



Our region.
Healthy. Smart. Creative.

Sunshine Coast
Major Events
July - September 2021 Highlights





A quarterly update on how Council is working to position the Sunshine Coast as Australia's premier regional major events destination.

WHAT'S NEW

- › The Sunshine Coast has been named host region of the 2022 and 2023 Surf Life Saving Queensland State Championships, which attracts more than 8,000 competitors and spectators annually.
- › For the month of September, [Events.SunshineCoast](#) has seen an increase of over 3,000 users and 10,000 views of the site from the previous month. This increase is assumed to be due to the return of events after many were postponed or cancelled during August as a result of COVID-19 restrictions and border closures. The growth of the site is expected to continue as the events industry bounces back and awareness of the site increases.
- › The Sunshine Coast Events Board welcomed Kelly Ryan, Head of Marketing, Visit Sunshine Coast as a new Working Group member.

LOOKING BACK: JULY-SEPTEMBER 2021

- › 12 sponsored major events were held throughout the region during the quarter with an estimated economic impact of over \$24 million.
- › **Queensland Garden Expo** (9-11 July) returned from a two-year absence despite lockdown implications the week prior (29 June-2 July), border closures and wet weather.
- › The Sunshine Coast Stadium played host to the NRL Qualifying Final – Melbourne Storm v Manly Warringah Sea Eagles and attracted 9,120 attendees and viewed by 1.143 million people.
- › Sunshine Coast Council continues to work with Event Organisers to reduce the **environmental impact of events** across our region to deliver a positive experience for attendees. The **2021 Ironman 70.3 Sunshine Coast** has successfully reduced landfill waste by 4.8% from the previous year through effective waste management changes.





LOOKING FORWARD

- › 17 major events sponsored by Council are scheduled to take place between October to December 2021 and will bring an estimated 42,000 visitors to the region. To stay up to date on what events are happening, visit events.sunshinecoast.qld.gov.au
- › **The Sunshine Coast Events Board** met once during the quarter and recommended six major events for sponsorship. It is estimated these events will result in an economic impact of over \$13 million and will bring over 24,000 visitors to the region.
- › **The Business Events Assistance Program (BEAP)**, has seen an increase in applications to host business events across the Sunshine Coast region which indicates confidence is returning to the industry.

WHY SUNSHINE COAST

- › The Sunshine Coast is easily accessible with its own international airport, train stations and only one-hour drive from Brisbane. It also offers an extensive range of accommodation options of all types and for all budgets. More than one million potential customers live within a 45-minute drive.
- › The region has both natural and man-made assets at its disposal to offer promoters. All types of major events are well accommodated, either along the beaches, roads or pathways, or at stadiums or public venues.
- › Council provides significant investment through the Major Events Sponsorship program to provide direct funding support to targeted events. A dedicated team of major events and tourism staff work with all sponsored events to negotiate Council support and provide specialised local advice and guidance.
- › For more information about staging a major event on the Sunshine Coast contact the Tourism and Major Events Unit
suncoastevents@sunshinecoast.qld.gov.au

Major event outcomes are estimated projections. Actual performance results will be reported in the Sunshine Coast Events Board's Annual Report which is produced after all acquittals for the year's sponsorship funds are due.





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Sunshine Coast | Our region.
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