunshine Coast Council Turf Maintenance Services Tendor Information Sessions
- Sunshine Coast Council **Business** Performance Good 2 Great Workshop
- Sunshine Coast Business Women's Network Purple Room Event
- QLD College of Teachers Workshop
- Dept. of Justice and Attorney General: Safety Women's & Justice Taskforce Stakeholder Forum
- Sunshine Coast Council Active Transport **Advisory Committee Meeting**
- Entrepreneurial Business School: Business **Growth Workshop**
- Sunshine Coast Council Improving Quality of **Applications**
- The Public Trustee Regional Stakeholder
- Sunshine Coast Council Critical Risk Training
- Sunshine Coast Arts Advisory Board Workshop
- Sunshine Coast Ecological Park Steering Committee Meeting
- Sunshine Coast Council Property Management **Branch Workshop**
- LGAQ NRM Forum
- Sunshine Coast Council Code of Conduct **Training**
- Sunshine Coast Council Diversity Inclusion Advisory Group Meeting
- Gideons Monthly Dinner Meeting x 9
- Ray White Monthly In-house Auction x 5

EVENT CANCELLATIONS LARGE **DUE TO COVID-19**

- Art of Attraction National Summit
- Australian Artillery Association National **Gunner Dinners**

BUSINESS & CORPORATE EVENTS

THE IMPACT OF COVID-19

2021-2022 was a transitional year for the Conference and Events Department with COVID-19 significantly impacting the business events market throughout the financial year albeit with different reasons than the enforced lockdown of the previous years.

During the first six months of year the Centre operated with a degree of normality with business events performing to near prepandemic levels. We had an exceptionally busy November with Caloundra Jobs Fair and the traditional school formal season.

With the Queensland borders reopening in December, as well as the resultant wave of COVID-19 cases and vaccination mandates, there was a significant slowing of momentum in late 2021. This was evident with the hesitancy to host and attend events, and this resulted in cancellations and postponements of a significant amount of business events in the third quarter.





FOOD & BEVERAGE

The Conference and Events Department developed a new menu Compendium in conjunction with an external specialist marketing and design agency. The new menu was themed on supporting our local food and beverage suppliers under the tagline 'bringing the outside in'. Showcasing our new crockery, the menu Compendium caters to the business market and has been warmly received. The new Compendium was published at the end of June ready for release at the start of the new financial year.

From March through to June, the department also worked on migrating the Point-of-Sale system (POS) to an enhanced cloud-based operation that provides an improved comprehensive insight of our sales, purchases, and cost of goods. This coupled with a new back-of-house food menu management system APICBASE, provides the department with the analytical tools to make informed decisions for pricing, structure, and menu engineering. With live entertainment providing the majority of the revenue in early 2022 the focus was on service delivery to pre-show dining patrons.

A new menu booking platform, Open Table, was introduced. This comprehensive online booking platform enables staff to manage the booking timings for performances, ensuring a particular timeslot is not overbooked, and monitor bookings when at capacity.

The move to online bookings also prompted a change to service style whereas previously guests were invited to collect their meals from the counter servery, meals are now delivered to the table by staff for a more personalised service.

The department also improved the menu options, with the new turbo ovens the Head Chef was able to introduce a wider variety of dishes, including schnitzels, burgers and pizza.

Another popular move was the shift of the barista coffee machine to a dedicated service point at the far end of the bar. This area now resembles a café with coffee, cake, smoothies and milkshakes available.

These initiatives have seen a positive response from patrons both in the post-show surveys, and the feedback left on the Open Table platform which currently rates the Centre dining 4.2 stars out of 5.

FACILITY MANAGEMENT

MAJOR CAPITAL WORKS

The Events Centre continued to collaborate with Sunshine Coast Council to develop and preserve top quality, world-class facilities that will help our business and serve the community.

As part of the 2021-2022 major works program, the main clocktower stairwell from the carpark to the foyer has been refurbished, including tiling over worn sections of concrete, replacement of non-compliant handrails to provide better accessibility, addition of integrated handrail lighting, replacement of dilapidated timber panels with modern aluminium panels and new carpet and nosing on the stairs themselves. This completes the connection with the recently renovated foyer space.

A design for a modern box office space was undertaken which ties the box office into the front of the building, providing a more ergonomic box office workspace and the ability to sell tickets directly to the outside of the building through the front windows. This project is currently at the design stage.

Replacement and augmentation of internal venue wayfinding signage has been identified as an important undertaking. The new signage has currently been designed and will be installed in the new financial year.

Some new digital signage displays and players were also to be installed in the 2021-2022 year, although due to pandemic related labour and supply chain issues this project has been pushed to next financial year.

The Centre's utmost priority is the development and construction of additional toilet facilities, as identified and highlighted by Steve Romer (GM) to Sunshine Coast Council. Funding will be allocated in the new financial year to design these additional amenities.



VENUE EQUIPMENT

The Capital Equipment Program considers the future equipment requirements for renewal or enhancement across all departments in the venue.

