

GOLD COAST 2017

IFEA WORLD FESTIVAL

AND EVENT CITY

AWARD SUBMISSION



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Gold Coast | Global Event Destination

The Gold Coast is an events city!

It is a city where the 'have-a-go' spirit is strong and people are proud to live, work and study.

It is a city where people start a business, grow their business and raise a family.

The Gold Coast prides itself on dreaming up big events and executing them flawlessly.

The coastal destination is set to host what will be the largest sporting event this decade in the Southern Hemisphere: the 2018 Commonwealth Games.

The city attracts international events, and makes them quintessentially Gold Coast.

The Gold Coast utilises its natural assets, from the golden sands of its ocean beaches to the million-year-old rainforests in the hinterland.

With its enviable year round moderate weather, modern transport and extensive tourism infrastructure, the Gold Coast rightly has a reputation as a world-class events city.

Letter from the Mayor

City of Gold Coast is globally renowned as a tourism destination and we welcome 13 million visitors a year. For decades our great claim to fame has been sun, sand and surf.

With 300 days a year averaging 10 hours of sunshine and 57 km of golden sandy beaches crowned by some of the best surf in the world, it has been a great driver of our tourism industry.

But as our permanent population climbed past 600,000 we knew we needed to create an even stronger economic base to generate the jobs of the future that would enable families to stay together without children having to chase employment elsewhere.

So we began a program of events and festivals that enhance our local quality of life and attract ever-increasing numbers of visitors from around Australia and across the world.

Our capacity as an event destination is highlighted by our competitive selection to stage the 2018 Gold Coast Commonwealth Games. This is the largest event in the southern hemisphere for a decade and will attract a global television audience of 1.5 billion viewers. Very few events come much bigger than this.

Our sub-tropical climate makes us a great sporting event destination. Our GC600 Supercars event is a three-day open air party in which some of the fastest racing cars in the world hurtle around the skyscraper-lined Surfers Paradise track. Adrenaline-fuelled excitement for hundreds of thousands of fans.

We also host a stream of other events across a bewildering array of sports and disciplines. In 2014 the Gold Coast Airport Marathon became the first in Australia to be awarded an International Association of Athletics Federations Road Race Gold Label, for meeting strict criteria of excellence in planning and delivery.

We have also built an impressive portfolio of cultural events. Outdoor events like our Swell Sculpture Festival on the beach and adjacent foreshore holds crowds spellbound. Our Bleach Festival operates at well over 20 venues around the city, with many of them outdoor events that feature avant garde acts from around the globe. We delight the senses too, with GLOW, our unique night-time digital art, light, water and laser experience.

Importantly, we are creating an event culture in our community and we offer guidance to all individuals or groups in how to stage an event. Our City website provides a range of useful brochures, fact sheets and other resources to assist with staging successful events. For us, events and festivals are an integral part of our culture. I hope one day you can visit and enjoy the experience!

MAYOR TOM TATE
CITY OF GOLD COAST





2018 Commonwealth Games Host City

In 2011 the Commonwealth Games Federation (CGF) awarded the hosting of the 2018 Commonwealth Games to the Gold Coast. Highlights include:

- 11 day sporting and cultural event
- 70 nations and territories attend
- 6600 athletes and team officials
- 15,000 passionate and friendly volunteers
- a spectacle of 18 sports and 7 para-sports
- cumulative global audience of 1.5 billion

The international spotlight will be on the Gold Coast in 2018 when the city hosts one of the largest multi-sport events in the world – the Commonwealth Games.

The Gold Coast 2018 Commonwealth Games will see 6,600 athletes and team officials from 70 Commonwealth nations and territories participating in 11 days of competition, with the event broadcast to almost one third of the world's population.

The first venue delivered for the Gold Coast 2018 Commonwealth Games was the spectacular \$41 million Gold Coast Aquatic Centre (Southport) completed in June 2014. The centre includes a new 50 metre competition pool, 50 metre training pool, dive platform and pool, indoor learn-to-swim centre, conference facilities, gymnasium and café. This venue will host the swimming and diving competitions.

The Coomera Indoor Sports Centre (opened in August 2016) will provide an important piece of community infrastructure for one of the Gold Coast's fastest growing regions. This new multi-purpose facility will accommodate a range of community facilities and indoor sports such as netball, soccer, gymnastics and basketball. This venue will host the gymnastics competition and netball finals during the games.

The \$100 million redevelopment of Carrara Sports Precinct has just been completed. This internationally significant sports precinct, which incorporates the 25,000 seat Carrara Stadium (upgraded to 40,000 for the Commonwealth Games), and the world-class new Gold Coast Sports and Leisure Centre will host the Commonwealth Games opening and closing ceremonies, athletics, badminton, wrestling and weightlifting competitions.

In addition, the Gold Coast Hockey Centre (Labrador), Broadbeach Bowls Club and Gold Coast Cycle Centre (Nerang) have undergone major upgrades and are now capable of accommodating national and international level events. These venues will host the hockey, lawn bowls and mountain biking competitions.



THE GOLD COAST

Australia's Gold Coast is a city that has come of age. Strategically located on the edge of the Asia-Pacific rim, with access to two international airports, the Gold Coast is perfectly positioned as a destination for business, investment, study, sport, events, tourism and lifestyle.

Situated in the south-east corner of the state of Queensland, the Gold Coast stretches along 57 kilometres of coastline and is home to more than half a million people. Beyond the city's beautiful beaches are vast, sub-tropical rainforests with breathtaking scenery.

The Gold Coast is a global event destination.

With its strengths in tourism, the Gold Coast attracts people from across the world to attend major events. Recent

studies have shown that close to one quarter of the visitors to the Gold Coast came to specifically attend an event, festival or exhibition.

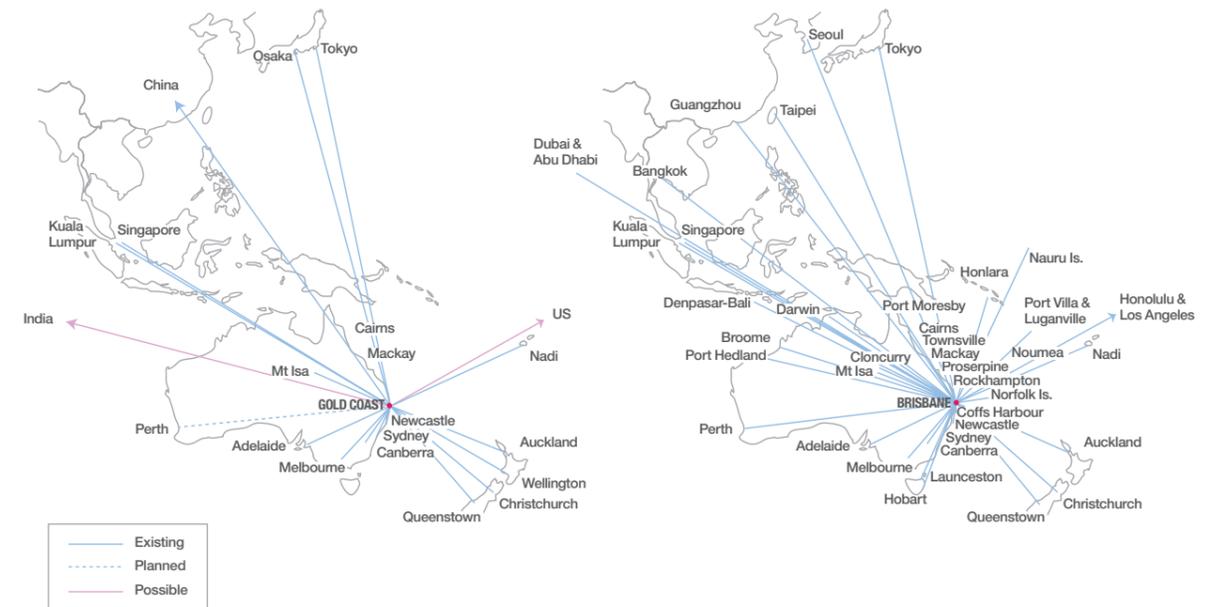
Its natural environment is an extraordinary asset and an integral part of its local identity and culture, with world famous beaches, protected waterways, parklands and heritage-listed rainforests.

The region receives an average of 10 hours of sunshine a day for approximately 300 days per year, making for perfect training and sporting conditions and reducing the likelihood of adverse weather conditions. The Gold Coast has extensive amenities that can cater to a broad range of events from large international events to small intimate occasions.

Many of the city's event facilities have been designed with participant and spectator experience in mind and take advantage of the subtropical climate that the Gold Coast is famous for.

The city understands the cultural, social and economic benefits of events and has a strong event community that works together to ensure the continued success of this important industry on the Gold Coast.

Building on its existing event amenity, the City of Gold Coast (City) is investing approximately \$200 million into new and redeveloped event infrastructure that is increasing the city's ability to support major international events such as the Commonwealth Games – one of the largest multi-sports events in the world.



a. Accessing our City

The Gold Coast region is serviced by two international airports – Gold Coast and Brisbane.

Gold Coast Airport

Gold Coast Airport is one of the fastest growing airports in the country and offers direct domestic and international services. The airport services more than six million passengers per year and more than 380 flights per week. Gold Coast Airport welcomes direct flights from all major Australian cities, including more than 25 services a day from Sydney and more than 15 a day from Melbourne.

The Gold Coast Airport welcomed a record 6.4 million passengers in the 2016 calendar year (up 7.1 per cent on the previous year) and in January 2017 set a new record for its busiest month ever (624,266 passengers).

Direct flights are available from four New Zealand ports including Auckland, Christchurch, Wellington and Queenstown, with connections available from Auckland to the West Coast of USA and Canada. Other direct international services include Singapore, Malaysia, Japan and China.

Regular international air services are available from key Asian ports, including Kuala Lumpur, Singapore and Tokyo, offering long haul connections to the Middle East, Europe and UK.

