

Sunshine Coast
Events Board Annual Report
2023-24



Edition November 2024

sunshinecoast.qld.gov.au
mail@sunshinecoast.qld.gov.au
07 5475 7272
Locked Bag 72
Sunshine Coast Mail Centre Qld 4560

© Sunshine Coast Regional Council
2008 – current. Reproduction without
permission is prohibited. Sunshine
Coast Council™ is a trademark of
Sunshine Coast Regional Council.

Acknowledgements

Council wishes to thank all contributors
and stakeholders involved in the
development of this document.

Reference document

This document should
be cited as follows:

Sunshine Coast Events Board
Annual Report 2023-24

Disclaimer

To the extent this document contains
future plans, activities, policies
and strategies, these matters are
aspirational and subject to change at
any time without notice.

While the Sunshine Coast Council
has exercised reasonable care in
preparing this document, no warranty
or representation is given by Council
or its officers in relation to any of the
information or data contained within
this document (including as to its
accuracy, reliability, completeness or
suitability for any purpose).

Council and its officers are not liable
(including without limitation, liability
in negligence) for any loss, damage,
expenses or costs (including any
consequential loss or damage)
incurred by you relating to any use of,
or reliance upon, the information and
data contained within this document.

Cover image

Suncoast Spinners Wheelchair
Basketball Tournament

Traditional acknowledgement

Sunshine Coast Council acknowledges the Sunshine Coast Country, home of the Kabi Kabi peoples and the Jinibara peoples, the Traditional Custodians, whose lands and waters we all now share.

We recognise that these have always been places of cultural, spiritual, social and economic significance. The Traditional Custodians' unique values, and ancient and enduring cultures, deepen and enrich the life of our community.

We commit to working in partnership with the Traditional Custodians and the broader First Nations (Aboriginal and Torres Strait Islander) communities to support self-determination through economic and community development.

Truth telling is a significant part of our journey. We are committed to better understanding the collective histories of the Sunshine Coast and the experiences of First Nations peoples. Legacy issues resulting from colonisation are still experienced by Traditional Custodians and First Nations peoples.

We recognise our shared history and will continue to work in partnership to provide a foundation for building a shared future with the Kabi Kabi peoples and the Jinibara peoples.

We wish to pay respect to their Elders – past, present and emerging, and acknowledge the important role First Nations peoples continue to play within the Sunshine Coast community.

Together, we are all stronger.



Photo: Blackall 100



Photo: The Curated Plate





Photo: Surfing Queensland Series



Photo: Maleny Wood Expo



Photo: Sunshine Coast Marathon



Photo: RoboRave

Contents

Traditional Acknowledgement	2
Chairperson’s address	6
Foreword	7
Sunshine Coast Major Events Strategy	8
Strategic Framework	9
United Nations Sustainable Development Goals	9
Sunshine Coast Events Board and Working Groups	10
Major Events Sponsorship Program	12
Sponsorship Categories.....	12
Sponsorship Applications	13
Major Events hosted.....	14
2023-24 Outcomes	16
Pathway Outcomes	18
Pathway 1: Showcase the region’s strengths	19
Pathway 2: Balance the portfolio.....	20
Pathway 3: Drive maximum return	21
Pathway 4: Best practice region	22
Pathway 5: Create industry demand.....	23
Pathway 6: Engage the community	24
Case-studies	25
The Australian Surf Lifesaving Championships 2024, a Signature Event Maximising Benefits	25
National Youth Touch Football Championships 2023 driving Mass Economic Results.....	25
Sunny Coast Showfest 2024, an Emerging Event supporting Industry and the Arts	26
Priorities for 2024-25	27



Photo: Sunshine Coast Multisport Festival Credit: Snapshot Images & Photography

Chairperson's address

The Sunshine Coast has a reputation as a leading tourism destination with the region hosting a variety of major events each year to support the economy. It is our responsibility as the Sunshine Coast Events Board ('the board'), to represent the community and local businesses by providing guidance to Sunshine Coast Council as to how major events can maximise the outcomes for the region.

The board considered 22 sponsorship applications during 2023-24 and secured 36 individual events for the region over multiple years. Additionally, the board provided valuable advice during the review of Council's Sunshine Coast Major Events Strategy, with a refreshed strategy adopted in August 2023.

The refreshed strategy outlines 3 key sponsorship categories (Signature Events, Economic Drivers and Emerging Events), all designed to provide a wider scope of benefits whilst retaining the importance of providing direct economic impact to the region and local business.

I would like to thank my fellow board and working group members including former members Brenda La Porte and former Councillor Jason O'Pray, for their contributions which played a part in delivering exceptional results for the region in 2023-24.

I look forward to continuing to work as part of the board to deliver the benefits from the newly adapted major events sponsorship categories.

John Williams
Sunshine Coast
Events Board Chair





Photo: Sunny Skate Series Credit: Matthew Warren

Foreword

It has been another significant year of major events for the Sunshine Coast, as the region has achieved positive results during 2023-24 under the refreshed Sunshine Coast Major Events Strategy (adopted August 2023). The Major Events Sponsorship Program calendar continues to diversify with the region hosting 72 major events during the year. This highly competitive program is underpinned by Council's commitment for the region to be recognised as the *premier regional events destination in Australia – where major events deliver maximum results*.

I would like to take the opportunity to thank the Sunshine Coast Events Board and associated Working Groups for the significant time and effort invested in providing Council a source of independent advice. I would also like to extend my gratitude to the tourism and events industry and key regional partners that provided valuable contributions to Council during the review of the strategy.

Former Councillor Jason O'Pray's leadership was crucial in establishing the Sunshine Coast Events Board. His efforts have transformed it into a key player in hosting world-class events, attracting international attention and fostering community collaboration. Thanks to his dedication, the Sunshine Coast continues to shine as a premier events destination.

