

Sunshine Coast Major and Regional Events Strategy 2013-2017



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Holden Scramble Championship

Preface

In the context of this document, the expression “major events” generally refers to, and is understood to mean, all three categories of events distinguished in this strategy on the following basis:

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

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

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



Mooloolaba Triathlon Festival

1. Overview

The Sunshine Coast is one of Queensland's most popular tourism destinations and its economy is strongly dependent on the performance of the tourism industry. In 2011, the Sunshine Coast was ranked as the 16th most tourism-dependent region in Australia (Tourism Research Australia, 2011a).

The region hosts a variety of major events each year which reinforce its reputation as a leading tourism destination. These events support local businesses as well as contributing to a range of community development objectives. Sunshine Coast Council (SCC) is seeking to position the region as Australia's premier destination for major events.

Major events are important catalysts for economic development, social inclusion and community well-being. The economic impact of major events can be broad and far-reaching. The region benefits from increased visitation (e.g. boosted accommodation, transport and food expenditure) and also the localised expenditure associated with holding the event (e.g. equipment and service hire). This additional spending can provide significant stimulus to local businesses and enhance the viability of the tourism and tourism-dependent industries. According to Tourism Australia, for every dollar spent on tourism activities, another 91 cents is generated in other parts of the economy. Hosting major events is one way to build a region's national and international reputation.

As well as enhancing the economic fabric of the region, major events provide other positive outcomes to the local community, such as promoting social inclusion, well-being and cultural benefits. Major events can bring communities together, foster participation, encourage healthier lifestyles and enable residents to gain a wealth of experiences that would otherwise not be readily available or accessible. These are no less important to the community than the economic impacts and can result in increased community pride, volunteering and ambience.

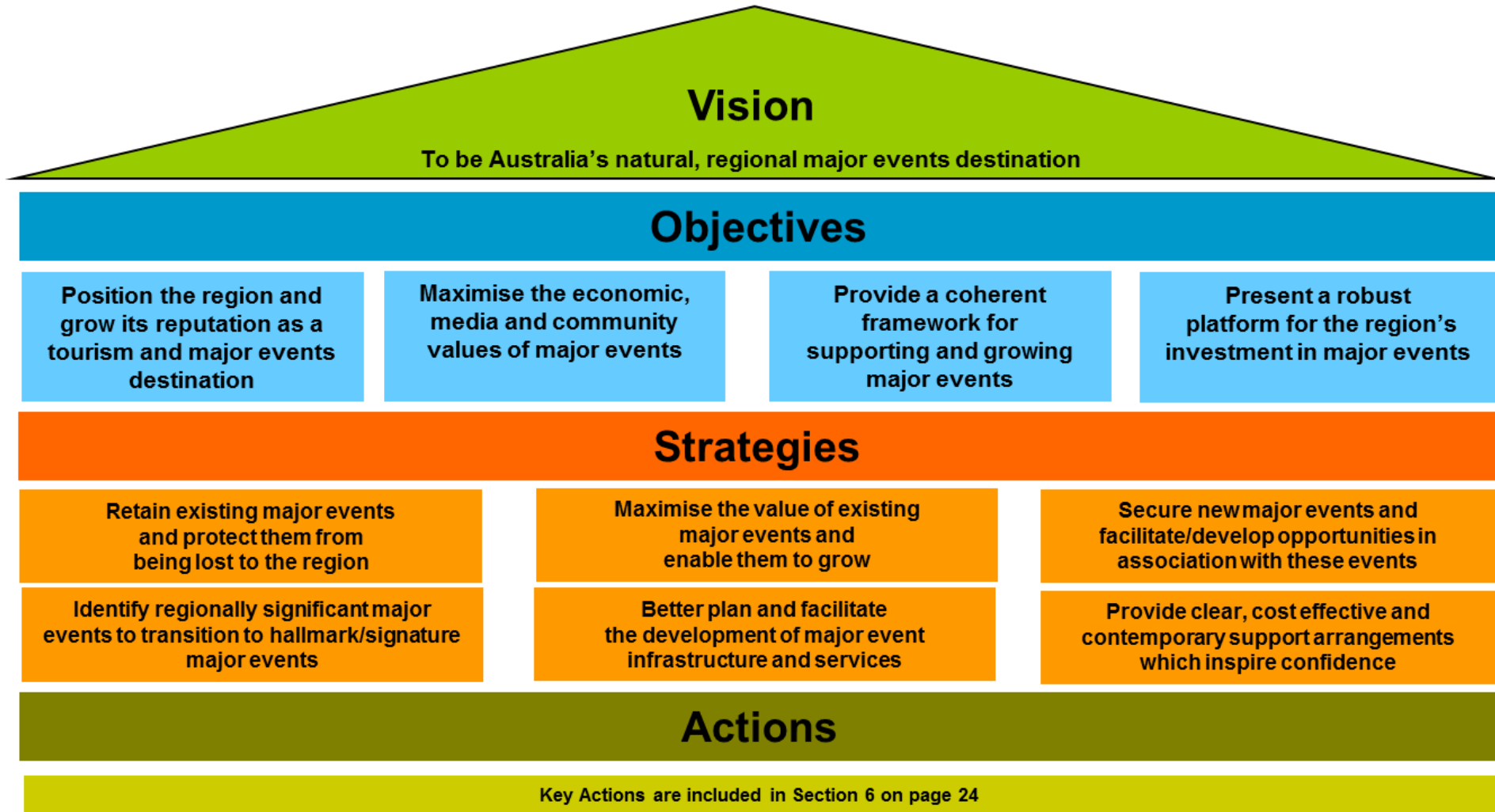
Coupled with a growing track record for staging high-value events, the economic and community development opportunities provide the impetus for a clear and focused major events strategy for the Sunshine Coast.

Building the Sunshine Coast's competitive advantage to host major events is a key focus of this strategy. This can be achieved by focusing on growing the existing suite of major events and targeting a select number of high-value opportunities that do not necessitate immediate significant investment in purpose-built infrastructure which has a narrow utility. Successfully leveraging and growing existing events will assist in developing the region's value proposition, build its capability to retain these events and enable it to attract new major events.