Brisbane Airport

Brisbane Airport services 12 million travellers a year with 2.6 million through the international terminal and 9.5 million through the domestic terminal. Brisbane Airport is the arrival port for more than 34 airlines, with direct services to 28 international and 35 domestic destinations.

Located about one hour north of the Gold Coast, Brisbane is the main international airport servicing South East Queensland. The city is connected by the Pacific Motorway and Airtrain - a world-class airport rail link, which creates a seamless connection between Brisbane Airport and the Gold Coast. There are also many road transfer options between Brisbane Airport and the Gold Coast including coach transfer, car transfer, hire car and taxi.

QUICK FACTS

57 kilometres of beaches

200 kilometres of navigable waterways

More than 2600 parks covering 21,000 hectares

100,000 hectares of world heritage-listed rainforest

Average summer temperatures
19 – 29°C (66 – 83°F)

Average winter temperatures
9 – 21°C (48 – 69°F)

Average rainfall summer
67mm

Average rainfall winter
76mm

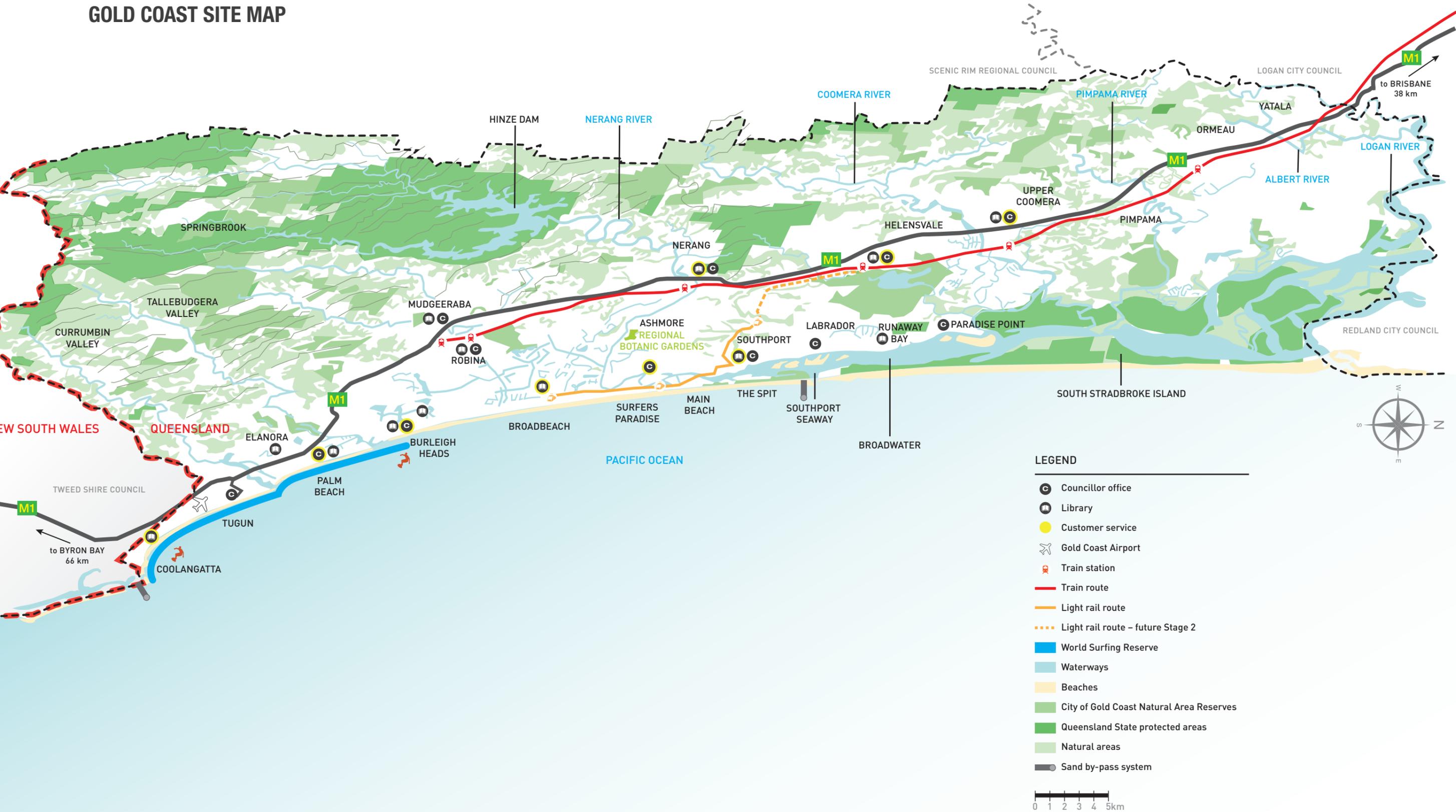


City of Gold Coast comprises of 14 Divisions. Residents in each division elect a Councillor to represent their community's needs and are collectively referred to as 'Council'. All City of Gold Coast residents elect the Mayor.

The support of Council for a thriving events industry and vibrant events calendar is an essential part of the reason why the Gold Coast's reputation as a global events destination continues to grow. Council has clearly articulated their desire to grow existing events, attract new events, and build both a major and community events calendar that will rival leading events cities globally. Council invest in events at many levels with a significant overall investment made into events annually with the goal of driving visitation, supporting the tourism economy, growing our reputation, all the while painting the city as a vibrant place to live and visit.

Council provides the overall strategic direction for events within the region and their continued commitment to events will see the city continue to achieve in this field.

GOLD COAST SITE MAP



- LEGEND**
- Councillor office
 - Library
 - Customer service
 - Gold Coast Airport
 - Train station
 - Train route
 - Light rail route
 - Light rail route - future Stage 2
 - World Surfing Reserve
 - Waterways
 - Beaches
 - City of Gold Coast Natural Area Reserves
 - Queensland State protected areas
 - Natural areas
 - Sand by-pass system





SECTION 1

COMMUNITY OVERVIEW

a. Current City Population

On the east coast of Australia, approximately 80 kilometres south of Brisbane, the Gold Coast is located within one of the country's fastest growing regions.

As Australia's sixth largest city, the Gold Coast is home to more than 600,000 people and has one of the fastest growing populations in Australia. Strong population growth, diversification of the economy and investment in strategic infrastructure are giving rise to new opportunities.

The city continues to go from strength to strength. It is anticipated that the Gold Coast will sustain strong population growth, with the population projected to reach more than 866,600 people by 2036. This represents an increase of 2.1 per cent per year over the next 20 years.

b. Current SMSA or LUZ Population (Standard Metropolitan Statistical Area or Large Urban Zone)

The Gold Coast land area is 133,372 hectares (1,334km²). Released in March 2017, figures from the Australian Bureau of Statistics' (ABS) Regional Population Growth data (2015-16) show the city has increased by almost 12,000 residents annually over the past decade to reach a current population density of 4.26 persons per hectare.

c. Population Within a 50 Mile Radius of Applicant City

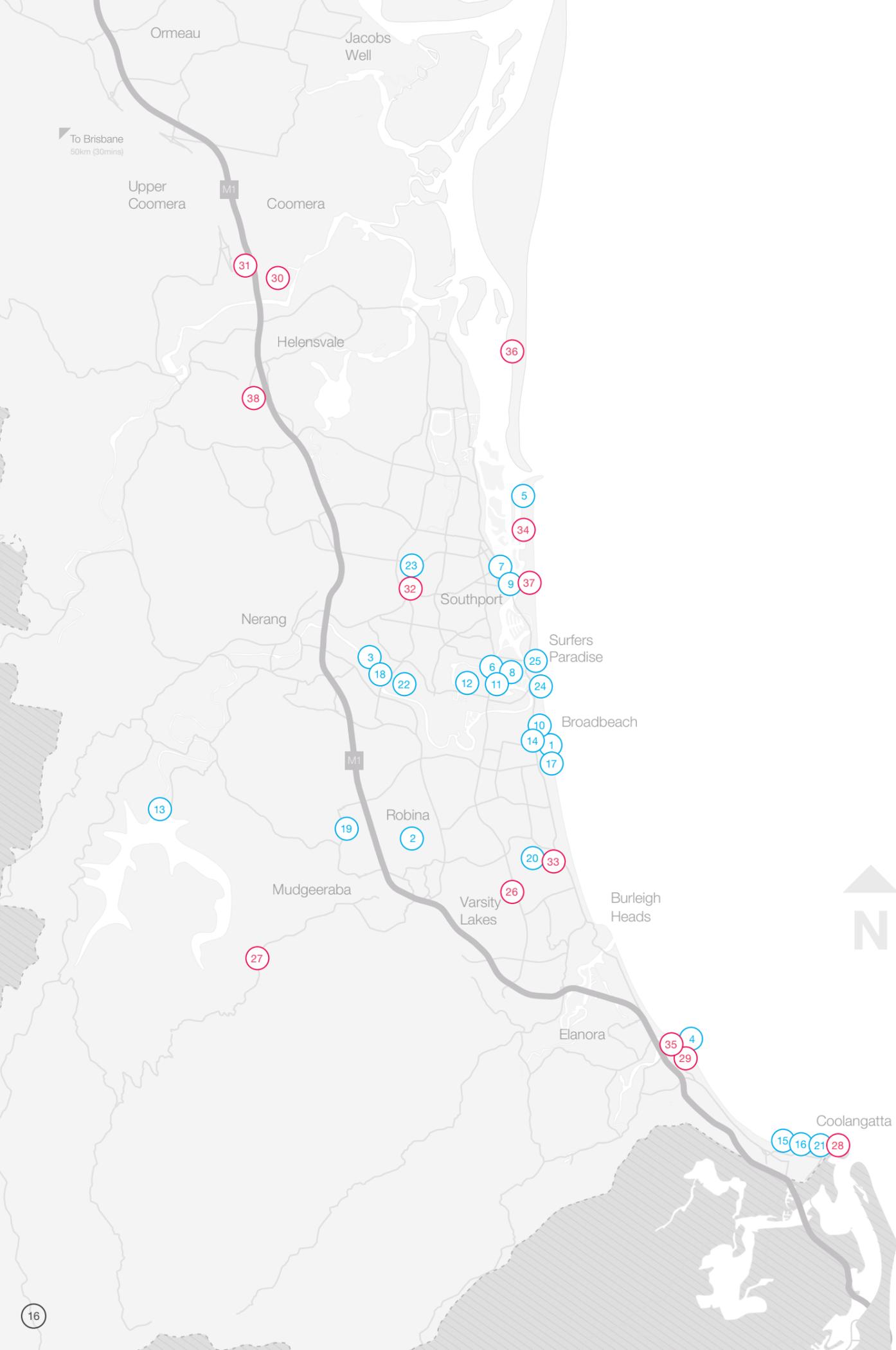
The ABS refers to an area approximately equivalent to a 50 mile radius as Queensland's South East region. The South East is made up of six local government areas.