I am pleased to provide the first annual report for the Sunshine Coast's major events under the refreshed strategy and look forward to seeing the region achieve positive results as the event calendar evolves.

Terry Landsberg
Sunshine Coast Council
Economy Portfolio Councillor



Sunshine Coast Major Events Strategy

The Sunshine Coast is one of Australia's fastest growing regions and its thriving economy benefits from a strong tourism industry. As one of Australia's most popular visitor destinations, tourism and events are highly important economic drivers for the region.

Council adopted the Sunshine Coast Major Events Strategy 2018-27 to support the region's economy, and with the vision to be **recognised as the premier regional events destination in Australia – where major events deliver maximum results.**

A 'refreshed' strategy was adopted by Council in August 2023, to address the changing needs of the region over time and encompass a broader range of event benefits that consider more than the economic outcomes of major events.

The Sunshine Coast Events Board is required to report progress on the implementation of the strategy to Council on an annual basis. The following report is the first under the new refreshed strategy, with a number of new Key Performance Indicators developed to monitor the achievements of the strategy.



Strategic framework

The Sunshine Coast Major Events Strategy 2018-28 – 2023 Refresh, aligns with Council's key strategic elements and intent of other policies crucial to the development of the region and its major events, ensuring that major events contribute fully to the vision for the Sunshine Coast region to be Australia's most sustainable region – healthy, smart and creative.



United Nations Sustainable Development Goals

Council is demonstrating regional leadership by committing to embed the United Nations Sustainable Development Goals (UNSDG) within our strategies, plans and associated reporting. The Sunshine Coast Major Events Strategy 2018-28 – 2023 Refresh is aligned to the following UNSDG goals:

- | | | | |
|--|--|--|---|
| | <p>UNSDG 03
Good Health and Well-being</p> | | <p>UNSDG 12
Responsible Consumption and Production</p> |
| | <p>UNSDG 08
Decent Work and Economic Growth</p> | | <p>UNSDG 13
Climate Action</p> |
| | <p>UNSDG 09
Industry, Innovation and Infrastructure</p> | | <p>UNSDG 17
Partnerships for the Goals</p> |

Sunshine Coast Events Board and Working Groups

The board and 2 supporting working groups were established as part of Council's strong commitment to progressing economic development and Council's vision for the region to be recognised as the premier regional events destination in Australia - where major events deliver maximum results.

All members play a critical role in providing a source of independent advice to Council in assessing major event sponsorship applications and outcomes, supporting the events industry and local economy:

- The role of the Sunshine Coast Events Board is to provide strategic advice to Council on issues and collaborative opportunities to support the region's investment in existing major events, securing new major events for the region and overseeing the implementation of the Sunshine Coast Major Events Strategy
- The role of the Existing Portfolio Working Group is to develop and retain existing major events and maximise their value by providing advice on how best to leverage the events for local business and community benefit
- The role of the New Major Events Working Group is to identify opportunities to secure new major events, and review and comment on sponsorship applications for new events.

The Sunshine Coast Events Board member bios can be viewed by visiting Council's website sunshinecoast.qld.gov.au

Sunshine Coast Events Board



John Williams
Chairperson



Stacey Buckley
Business representative



Cr Terry Landsberg
Council representative



Ultan O'Dwyer
Community representative



David Ryan
Tourism representative



Brenda LaPorte
Deputy Chairperson and
Tourism representative
Term concluded June 2024



Scott Hoskins
Business representative



Kim McCosker
Community representative



Cr Jason O'Pray
Council representative
Term concluded March 2024

Existing Portfolio Working Group



Brenda LaPorte
Chairperson
Term concluded June 2024



Ultan O'Dwyer
Deputy Chair



Tatiana Day*



Scott Derwin*



Fraser Green*



Scott Hoskins



Nicole McNaughton*
Appointed March 2024



Zoe Sparks*

New Major Events Working Group



Kylie Ezzy*
Chairperson



John Williams
Deputy Chair



Jon Coghill*
Appointed March 2024



Maya Gurry*



Daryl Raven*



Ali Thompson*



Lenny Vance*

*Non-Board member representatives

Major Events Sponsorship Program

The Major Events Sponsorship Program has a vital role to play in the overall tourism strategy for the region, with events being key drivers of visitation, promotion of the destination and long-term brand development of the Sunshine Coast.

The Major Events Sponsorship Program has become an increasingly competitive process. Council's priority is to ensure maximum return on investment is achieved from the limited funds available and supported applications need to demonstrate a strong alignment to the outcomes of the refreshed strategy.

Sponsorship Categories

In 2023, a refined definition of major event categories was created – designed to broaden the categories for selection of sponsored major events, and clearly demonstrate how each event model contributed to the overall 'balanced portfolio'.

Sponsorship Category	Signature Events are 'game changers' for the region. An estimated 4 to 6 'signature events' will be supported per financial year, each sponsored at a significant financial level to create the greatest outcomes	Economic Drivers are the backbone of the economic outcomes through the major events portfolio. An estimated 30-50 'economic drivers' will be supported each financial year, together delivering the vast majority of the targeted direct economic impact	Emerging Events connect to the region's larger goals – creating diversity in our event calendar and assisting in the growth of specific local industries. Only a selected few 'emerging events' will be supported each financial year (maximum 3-5), with competition likely to be strong for the available places and financial support
Target Outcomes	<ul style="list-style-type: none"> National scale and awareness Very high economic impact (and/or) Very high-profile impact Regional / industry opportunities Significant promotional value Tourism and Events Queensland (TEQ) / Government major partnerships Olympic and Paralympic strategic alignment 	<ul style="list-style-type: none"> Strong return on investment Spread across calendar year Bed nights / direct visitor spend Outcomes as assessed in existing event strategy and process Reach yearly economic and strategy goals 	<ul style="list-style-type: none"> Build diverse calendar (content and location) Profile new and emerging content Demonstrated growth potential Assist in event and industry growth Meet community and visitor expectations
Number of events supported annually (target)	4–6	30–50	3–5

Sponsorship Applications

The board considered 22 major event sponsorship applications during 2023-24. Council endorsed 20 applications recommended by the board, with 19 applications contracted to secure 36 individual events for the region. Of those applications contracted, 9 were across multiple years.