Australian Motocross Championship

The Strategy – a graphic representation



2. Alignment with Existing Policy Frameworks

The Major Events Strategy 2013-2017 aligns with the key strategic elements and intent of other regional policies crucial to the development of the region and its major events. These include the:

- [SEQ Major Events Strategy](#) prepared by Tourism and Events Queensland (formerly Events Queensland), which focuses on targeting and leveraging existing, successful major events and recognises that major events focusing on participatory sport and recreation are key strengths, with a longer-term approach of increasing business events.
- [Sunshine Coast Community Plan – Our Vision for 2030](#), which reflects the community's aspiration for the area to become Australia's most sustainable region and aims to create a place where people have a sense of identity and belonging.
- [SCC's Corporate Plan 2009-2014](#), which outlines the emerging priorities and key strategies to help achieve Council's vision for the Sunshine Coast to become Australia's most sustainable region – vibrant, green and diverse – and includes developing and implementing a regional major events strategy as an action to achieve a sustainable tourism industry.
- The draft [Sunshine Coast Economic Development Strategy 2013-2033: Sunshine Coast – The Natural Advantage](#) which provides a 20-year vision and blueprint for long term sustainable economic growth, which supports the region's enviable and authentic lifestyle and natural assets and includes a focus on securing investment in tourism, sport and leisure opportunities to support the strengthening of the regional economy.
- [Tourism Australia's Tourism 2020 Strategy](#), which is Australia's national strategy to enhance growth and competitiveness in the tourism industry by focusing on six strategic areas. It is endorsed by all state and territory tourism ministers and brings the existing work, research and collaboration between industry and governments into a single plan – one that links tourism supply with demand (www.tourismaustralia.com).



Queensland Ocean Swim Series

3. Vision and Objectives

Consistent with the region's economic development priorities, the Sunshine Coast aspires to be

Australia's natural, regional major events destination

Realising this vision will be built on the following key objectives:

- Positioning the region and growing its reputation as a tourism and major events destination.
- Maximising the economic, media and community value of major events - thereby generating an appropriate return for the region.
- Providing a coherent framework for supporting and growing major events.
- Presenting a robust platform for the region's investment in major events.

The approach that is pursued to achieve these objectives should be discerning, cost-effective and reflect the region's aspirations.

Key considerations which will underpin the retention of existing – and the attraction of new – major events for the region include:

- The desire for a quality of life and a vibrant, growing economy which can be enhanced by hosting and developing major events.
- Major events should provide an economic impetus or “back-fill” for the slower periods of the tourism and visitor cycle and lessen the impact of peaks and troughs, as well as generating commercial investment and local business development opportunities.
- Depending on the nature of a major event, other important regional values and aspirations should be nurtured, for example, ecological sustainability, social diversity, innovation and sustainable growth.
- Successful major events should act as an effective means of profiling or presenting the region to a broader audience, with benefits including growth in investment leads, trade and visitor markets and the ability to showcase wider industry opportunities and natural assets.
- With careful planning, major events should encourage and facilitate community pride, tolerance and connectedness between residents, the business community and government.
- The important linkage between major events and the Sunshine Coast's “brand” – it's vital the brand is supported and enhanced both in the context of increasing visitor numbers and attracting business investment.

To this end, SCC and its partners will:

- Retain existing major events and protect them from being lost to the region.
- Maximise the value of existing major events and enable them to grow.
- Secure new major events and facilitate/develop opportunities in association with these events.
- Identify regionally significant major events to transition to hallmark/signature major events.

- Better plan and facilitate the development of major event infrastructure and services.
- Provide clear, cost-effective and contemporary support arrangements which inspire confidence.

SCC recognises the need to provide an annual calendar of major events to underpin tourism and visitation throughout the year and to ensure the region is able to maximise the return on its investment in these events. This strategy provides a focus for the coordination of Council services to support major events and a cohesive and easily understood basis for its investment in major events. It also provides the framework for major events to be targeted on a strategic basis and – importantly – to support economic growth, employment and community development on a sustained basis.

The strategy is designed to build on the Sunshine Coast's natural advantages which perfectly position it to host a range of major events where limited capital investment in new infrastructure is required. This includes events associated with triathlons, aquatics (surf and still water), road cycling, outdoor extreme events, golf, lifestyle, and cuisine and business events – all of which showcase the region's investment proposition and strengthen its economic diversification objectives.

Over time, as its infrastructure mix is enhanced, the region should move to further target niche market cultural events such as touring exhibitions and collections and international music and dramatic acts. This represents a highly attractive market opportunity for the Sunshine Coast, which is presently constrained due to the lack of requisite infrastructure and facilities.



*Etchells Australasian Winter Championships
Image courtesy Peter Duncan*

4. Major Event Categories

This strategy purposefully provides the strategic settings and foundation for the support of major events - enabling the region to focus its attention on retaining and growing worthwhile activities which provide substantial opportunities to stimulate tourism and other industry sectors and support community development.

Major events are clearly distinguished within three categories in this strategy on the following basis:

- Hallmark/signature events (Tier 1):**
 A hallmark/signature event is one which will attract significant numbers of visitors, participants or media from outside the region and will result in substantial and measurable economic, media, social and community benefits for the Sunshine Coast. Hallmark/signature events are generally staged over a number of days, enjoy a level of international recognition and are usually recurrent in nature.
- Regionally significant events (Tier 2):**
 Regionally significant major events have a strong resonance with the image and brand of the Sunshine Coast, generate support from local organisations and may have the potential to become a hallmark/signature event in the future. These events are usually recurrent and often support other economic and community development outcomes. The additional economic benefit to the region of staging regionally significant major events is less than projected for hallmark/signature events.
- Regional events (Tier 3):**
 Regional events attract less numbers of participants and visitors than regionally significant events. Media exposure is generally limited to state or south-east Queensland media coverage with some niche media coverage outside these areas. Regional events provide some destination brand support and position the Sunshine Coast for other events.

Table 1 describes the characteristics of each of these categories and provides a contrast with community events and festivals. This framework is generally consistent across the major events spectrum in Australia. The positioning criteria are particularly important and must be met in each instance. For the remaining criteria, 6 of the 7 must be met.

Table 1: Characteristics of event categories

Evaluation Criteria	Event Category Matrix			Community Events
	Hallmark/Signature Events (Tier 1)	Regionally Significant Events (Tier 2)	Regional Events (Tier 3)	
Positioning	<ul style="list-style-type: none"> Events become international destination marketing tools which assist in defining the destination to those outside the Sunshine Coast. Support destination brand, showcase regional attributes such as facilities and attractions. 	<ul style="list-style-type: none"> Position the Sunshine Coast as an attractive destination for participating in events by showcasing facilities, attractions and capacity. Promote the Sunshine Coast as a desirable place to live, visit and invest in events. 	<ul style="list-style-type: none"> Triggers some destination brand support. Positions the Sunshine Coast for other events. Builds the reputation of the Sunshine Coast as a diverse events destination. 	<ul style="list-style-type: none"> Minimal.

