



Festive Season Program Review

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Background

2010: Festive Season Strategy endorsed

2014: Review at de-amalgamation

2016: Maintain program but outsource Australia Day flag raising and introduce second location

2019: Existing program extended for one year to conduct review

Review

To identify the optimal future delivery method for Council's Festive Season Program to meet the evolving demands of the community into the future.

- ✓ Benchmarked against 60 local councils across Australia
- ✓ Researched trends across Australia
- ✓ Community survey
- ✓ Consultation with Chambers of Commerce, community groups and Councillors

Key findings

- Strong desire from the community to organise and attend festive season events
- Decorations are for community pride and need impact both during the day and night
- Community requests for festive funding have consistently exceeded funding available since 2014, with an average 45 percent demand gap
- Festive events were broadly supported by Chambers of Commerce and Councillors, consensus that community festive events should continue to be supported strong
- Preference for Christmas and New Year's Eve celebrations over Australia Day events
- Demand for smaller, localised events during the Christmas period
- Community expectation that New Year's Eve events should be larger and more impactful than Christmas events – also reflected by attendance figures which indicate a larger average attendance at New Year's Eve events
- When deciding to attend an event, residents' main considerations are the cost of attending, COVID-Safe measures (2020) and travel distance.

Item	Current		Proposed	
	20/21 Budget	Program detail	Future Budget	Program detail
Christmas infrastructure	\$393,004	<p>Divisional Festive Fund: (\$5000 per annum for Divisions 1, 2, 3, 6, 7 and 9). Available for Chambers or local community groups to provide festive decorations in local business districts.</p> <p>Banners: 340 street banners across the region</p> <p>Artificial trees: two artificial trees located at Caloundra and Nambour administration buildings</p> <p>Natural trees: 20 decorated natural trees across the region</p>	\$496,566 (see notes i and ii)	<p>Remove and redistribute funds to increase Christmas Infrastructure across the region.</p> <p>Increase banners from 340 to 463, plus 45 extension (embellishment) features in key locations.</p> <p>Reduce two regional artificial trees to one to be located at new City Hall, Maroochydore from December 2023.</p> <p>Review the natural Christmas trees (20) program to allow for 24 trees/other decorative elements to be installed at appropriate locations. The review will be undertaken in consultation with the local community and divisional councillor and consider urban design/planning already underway or endorsed.</p>
Christmas events	<p>\$30,000</p> <p>\$30,000</p> <p>\$10,000</p> <p>\$10,000</p> <p>\$10,000</p>	<p>Christmas events delivered by community groups via agreement.</p> <p>Carols at Kings Beach</p> <p>Cotton Tree Carols</p> <p>Nambour Community Carols</p> <p>Glasshouse Country Carols</p> <p>Coolum Christmas in the Park</p>	<p>\$90,000</p> <p>\$50,000</p>	<p>Free, family friendly event where the Maroochy Bushland Botanic Gardens come alive for ten nights leading up to Christmas Eve with lights, carolers and roving performers to entertain the whole family. Community grants available for all other community events (including Cotton Tree and Kings Beach).</p> <p>Multi-year community grant to support local, community organised Christmas Carol events across the region.</p>
New Year's Eve	\$303,348	Community safety event delivered by Council in partnership with emergency services annually at Mooloolaba foreshore precinct featuring roving entertainment, 8.30pm fireworks and the region's only midnight fireworks display.	\$225,000 (see note iii)	<p>Fireworks displays at 8.30pm at Caloundra, Mooloolaba and Coolum Beach managed by Council in consultation with emergency services and community event organisers.</p> <p>Community safety event delivered by Council in partnership with emergency services annually at Mooloolaba foreshore precinct. This will be a small-scale family event featuring roving entertainment. It will be the location of the region's midnight fireworks display. (see note iii)</p>
Australia Day	<p>\$15,000</p> <p>\$25,968</p> <p>\$6,000</p>	<p>Australia Day Citizenship Ceremony (Federal requirement)</p> <p>Sunshine Coast Australia Day awards program including ceremony and recipient's breakfast.</p> <p>Flag-raising events at Kings Beach and Maleny delivered by community groups via agreement.</p>	<p>\$15,000</p> <p>\$25,968</p> <p>\$6,000</p>	<p>Australia Day Citizenship Ceremony (Federal requirement)</p> <p>Sunshine Coast Australia Day awards program including ceremony and recipient's breakfast.</p> <p>Added to the community grants program for community led events - such as flag raising events.</p>
TOTAL	\$833,320		\$908,534	Increase of \$75,214

Officer Recommendation

That Council:

- (a) receive and note the report titled “Festive Season Program Review”
- (b) endorse the recommended festive season program model as outlined in this report and detailed in Appendix A
- (c) authorise the Chief Executive Officer to refer the funding for the Festive Season Program, as outlined in this report, to the 2021/22 budget, and
- (d) authorise the Chief Executive Officer to develop a community grants program to support localised, community organised festive, celebration and commemorative events over multiple years.

Thank you.



See Council's website for further details
www.sunshinecoast.qld.gov.au