Events secured include:

- Australian Rugby Shield 2024
- Australian Wearable Art Festival 2024-2026
- Blackall 100 2024-2026
- Bodsurfing World Tour and World Championships 2025
- Cali Unite 2024
- Football Queensland Junior Cup 2024-2026
- International Mathematical Olympiad 2025
- Mooloolaba Triathlon 2025-2027
- Over 60s Sunshine Veterans' Cricket Winter Carnival 2024
- Rangebow Festival 2024-2026
- Sculpture on the Edge 2024
- Sunshine Coast Chamber Music Festival 2024
- Sunshine Coast Marathon 2024-2026
- Sunshine Coast Open House 2024
- Sunshine Coast Showfest 2024-2026
- The Big Pineapple Festival 2024
- The Rugby Championships (U20s) 2024
- Touch Rugby League Australian Championships 2025-2026
- Winterfest 2024-2026



Photo: Winterfest



Photo: Summer of Surf

Major Events hosted

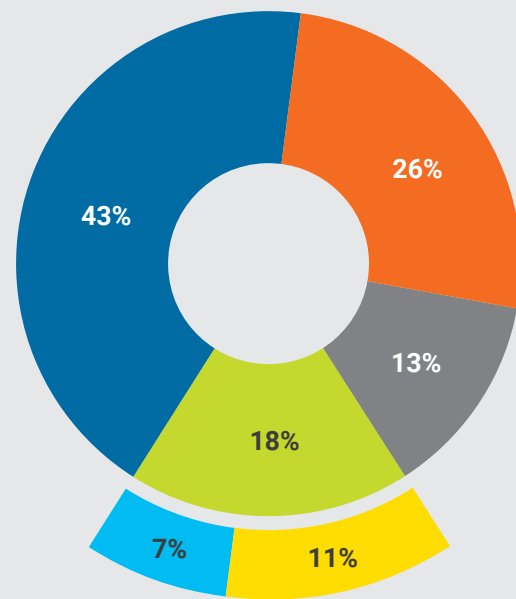
The Major Events Sponsorship Program supports a diverse range of events – spread by content, location and timing that together form a calendar of maximum benefit to the region.

The refreshed strategy which guides the sponsorship program to create a ‘balanced portfolio’ of major events through the support of a wide range of events that continue to achieve targets related to significant direct economic output, but also play a combined role in the promotion and perception of the region’s lifestyle, opportunities, and community connections.

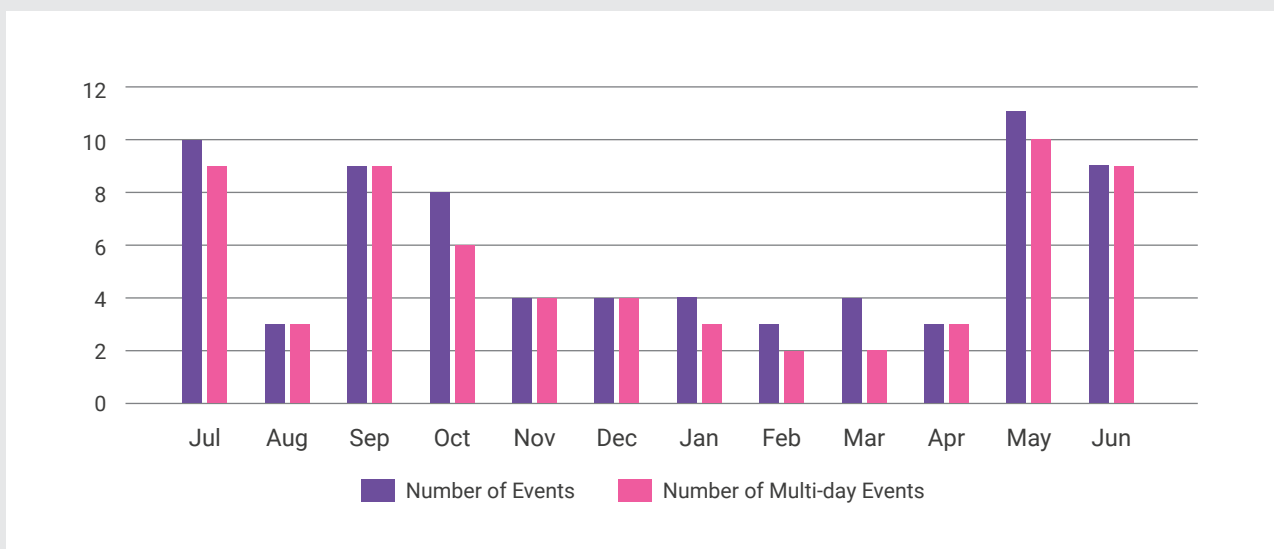
Through the 2023-24 program, **72 major events** were hosted and supported by Council, with 64 events held across multiple days.

The portfolio of major events also seeks to spread the benefits as widely as possible across the region and year. As a result, multi-day events are strongly supported with more events sponsored during off-peak tourism seasons and where possible avoiding other major event or tourism date conflicts.

Eighteen per cent of the portfolio consisted of cultural and lifestyle events, whilst the majority of the calendar composed of sporting events. Due to the nature of sporting events achieving high economic benefits, the portfolio tends to consist mostly of these types of events. However, with the introduction of new sponsorship categories that encompass a wider range of benefits, the calendar of events is anticipated to diversify.