Evaluation Criteria	Event Category Matrix			Community Events
	Hallmark/Signature Events (Tier 1)	Regionally Significant Events (Tier 2)	Regional Events (Tier 3)	
Recognition	<ul style="list-style-type: none"> National and international. 	<ul style="list-style-type: none"> National and state recognition – usually in niche markets. Alternatively, state or south-east Queensland (may have some national recognition in niche markets). 	<ul style="list-style-type: none"> State or south-east Queensland (may have some national recognition in niche markets) 	<ul style="list-style-type: none"> Primarily local in nature, but may have some recognition in other regions.
Occurrence	<ul style="list-style-type: none"> Recurrent. May be a “one-off” event that has strong brand recognition for the Sunshine Coast and attracts significant numbers of visitors/participants from outside the region. 	<ul style="list-style-type: none"> May be recurrent or “one-off”. 	<ul style="list-style-type: none"> May be recurrent of “one-off”. 	<ul style="list-style-type: none"> May be recurrent or “one-off”.
Duration	<ul style="list-style-type: none"> Generally three days or more. 	<ul style="list-style-type: none"> Generally two days or more. 	<ul style="list-style-type: none"> Generally one to two days. 	<ul style="list-style-type: none"> Generally only one day.
Visitor Nights	<ul style="list-style-type: none"> Have the capacity to generate in excess of 6,000 visitor nights. 	<ul style="list-style-type: none"> Will have the capacity to generate in excess of 3,000 visitor nights 	<ul style="list-style-type: none"> Will generally have the capacity to attract in excess of 500 visitor nights. 	<ul style="list-style-type: none"> Minimal.
Economic Impact	<ul style="list-style-type: none"> Significant economic value generally in excess of \$5 million net benefit. Economic value is clearly measurable. Expected ROI ratio of at least \$1:10. 	<ul style="list-style-type: none"> Economic value up to \$5 million. Economic value is measurable. Expected ROI ratio of up to \$1:8. 	<ul style="list-style-type: none"> Economic value over \$300,000. Economic value is measurable. Expected ROI ratio of up to \$1:6. 	<ul style="list-style-type: none"> Limited in terms of economic value to the Sunshine Coast.
Media Exposure	<ul style="list-style-type: none"> National and international media coverage. Live TV coverage or delayed highlights package broadcast. 	<ul style="list-style-type: none"> Primarily state level media exposure – there may be some national exposure. May have television coverage – delayed highlights package broadcast. 	<ul style="list-style-type: none"> State or south-east Queensland media coverage and some niche media coverage outside these areas. 	<ul style="list-style-type: none"> Limited – mostly local.
Participants and visitors (from outside the Sunshine Coast)	<ul style="list-style-type: none"> More than 30% of participants and visitors from outside the region. 	<ul style="list-style-type: none"> Generally at least 30% of participants and visitors from outside the region. 	<ul style="list-style-type: none"> Generally between 15% and 30% of participants and visitors from outside the region. 	<ul style="list-style-type: none"> Up to 10% of participants and visitors from outside the region.

5. Current Major Events Landscape

5.1 Existing Sunshine Coast major events

SCC invests more than \$1.5 million in a range of major events each year. This funding is presently raised via an annual Tourism Levy. The major events supported by Council aim to increase visitation, generate media exposure for the region and raise the profile of the Sunshine Coast as an event and holiday destination.

The region's major events sector strength is its ability to host national and international sporting, lifestyle and beach and water-based sports events, music festivals and horse racing.

Existing major events in the region are primarily sport and outdoor, recreation-based activities, with the emergence of some boutique lifestyle events. Cultural and artistic themes are not a strong feature of the region's current major events.

Conservative estimates indicate that the existing hallmark/signature events on the Sunshine Coast add more than \$40 million per year to the local economy and increase the number of room nights occupied by 225,000 annually. In addition, it is estimated that regionally significant and regional events contribute an additional \$40 million per year in economic impact and generate an extra 260,000 room nights.

Regionally significant and regional major events have been historically supported by SCC through its Major Events Sponsorship Program (MESP). These events exhibit different characteristics to hallmark/signature events. Nevertheless, these events all serve to grow the region's reputation for supporting and hosting a broad major events program and play an important role in facilitating community well-being, attracting visitors and generating business activity.



Rally of the Sunshine Coast (Antique Cars)

5.2 Current organisations involved

A number of partners and stakeholders are directly involved in securing, promoting, supporting and delivering the region's major events.

The success of major events in this region is dependent upon SCC partnering with Sunshine Coast Destination Limited (SCDL) and Tourism and Events Queensland (TEQ).

Major Events Advisory Panel

The Major Events Advisory Panel (MEAP) was established by Council on 6 October 2010 and is presently supported by its Economic Development Branch. It considers recommendations for funding support under the Major Events Sponsorship Program and reviews major event proposals.

The Panel comprises representatives from:

- SCC (one executive member, two Councillors).
- SCDL (two Board members and the Chief Executive Officer).
- TEQ (one representative on behalf of the Chief Executive Officer).

MEAP is an advisory body with no determinative authority or capacity to undertake contractual negotiations. Contractual arrangements are executed between the event promoter and SCC.

Sunshine Coast Destination Limited (SCDL)

SCDL's core role is to promote the Sunshine Coast as a premier holiday and business events destination locally, nationally and internationally, as well as to develop the resilience and capability of the regional tourism industry. SCDL works closely with SCC and event organisers to leverage marketing and promotional benefits for the region from supported major events.

Tourism and Events Queensland (TEQ)

Tourism and Events Queensland's aim is to foster the creation of a collaborative tourism and events business system that engages and provides a sense of ownership of all stakeholders. Its purpose is to facilitate the promotion, marketing and development of tourism to and within Queensland.

Tourism and Events Queensland's Regional Development Program (RDP) provides financial assistance to grow events outside of the Brisbane City Council local government area. For the Sunshine Coast region, TEQ provides expert and strategic advice as part of the consideration of local funding requests – with a particular focus on growing major and significant regional events. TEQ also provides direct financial support to many of the existing major events in the region.

Event promoters

Event promoters and hosts play an important role in developing and delivering major events in the region – as well as stimulating the interest of other event promoters to consider bringing major event proposals to the region.

5.3 Key influencers of major events on the Sunshine Coast

The Sunshine Coast is facing intense and increasing competition from other domestic and international destinations which are becoming both more aggressive and innovative in their efforts to secure and retain major events and tourism expenditure. Central to achieving a competitive advantage is having:

- An enviable climate and weather conditions conducive to the staging of major outdoor events;
- A widely regarded reputation for supporting and hosting major events;
- SCC support through sponsorship, regulatory approvals, access to Council facilities and services;
- Professional marketing and promotion services provided by SCDL for major events on the Sunshine Coast;
- A strong partnership with TEQ to identify, secure, support and create events on the Sunshine Coast;
- Built and natural event infrastructure to support the staging of these events; and
- A consistently strong, local commitment to maximise the opportunities afforded by major events.

The natural attractions/assets of the Sunshine Coast are the most compelling strengths of the region as an events destination.

In the past few years, the Sunshine Coast has implemented significant regional reform of its tourism industry advocacy arrangements, industry development and approach to destination marketing. There is, however, a need for a concentrated focus to respond to a number of other major external influencers to enhance the region's major events reputation.

Major events are an important economic activity for the region – stimulating investment, infrastructure and landscape development and augmenting the existing leisure tourism industry.