Along with the Gold Coast, the South East includes Brisbane local government area – 1.18 million, Logan local government area – 314,000, Redlands local government area – 152,000, Tweed local government area – 94,000 and Scenic Rim local government area – 40,000. When combined the total population within the radius is 1.78 million.

d. Primary Festival and Event Venues Available

The Gold Coast boasts two multi-purpose stadiums (Metron Stadium and Cbus Super Stadium) along with additional world-class sporting facilities including Olympic-standard swimming pools and athletic tracks and sport specific venues (hockey grounds, tennis centres, gymnasiums, sailing facilities and beach volleyball).

Other venue options include extensive open spaces and a multi-use Gold Coast Cultural Precinct among a range of event specific venues. Following is a snapshot of the city's primary event facilities; however, please note, this is not an exhaustive list.



EVENT FACILITIES MAP

Facilities

- 1 Kurrawa Terrace
- 2 Cbus Super Stadium
- 3 Carrara Sports Precinct
- 4 Currumbin Esplanade and Beach
- 5 Doug Jennings Park – The Spit
- 6 Evandale Parklands
- 7 Gold Coast Aquatic Centre
- 8 Arts Centre Gold Coast
- 9 Gold Coast Broadwater Parklands
- 10 Gold Coast Convention and Exhibition Centre
- 11 Gold Coast Cultural Precinct
- 12 Gold Coast Turf Club
- 13 Hinze Dam
- 14 The Star Gold Coast
- 15 Kirra Beach and Roughton Park
- 16 Kirra Hill Community and Cultural Centre
- 17 Kurrawa and Pratten Park Broadbeach
- 18 Metricon Stadium
- 19 Mudgeeraba Showgrounds
- 20 Pizzey Park

- 21 Queen Elizabeth Park
- 22 RACV Royal Pines Resort
- 23 Sharks Events Centre
- 24 SkyPoint Observation Deck
- 25 Surfers Paradise Foreshore

Private Venues

- 26 Bond University Events Centre
- 27 Boomerang Farm
- 28 Coolangatta Hotel
- 29 Currumbin Wildlife Sanctuary
- 30 Dreamworld and White Water World
- 31 Gold Coast Compound
- 32 Griffith University
- 33 Rabbit + Cocoon
- 34 Sea World
- 35 Soundlounge
- 36 South Stradbroke Island – McLaren's Landing
- 37 Southport Yacht Club
- 38 Warner Brothers Movie World

PRIMARY FESTIVAL AND EVENT VENUES



Gold Coast Sports and Leisure Centre

This new multi-purpose community facility comprises of two indoor halls connected by a pedestrian plaza. The new centre supports a large range of sport and community facilities including function rooms, change rooms and administrative facilities. The mixed-use sports courts are designed to accommodate court sports including basketball, netball, indoor soccer, badminton and more.

The show hall has the ability to be transformed for major sporting events, corporate banquets, exhibitions and trade shows.

Key features of the facility include 15 multi-use sports courts with a building footprint of 16,500 square metres, two halls, four official change rooms, eight team change rooms, function rooms, commercial kitchen, large media screen, indoor café, plaza, outdoor green area, accessible amenities and 400 undercover car parking spaces.

Capacity numbers:

5000 in main hall



Queen Elizabeth Park

With its beachside location, open space and proximity to Griffith Street – Coolangatta's central shopping strip – Queen Elizabeth Park is a great space for major sport, cultural and music events. Located at the southern end of the Gold Coast, with its northern aspect, Queen Elizabeth Park is a great parklands venue during autumn and winter.

The park and extended foreshore area can cater to large-scale public events and is connected to electricity and water.

The park is located within a few kilometres of the Gold Coast Airport and has a wide variety of accommodation and entertainment options.

Capacity numbers:

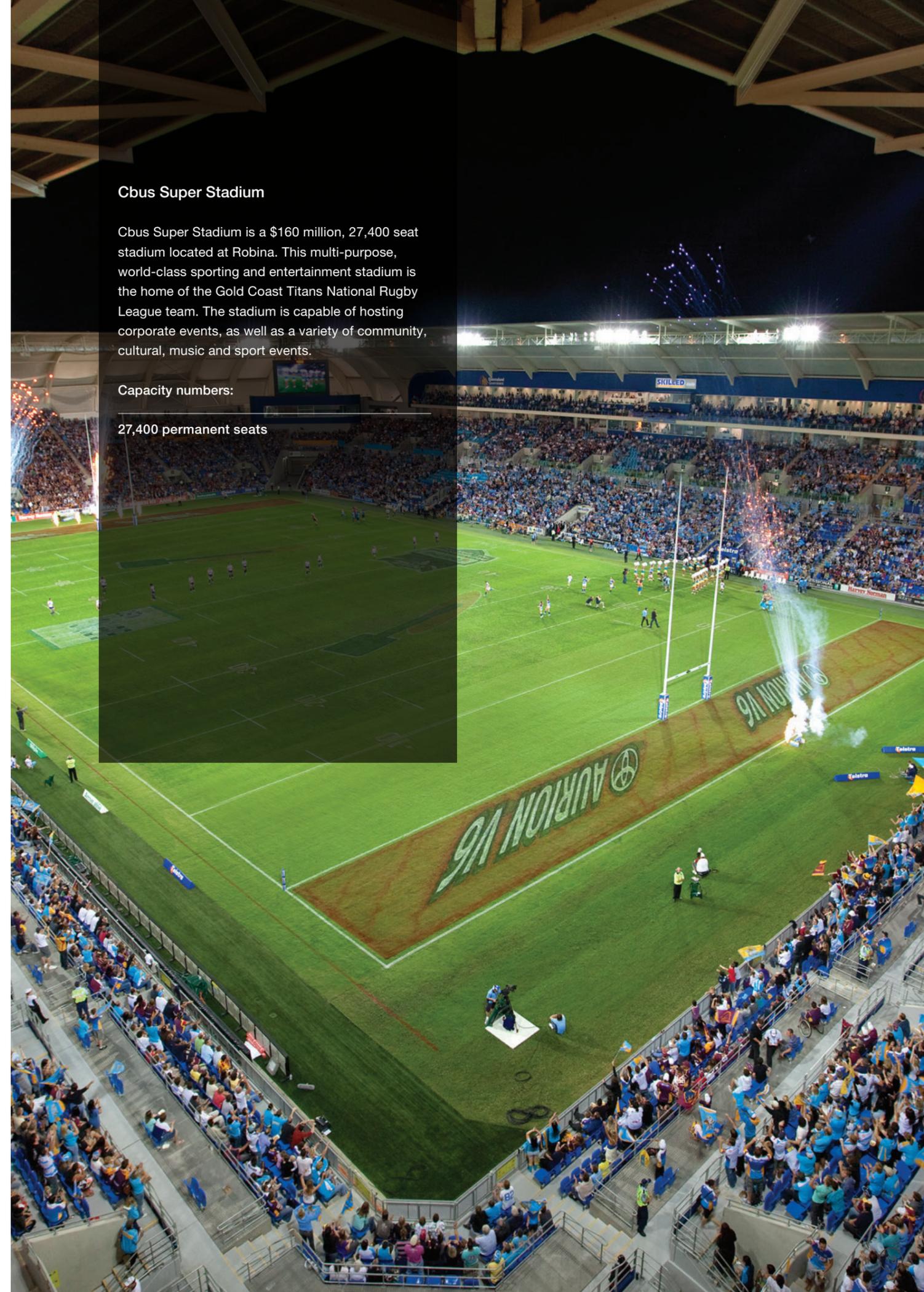
12,000

Cbus Super Stadium

Cbus Super Stadium is a \$160 million, 27,400 seat stadium located at Robina. This multi-purpose, world-class sporting and entertainment stadium is the home of the Gold Coast Titans National Rugby League team. The stadium is capable of hosting corporate events, as well as a variety of community, cultural, music and sport events.

Capacity numbers:

27,400 permanent seats





Currumbin Esplanade and Beach

Tucked away on the beachside of Currumbin hill, this pocket has a slight seaside village feel.

The Esplanade and beach run just under one kilometre in length and offer ample space for a range of community and cultural events. Along the Esplanade are a range of quaint restaurants and cafes to complement events.

The Esplanade almost seamlessly integrates with the beach – with few barriers – and allows to incorporate both environments to be into events.

Capacity numbers:

50,000



Doug Jennings Park – The Spit

Doug Jennings Park is a picturesque destination located at the northern end of the Spit – a peninsula that separates the beach and the Gold Coast Broadwater.

With the CBD backdrop across the Broadwater and ample open space, the park is used by major music festivals and sporting events.

It is also a suitable location for events that require protected open waters.

Capacity numbers:

15,000

Gold Coast Broadwater Parklands

The Gold Coast's world-class Broadwater Parklands offer a range of locations and facilities for hire, designed for everything from large scale events to small family gatherings.

Located adjacent to the CBD and along the Gold Coast Broadwater, the centrally located facility not only offers magnificent views and wide open spaces for community events, but also offers a number of more intimate locations such as the Pier and the Rooftop featuring the spectacular backdrop of the Surfers Paradise skyline.