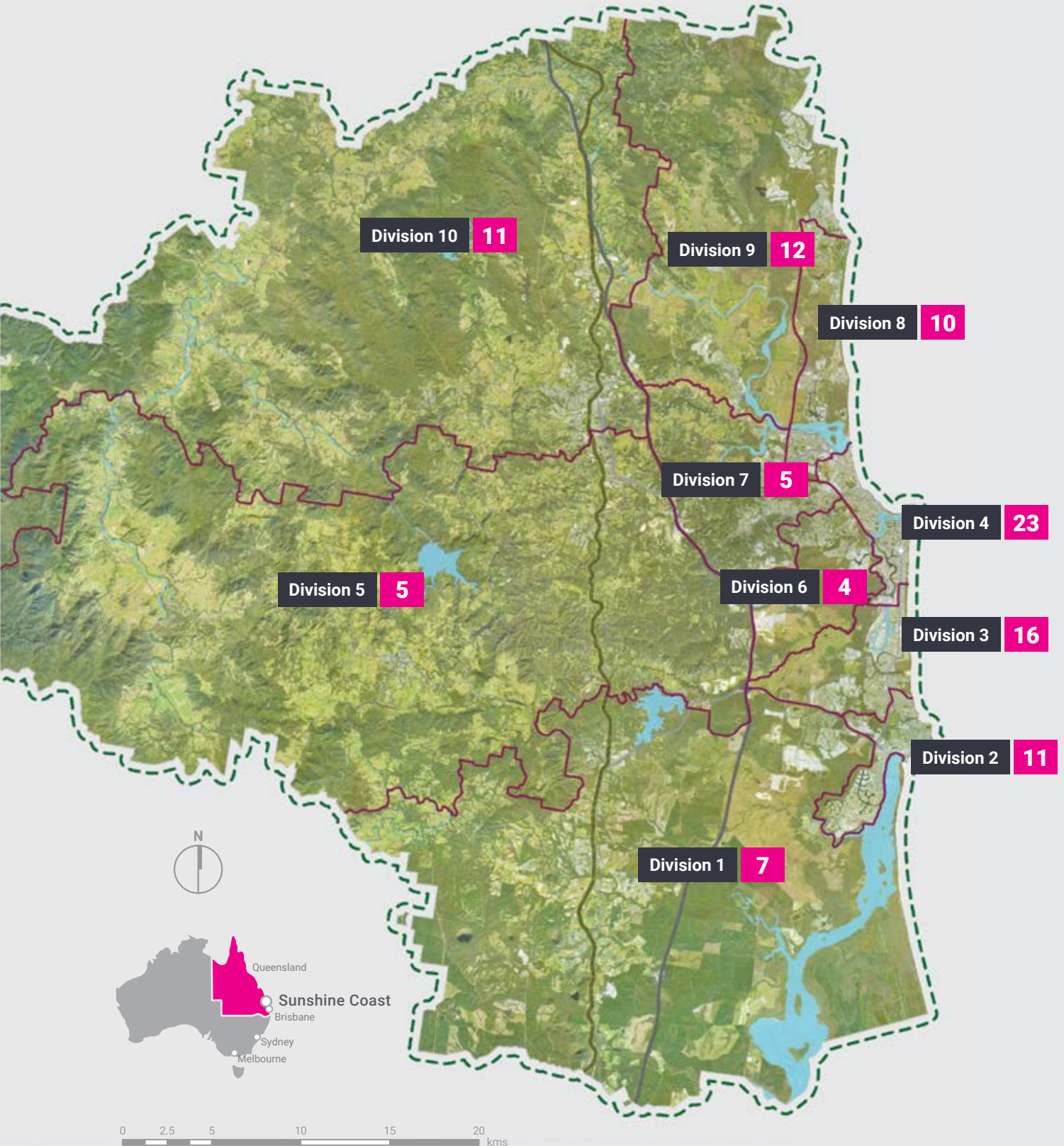


- Sporting – mass participation
- Sporting – elite
- Sporting – other
- Lifestyle
- Cultural



Major Events by Division

During 2023-24, 72 major events were hosted and supported through the sponsorship program, with a number of these events hosted across multiple divisions.



2023-24 Outcomes

The Major Events Sponsorship Program seeks to achieve significant and immediate economic benefits such as visitation and direct business from major events whilst also attracting, supporting and leveraging events that:

1. Build a diverse calendar of events that spread the benefits as widely as possible across the region and the calendar year
2. Use the wider audiences of events to build reputation and perception of the Sunshine Coast's lifestyle, environment and ongoing opportunities
3. Showcase the Sunshine Coast as a destination and increase the region's appeal to potential visitors
4. Align the targeted outcomes of the 'Signature', 'Economic Driver' or 'Emerging' event funding definitions and demonstrate the maximum potential return on investment
5. Promote and engage the region's high value industries
6. Are in keeping with the Sunshine Coast community values and Council's vision to be Australia's most sustainable region, Healthy. Smart. Creative.

Of the 72 events hosted and supported in 2023-24, 59 were existing event agreements with 13 new events and each were classified across the 3 newly defined sponsorship categories:

- 6 signature events
- 63 economic drivers
- 2 emerging events
- One unclassified

The number of events delivered exceeded the events target and did not correlate to the targets of the sponsorship categories due to existing sponsorship agreements in place before the refreshed strategy (and targets) were adopted - 67 events secured for the region prior to August 2023.

The portfolio of events for this financial year achieved the highest economic impact to date with an estimated \$112.6 million in economic impact and an estimated return on investment of 1:36. The Australian Surf Life Saving Championships (the 'Aussies') contributed significantly to this outcome and accounts for approximately 18% of the economic impact for the year.

As a result of a large portfolio of events and with the inclusion of significant events such as the Aussies, all other economic targets were exceeded, with the total number of visitors, local spend by event organisers, and number of full-time equivalent jobs supported also setting new records.