Internal factors which influence the capacity of the Sunshine Coast to host major events include:

- **Events infrastructure:** Ensuring that existing infrastructure is appropriately located and serviced will assist in developing and attracting new major events and expanding existing major events;
- **Sunshine Coast Airport:** Scheduling of direct flights from capital cities and overseas will make it easier for visitors to attend major events;
- **Tourism accommodation supply:** Supplying accommodation (and its relative mix) will affect the ability and interest of visitors to attend major events and, therefore, the success of these events; and
- **Event offering:** The region's ability to offer events which meet visitors' demands and create an experience that cannot be gained elsewhere is crucial. Leveraging off the natural attributes of the locality is most likely to generate events which have the greatest prospects of success and which represent value for money.

Key external factors influencing the success of major events in the region include fluctuations in currency markets and global economic conditions. These fluctuations make it either more or less attractive to visit Australia for international visitors and can also make it easier for Australian residents to travel overseas as opposed to holidaying locally. A range of global major event trends are impacting on the competitiveness of the Sunshine Coast to attract major event opportunities and the associated tourism visitation, including:

- Greater demand from consumers for environmentally sustainable options, including carbon neutral events, carbon offsets for travel and environmentally friendly accommodation options;

- Requirements for decision-making bodies to understand the total impact of major events, including social, environmental and economic impacts;
- Challenging economic conditions resulting in many potential delegates and corporate consumers looking more closely at their expenditure and considering more localised events;
- Increased recognition that “hybrid events” can multiply a major event’s impact and can attract new attendees for future events;
- Asia as the primary source of international growth for major events regionally and for the international visitor market for many major events hosted in Queensland; and
- Increased cost and competition to attract major events.

5.3.1 Cultural and lifestyle events

There are limited major cultural events on the Sunshine Coast – although there has been a growing emergence of “lifestyle events” as part of the defining major events mix of the region. This deficiency can be attributed to both internal and external factors, including:

- Challenging economic circumstances, both nationally and internationally, impacting on the preparedness of event promoters to assume the risks associated with delivering cultural events in regional areas;
- A lack of appropriate infrastructure, for example, a dedicated gallery, convention, performance or exhibition space of a size, scale and characteristics to meet expectations of event and collection owners and insurers; and
- Competition with capital cities to host these events, most notably influenced by the region’s proximity to Brisbane and the breadth of international standard cultural and performance infrastructure available in this locality.

While these challenges will not be rapidly overcome, growing the cultural events market on the Sunshine Coast is a strategic opportunity and the region needs to consider some innovative approaches – including the redevelopment and re-use of existing buildings and facilities – to better avail itself of these prospects in the short to medium term.



Sunshine Coast Winter Bowls Carnival



Kellogg's Nutri-Grain Iron Man Series

5.3.2 Sport and recreation events

There are a number of major sport and recreation events that make use of the Sunshine Coast's natural attributes – which reinforces the attractiveness of the region to a particular segment of the sport and recreation industry events market – particularly where the major event is reliant on the natural environment, climate and weather and/or beach settings.

The region's capacity to expand its offering of major sport and recreation events is influenced in the short-to-medium term by the following factors:

- Availability of national standard infrastructure to host events which rely on rectangular and oval field stadiums or indoor sporting facilities;
- The prospects of securing a viable national sporting franchise for the region, given the existing location of teams based in Brisbane (e.g. the Queensland Reds, Brisbane Broncos, Brisbane Roar, Brisbane Lions and Queensland Firebirds) or the Gold Coast (e.g. the Gold Coast Titans and Gold Coast Suns); and
- The Queensland Government's investment focus on developing national standard sport and recreation infrastructure on the Gold Coast in the lead up to the 2018 Commonwealth Games.

Given these influences, the strongest potential growth areas in the sport and recreation sectors are likely to be participatory sporting events such as:

- Major events in the disciplines of surf, golf, triathlons/ironman, thoroughbred racing and road cycling, and;
- Major events reliant on natural, active settings.

In considering the above factors, the strongest potential growth areas are participatory sports events such as:

- Masters championships (state, national and international);
- High participation national championships, such as touch football; and
- Mass participation endurance running/cycling events.

5.4 Tourism-related and tourism-connected infrastructure

The Sunshine Coast has tourism-related and tourism-connected infrastructure and services which are primarily linked to existing experiences and attractions. A large number of accommodation facilities (more than 130) provide beds for visitors to the region and vacancy rates for these facilities suggest a capacity to support additional visitor numbers to the Sunshine Coast. This is based on the general industry rule of thumb whereby a 65% occupancy level is considered to be the line at which a regional Australian market requires and could comfortably sustain another entrant in the accommodation market. Occupancy rates within the region have recorded less than 65% since at least 2006 – lower than both the regional Queensland and total Queensland averages.

Table 2: Room occupancy rates and takings per room night occupied, 2011 and 2012

Quarter	Sunshine Coast	Regional QLD	QLD
Room Occupancy Rates			
September 2010	60.1%	66.4%	68.9%
December 2010	60.6%	61.8%	64.8%
March 2011	51.4%	54.1%	58.1%
June 2011	47.5%	56.5%	61.0%
YE June 2011	55.0%	59.8%	63.1%
September 2011	58.7%	67.7%	70.5%
December 2011	61.4%	64.8%	66.9%
March 2012	54.7%	58.9%	62.3%
June 2012	46.4%	59.1%	62.6%
YE June 2012	55.3%	62.6%	65.6%
September 2012	58.6%	68.3%	71.0%
December 2012	61.9%	66.1%	67.0%
Average Takings Per Room Night Occupied			
September 2010	\$156.0	\$140.3	\$146.2
December 2010	\$178.0	\$146.4	\$152.8
March 2011	\$168.1	\$143.0	\$148.1
June 2011	\$156.4	\$134.9	\$145.2
YE June 2011	\$165.0	\$141.3	\$148.1
September 2011	\$149.3	\$141.9	\$150.1
December 2011	\$170.4	\$149.0	\$156.2
March 2012	\$167.4	\$145.8	\$152.8
June 2012	\$152.4	\$141.1	\$150.2
YE June 2012	\$159.88	\$144.44	\$152.34
September 2012	\$152.2	\$146.8	\$155.8
December 2012	\$170.2	\$154.6	\$160.0

Source: Australian Bureau of Statistics (2011 & 2012)

Tourism-connected infrastructure includes the regional airport, other transport routes (e.g. roads and, to a lesser extent, rail), cultural and arts facilities and event infrastructure and locations. To varying degrees, this infrastructure is used to secure and grow major events and by visitors attending events and during their stay in the region. Insufficient flight schedules and air transport infrastructure is widely regarded as constraining the growth of major events in the region.