The protected open waters make the Broadwater Parklands popular for water-based events.

Capacity numbers:

12,000 Great Lawn (main event space)



Gold Coast Cultural Precinct

The Gold Coast Cultural Precinct will bring the community together to engage with arts and culture, supporting the city's broader cultural economy and creative industries, and providing new employment and business opportunities.

On a 16.9 hectare site, within walking distance of Surfers Paradise, the Gold Coast Cultural Precinct promotes the city as a 'must-visit' international cultural tourism destination.

Existing facilities include Evandale Parklands and The Arts Centre Gold Coast, while new visual and performing arts facilities and a programmed outdoor Artscape are planned.

Stage 1a, due for completion in December 2017, includes a versatile outdoor stage (VOS) and concert lawn. The stage will double as a quality black box venue and can accommodate seated functions for up to 250 people.

Capacity numbers:

5000 (VOS)

10,000+ (Evandale Parklands)

2000 (Arts Centre)



Evandale Parklands

The parklands offer an open events space that can cater to a combination of land uses and for the more creative and adventurous water based event activities given its feature lake.

With amazing views over the Nerang River, the Surfers Paradise skyline as your backdrop, the parklands offer a beautiful photographic opportunity for any event.

Arts Centre Gold Coast

The Arts Centre Gold Coast is your one-stop-shop for a memorable event. Surrounded by pristine rivers and tranquil gardens with exclusive Surfers Paradise skyline views, venue options include Gold Coast City Gallery, Arts Theatre and panoramic balconies.





Gold Coast Aquatic Centre

The new \$41 million Gold Coast Aquatic Centre in the city's CBD is a world class multi-purpose competition and training venue.

The venue can cater for a range of aquatic activities including swimming, water polo, underwater hockey, diving and synchronised swimming.

The centre also has community meeting rooms perfect for corporate events.

Capacity numbers:

1000 seats at the main pool
Option to expand to 12,500 for major events



Gold Coast Convention and Exhibition Centre

Centrally located in Broadbeach, the Gold Coast Convention Centre and Exhibition Centre is surrounded by a multitude of accommodation options.

The Centre has 18 meeting rooms of various sizes, a 6000 tiered seat arena divisible into three spaces, 6000 square metres of exhibition space and 2000 square metres of parklands and external space.

Capacity numbers:

6000



Gold Coast Turf Club and Event Centre

Located in Bundall, the Gold Coast Turf Club is one of the country's premier racing venues.

The club offers 16 bars and restaurants, including the Gold Coast Event Centre that can cater to more than 2000 people (cocktail style).

All dining and function rooms offer spectacular views and the club is ideal for intimate gatherings through to major conferences, weddings and events.

Capacity numbers:

2000 Event Centre
24,000 Turf Club



Hinze Dam

Hinze Dam reopened to the public in December 2011 after a \$395 million upgrade saw the dam wall raised by 15 metres, doubling the dam's capacity and providing increased water security and flood mitigation to the Gold Coast.

The new facilities include a state-of-the-art interpretive centre, lakeside parks, walking, bike and horse trails and barbeque facilities.

Hinze Dam is a great venue for an outdoor event such as a community meeting or celebration, business event, fishing competition or wedding.

Capacity numbers:

4000



The Star Gold Coast

A preferred venue for many high profile meetings and events, The Star Gold Coast is home to The Pavilion Convention Centre that features 1600 square metres of pillarless convention space.

Also available is a theatre, a 2000 seat tiered auditorium perfect for awards, ceremonies and performances. The theatre also boasts a purpose-built integrated movie projection booth and 3D projector.

Guests have the options of seven restaurants, eight bars, live entertainment and the non-stop action of the casino.

Capacity numbers:

4500



Korra Beach and Roughton Park

Korra Beach provides a unique opportunity for event organisers to hold major events directly on the beach.

With expansive beach available, backed by Roughton Park, this event space is suitable for a range of events from sporting and participation based events to more intimate arts and cultural events.

At the southern end of the Gold Coast this park is in close proximity to the Gold Coast Airport and is surrounded by extensive accommodation, restaurant and entertainment options.

Capacity numbers:

5000+



Bond University Event Centre

Beautiful sandstone arches, a glimmering lakeside setting and landscaped grounds create countless unique indoor and outdoor spaces. Bond University Events Centre is available for a multitude of events.

Bond University's function facilities are flexible and are designed to cater for events of all sizes. From large conventions, seminars and new product launches through to more intimate meetings, social functions and corporate programs.

Located in Robina on the Gold Coast, the Bond University Events Centre is easily accessible and offers free parking for all event attendees.

Capacity numbers:

1500



Kurrawa and Pratten Park

Located on the beachfront at Broadbeach, running over one kilometre in length, Kurrawa and Pratten Parks are a great location for major and community events.

The parks combined have access to beach volleyball courts, barbeque and picnic facilities; and located in the heart of the parks is the Kurrawa Surf Lifesaving Club and an all abilities playground.

With Broadbeach a popular tourist hub, the park is located close to accommodation, entertainment (including The Star Gold Coast) and restaurant options.

Capacity numbers:

20,000



Metricon Stadium

Metricon Stadium is one of the Gold Coast's premier stadium facilities. This \$144 million, 25,000 seat stadium (upgraded to 40,000 for the Commonwealth Games) is home to the city's Australian Football (AFL) team, the Gold Coast Suns. The stadium features an AFL oval that is also capable of holding International Cricket Council (ICC) cricket matches, concerts, soccer matches and athletics events. The stadium can host corporate events, as well as a variety of community, cultural, music and sport events.

Capacity numbers:

- 25,000 permanent seats
- Option to expand to 40,000 for major events
- 52,000 for concerts (using field)



Mudgeeraba Showgrounds

Mudgeeraba Showgrounds is set amongst the tranquil valley of Mudgeeraba, located just a short drive from the centre of Gold Coast.

The grounds and hall provide a great location for fetes, shows, carnivals and community events. It has been the location of the annual Mudgeeraba Show for more than 40 years.

The facilities at the Showgrounds have been developed to ensure they cater to the growing number of people who attend the event each year.

Capacity numbers:

20,000



Pizzey Park

Pizzey Park is a fantastic multi-purpose venue that can cater for a range of events and sports. Located in Miami, this hub of sporting activity capitalises on the city's natural assets and beautifully manicured ovals, walkways and cycle ways, canals and a skate and BMX park for all sporting levels.

There is a multitude of sports on offer at this venue including soccer, rugby league, rugby union, tennis, swimming, softball, netball, an athletics track, gymnastics and much more. Numerous clubs operate in Pizzey Park, which is a hub of activity every afternoon and weekend.

Capacity numbers:

30,000



RACV Royal Pines Resort

Offering extensive event and conference capabilities set against perfectly manicured golf greens, Royal Pines is a popular conference and events venue.

It boasts a total of 14 versatile meeting spaces, 11 of which contain natural light, plus a recently upgraded 1500 square metre convention centre. A number of unique outdoor events spaces are also available.

Royal Pines also offers a 27-hole composite championships golf course, tennis courts, spa and health club and eight on-site restaurants and bars.

Capacity numbers:

3000



Sharks Events Centre

The newly refurbished Sharks Events Centre is a multi-purpose facility. Located in Southport, the Centre has something for everyone, from the 735 square metre President's Suite to the Medallion Rooms that offer a more intimate setting for up to 50 people.

Capacity numbers:

1000



SkyPoint Observation Deck

SkyPoint is located at the top of the iconic Q1 Residential Building and is the Gold Coast's highest conferencing and events venue.

Level 2 offers a grand ballroom that can be converted into 3 smaller function rooms and is the perfect venue for conferencing.

Level 77 is perfect for gala dinners, cocktail functions, pre-dinner drinks and social functions. Level 78 has SkyPoint's private function room, which offers spectacular, uninterrupted views from the coastline to the hinterland and beyond.

Capacity numbers:

1000

Surfers Paradise Foreshore

The Surfers Paradise Foreshore connects the heart of Surfers Paradise to the beach in a safe and accessible public space perfect for recreational activities and events.

City of Gold Coast completed a \$25 million upgrade of the Surfers Paradise foreshore in April 2011.

The foreshore is used extensively for music concerts, community events and cultural activities. It is also the location for the weekly beachfront markets.

Capacity numbers:

50,000+



Kurrawa Terrace

Kurrawa Terrace is the city's first absolute beachfront dedicated event site available for unique outdoor functions.

From a casual morning of group yoga followed by a healthy breakfast, to an elaborate sit down function for VIPs, this beachside location will be sure to impress.

The Kurrawa Terrace is an open, level, hard stand area that comes with access to power, access to water and programmable LED feature lighting around the site. The maximum size marquee that will fit on the site is a 15 metre x 15 metre with an additional area accommodating a 10 metre x 5 metre for back of house / utilities, with guests able to have a "toes in the sand" experience.

Capacity numbers:

500



Coomera Indoors Sports Centre

Coomera Indoor Sports Centre is an important piece of community infrastructure for one of the Gold Coast's fastest growing regions. This new, multi-purpose facility accommodates a range of elite and community indoor sports such as netball, volleyball, futsal, gymnastics and basketball.

The venue has been designed to world-class competition standards. This premium complex is designed to be highly versatile, allowing for a variety of events.

Key features include eight multi-use sports courts with a building footprint of 11,760 square metres, a gymnastics arena, six change rooms, eight meeting rooms, two first aid rooms, a court controller room, a kiosk, accessible amenities, nine bays of mobile seating (total 300 seats), 350 mezzanine seating and 200 car parking spaces.

Capacity numbers:

350 permanent
Option to expand to 7600 for major events



e. Water and Power Accessibility in Outdoor Venues

The City manages and maintains 2600 parks covering 21,000 hectares. These parks are heavily utilised by the community on a regular basis for family events, health and lifestyle sessions and community and major events. Due to the steady use of these parks and outdoor spaces, the majority have full access to power and water.

