



# Mooloolaba Triathlon

Council Sponsorship 2022-2024



# Event History – Sunshine Coast Council and the Mooloolaba Triathlon

- The Mooloolaba Triathlon will be celebrating it's 30<sup>th</sup> Anniversary in 2022
- It is one of the longest running, and second largest triathlon event in Australia
- Council has been a supporter to the event since its inception
- TEQ have also been long standing partners of the event
- The three events in 2019, 2020 and 2021 have maintained stable attendance numbers and economic impact – totalling \$14.77 million across the 3 years
- This event has played a major role in the development of the region's reputation as a leading host of Major Events.



# Event hosting in Mooloolaba

- It is noted that events such as the Triathlon do create an impact on access for locals and visitors due to the required roads closures and event set up.
- Council has worked closely with Ironman (event organisers) over the past 2 years to significantly reduce the time period for road and carpark closures
  - significant sections reduced from 7 days impact (2020) to 3 days of road closure impact (2021)
  - Carpark impact reduced from 320 spaces (2020) to 120 spaces (2021)
- Local business surveys completed in 2021 show an overall support for the importance of the event in the promotion of the Mooloolaba area and wider region, with varied feedback from businesses in relation to increased or decreased trade on the event weekend
- Continued focus on the wider, longer term benefits (in addition to the direct economic impact from visitation) in the reputation and promotion of the region.

# Event Sustainability

Since the 2019 Mooloolaba Triathlon, IRONMAN have worked to improve landfill diversion rates:

- 2019 – 68.63%
- 2020 – 81.7%
- 2021 – 86.21%
- 2022 - 90% goal

Initiatives include:

- Compostable cups on aid stations - 75,000 cups
- Old fabric event signage used to make Boomerang Bags
- Bottle filling stations for workforce instead of single use bottled water
- 10,000 reusable bungees purchased - saved the use of approximately 30,000 cable ties
- All briefing documents for athletes and staff are now electronic.

# Future planning – 2022 to 2024

- Continue to maximise local business interaction with Ironman events in Mooloolaba
- Increase national profile and reach for other Council messages through large supporter and participant base of the event
- Continue to work in partnership with Event Manager and Council facilities and maintenance to maximise use of facilities such as Council carparks



# Officer Recommendation

**That Council:**

- a) receive and note the report titled “Major Event Sponsorship - Mooloolaba Triathlon 2022-2024” and**
- b) authorise the Chief Executive Officer to negotiate and execute a contract for the Mooloolaba Triathlon for 2022-2024.**



Thank you.



See Council's website for further details  
[www.sunshinecoast.qld.gov.au](http://www.sunshinecoast.qld.gov.au)