By and large, once tourists arrive on the Sunshine Coast, they drive a car to get around (Tourism Research Australia, 2006a, 2006b, 2006c). Car park facilities, local transport and tours were generally not rated highly in the latest regional visitor surveys. Consultation within the region suggests that the existing insufficiency of public transport options is highlighted during major event periods, causing congestion and other community and reputational problems.

Purpose-built sporting facilities in the region are appropriate to regional and some state-level competition requirements, but are generally not sufficiently compliant with the standards required to stage national or international standard sporting events which are reliant on such facilities.

However, the region has a natural competitive advantage in the staging of outdoor events which involve a multiplicity of activities and are reliant on the natural landscape and community infrastructure for their delivery. Major events of this nature represent prime opportunities for expansion and growth without the need for substantial public infrastructure investment.

While numerous investments could arguably enhance the region's competitive advantage in the major events market, many of these would represent an unsustainable cost burden for the community. Key priorities are therefore increased passenger services through the Sunshine Coast Airport, improved local parking and temporary parking options for event periods, improved intra-region transport options and development of a large-scale business and cultural event facility.

5.5 Building on the Sunshine Coast's existing attributes

As a well-established tourism destination, the Sunshine Coast is home to a number of visitor attractions. Over the five years to June 2012, more than 52% of domestic overnight visitors to the region visited the beach and more than 12% went to a national park or state park – well above similar statistics for regional Queensland and Queensland as a whole (Tourism Research Australia, 2012). Some of the major attractions found in the region include:

- **Natural attractions** including picturesque landscapes such as cascading waterfalls, rivers, lakes, volcanic produced mountains and walking tracks.
- **The Glass House Mountains** including the highest, Mount Beerwah, but the most identifiable of all, Mount Tibrogargan. The region is renowned for its natural beauty, farming and tourist attractions.
- **Beaches and water sports** based at Maroochydore, Alexandra Headland, Mooloolaba, Noosa, Coolum and Caloundra, which host surf carnivals and triathlons.
- **Major built-form attractions** including Australia Zoo, Aussie World, Underwater World and the Sunshine Castle.
- **Markets** including the Eumundi Markets, Cooroy Community Market, the Big Pineapple Farmers Market, the Beerwah Village Craft Markets and the Kenilworth Country Market.

5.6 Challenges and opportunities

The Sunshine Coast, as a major events locality, has a number of key strengths and opportunities for enhancement, with corresponding weaknesses and threats to growth.



Queensland Garden Expo



Noosa Triathlon Multi Sport Festival



Sunshine Coast Marathon

Table 3: SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • Climate and weather • Strong existing tourism and destination brand and recognition • Diverse and distinctive range of natural attractions, attributes and locations which are currently supporting successful major events • Strong numbers of events (all categories) and events organisations • Large number of accommodation providers and facilities, particularly for leisure tourism • Some existing tourism transport infrastructure • Existing small-to-medium-sized events and functions centres with the capacity to grow this infrastructure • Strong local focus and community support for the tourism industry and events • Close proximity to Brisbane and key drive markets • Progressive and proactive business and tourism entities • Progressive and engaged local government • Well-respected outdoor sporting infrastructure (e.g. world-class golf courses, club horse racing facilities and tier 2 and 3 sporting facilities) • Excellent tertiary and secondary education facilities • Strong environmental ethos and credentials • Forecast high population growth and residential development • Good domestic air, road and rail connections to Brisbane and other localities 	<ul style="list-style-type: none"> • Poor intra-regional public transport • Lack of international flights and limited number of direct flights (and scheduling) to the Sunshine Coast Airport from capital cities, particularly in comparison with those of competitor regions • A shortage of 5-star accommodation facilities to facilitate the growth of business tourism • Inadequate parking strategies to service major events • Low number of non-sporting events in the Sunshine Coast to diversify the region's major event market proposition • No international standard conference and exhibition centre • Lack of international or national standard sporting facilities (e.g. rectangular or oval stadium, competition athletics facility, major harbour/marine facility) • Highly transient nature of the tourism and hospitality workforce and narrowness of labour force capability on the Sunshine Coast • Limited funds available across the Sunshine Coast to support the development and hosting of additional major events • Monies raised via the Tourism Levy for supporting all events in the region does not compare favourably to regional competitor destinations and are often channelled into lower-value events • Limited understanding by the regional community of the economic, social and other benefits of hosting major events • Inability of regional stakeholders to communicate the economic, social and environmental benefits of hosting major events • The development and fostering of current events (and possible future major events) is often left to unpaid volunteers • Existing grants for developing events are short-term and, in many cases, unable to nurture events into maturity • Lack of clear regional leadership to facilitate and develop new major events for the Sunshine Coast • Lack of cross-regional visitation, potentially

Strengths	Weaknesses
	<p>impacted by local parochialism</p> <ul style="list-style-type: none"> • Requirement of funding agents external to the Sunshine Coast to continue to grow existing major events to attract funding – location capacity constraints • The impact of introducing further events to the community; what's expected of them and the impacts it will cause – “event fatigue” • Lack of a single events portal in the region (for tourists and locals) • Lack of single-night accommodation options
Opportunities	Threats
<ul style="list-style-type: none"> • Business events: capturing international and national business visitors' increased expenditure (Department of Resources, Energy and Tourism, 2011) • Family friendly events targeted at parents with children under the age of six: a growth sector nationally and key visitor market to the Sunshine Coast (TRA, 2011) • An extensive calendar of regionally significant events which could be grown and transitioned to hallmark/signature event status • Cultural and/or heritage events targeted at both young families and the older tourism market: a growth sector nationally and key visitor market to the Sunshine Coast (Tourism Research Australia, 2011) • Eco and sustainable events: capitalising on the varied and unique geography of the Sunshine Coast and its natural attributes; can be developed in conjunction with existing event offerings on the Sunshine Coast • Work with Council and the State Government to identify key industry and trade opportunities based around a major event, coordinating both economic and tourism development activities in the region • The region has a natural competitive advantage to host major sporting events which rely on the natural landscape, climate and weather conditions and existing public infrastructure • Major events provide the opportunity to showcase the region's other industry and locational assets such as food, beaches and waterways • Showcasing wider industry opportunities and natural assets 	<ul style="list-style-type: none"> • Fluctuating exchange rates – impacting on domestic and international visitation • Erratic oil prices – impacting on driver visitation • Declining consumer confidence impacting on domestic and international visitors' participation and attendance at events • Increasing strong competition from other regional and national destinations such as the Gold Coast, Cairns, Geelong, Melbourne, Sydney and Perth • Increasing competition from international destinations – especially South-East Asia (e.g. Thailand, Bali, Singapore, Hong Kong and Malaysia etc) with their cost advantages • Loss of an existing and successful major event to a competitor destination • Limited and shrinking pool of sponsorship resources to facilitate new major events and maintain existing major events • Insufficient funding to grow existing major events and secure new major event opportunities

5.7 Current support for major events

5.7.1 Funding and Sponsorship

The funding provided by SCC, raised through the Tourism Levy to support major events, is augmented by support from other government agencies. Funding sources available include:

- \$1.5 million from the SCC Tourism Levy, which supports the existing major events in the region;
- Tourism and Events Queensland's Regional Development Program (RDP), which provides core event funding (for a single year, ranging between \$5,000 and \$30,000). TEQ also provides significant sponsorship support to existing major events – particularly the hallmark/signature events – in the region;
- Department of State Development, Infrastructure and Planning funding of up to \$10,000 per event which aligns with key priorities such as creating new jobs;
- Private investors, including private corporations; and
- Sponsorship, including either funds or goods and services (such as food, beverages or media coverage).