2021-2022 saw the cessation of a 5-year lease agreement with Telstra for our business telephone system. The Centre, in conjunction with a local company Click-Access, has transitioned entirely to Voice-Over-Internet telecommunications and purchased a new and modern business phone system with high call clarity and extended features. This resulted in some significant savings in call and monthly costs, whilst retaining the same public phone number.

Handheld electronic ticket scanners were purchased and have been deployed, which tie into the Box Office ticketing system for statistical analysis and record of attendance.

Some replacement lighting fixtures for the Playhouse Theatre and Kings Theatre were acquired, along with a new audio monitor console and ancillary equipment to aid in delivering the ever-growing needs of touring productions.



FINANCE SUMMARY

The Centre finished the 2021-2022 financial year with a solid surplus of \$28,818. This was a favourable financial outcome given the reduced trading opportunities due to COVID-19 related facility capacity restrictions. The financial outcome was assisted by recovering activity levels in the period after reopening to full capacity in late August. The two months of October and November provided a record \$210K in combined profits. The commercial and large catered events held in this period provided stronger than anticipated profits. The type of business secured was lucrative and was delivered in the most efficient way possible to maximise profitability. The results achieved in the second quarter greatly assisted the financial sustainability of the Centre for the remainder of the year.

Unquestionably the greatest challenge the Centre faced in 2021-2022 was the continual presence of COVID-19 and its financial impacts. The year started with a COVID-19 related facility closure that was a major disruption to the business. Almost all events in August were cancelled or rescheduled. Management responded quickly and efficiently to the evolving operating environment by implementing several measures to control expenditure. Staffing and operational expenditure were restricted to essential spend only, staff leave plans were implemented and potential COVID-19 relief funding sources were investigated. The Company was able to successfully secure a small amount of State Government COVID-19 financial assistance. The decisive actions of Management achieved a positive overall financial year end position, in a year that had potential to have had more severe financial consequences for the Company.

The facility closure and capacity restrictions occurred at the beginning of the financial year in one of the busiest quarters. This resulted in a pattern of trading activity that was very different to previous years. The Centre experienced strong post COVID-19 lockdown activity levels in the second quarter with event organisers and consumers displaying confidence in hosting and attending events. Increased levels of facility utilisation and business growth in the immediate post COVID-19 lockdown trading months were clear. The Centre successfully serviced more than 74,597 people and held 258 events during the year. Another encouraging achievement was that the annual number of patrons increased by 9% compared to the previous year. These factors all contributed to the Company achieving a positive financial result that was favourably aligned with the 2021-2022 budaet.

One of the most significant financial highlights was that the Centre was successful in building its income despite the challenges of restricted trading opportunities. Event income grew substantially compared to the previous year. Company earned income grew by \$407K or 28%. This was due to a significant increase in well attended popular commercial entertainment events. The income associated with these promoter events increased by \$541K or 129% during the year and provided a strong source of income whilst the business events suffered a 29% decline.

The Company achieved a solid and stable financial position from continued diligent financial management. This year's positive financial result will support ongoing sustainability and capability to deliver the financial and nonfinancial outcomes sought by the community, the shareholder, and associated stakeholders.

The Company's financial governance practices were again tested by the Queensland Audit Office and received an 18th consecutive 'clean audit' from the Queensland Audit Office. The positive results of this independent review of the Company's financial governance practices, will no doubt be welcomed by the sole shareholder of the Company, the Sunshine Coast Council.

The Board of Directors of The Sunshine Coast Events Centre Pty Ltd on the 4th August 2022 formally confirmed that the Trial Balance and accompanying Management Accounts fairly presented the Company's financial position as of 30th June 2022 and its performance for the year ended on that date.

In the Directors' opinion, subject to ongoing funding from its shareholder, Sunshine Coast Council, as per the budget submitted and approved at the Council meeting on 23rd June 2022, there are reasonable grounds to believe that the Company will be able to pay its debts as and when they become due and payable.

In summary, 2021-2022 was a successful year of trading and event delivery despite the major disruptions that resulted from the restricted venue capacity due to COVID-19. The record profits in October and November contributed significantly to a financial result that reinforces the Company's solid financial position and enables it to enter the 2022-2023 financial year with accumulated retained earnings of \$679,460. Looking forward, greater stability in the operating environment will establish a solid platform for growth and continued community benefits.