The City, through its City Events Unit (CEU), works closely with event and festival organisers to ensure any additional requirements for water or power are accommodated by electricians and plumbers on staff.

Due to the lifestyle on the Gold Coast, many events are produced in outdoor venues. As such the City has created a number of outdoor event spaces/precincts that have full access to electricity, water, bathrooms, parking, and WIFI to assist organisers with event production.

f. Hospital and Emergency Response Availability

• Hospitals

The Gold Coast boasts a recently opened \$1.7 billion state-of-the-art Gold Coast University Hospital (750 beds) and Health and Knowledge Precinct. The Precinct is home to a world-class research-intensive university, a clinically-driven teaching hospital and a cutting-edge private hospital (Gold Coast Private Hospital with 284 beds that can expand to 400 as demand requires). The 200-hectare Precinct offers a uniquely dynamic and collaborative environment for diverse health and knowledge organisations to invest, cluster and grow.

The Gold Coast is also serviced by Robina Hospital (364 beds), Pindara Private Hospital (348 beds) and John Flynn Private Hospital (345 beds).

Emergency response services on the Gold Coast:

• Police

The Queensland Police Service (QPS) is the primary law-enforcement agency for the state. QPS also provide community education and support programs.

• Ambulance

The Queensland Ambulance Service (QAS) provides emergency medical assistance, treatment and transport through a network of 260 ambulance stations across the state.

• Fire and Emergency

The Queensland Fire and Emergency Services (QFES) is the primary provider of fire and emergency services in Queensland. The QFES has more than 60 trained fire investigators responsible for determining the cause and origin of both accidental and deliberately lit fires.

• State Emergency Service

The State Emergency Service (SES) is a volunteer emergency and rescue organisation dedicated to helping the community in times of disaster.

• Surf Life Saving

Surf Life Saving Queensland (SLSQ) is the state's beach safety and rescue authority and a member of the volunteer marine rescue service.

• Volunteer Marine Rescue

Volunteer Marine Rescue (VMR) Queensland has a team of almost 1500 volunteers trained and dedicated to assisting with the preservation of life at sea.

The QPS, QAS and QFES have regular communication with the CEU who are the authority on assessing event applications, issuing approvals and providing support and advice. As part of the approval process, stakeholder meetings are held and relevant representatives for each event are in attendance. This measure ensures all

precautions and risk mitigation functions are considered and put in place prior to the commencement of events. These meetings also provide the city's emergency service providers with in-depth understanding of each event or festival to allow them to plan staff numbers and potential response time.

g. Total Number of Hotel Rooms Available

As one of Australia's premier tourism destinations, the Gold Coast has an extensive range of accommodation options ranging from five-star international resorts to backpacker, caravan parks and homestay accommodation. The majority are located along the coastline in close proximity to many event locations.

The city's peak destination marketing body, Destination Gold Coast, states there is a total of 24,388 rooms available on the Gold Coast.

Adding to the current number of available rooms are two major hotel developments due to be completed in 2018, both with six-star additions to the city.

• The Star Gold Coast (Hotel and Casino)

While The Star Gold Coast has already unveiled 596 refurbished hotel rooms, six new food and beverage offerings, and a luxury poolside experience, the hotel and casino shows no signs of slowing down its redevelopment ambitions. The transformation of the site reaches a combined investment value up to \$850 million, with a new six-star tower set to take shape before the 2018 Commonwealth Games.

The new luxury six-star, 17 storey tower will offer more than 50 suites ranging between 68 and 300 square metres and will include luxurious suites and rooms, butler service, VIP gaming facilities, exciting new signature restaurants, and bars, high-end restaurant and lounge bar overlooking an infinity edge pool.

• Jewel Project

The \$970 million Jewel development will provide a striking beacon on the Gold Coast skyline. The development will feature 512 residential apartments, with one, two and three bedroom options and will be housed within the three towers. When complete, Jewel will also offer a fully-serviced, six-star hotel-resort that will attract the world's elite, from sports stars to celebrities and rock stars to royalty. Jewel is a \$1 billion vote of confidence for the Gold Coast and Queensland economies.



h. Public Transportation Options

The Gold Coast is serviced by an integrated network of regional rail, light rail and local bus routes, an extensive network of cycle routes and shared-use paths that provide for safe and convenient active travel. Residents and visitors travelling to and from events on the Gold Coast are encouraged to plan ahead to understand their transport options. Where possible, spectators are encouraged to walk, cycle or use public transport to access venues.

On the Gold Coast there are now three primary modes of public transport to choose from – regional rail, buses and light rail.



Regional rail network

The Gold Coast regional rail line connects the Gold Coast to Brisbane, Logan and the rest of South East Queensland. The Gold Coast is serviced by seven rail stations. There are 45 daily week-day services between Brisbane and the Gold Coast (Monday to Friday).



Light rail network

The first stage of the G:Link light rail system extends 13 kilometres between the Gold Coast Health and Knowledge Precinct and Broadbeach. There are 16 stations along the route. Services currently operate from 5am to midnight on weekdays and 24 hours a day on weekends. Service frequency is 7.5 minutes between the hours of 7am to 7pm on weekdays.



Bus network

The Gold Coast is serviced by 62 urban bus routes with more than 13,000 bus services operating each week. The bus network currently consists of seven high-frequency services. There are 1549 bus stops throughout the city.



Taxi services

The taxi fleet provides commercial passenger transport services across the Gold Coast. The operational taxi fleet consists of 29 per cent hybrid vehicles, emitting less air pollution.



Water transport services

There are a number of privately operated services including courtesy water transport to resorts, water taxis, water sports, tourist and charter vessels that operate on the city's waterways.



Uber

The Queensland branch of the Rideshare Drivers Association of Australia (RDAA) indicate there are more than 2000 Uber drivers servicing the Gold Coast.

The provision of public transport services on the Gold Coast is the responsibility of the TransLink division of Queensland Government's Department of Transport and Main Roads. By 2018, all TransLink buses will be low-floor, wheelchair accessible buses that meet the highest emission standards. The City is committed to improving the standard of its public transport infrastructure to ensure the public transport system is accessible and inclusive to all. By 2022, 100 per cent of bus stop infrastructure on the Gold Coast will be compliant with the requirements of the Disability Standards for Accessible Public Transport 2002.

The Gold Coast high-frequency public transport network offers the ability to 'turn up and go', with services operating at a frequency of 15 minutes or better at peak times. These services provide an attractive transport option to access a range of Gold Coast venues and activity precincts.

The introduction of the G:Link light rail in 2014 has been an outstanding success, attracting an average of 20,000 passengers per day. The light rail currently operates between the Gold Coast University Hospital station in Southport and Broadbeach South station in Broadbeach. Stage 2 of the Gold Coast light rail is on track to be delivered by early 2018. The 7.3 kilometre extension runs from Gold Coast University Hospital station to Helensvale heavy rail station and bus interchange. With the opening of Stage 2, public transport users will not only have a seamless, one-transfer journey between the Gold Coast and Brisbane, they will also have the option of stopping at any of the 19 light rail stations with bus connection at key activity centres along the corridor between Helensvale and Broadbeach. The extension from Broadbeach to Burleigh Heads and the Gold Coast Airport has been identified as a priority route to guide light rail stage 3 planning activities.

During major events such as the Gold Coast 2018 Commonwealth Games, the GC600 Supercars, the Gold Coast Airport Marathon and Blues on Broadbeach Music Festival, the existing public transport network can be supplemented with dedicated event services to provide a seamless end-to-end journey for spectators and workforce.

i. Parking Availability

Some 9000 regulated on-street parking spaces are located across the city. Of these, 84 per cent are time limited, with around 1500 (16 per cent) paid or metered. Paid parking exists in Southport, Surfers Paradise, Bundall, Burleigh Heads and Broadbeach.

A number of paid and free privately-owned off-street public car parks are provided by private shopping centres and entertainment venues.

The City provides accessible parking for people with disabilities in all its core commercial precincts and off-street car parks throughout the city. Holders of a valid disability parking permit (including interstate and overseas permits) are also exempt from metered parking fees in all the City's on-street metered parking areas.

The City has invested \$7.5 million in state-of-the-art parking technologies that provide real time/place data. Parking meter machines with the latest technology are now in operation, providing:

- flexible payment options
- ticketless convenience
- a payment app, that can also provide information on parking prices, locations, maximum stay and real time parking availability.

Park and ride facilities allow customers to park their vehicle and ride public transport to a venue, and are provided at all Gold Coast regional rail stations. An additional 1400 park and ride spaces will be delivered as part of two new facilities with the opening of stage 2 of the G:Link light rail in 2018. Some part-time park and ride facilities are brought into service for major events, which rely on specially-programmed shuttle bus services.