The existing events mix of the Sunshine Coast is testament to locals' ability to develop high-end, well-visited events using private investment. The region's portfolio of triathlons and golf events began through private investment and has expanded considerably. Private investment tends to develop community events which, over time, can develop into major events.

5.7.2 Branding, Marketing and Leveraging

A significant mix of support is presently provided in conjunction with the region's backing of major events to broaden their awareness in the region and attract visitation. This mix can include:

- Where appropriate, TEQ will pursue branding, public relations and media opportunities to complement their sponsorship commitments.
- SCDL coordinates the region's branding, tourism and industry leveraging and marketing activities to optimise the awareness and success of a major event and secure greater consumer expenditure and economic benefit for the tourism and tourism-dependent industries. On occasion, SCDL may also provide event managers with in-kind marketing advice and support.

5.7.3 Infrastructure

Consistent with many local governments, SCC provides and maintains an extensive mix of public and community infrastructure – appropriately serviced and supported to attract and support the conduct of major events in the region. This extends to the provision of necessary service connections and multi-purpose public facilities in natural environments which facilitate major events in these settings.

5.7.4 Volunteers

Many events would not exist without a very willing and able army of community volunteers. It is estimated that hallmark/signature and regionally significant events utilise in excess of 1,500 local and south-east Queensland volunteers each year.

5.8 Major event contract governance arrangements

Regional funding and contracts for major events are managed by SCC. The MESP – which largely supports events which would be categorised as major events of regional significance – is administered by SCC in consultation with SCDL, with assessments reviewed by the MEAP and endorsed by Council.



International Rally of Queensland



Caloundra Cup Carnival

6. Key Strategies

To achieve its vision of being *Australia's natural, regional major events destination*, SCC will pursue six complementary strategies. These strategies reflect an emphasis on retaining and growing existing major events, leveraging appropriate and cost-effective major event opportunities and improving the planning and facilitation of key event infrastructure and landscapes for the region. They also reflect a strong framework to support the region's investment in major events.

- 1 Retain existing major events and protect them from being lost to the region:** Retention of existing major events is often more cost-effective than securing new major events. The Sunshine Coast is facing intense and increasing competition from other domestic and international destinations to attract established major events to their regions. Protecting existing major events will ensure the region's profile and reputation is maintained and provides greater confidence to existing and potential event organisers that their event product will be valued and supported in the region.
- 2 Maximise the value of existing major events and enable them to grow:** Existing major events already have a brand, a connection with the Sunshine Coast and an existing market presence. Maximising the value and supporting the continuation and growth of these events will assist in building the region's reputation, attracting new investment in these events and growing visitation to the region.
- 3 Secure new major events and facilitate/develop opportunities in association with these events:** This is fundamental to ensuring the longevity of major events on the Sunshine Coast, securing additional economic and community development opportunities and building the reputation of the region.
- 4 Identify regionally significant major events to transition to hallmark/signature major events:** Major events which demonstrate growth potential to become a hallmark/signature event need to be supported to realise their potential.
- 5 Better plan and facilitate the development of major event infrastructure and services:** Establishing priorities to address core infrastructure and service gaps is essential if major events on the Sunshine Coast are to continue to grow and new events are to be secured.
- 6 Provide clear, cost-effective and contemporary development arrangements which inspire confidence:** A governance and funding model to support the region's investment in major events which reflects best-practice industry standards is essential. This will provide clarity and robustness to the Sunshine Coast's approach to major event development and ensure the region achieves an appropriate return on its investment.

A series of clearly defined actions have been identified to enable the region to achieve these strategies.


6.1 Actions

Key Strategy	Actions
Strategy 1	<p>Retain existing major events and protect them from being lost to the region</p>
	<p>The Sunshine Coast has an enviable calendar of major events. None of these major events should be taken for granted and the measure of a region’s ability to position itself as a premier events destination is founded on its ability to retain its existing stable of major events. Protecting existing major events will ensure the region’s profile and reputation is maintained.</p> <p>The following actions will enable SCC to retain existing major events and protect them from being lost to the region:</p> <ul style="list-style-type: none"> • Develop a Retention Plan/“Future-Proofing Plan” to ensure that relationships with event organisers are nurtured. • Work with other levels of government and private sector stakeholders to overcome any obstacles to the successful delivery of events. • Proactively manage existing contracts and renewal arrangements to instil confidence in event organisers of the long-term security for their event in the region. Commence contract renewal discussions no later than 12 months before the contract expiry date. • Appointment of Sponsorship Managers for all hallmark/signature events and key regionally significant events as the “go-to-person” for the event organiser. <div data-bbox="1565 965 2013 1329" data-label="Image"> </div> <p data-bbox="1615 1342 2013 1366"><i>National Antique & Bottle Collectors Show</i></p>

Key Strategy	Actions
Strategy 2	Maximise the value of existing major events and enable them to grow
	<p>The Sunshine Coast is already host to a range of major events which help to showcase it to a national and international audience and generate significant economic and community development returns for the region. Generating positive industry relationships, supporting individual events to develop and leverage benefit from each other and instilling confidence in event promoters that their host region values their product are core elements of a successful approach to retaining and growing major events.</p> <p>The following actions will enable SCC to maximise the value of existing major events and support their capacity to grow:</p> <ul style="list-style-type: none"> • Secure increased investment from Council to optimise the growth potential of existing major events. • Ensure the region's investment in existing major events is conducive to the retention of these events and facilitates their growth. • Develop a stronger partnership with TEQ as a priority. • Foster long-term commitments by major event promoters through offering longer-term sponsorship contracts (where appropriate). • Growth targets and performance indicators should be established with event promoters and agreed as appropriate with TEQ. • Contract periods for event sponsorship should be co-ordinated where possible, with TEQ, for jointly sponsored events. • Encourage growth in event participation from interstate and overseas participants to maximise the length of visitation. • Identify the media benefits and opportunities that each event can deliver and work with the event promoter and SCDL to maximise these opportunities for the region. • Leverage off existing major events and an events calendar to profile the region as an attractive destination for major events. • Establish the region as a national hub for triathlons to provide greater impetus to, and recognition of, the region's major triathlon events and comparable mass participation events. • Develop an annual program of community activities, business support and marketing events in conjunction with the local chambers of commerce, or business and tourism groups and community organisations, to be staged in conjunction with the region's hallmark/signature major events.