Management Accounts 2021 - 2022

For the period 1st July 2021 to 30th June 2022

Sunshine Coast Events Centre Pty Ltd ABN: 38 127 655 510

Profit and Loss

For the period 1st July 2021 to 30th June 2022

	2021/22 Actual	2021/22 Budget	% Var to Budget	2020/21 Actual	% Var to 2020/21
OPERATING REVENUE					
User Fees	1,658,044	2,135,331	78%	1,250,522	133%
Rent	169,953	274,552	62%	167,999	101%
Interest	7,706	9,000	86%	11,026	70%
Grants-Operating	1,596,960	1,581,960	101%	1,681,620	95%
Other Revenue	200	-	-	-	-
Internal Revenue	64,269	145,001	44%	110,989	58%
TOTAL REVENUE	3,497,132	4,145,844	84%	3,222,156	109%
OPERATING EXPENDITURE					
Employee Costs	2,221,969	2,498,552	89%	1,991,302	112%
Materials & Service	1,139,438	1,462,291	78%	972,744	117%
Financial Costs	42,638	40,000	107%	40,233	106%
Internal Charges	64,269	145,001	44%	110,989	58%
TOTAL EXPENDITURE	3,468,314	4,145,844	84%	3,115,268	111%
OPERATIONAL PROFIT/(LOSS)	28,818	-		106,888	

Balance Sheet

As at 30th Ju

une 2022		
	2022 \$	2021 \$
CURRENT ASSETS		
Cash and Cash Equivalents	2,099,464	2,055,461
Trade and Other Receivables	6,445	1,000
Inventories	33,506	33,696
Other	7,755	7,459
TOTAL CURRENT ASSETS	2,147,170	2,097,616
TOTAL ASSETS	2,147,170	2,097,616
CURRENT LIABILITIES		
Trade and Other Payables	9,350	4,020
Employee Benefits	166,258	139,964
Client Monies Held	1,071,649	1,078,361
Other	47,608	56,197
TOTAL CURRENT LIABILITIES	1,294,865	1,278,542
NON CURRENT LIABILITIES		
Employee Benefits	172,835	168,422
TOTAL NON CURRENT LIABILITIES	172,835	168,422
TOTAL LIABILITIES	1,467,700	1,446,964
NET ASSETS	679,470	650,652
EQUITY		
Contributed Equity	10	10
Retained Profits	679,460	650,642
TOTAL EQUITY	679,470	650,652

Statement of Cash Flows

For the period 1st July 2021 to 30th June 2022

	2022 \$	2021 \$
CASH FLOWS FROM OPERATING ACTIVITIES		
Receipts from customers	1,822,055	2,298,894
Receipts from council / grants / government	1,596,960	1,681,620
Interest received	8,525	10,845
Payments to suppliers	(1,182,240)	(977,491)
Payments to employees	(2,191,261)	(1,970,113)
GST paid to ATO	(10,036)	5,494
Net Cash provided by (used in) Operating Activities	44,003	1,049,249
Net increase (decrease) in cash held	44,003	1,049,249
Cash at the beginning of financial year	2,055,461	1,006,212
Cash at the end of financial year	2,099,464	2,055,461

Statement of Changes in Equity

For the period 1st July 2021 to 30th June 2022

	Contributed Equity	Retained Earnings	Total
	\$	\$	\$
2021			
Total Equity at beginning of the period	10	543,754	543,764
Profit for the Period	-	106,888	106,888
Total Equity at end of the period	10	650,642	650,652
2022			
Total Equity at beginning of the period	10	650,642	650,652
Profit for the Period	-	28,818	28,818
Total Equity at end of the period	10	679,460	679,470

SUNSHINE COAST EVENTS CENTRE PTY LTD ABN: 38 127 655 510

DIRECTORS' DECLARATION

The Directors of the Company declare that:

The Trial Balance and accompanying Management Accounts present fairly the Company's financial position as at 30th June 2022 and its performance for the year ended on that date; and

In the Directors' opinion, subject to ongoing funding from its shareholder, Sunshine Coast Council, as per the budget submitted and approved at the Council meeting on 23rd June 2022, there are reasonable grounds to believe that the Company will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution of the Board of Directors.

Director: Name

Jeanette Burrows

Signature

Date

4th August 2022

Director: Name

Robert Forbes

Signature

Date

4th August 2022

REVIEWS & FEEDBACK

Fantastic show Feel extremely lucky to see such great artists locally.

We are fortunate to have such a facility on the Sunshine Coast bringing top notch artists to perform, whether individuals or groups. Wonderful to be able to enjoy such first class acts.

Well done, Event Centre Caloundra!

Keep supporting the Arts by bringing such quality acts to the Sunshine Coast. I have been to "The Ten Tenors" twice this year and it has been truly life-changing and energising. Events Centre, you are a wonderful local resource rather than having to travel to Brisbane or further afield. Thank you.

This show was amazing. I live in Pelican Waters so you are on my doorstep.

The Events Centre is just a gem of a place - love it

Just wanted to say a big thank you for hosting our Year 12 Formal. It was a beautiful evening and from what I've heard so far from guests and students, everyone had an enjoyable night!

- Suncoast Christian College

On behalf of St John's College, I would like to thank you for a wonderful Graduation Dinner for our Year 12 students and their families. The night could not have been better. - St John's College

Thank you for being a great host for our Forum. The Events Centre continues to be my number 1 venue choice due to the service you and your staff provide.

- Sunshine Coast Council
'Our Environment Forum'

Thank you for all your assistance with the SCAAB Workshop. Really, really appreciated. -Sunshine Coast Arts Advisory Board Workshop



20 Minchinton St, CALOUNDRA QLD 4551 (07) 5491 4240

theeventscentre.com.au