A Park and Ride site is being planned at Boowaggan Road (Merrimac) to accommodate the needs of Carrara and Robina Stadiums during Gold Coast 2018 Commonwealth Games. Outside of the Games period, the site will be regularly utilised for Park and Ride access for major national and international sporting and cultural events and daily mass-transit needs. The Boowaggan Road Park and Ride site will provide around 1600 spaces.



j. Walking Paths, Bicycle Lanes

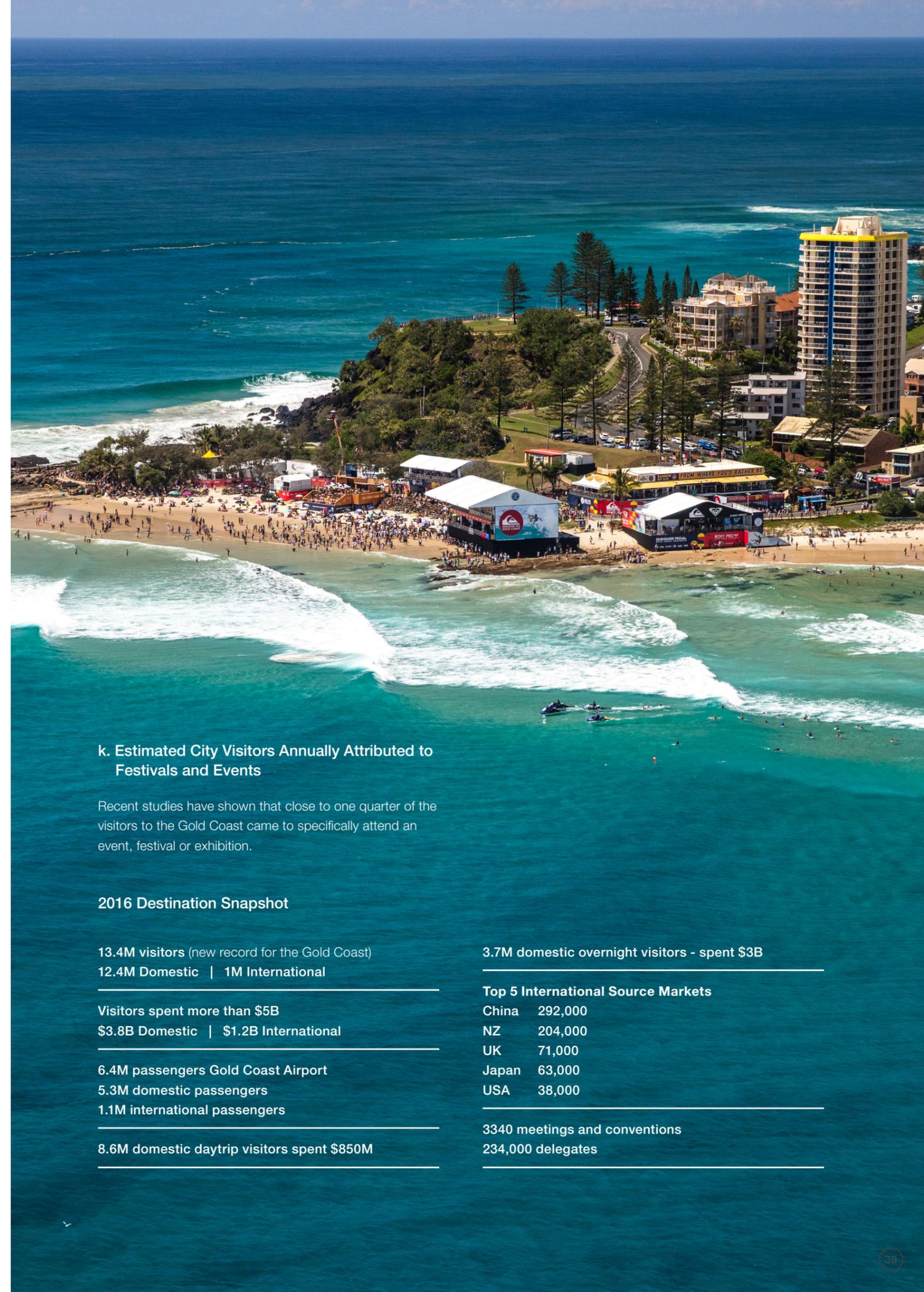
The city's growing population, vibrant tourist industry and multiple centres make transport challenges unique. By encouraging Gold Coast residents and visitors to choose more sustainable methods of travel such as walking, cycling, carpooling and taking public transport, the aim is to reduce congestion, improve air quality, increase health and save money. As part of the Gold Coast Transport Strategy 2031, the aim is for as many daily trips as possible to include walking, cycling and public transport.

The Gold Coast has approximately 800 kilometres of bikeways that link neighbourhoods, schools, parks, and interconnect with major transit routes. Cycling is becoming increasingly popular for commuting and recreation. There are a number of bike sheds available for public use located at various key locations along the light rail. These bike sheds provide a protected place to park your bike while making the most of Gold Coast public transport on the way to work, school, shopping or just getting out and about.

The City is investing in the upgrade and enhancement of pedestrian paths, shared pathways and on road bicycle facilities in key locations across the city, particularly within close proximity to Commonwealth Games venues, transport hubs and arts and cultural activities.

Active transport infrastructure upgrades that will be delivered by 2018 include:

- new shared pedestrian and cycle paths in 11 suburbs
- upgrades to a number of intersections for increased capacity and pedestrian safety, which include converting roundabouts to traffic signals and widening existing pedestrian crossings.



k. Estimated City Visitors Annually Attributed to Festivals and Events

Recent studies have shown that close to one quarter of the visitors to the Gold Coast came to specifically attend an event, festival or exhibition.

2016 Destination Snapshot

13.4M visitors (new record for the Gold Coast)
12.4M Domestic | 1M International

Visitors spent more than \$5B
\$3.8B Domestic | \$1.2B International

6.4M passengers Gold Coast Airport
5.3M domestic passengers
1.1M international passengers

8.6M domestic daytrip visitors spent \$850M

3.7M domestic overnight visitors - spent \$3B

Top 5 International Source Markets

China 292,000
NZ 204,000
UK 71,000
Japan 63,000
USA 38,000

3340 meetings and conventions
234,000 delegates

SECTION 2

COMMUNITY FESTIVALS AND EVENTS

The Gold Coast offers a work-life balance unachievable in most of the world's major cities. The proximity of our professional environment to stunning beaches and lush rainforests enables a truly enviable lifestyle.

Events play a significant role in the liveability, lifestyle, and image of the Gold Coast and provide benefits to the city's economy, add to residents' lifestyle opportunities and enhance the experience of visitors.

The Gold Coast's success in attracting events across the city, and hosting various sizes and types of events throughout the year, has earned us an enviable reputation as a global event destination.

Establishing, nurturing, acquiring and delivering events that complement our competitive advantages of desirable lifestyle and stunning natural environment drive the Gold Coast's event community to work collaboratively and aim high.



∨ Gold Coast Airport Marathon



∨ Magic Millions



∨ Blues on Broadbeach Music Festival



∨ Bleach* Festival



∨ QLD State Lifesaving Championships



< Glow



< Quiksilver Pro



< Swell Sculpture Festival



< Seafire

2016 MAJOR EVENTS CALENDAR

JANUARY

- Magic Millions Racing Carnival
- Gatorade Queensland Triathlon Series
- Australia Day Celebrations
- Burleigh Pro [surfing]
- Oceans 38 Surfboat Championships

FEBRUARY

- RACV Ladies Masters [golf]
- Sand Safari
- Chinese New Year Celebrations

MARCH

- Bleach* Festival
- Quiksilver and Roxy Pro including World Surf League Awards Night
- Queensland State Surf Lifesaving Championships
- National Rugby League Masters Carnival
- Somerset Celebration of Literature
- Italian Food and Wine Festival

APRIL

- Gold Coast Film Festival
- International Triathlon Union World Triathlon Series
- Gold Coast Triathlon – Luke Harrop Memorial
- Gold Coast Bulletin Fun Run
- Cooly Classic Ocean Swim
- Seafire

- Various Anzac Day events (including Currumbin RSL Anzac Day Dawn Service)
- Corporate Triathlon National Series

MAY

- Blues on Broadbeach Music Festival
- Sanctuary Cove International Boat Show
- Gold Coast International Marine Expo
- Monster Machinery Day
- Polo by the Sea

JUNE

- Cooly Rocks On
- Broadbeach Country Music Festival
- Australian Open Bowls Championships
- Mudgeeraba Show

JULY

- Gold Coast Airport Marathon
- Kokoda Challenge
- Viva Surfers Paradise
- GLOW

AUGUST

- Gold Coast Multicultural Festival
- Broadbeach Jazz Festival
- Gold Coast Show
- Festival of Lights

SEPTEMBER

- Swell Sculpture Festival
- Surfers Paradise Kids Week
- Gold Coast International Festival of Kites

OCTOBER

- Gold Coast 600 Supercars
- Netfest [netball]
- Coolangatta Gold
- Tour De Valley
- Opera in the Park

NOVEMBER

- Pan Pacific Masters Games
- Bonjour French Festival
- Various Remembrance Day events

DECEMBER

- Australian Professional Golfers Association Championship
- Mayor's Christmas Carols
- New Year's Eve Celebrations and Fireworks

SNAPSHOT - TOP 10 EVENTS AND FESTIVALS

Gold Coast 600 Supercars

The Virgin Australia Supercars Championship (formally Australian Touring Car Championship) is the premier motorsport category in Australasia and one of Australia's biggest sports. International expansion is occurring as the sport becomes globally recognised as one of the best touring car categories in the world and a leader in motorsport entertainment.

From 1960 to 1968 the Australian Touring Car Championship was decided by a single race. From 1969 onwards it has been determined by a series. From 1995 to 2012 it was solely the domain of the legendary Holden vs Ford battle. Its title changed from the traditional 'Australia Touring Car Championship' to the 'Shell Championship Series' in 1999.

In 2003 the series became known as the 'V8 Supercars Championship Series' and in 2011 this was simplified to the 'V8 Supercars Championship'. 2013 was the first year for the Car of the Future. These new cars are lighter, more economical, have increased agility and are highly competitive.

Supercars deliver exhilarating and accessible motorsports-led entertainment to engaged and passionate fans, creating a proud and aligned set of partners, race teams and employees.

Event organisers	Supercars
Top executive contact information	James Warburton Chief Executive Officer 45 Nerang Street, Southport, QLD, 4215 T: +617 5630 0364 E: reception@supercars.com
Number of years festival or event has been produced	This motor racing event has been held on the streets of the Gold Coast since 1991. Supercars has been the promoter of the event, as well as being the headline category since 2010. Prior to that the event was the Gold Coast Indy with Supercars involved as a support category.
Event dates	20-22 October 2017
Primary target audience	Adults, out of Market Visitors
Recurrence cycle	Annual
Estimated combined aggregate attendance	2016 attendance was 195,577 over the three days
Economic impact	\$44 million
Volunteers and community involvement	800
Major sponsors	Virgin Australia, Foxtel, Fox Sports, Coopers, Supercheap Auto, Coates Hire, Dunlop, Shell, Triple M, The Bottl-o, ArmorAll, Hino, MTAA Super, Red Rooster, Pirtek, Vodafone, Porsche, Coca-Cola, Tyrepower, Avis, GoPro, Pulsar, WD-40, Kenworth, Redbull





Gold Coast Airport Marathon

The Gold Coast Airport Marathon is held annually in one of the most popular holiday destinations in the world.