EventsConnect, a local events industry supplier directory and business-to-business portal designed to help support local businesses and the events industry continues to grow. During the year, the platform attracted 52 new supplier listings, with a total of 148 suppliers on the platform as of 30 June 2024.

Looking ahead to 2024-25, the region is anticipated to continue reaping the economic benefits of major events with a wider range of community and industry benefits also to be delivered through the implementation of the new sponsorship categories.

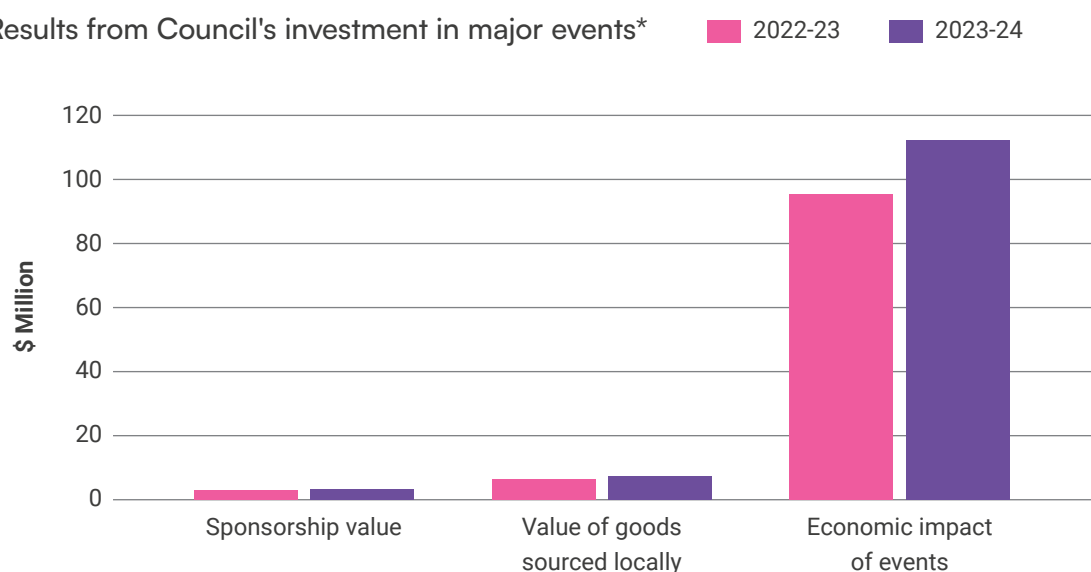


	2022-23		2023-24	
	Target	Actual	Target	Actual
Estimated economic return on regional investment in major events	\$75m	\$95.4m	\$106m	\$112.6m
Number of primary purpose event visitors from outside the region	135,000	165,399	160,000	178,728
Estimated number of total Full Time Equivalent jobs supported	770	1,060	1,000	1,250
Number of:				
Supplier listings on Events Connect		NA	30	52
Major events in portfolio	68	74	40-60	72
Signature events		NA	4-6	6
Economic drivers		NA	30-50	63
Emerging events		NA	3-5	2
Unclassified (Caloundra Music Festival 2023)				1

*The major event outcomes for 2023-24 have been calculated from event acquittal reports where available. In the absence of an acquittal report, the result has been assessed against sponsorship application data or past performance.

The refreshed strategy was adopted in August 2023, with majority of the portfolio secured for the year through multi-year agreements, therefore the 2023-24 results exceed the targets of the sponsorship categories. A gradual approach is required for reducing the number of sponsored events to be in line with the refreshed strategy's objective of supporting a smaller number of high-quality events.

Results from Council's investment in major events*



*The sponsorship value reflects the total funding paid by Council during the term and not the overall budget for the financial year. The major events sponsorship budget is allocated against deliverables for each sponsorship agreement and paid accordingly rather than in one lump sum.

Pathway Outcomes

The Major Events Sponsorship Program delivers for the region by attracting, supporting and leveraging events that deliver maximum results as per the 6 priority pathways identified in the refreshed strategy.



Photo: The Curated Plate



Photo: Sunshine Coast Comedy Festival



Photo: Sunshine Coast Marathon



Pathway 1 Showcase the region's strengths

Continue the development of the Sunshine Coast destination profile, using major events to showcase the full range of the region's natural, physical, community and industry assets.

Actions for 2023-28	2023-24 Outcomes
1. Target new event acquisition opportunities which align with the full range of the region's assets and unique advantages	<p>Ongoing annually – achieved for the year 13 new events were delivered with 14 new event sponsorship applications considered by the board during the year</p>
2. Incorporate alignment with the event destination brand into event selection and assessment criteria	<p>Achieved Sponsorship assessment criteria has been aligned to incorporate the benefit an event provides to the destination brand with representatives from Visit Sunshine Coast (VSC) also actively participating in the event sponsorship assessment process via membership to the board and supporting working groups</p>
3. Partner with specific 'signature events' with the greatest capacity to demonstrate and communicate regional strengths, assets and opportunities	<p>Ongoing annually – achieved for the year Six signature events were hosted, with promotional content of the event and Sunshine Coast as a destination captured</p>
4. As a means of understanding the potential brand-led opportunities, conduct an annual scoping review of new and emerging event trends to assess fit with the Sunshine Coast brand, and how these trends might appeal to target audiences	<p>Ongoing annually – achieved for the year Review of event trends during the year highlighted gaps in the market for arts, and cultural events and large-scale music festivals, particularly after the cancellation of a number of events due to increasing operating costs. The board and Council are actively identifying new opportunities or extended leveraging activity for existing events to fill these gaps</p>
5. Working closely with VSC and event operators, ensure that destination brand values and visual assets are reflected in event promotion, signage and captured imagery	<p>Ongoing annually – achieved for the year VSC provides Council's sponsored major events access to visual assets and promotional content that aligns to the destination brand values. In addition to this content, event operators are supplied destination signage to use throughout the event with Council working with key organisers to ensure the relevant imagery is captured for promotional purposes</p>
6. Build opportunities to promote additional community and regional goals (beyond just tourism) that showcase the true value of the Sunshine Coast.	<p>Ongoing annually – achieved for the year Council works closely with event organisers and other stakeholders to promote the benefits events bring to the region and to the local community:</p> <ul style="list-style-type: none"> • 60 news stories were published about major and emerging events and tourism, • 102 social media posts regarding Council sponsored major events were published across Council's Facebook, Instagram and LinkedIn resulting in 705,000 impressions, 775 comments, 448,000 engagement and 24,000 link clicks.