Key Strategy	Actions
	<ul style="list-style-type: none"><li data-bbox="427 220 2004 284">• Facilitate access to wider national and international markets and the attraction of new participants and visitors through the recognition of major events in regional trade and investment development programs.<li data-bbox="427 300 2004 403">• Orient the region's destination marketing efforts to leverage off the Sunshine Coast major events calendar, maximise penetration in the Brisbane drive market and encourage major event promoters to utilise the regional destination brand as part of the marketing and promotion of their event. <div data-bbox="1084 612 2016 1236"></div> <p data-bbox="1570 1262 2016 1289"><i>National Youth Touch Football Championships</i></p>

Key Strategy	Actions
Strategy 3	Secure new major events and facilitate/develop opportunities in association with these events
	<p>Growing the stable of major events for the region is not without its challenges in a volatile, global market and given other constraints confronting the region. The best opportunities for the region to do this in the life of this strategy lie in “playing to its strengths” – pursuing major event propositions which rely on the natural landscape and lifestyle attributes that present as a competitive advantage for the Sunshine Coast. The greatest return on investment will come from working in partnership with other key stakeholders, including SCDL and TEQ, to attract new major events which are commensurate with the region’s aspirations and can be supported from its existing assets.</p> <p>The following actions will support SCC’s capacity to secure new major events and facilitate/develop opportunities in association with these events. Many of these actions will also support the retention and growth of existing major events:</p> <ul style="list-style-type: none"> • Focus the region’s major event attraction efforts on those activities and attributes where the region has a natural, competitive advantage and which offer the greatest prospects for success. These include major events in the disciplines of surf, golf, triathlon/ironman, thoroughbred racing, road cycling and lifestyle and cuisine. • Focus the region’s major event attraction on participatory sports such as masters championships, high-participation national championships such as touch football and mass participation endurance running/cycling events. • Identify low occupancy months without major events and prioritise the attraction of new major events in those months. • Ascertain the event sector strengths of the region and identify potential events which could be secured with SCC and TEQ’s support. • Meet with commercial event promoters to discuss future opportunities to re-locate, attract or create new events. • Clearly articulate the region’s point of difference in relation to its natural competitive advantages and assets which are conducive to hosting major events. • Attract investment in new, complementary major events and associated organisations in the region. • Leverage off the staging of the Gold Coast 2018 Commonwealth Games to identify and secure worthwhile major events to the Sunshine Coast which are consistent with the region’s aspirations and natural advantages. • Work with USM Events, the World Triathlon Corporation and the University of the Sunshine Coast and other key partners to attract the national triathlon development program to the region to support its endeavour to become the national hub for triathlon events.

Key Strategy	Actions
Strategy 4	<p data-bbox="427 229 1693 264">Identify regionally significant major events to transition to hallmark/signature major events</p> <p data-bbox="427 293 2009 392">Providing support for existing major events to grow and become a hallmark/signature event poses a significant opportunity for this region as a number of these events have the potential to generate significant economic impact and media exposure/brand exposure benefits for the Sunshine Coast.</p> <p data-bbox="427 421 1935 488">The following actions will enable SCC to identify regionally significant major events to transition to hallmark/signature major events:</p> <ul data-bbox="427 504 1986 767" style="list-style-type: none"> <li data-bbox="427 504 1899 539">• Establish the potential of an event in relation to other or similar events staged nationally and/or internationally. <li data-bbox="427 555 1249 590">• Identify and understand trends in the major events industry. <li data-bbox="427 606 1986 641">• Ascertain the potential growth and event growth plans with event organisers to fully understand the event’s potential. <li data-bbox="427 657 1417 692">• Collaborate with TEQ on those events which show potential to transition. <li data-bbox="427 708 1906 767">• Engage with other levels of government and private sector stakeholders to remove any obstacles for events to demonstrate their growth potential. <div data-bbox="1167 794 2016 1299">  </div> <p data-bbox="1756 1310 2016 1337"><i>Surfing Queensland Series</i></p>

Key Strategy	Actions
Strategy 5	Better plan and facilitate delivery of major event infrastructure and services
	<p>While the focus of this strategy is for the 2013-2017 period, it is important to not lose sight of the opportunities which may present for the Sunshine Coast in a longer-term horizon. To this end, the region should afford a priority to the development and enhancement of its infrastructure and services to support its major event mix during that period – but also ensure that appropriate attention is afforded to the planning and provision of facilities and services which enable the region to expand its major events suite in the longer term. As economic conditions improve and new events become available, it is essential that the region is well-placed to respond to the major events market.</p> <p>The following actions will contribute to the region’s capacity to deliver the infrastructure and services necessary to support the development and growth of major events:</p> <ul style="list-style-type: none"> • Undertake a comprehensive audit of existing major event infrastructure to identify critical gaps to advancing the objectives of this strategy and provide an evidence base to inform event infrastructure investment priorities. • Ensure there are robust capital investment plans in place for critical major event infrastructure so these facilities remain available and appropriate to the needs of existing and planned major events. • Consider the physical and operational needs of major events when planning the development, redevelopment or maintenance of public places and other areas which regularly – or are potentially able to – support the staging of major events. • Ensure the Sunshine Coast Planning Scheme makes appropriate provision for, and facilitates timely delivery of, core infrastructure and facilities to enable the successful staging and attraction of major events. • Inform the business case for associated core public infrastructure investments – principally the expansion of the Sunshine Coast Airport and the development of a Convention and Exhibition Centre – to enhance the viability of existing major events and diversify the region’s major event product and capability. • Encourage the development by the private sector of a further 5-star hotel to support the attraction of high-value major events. • Adopt best-practice strategies to manage the impacts of major events on local communities to engender greater tolerance and support for them.