It is Australia's premier road race and was the first marathon in the country to hold an International Association of Athletics Federations (IAAF) Road Race Gold Label.

The event is held on the first weekend of July and attracts more than 27,000 participants of all ages and abilities across a number of races including the Gold Coast Airport Marathon, Wheelchair Marathon, ASICS Half Marathon, Wheelchair 15km, Southern Cross University 10km Run, 5.7km Challenge and Zespri Junior Dash 4km and 2km races.

The 39th annual Gold Coast Airport Marathon was held Saturday 1 and Sunday 2 July 2017.

Event organisers	Events Management Queensland Cameron Hart Chief Executive Officer
Top executive contact information	Events Management Queensland Level 2, 105 Upton St Bundall QLD 4217 T: +61 (0)7 5668 9888 E: info@goldcoastevents.com.au
Number of years festival or event has been produced	Since 1979 (39 years)
Event dates	First weekend in July
Primary target audience	All community segments, out of market visitors (domestically and internationally)
Recurrence cycle	Annual
Estimated combined aggregate attendance	27,000 participants and more than 43,000 visitors from outside the Gold Coast. This event includes global webcast on race day, national television highlights package, global television coverage of more than 1,000 hours post event to 800 million homes in 85 countries.
Economic impact	\$24 million
Volunteers and community involvement	1250
Major sponsors	Gold Coast Airport, ASICS, Tourism and Events Queensland, City of Gold Coast, Southern Cross University, The Star – Gold Coast, Zespri, Qantas Assure, Citizen, Endura, Nu Pure Spring Water, Garmin, Endura, All Sports Travel, Channel 9, Southern Cross Austereo, Cancer Council Queensland, IMF (Indigenous Marathon Foundation), Gold Coast Mazda, Conxion.



Bleach* Festival

As the Gold Coast's signature arts and cultural festival, Bleach* Festival illuminates, reflects, beams, focuses and most importantly connects art with community.

Bleach* Festival 2017 explored the convergence of sport and art, bringing cutting edge music, circus, theatre, dance, cabaret and visual art to 23 Gold Coast locations across three huge weekends... challenge the conventional as organisers strive to change perceptions at Bleach* Festival.

The Festival boasts a diverse multi-arts program of amazing physical feats, exciting mini-festivals, championing local musicians, challenging site-specific theatre and participatory arts projects, featuring local, national and international artists and companies.

As the signature, annual multi-arts festival of the Gold Coast, the event shines a light on the city's unique creativity and culture by presenting the Gold Coast in a new way to new audiences, both locally and internationally as the city heads towards the 2018 Commonwealth Games and beyond.

Quintessentially Gold Coast, Bleach* Festival celebrates the city's best artists, welcomes renowned Australian and international collaborators and engages a broad audience through a range of accessible events.

Utilising the Gold Coast's world famous natural landscapes as unconventional venues, Bleach* Festival is a platform for expression, curated to encourage community ownership and participation, provide legacy building capacity and ultimately play a role amongst the world's leading arts sector festivals.

Top executive contact information	Louise Bezzina Artistic Director PO Box 807, Currumbin QLD 4224 07 5525 6468 louise@bleachfestival.com.au
Number of years festival or event has been produced	6 years
Event dates	31 March – 16 April 2017
Primary target audience	Gold Coast locals as well as intra and interstate and international visitors to the Gold Coast. Bleach* Festival aims to engage with local citizens, businesses, families, communities and visitors; anyone looking for opportunities for active cultural participation.
Recurrence cycle	Annual
Estimated combined aggregate attendance	85,000
Economic impact	\$8 million
Volunteers and community involvement	51
Major sponsors	City of Gold Coast, Tourism and Events Queensland, Robina Town Centre, The Arts Centre Gold Coast, Surfers Paradise Alliance, Guerrilla, Bond University, Connecting Southern Gold Coast, Broadbeach Alliance, Griffith University, Burleigh Brewing, Destination Gold Coast, Currumbin RSL, Mantra, Thrifty, Nikon, NightQuarter, QT Gold Coast, KPMG, Study Gold Coast, The Strand, Gold Coast Airport

Blues on Broadbeach Music Festival

Blues on Broadbeach Music Festival started in May 2002 with the primary purpose of driving tourists into the city in a traditionally quiet time of the year and has become one of Australia's largest free music festivals spanning over four huge days and nights.

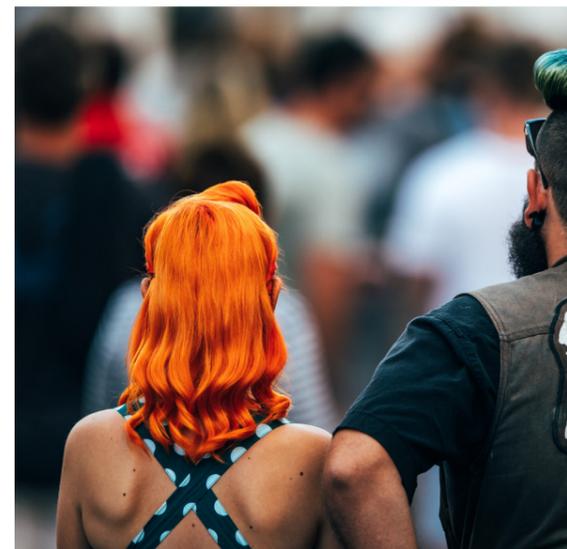
The event features 20 stages and more than 238 hours of free live music performances with 27 per cent of performances at the festival by local artists. The remainder are from all states of Australia, New Zealand, United Kingdom, United States of America and Canada.

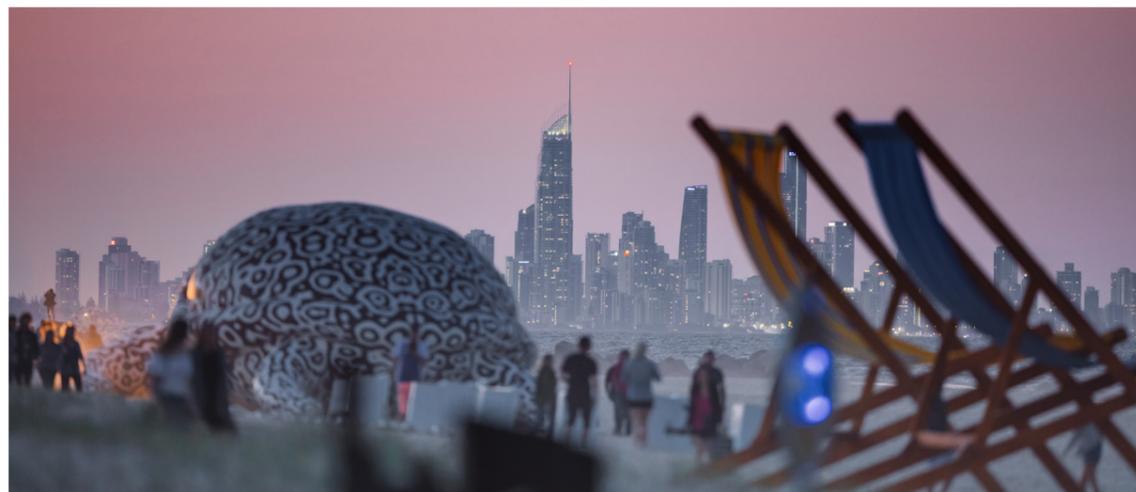
The festival, located beachside, is unique as it feeds on the village-like atmosphere and relaxed ambience that is Broadbeach. Blues music is food for the soul and this festival combines the best of blues with the cream of the Gold Coast cuisine in a guaranteed recipe for success. Patrons can sit in the many restaurants, bars and on apartment balconies enjoying a beverage while being able to view any one of the stages, enjoying what the precinct has to offer.

Attracting 166,000 patrons in 2016, and injecting an economic impact of \$23.4 million over the four days, the whole city embraces the festival and has ownership of it as their music festival which is like no other in Australia – it is uniquely Gold Coast.

With patrons coming from across Australia and the world, Blues on Broadbeach is unique and sees return visitation back to the city of 68 per cent annually demonstrating how popular this festival and the destination of the Gold Coast is to all who attend.

Event organisers	Broadbeach Alliance
Top executive contact information	Jan McCormick CEO 2729 Gold Coast Highway Broadbeach 4218 617 5656 0100
Number of years festival or event has been produced	Since 2002 (16 years)
Event dates	Third weekend in May
Primary target audience	National and international adult visitors 35+, music enthusiasts, representing 68 per cent of patrons and local families as well as adults 35+
Recurrence cycle	Annual
Estimated combined aggregate attendance	166,231 – 2016 growing from initially 5700 in 2002
Economic impact	\$23.4 million
Volunteers and community involvement	We employ university students across many disciplines to support pre and during the festival across a variety of event management and business roles. We work with the Salvation Army to assist them in fund raising during the festival.
Major sponsors	City of Gold Coast, Tourism and Events Queensland, Frizelles Automotive Group, Griffith University





SWELL Sculpture Festival

SWELL presents high quality outdoor art and cultural events, connecting people, art and place.

Its signature event is the SWELL Sculpture Festival held annually on Currumbin Beach in early September. Now in its fifteenth year, the ten-day festival features more than 50 works by nationally and internationally renowned artists to free public beach exhibitions. The event delights 275,000 visitors annually and also inspires with master classes, art activities for children, sculpture workshops and a music stage showcasing the local music scene.