Pathway 2 Balance the portfolio

Continue to attract and support a diverse range of events – spread by content, location and timing that together form a calendar of maximum benefit to the region.

Actions for 2023-28	2023-24 Outcomes
<p>7. Communicate and explain the use of, and opportunities created, by the major events 3-tier funding system</p>	<p>Ongoing annually – achieved for the year Following the adoption of the refreshed strategy in August 2023, a networking function was held with industry to communicate the new sponsorship categories. In addition to this, press releases were distributed to local media and content on LinkedIn was published to communicate the use of and opportunities created by these sponsorship categories</p>
<p>8. Confirm funding systems and criteria for ‘emerging events’, including ability to significantly increase funding available for successful applications, and process to approve fixed 3-year sponsorship deals</p>	<p>Achieved New assessment tools have been developed for the evaluation of emerging events which are used to determine the most appropriate level of funding for the applicant</p>
<p>9. Annual reports on calendar ‘balance’ - outlining number of events by type, location and annual timing – aligning with the major event categories and their associated objectives</p>	<p>Ongoing annually – achieved for the year Refer to page 14 of the report</p>
<p>10. Promote opportunities for event creation in under-represented locations across the region</p>	<p>Ongoing annually – achieved for the year Council continues discussions with new and existing event promoters across the region and nationally to encourage the best possible event dispersal across the entire local government area</p>
<p>11. Through connections with VSC and other marketing partners, undertake promotional campaigns to outline new and emerging events within a diverse and engaging annual event calendar</p>	<p>Ongoing annually – achieved for the year VSC promotes a diverse calendar of major and emerging events through VSC’s marketing programs and activities all year round including but not limited to:</p> <ul style="list-style-type: none"> • Promotional campaigns – events featured in digital native advertising and social media advertising activities • PR activities – events promoted via broadcast, advertorial and editorial activities • VSC owned channels – events featured on the website, eDMs, Visitor Guide and social media channels. <p>VSC also promotes the calendar of event to industry via corporate communication channels for cross promotional opportunities</p>
<p>12. Continue to assess and evaluate the return on investment into business events (currently funded and measured under the same system as other event types), and consider changes to operational, assessment and funding models.</p>	<p>Ongoing annually – in progress The assessment and funding model for business events continues to be discussed with VSC, with regard to financial and non-financial incentives for business events to be held in the region. There has also been additional collaboration to encourage attraction of business events that align with the High Value Industries as identified in the Sunshine Coast Regional Economic Development Strategy 2023-33.</p>



Pathway 3 Drive maximum return

Implement specific leveraging strategies to increase the benefits derived from individual events.

Actions for 2023-28	2023-24 Outcomes
<p>13. Review the major events portfolio on an annual basis to assess those which best meet strategic objectives and offer the best growth/leveraging potential</p>	<p>Ongoing annually – achieved for the year Council continues to review its portfolio of events on a regular basis. The existing priority scoring tool was refined to further understand and benchmark the strategic alignment of sponsored events with the refreshed strategy and to identify potential leveraging opportunities</p>
<p>14. Concentrate practical and planning assistance that helps event organisers grow scale and visitor numbers to ‘economic driver’ events, and specific ‘Signature’ events with potential to drive maximum visitor night outcomes</p>	<p>Ongoing annually – achieved for the year Council has provided assistance with data collection for a number of major events to allow organisers to further understand their event visitation and identify potential opportunities for growth</p>
<p>15. Develop and implement specific ‘leveraging plans’ for the targeted events in conjunction with VSC, and the event organiser</p>	<p>Ongoing annually – achieved for the year VSC and Council work collaboratively together to identify a small handful of major events each year with specific leveraging plans developed, and work directly with the event organisers to implement. These plans seek to maximise the marketing outcomes for both the event and the region through VSC’s tiered event matrix and marketing support</p>
<p>16. Post event, prepare specific leveraging reports for each targeted event to track outcomes and make future recommendations for support</p>	<p>Ongoing annually – achieved for the year Council engaged a marketing agency to develop a standardised marketing template for event organisers which identifies how the Major Event will be promoted and through which marketing channels as well as understanding the post event outcomes. This has allowed Council and VSC to ensure their support across their owned channels compliments the event organisers, and identifies potential opportunities to further promote and leverage the event and Council’s sponsorship</p>
<p>17. Where possible, and in keeping with the goals and pathways of this strategy, sign events up to 3-year contracts to achieve maximum ROI over a longer cycle</p>	<p>Ongoing annually – achieved for the year The board considered 22 major event sponsorship applications during 2023-24. Council endorsed 20 applications recommend by the board, with 19 applications contracted to secure 36 individual events for the region. Of those applications contracted, 10 were across multiple years</p>
<p>18. Continue the development and knowledge of ‘EventsConnect’– the Sunshine Coast ‘supplier portal’ – to create and connect opportunities for increased event delivery spend through local businesses and organisations.</p>	<p>Ongoing annually – achieved for the year Council works in conjunction with the Sunshine Coast Events Industry Association (SCEIA) to promote the platform and connect event organisers to the local supply chain. Fifty-two new suppliers were secured during the year with over 148 suppliers on the platform as of 30 June 2024.</p>



Pathway 4 Best practice region

Be a leader in process and governance, sponsorship selection, and in support and leverage for major event projects.