Key Strategy	Actions
Strategy 6	<p>Provide clear, cost-effective and contemporary support arrangements which improve confidence</p>
	<p>The region’s approach to supporting major events must be transparent, evidence-based and accessible and must inspire confidence. Streamlined procedures and single points of entry for event promoters are just as important to demonstrating the region’s competitive advantage (to secure major events) as it is for securing any other form of business investment. At the same time, while ever there is a reliance on business (tourism and other industries) to fund the region’s financial commitment to major events, there must be rigour and transparency in assessing value for money from these investments. Given major events are heavily reliant on access to facilities and public services to enable their successful delivery, SCC must maintain a proactive, leadership role in supporting the region’s major events – but do so in partnership with SCDL and the tourism industry to maximise the market exposure of these events to wider audiences.</p> <p>The following actions will provide the platform for clear, cost-effective and contemporary support arrangements to build event promoters’ and investors’ confidence in the region:</p> <ul style="list-style-type: none"> • Establish Sunshine Coast Events Board to support the region’s investment in existing major events, identify other possible sources of sponsorship funding, secure new major events for the region and to oversee the implementation of this strategy. • Ensure a competitive funding model and a robust assessment framework are established to support the region’s investment in major events and focus funding and resources for major events accordingly. • SCC to remain as the lead contracting authority for all major hallmark/signature events sponsored by the region to instil confidence in the marketplace and engender community support. • SCC and SCDL to develop a joint leveraging plan for hallmark/signature major events. • Support the establishment of a regional industry organisation which can provide mentoring, development support and opportunities to build industry capacity. • Hallmark/signature events sponsored by SCC will be required to provide an independent socio-economic impact evaluation on the event held in the year preceding the expiry of the sponsorship contract. This will provide transparency for the community on the return on its investment and inform future strategic decision-making. • Adopt 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. • Support a fully integrated digital platform hosted by SCDL for events inclusive of an events calendar, social media sites, accommodation links and other communication tools to enhance the recognition of the Sunshine Coast’s value proposition as a major events destination.

6.2 Necessity for incremental change

As foreshadowed above, significant investment may be required over the medium-to-longer term to enhance the event infrastructure offer of the region across a broader range of cultural and sporting pursuits. This needs to be considered and determined however, following the conclusion of the proposed infrastructure audit and the completion of relevant business cases to facilitate both public and private investment contributions.

In the interim, the most cost-effective prospects for positioning the region as a major events destination lie in capitalising on existing strengths and a considered approach to developing new infrastructure which is economically viable, sustainable and not a legacy burden to the resident population.

As a principle, SCC expects major existing events to vigorously work towards being less reliant on Council's support and achieve self-sustainability over time.

This would result in less direct SCC investment as events mature and attract commercial interest. It will also be a key principle underpinning the region's competitive funding model and assessment frameworks for supporting major events.

Measuring the tangible and intangible returns from these events would also be a contribution for SCC to consider during ongoing investment deliberations.

6.3 "One-Off" Major Events

The priority for the Sunshine Coast is to support, develop and grow major events of a recurring nature, given the economic and community benefits which the region derives from the staging of these events and the enhancements they provide to the business case for associated infrastructure investments. That said, it is recognised that some "one-off" events (e.g. concerts, pre-season national league competitions and other entertainment events) present an opportunity for local businesses and enable the community to experience international and national standard performances locally.

SCC will continue to work with event promoters to secure "one-off" events of this nature for the region and will consider appropriate measures to encourage this element of the major events market, on a case-by-case basis.



National and Queensland Club Gymnastics Championships

7. Performance Measurement

In order to track the actions listed above, an appropriate monitoring and reporting system needs to be put in place. A standard reporting framework is proposed in order to provide a targeted analysis of current activities and progress.

Measuring the regional success of this strategy (and major events overall) will be critical over time and will be reflected in a mix of both qualitative and quantitative factors. Ideally, SCC and key stakeholders should ensure agreed strategic “success indicators” and key performance indicators (KPIs) align, as much as feasible, with those adopted by TEQ and, to some extent, its competitor destinations.

KPIs which might be considered to assess the success of the major events strategy may include:

- The number of major events sponsored by SCC which achieved their contracted performance targets.
- The annual percentage increase in the economic value of major events on the Sunshine Coast.
- The number of new major events attracted to the Sunshine Coast.
- The level of support leveraged from TEQ and other stakeholders to support, secure and create major events on the Sunshine Coast.

This encourages consistency in reporting, benchmarking and a coherent focus on outcomes. It also helps position the region more effectively (over time) for future funding support of existing and proposed events and targeting of further event opportunities.

Categories against which the successes of major events are increasingly being measured relate to industry structure and environmental aspects of these activities.

A scaling of the success factors and KPIs may be applied for regional outcomes as compared to individual, major event outcomes. The mix is to be agreed upon in consultation with TEQ, SCDL and event promoters. The regional success factors and KPIs for this strategy will include a sensible and strategic mix of those identified below.



Special Olympics Queensland

Economic value

- Growth in the percentage of visitors attending major events.
- Growth in the percentage of visitor expenditure attributed to major events.
- Growth in the percentage of bed nights which can be attributed to major events.
- Growth in the number of packages, tour options and other major events-related activities.
- Increased external sponsorship and partnership inquiries and commitment for major events.
- Capacity to improve and enhance regional infrastructure.
- Increased interest and investment from the local business and service sector.
- Direct and indirect economic benefit: return on investment.
- Increased event sustainability resulting in reduced requirement for SCC investment.

Community value

- Greater community and business “buy-in” to major events.
- Level of general community/volunteer involvement in organising the major events.
- Regional leaders and champions for new and emerging major events.
- Ability of the event to enliven and stimulate the community (community pride).
- How the event contributes to community cohesiveness.
- The ongoing legacy of the major event for the region.
- Improved and more diversified mix of major events across the region.
 - Greater focus on cultural and heritage aspects of the region.
 - Emergence of regional leaders and champions for the development of new and emerging major events.
 - Wider community support for the governance and administration model and formal events structure.

Environmental/sustainable value

- Hallmark/signature events adopt, as a pre-requisite, carbon off-set initiatives to minimise environmental impacts.
- Hallmark/signature events prepare environmental impact management strategies and publicly report outcomes at the conclusion of events.
- Evidence of “green” or environmentally favourable procurement and service activity to support major events.

Positioning and brand value

- An increased level of awareness of the Sunshine Coast brand is generated.
- Major events project a positive image of the region and endorse the regional brand values.
- An increased level of awareness of the Sunshine Coast brand is generated among the events service-sector external to the region.
- The event creates positive media for the region in its own right.
- The event is distinctive to the region and reflects highly on the region.



Queensland Oztag Junior and Senior State Cup

8. Definitions

Council

Sunshine Coast Council

Major Events

In the context of this document generally refers to, and is understood to mean, all three categories of events distinguished in this strategy as hallmark/signature events (Tier 1), regionally significant events (Tier 2) and regional events (Tier 3)

Major Events Advisory Panel (MEAP)

The Major Events Advisory Panel (MEAP) established by Council to consider recommendations for funding support under the Major Events Sponsorship Program and review major event proposals

Region

Sunshine Coast Regional Council area

Sunshine Coast Destination Limited (SCDL)

The regional tourism organisation

Tourism and Events Queensland (TEQ)

The new organisation which brings together Tourism Queensland and Events Queensland. TEQ is the Queensland Government's lead marketing, experience development and major events agency, representing the state's tourism and events industries

Tourism Australia

Tourism Australia is the Australian Government agency responsible for attracting international visitors to Australia and encouraging Australians to travel domestically, both for leisure and business events



Queensland Surf Life Saving Championships

Sunshine Coast Major and Regional Events Strategy 2013-2017



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