

## Festive Season Strategy 2010-2015

In 2010, council adopted the **Festive Season Strategy 2010 – 2015**. The strategy outlines its role in and level of support for the delivery of community-based celebrations and region-wide events held each year during the Festive Season.

The festive season is defined as the period between December and January during which Christmas, New Year's Eve and Australia Day are celebrated.

### What role does council play in supporting the festive season?

#### Producer

Council currently produces the following community events:

- Carols at Cotton Tree
- Carols on Kings
- New Year's Eve Mooloolaba
- Australia Day Awards ceremony
- Australia Day citizenship ceremony
- Australia Day community celebrations.



#### Supporter

Council supports unique events celebrated by the community during the festive season and the following 18 events are recognised for funding for the duration of the life of the strategy:

- Australia Day Local Legends Awards (Noosaville)
- Australia Day on Buderim

- Beerwah Library festive wall
- Christmas in Cooroy
- Coolum Fiesta
- Light Up Glasshouse Country
- Lights on the Lake, Currimundi
- Maleny Christmas Carnival
- Mooloolaba Christmas Boat Parade
- Mooloolah Valley Community Event
- Nambour Alive!
- Noosa Carols on the River
- Noosa Junction Festive Fridays
- North Shore Carols in the Park (Mudjimba)
- New Year's Eve Caloundra
- New Year's Eve Noosa Marina
- The Wonder of Christmas (North Buderim)
- Twin Waters Christmas Carols.

In 2011/2012, council also funded 20 festive activities and events through the Community Grants program.

#### Facilitator

Council provides support, advice and permission to hold community events in public open space. In 2011/2012 over 50 community events were marketed through the online publication *Christmas Tree Trail and Festive Season Event Guide*.

#### Provider

In 2011/2012 council displayed 213 festive season street banners and decorated 29 community Christmas trees across the region.



## How much does it all cost?

The 2011/2012 Festive Season program cost council \$975,000 to deliver.

## What makes up this budget?

### Festive Season Street Banners

Council currently displays 213 Festive Season street banners across the region. The cost to display the banners in 2011/2012 totalled \$23,200.



### Decorated community Christmas trees

Decorations were installed into 29 community trees across the region. The locations of the trees were identified through community consultation in 2009.

In 2011/2012 it cost council \$368,000 to design and produce decorations for eight new trees, and display all 29 community Christmas trees.

### Council-produced festive events program

The cost for council to produce and deliver its program of Festive Season events – including two carols programs, one major New Year's Eve event, the Australia Day program of Awards and Citizenship Ceremonies and the community celebrations – totalled \$435,000.

### Council supported community run events

In 2011/2012 council contributed approximately \$150,000 to 37 community-produced events and activities across the region through the Festive Season Strategy allocation and Community Grants program.

## How did the Festive Season Strategy come about?

Council identified its vision for the Sunshine Coast to be "Australia's most sustainable region – vibrant, green, diverse." The strategy provides ways in which community celebrations can support this vision.

During the festive season, our various communities celebrate in their own unique way. These celebrations express significant aspects of our region's cultural identity and add to our sense of who we are and how we relate to the place in which we live.

The Festive Season Strategy 2010-2015 was informed by extensive community feedback received in December late 2009 and January 2010. Community engagement took place in July and August of 2010.

The Festive Season Strategy 2010 – 2015 was adopted by council in October 2010.



## Contacts

For more information contact the Civic and Community Events Team via council's [customer service centre](#), or email [events@sunshinecoast.qld.gov.au](mailto:events@sunshinecoast.qld.gov.au)

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