Actions for 2023-28	2023-24 Outcomes
19. Review procedures in contracting, measurement and assessment to maintain the region's best practice status in these areas	<p>Ongoing annually – achieved for the year</p> <p>New systems for a CRM and leads management were implemented during the year. Other internal procedures are in review as the development of a centralised online application tool is underway</p>
20. Undertaking annual reviews of governance procedures, building on change management and succession planning support where required	<p>Ongoing annually – achieved for the year</p> <p>Succession planning for the Board was completed during the year due to the conclusion of two members terms. The new members terms will begin in 2024-25</p>
21. Work with key industry stakeholders such as TEQ and VSC to share available data on the impact of major events and develop additional methods to track additional outcomes such as repeat visitation from event participants and audiences	<p>Ongoing annually – achieved for the year</p> <p>Regular monthly meetings are held with industry stakeholders such as TEQ and VSC. Industry research has indicated the cost of accommodation and visitor spend has increased therefore a new visitor night value will be used from 1 July 2024 to align Councils economic calculations with TEQs</p>
22. Council, Sunshine Coast Events Board and Sunshine Coast Events Industry Association to continue to advocate for improved regional coordination of major event operations and delivery services	<p>Ongoing annually – achieved for the year</p> <p>SCEIA held an event promoting the findings of the Sunshine Coast's nighttime economy research and the need for a unified voice in the growth and development of the region's events industry</p>
23. Development of centralised online application tool to increase major event visibility across all of Council	<p>In progress (year 1 and 2)</p> <p>The development of a centralised online application tool is underway with the system anticipated to go live by the end of 2024</p>
24. Create and promote clear guidelines of Council's environment and accessibility expectation from major events, and the required post event reporting.	<p>Ongoing annually – in progress</p> <p>An Accessible and Inclusion Tool Kit for event organisers is being developed and will align with Councils All Abilities Action Plan. Council is liaising with key stakeholders to collate further information on sustainable event delivery.</p>





Pathway 5 Create industry demand

Grow the profile of the Sunshine Coast as a highly desirable host destination for the event and tourism industries.

Actions for 2023-28	2023-24 Outcomes
<p>25. Actively promote the region's strengths and achievements in hosting major events of all types to key promoters, influencers and the wider event industry</p>	<p>Ongoing annually – achieved for the year LinkedIn is used as a platform to promote the region's strengths and achievements in hosting major events. Additionally, Council attended a number of industry conferences outside of region during the year, which allowed for the promotion of the Sunshine Coast as a leading events destination. As a result, a number of new event leads are being explored with new event operators</p>
<p>26. Improve outward facing event support information services (websites, social media platforms, etc.) to present clear and professional information to potential event promoters</p>	<p>Ongoing annually (year 1 and 2) – achieved for the year Events.SunshineCoast and EventsConnect are two outward facing websites designed to promote events and to connect event promoters to the local supply chain. Both websites received updates during the year to improve functionality. Additionally, a landing page on the Invest.SunshineCoast website was set up to capture high performance sports leads, and offers access to a comprehensive Train Stay Play brochure with testimonials and video content</p>
<p>27. Raise the profile of the Sunshine Coast Events Board and Council through participation and speaking opportunities at conferences, industry workshops and liaison with key partners (e.g., TEQ)</p>	<p>Ongoing annually – achieved for the year Both Council and the board attended a number of conferences and networking functions such as the Global Elite Sport Conference on the Gold Coast, SportNXT Conference in Melbourne and the Sport Accord Conference in the UK. All functions assisted with event lead generation and the promotion of the Sunshine Coast as a premier regional events destination</p>
<p>28. Develop case studies which can be used for future event attraction</p>	<p>Ongoing annually – achieved for the year Refer to 25 page of report</p>
<p>29. Develop additional opportunities for famil visits from key industry targets, and hosting of key industry events</p>	<p>Ongoing annually – achieved for the year A number of activities were conducted during the year to connect with key industry targets:</p> <ul style="list-style-type: none"> • Hosting a training camp with the Auckland Blues to promote the region as the perfect place to train and stay for elite sports teams, • Council was a key partner for the Sports Tech Masterclass delivered by Sport Tech College to representatives from industry, local government, state government, local schools and Paralympics Australia. The event was an introduction to the various streams of Sportstech, and • Hosting of an NFL Flag come and try day which helped to position the region as a secondary hub for Flag Football ahead of the Brisbane 2032 Olympic and Paralympic Games.
<p>30. Use EventsConnect and other related communication tools to promote and connect opportunities for event organisers to work with experienced local suppliers in the design and delivery of their event.</p>	<p>Ongoing annually – achieved for the year EventsConnect is promoted through Council's LinkedIn and Facebook channels, correspondence to event organisers following the approval of Council's support, and SCEIA marketing channels and networking events.</p>



Pathway 6 Engage the community

Drive continued business and community support through promotion of the outcomes and benefits from the region's hosting of major events.

Actions for 2023-28	2023-24 Outcomes
<p>31. Include diversity of location, timing and event type as an influencer in the event selection process (where this is possible without jeopardising program outcomes)</p>	<p>Achieved Sponsorship assessment aligned to incorporate diversity criteria such as time of year, location and event type</p>
<p>32. Communicate to local community and businesses the overall impact of a 'balanced calendar' of major events across the region each year – rather than focusing on the actual local benefits or impact per event</p>	<p>Ongoing annually – achieved for the year Council communicated it's refreshed strategy including plans to support a more balanced calendar of events through the new sponsorship categories through its owned channels such as Council's website and LinkedIn, a press release and a networking function with industry and key partners</p>
<p>33. Through the targeted local communication, create additional awareness of local supply and strongly promote opportunities for specific local business to leverage key event projects</p>	<p>Ongoing annually – achieved for the year EventsConnect is a communication tool that promotes and connect opportunities for event organisers to work with experienced local suppliers in the design and delivery of their event. The platform is promoted by Council and SCEIA</p>
<p>34. Work with key event communication campaigns to, where possible, reduce the effect on businesses impacted by specific events</p>	<p>Ongoing annually – achieved for the year Council encourages event organisers to conduct community consultation in advance of the event with clear communications advising of any disruptions to local businesses. In addition, Council communicates any messaging regarding disruption through its own channels, whilst also explaining the benefits of hosting events</p>
<p>35. Continue to implement specific communication programs – targeting business and community partners, existing event organisers and prospective event organisers to further promote the outcomes and benefits of the Major Events Sponsorship Program</p>	<p>Ongoing annually – in progress Council is working with Business Development specialists and local Chamber of Commerce groups to engage local businesses with event operators encouraging businesses to leverage event opportunities</p>
<p>36. Ensure meaningful community engagement takes place as part of event planning</p>	<p>Ongoing annually – achieved for the year The Major Events Operations Committee consists of key stakeholders such as the Queensland Police Service, Department of Transport and Main Roads and Council that meet regularly to address any concerns or issues with major event planning and event delivery, and to ensure meaningful community consultation is undertaken</p>
<p>37. Engage with businesses through feedback surveys (selected number of major events) to gauge direct impact, monitor community sentiment and collect testimonials on the positive impact of events.</p>	<p>Ongoing annually – achieved for the year Ahead of Mooloolaba foreshore development, Council is working towards supporting and educating businesses on maximising major events through the following:</p> <ul style="list-style-type: none"> • communication plan to help businesses profit from major events, • regular engagement with the local chamber of commerce including event organisers becoming members to create stronger relationships and greater visibility in the business community, and • post-event surveying and greater assessment of comparative data to understand the impacts on businesses, and how to best support the various sectors in those locations into the future.

Case-studies



The Australian Surf Lifesaving Championships 2024 - a signature event maximising benefits

The Australian Surf Lifesaving Championships, better known as The Aussies, was hosted 13-21 April, 2024 across Maroochydore, Alexandra Headland, Mooloolaba and Coolum. The national scale event is categorised as a signature event and was secured for the region through a partnership with Council and TEQ.

The 9-day competition attracted more than 15,000 visitors to the region and is estimated to have contributed \$25 million to the Queensland economy with \$20.7 million estimated to have been injected directly into the Sunshine Coast. The major sporting event incorporates a festival within itself which comprised of exhibitors, entertainment, and live music as an initiative to create a legacy within the local area and engage with community. This festival element provided further opportunity to connect the local business community to regional and industry opportunities.

The economic benefits of the Aussies were significant for the region, as was the promotional value. The Sunshine Coast was showcased as the host destination for the championships, with the promotional value (advertising space rate, ASR) estimated to be more than \$7 million and have reached an audience of more than 19 million. This has allowed the region to leverage its title as Australia's premier regional events destination and maximise the event benefits to make a direct and immediate impact on the Sunshine Coast's reputation and perception.



National Youth Touch Football Championships 2023 - driving economic results

The Sunshine Coast Stadium hosted the National Youth Touch Football Championships 27-30 September, 2023. The mass participation sporting event is classified as an economic driver within the sponsorship program as the event drives significant immediate economic impact.

The event is estimated to have attracted over 7,000 visitors to the region with an estimated economic impact of \$2.9 million. The economic impact of mass participation major events can be broad and far-reaching. The region benefits from increased visitation (e.g., boosted accommodation, transport, food and business expenditure) and also the localised expenditure associated with holding the event (e.g., equipment and service hire). This additional spending can provide significant stimulus and enhance the viability of the tourism and tourism-dependent industries.

The championships continue to grow at a rapid rate with a record 121 teams participating in the 2023 event. The events growth trajectory has resulted in the event outgrowing the current facilities at the Kawana Sports Precinct, however with investment into our regions sport facilities and venues the region is well positioned to attract and retain this and similar high driving economic events in the future.



Sunny Coast Showfest 2024 - an emerging event supporting the arts

The Sunshine Coast Screen Collective's 'Sunny Coast Showfest' was hosted 21-22 June, 2024 with the event supporting the emerging screen industry. The 2-day film festival was one of the first events to be supported under the new emerging events sponsorship category. The refreshed strategy acknowledges emerging events may not meet traditional economic impact targets in their formative years with a focus on future growth potential.

The festival is much more than an event as it acts as a pathway for screen and film professionals in combination with the Sunny Coast Showdown. Both initiatives present locals an accessible and practical entry point into the screen industry, and provide a platform to showcase our local stories, people, culture, lifestyle and location to the world.

The festival in conjunction with the Showdown initiative, helps to diversify the major events portfolio and generates high value jobs on the Sunshine Coast thereby connecting to the region's larger goals as outlined in the Regional Economic Development Strategy 2023-33 (REDS).

The development of a thriving screen industry not only supports the diversification of our economy (a key objective of the REDS), it also has potential flow-on economic and cultural impacts to connected industries such as tourism, creative arts, digital games and music. The benefits the region will derive from major events will become wider and further reaching as the portfolio of sponsored major events is diversified through the inclusion of emerging events.



Priorities for 2024-25

Council will continue to progress the 37 actions outlined within the refreshed strategy. These actions aim to advance our goals by positioning the region to be recognised as the premier regional events destination in Australia – where major events deliver maximum results.



Further Information

For further information refer to the following resources:

Sunshine Coast Major Events Strategy
2018-2028 — 2023 Refresh

Sunshine Coast Events Board

Sunshine Coast Major Events
Sponsorship Program

Events.SunshineCoast

EventsConnect

Sunshine Coast Regional Economic
Development Strategy

Sunshine Coast Council



sunshinecoast.qld.gov.au
suncoastevents@sunshinecoast.qld.gov.au
07 5475 7272