The festival is now an established part of the Gold Coast's identity, its whimsical diversity and sharp comment contributing significantly to the region's cultural and artistic spirit. Year round, SWELL undertakes curated programming with artist residencies, installations and activations throughout the Gold Coast and beyond. Through a high-level curatorial approach it coordinates and hosts new and exciting recognised national and international artists for exhibitions and creates stand-alone public art, rejuvenates spaces and attracts substantial audience engagement and artistic inspiration.

Top executive contact information	Natasha Edwards – Founding Director and Curator Natasha@swellsculpture.com.au 0422 976019 Ruth Edwards – Creative Director ruth@swellsculpture.com.au 0418 880 761
Number of years festival or event has been produced	15 years
Event dates	8-17 September 2017
Primary target audience	Primary visitor segment is women and families with young children.
Recurrence cycle	Annual
Estimated combined aggregate attendance	275,000 visitors
Economic impact	\$6.32 million 120
Volunteers and community involvement	For the past four years, the students of the Year 8 and 9 Media Excellence Program continue to entertain and add a notable creative element to the SWELL program with the Claymation project. Working within their curriculum, students create vivid stories inspired by the artist's sculptures.
Major sponsors	City of Gold Coast, Tourism Events Queensland, UAP, Neumann Benevolent Foundation, Connecting Southern Gold Coast, Destination Gold Coast, Gold Coast Airport, Currumbin RSL, ABC Gold Coast, NBN, Blank GC, Gold Coast Bulletin, Currumbin Wildlife Sanctuary,

Quiksilver and Roxy Pro Gold Coast

This event is the World Surf League Championship Tour opener. The pumping beach breaks on the southern Gold Coast make a fitting backdrop to the Quiksilver and Roxy Pro Gold Coast, marking the opening of the men's and women's world championship tours.

Boasting a massive prize purse, the event sets up shop at Snapper Rocks, renowned for its iconic 'super-bank', promising world-class waves and flawless right-hand barrels.

With a highly engaged online global audience, the event attracts surfing royalty such as Kelly Slater, Joel Parkinson, Matt Wilkinson, Stephanie Gilmore and Gabriel Medina to carve it up this year.

Event organisers	World Surf League (WSL)
Top executive contact information	Beth Greve Chief Commercial Officer World Surf League 149 Bay Street Santa Monica, CA, 90405, USA bgreve@worldsurfleague.com
Number of years festival or event has been produced	15 Years
Event dates	Mid March – Late March
Primary target audience	Everyone!
Recurrence cycle	Annual
Estimated combined aggregate attendance	80,000
Economic impact	\$2.51 million
Volunteers and community involvement	Local universities take part in WSL intern programs
Major sponsors	Jeep, Visa, Quiksilver, Roxy, Airbnb, Tourism and Events Queensland, City of Gold Coast





Australian PGA Championships

Australia's most energetic golf tournament, the Australian PGA Championship, is held at RACV Royal Pines Resort.

A stellar list of Australian and international players from all over the globe compete for the Joe Kirkwood Cup. It is the home tournament of the Australian PGA and dates back to 1905. Since 2000 it has been held in the South East Queensland region. Since 2015 it has been co-sanctioned with the European Tour.

The 2017 tournament will feature an array of entertainment on and off the course, but it's the Soniq Million Dollar Hole where the tournament really comes alive. While players aim to ace their way to a big pay day, fans will be celebrating in the sun with great food, music and entertainment.

A festival of golf, the Australian PGA Championship week also includes the Cobra Puma Orange Crush Kids Day and Greg Norman Medal; the Aussie PGA is where everyone plays!

The Australian PGA Championship is the PGA of Australia's flagship event, co-sanctioned by the European Tour and ISPS HANDA PGA Tour of Australasia. The tournament honour roll features an incredible list of past champions including Adam Scott (2013) Greg Chalmers (2014 and 2011), Peter Senior (2010) and Geoff Ogilvy (2008).

Top executive contact information	Mr Gavin Kirkman CEO, PGA of Australia c/- 600 Thompson Road SANDHURST VIC 3.977 03 8320 1911 gkirkman@pga.org.au
Number of years festival or event has been produced	5th year on the Gold Coast
Event dates	30 November – 3 December 2017
Primary target audience	General event going public
Recurrence cycle	Every year
Estimated combined aggregate attendance	40,000
Economic impact	\$12 million
Volunteers and community involvement	350 The event also works with local school, All Saints Primary to run the public parking.
Major sponsors	City of Gold Coast, Tourism and Events Queensland, RACV, Emirates, Tag Heuer, Lexus, Coca-Cola Amatil, Soniq, Western Union Business Solutions, Kumho Tyre, Liberty International Underwriters, Yenda, Titleist, Cobra Puma Golf, Seven Network

ITU World Triathlon Series

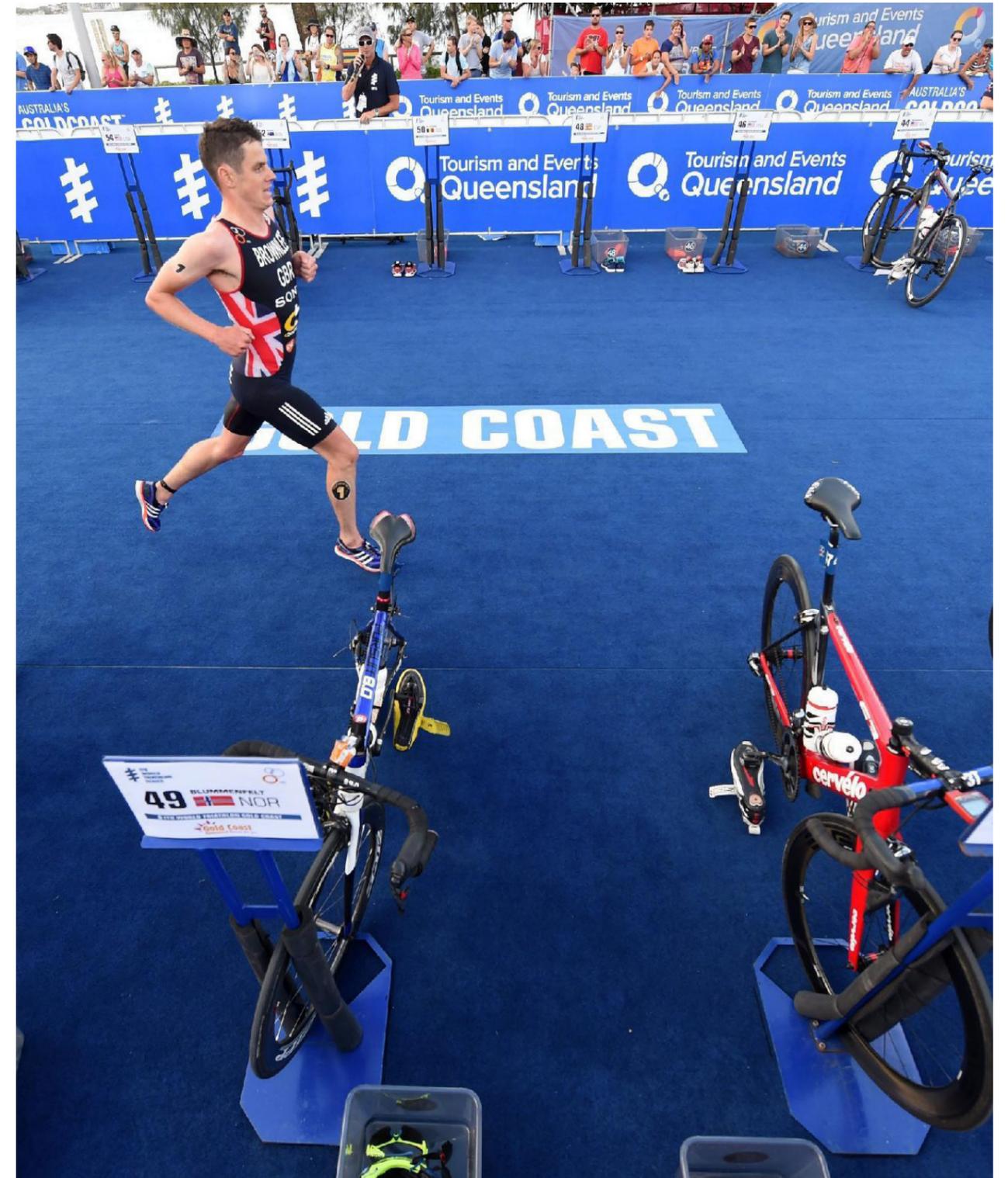
The International Triathlon Union (ITU) Triathlon World Cup Series began in 1991, staging 11 races in eight countries. The ITU World Triathlon Series was created as ITU's top tier race series in 2009, staging multiple rounds in iconic cities across the globe. Triathlon was awarded full Olympic Games medal status by the IOC at its Congress in Paris in 1994. Triathlon made its Olympic debut at the 2000 Sydney Games.

The ITU World Triathlon Series was introduced in 2009, creating a series of world championship races rather than a single-day world championship. The world's top triathletes compete head-to-head for rankings points over a number of rounds staged around the world culminating in a grand final to determine the overall ITU world champion. Media and fans are able to watch from everywhere with a live international broadcast feed available from every event culminating with the Grand Final in Chicago in September.

The ITU World Triathlon Series is held on the Gold Coast, Queensland and is fiercely contested by the world's best triathletes. The elite triathletes, including several Olympic contenders, made their mark on the Gold Coast sprint distance course lined by spectator support. The host city also hosted an age group triathlon (Sprint, Enticer and Superkidz distances).

Combined with this event is the annual Gold Coast Triathlon - Luke Harrop Memorial which has been running for over 20 years.

Event organiser	IRONMAN – Oceania
Top executive contact information	Rebecca van Pooss Regional Director, Oceania IRONMAN® 24 Lionel Donovan Dr, Noosaville QLD 4566 M: +61 4 75 970 069 rebecca.Vanpooss@ironman.com
Number of years festival or event has been produced	Gold Coast Triathlon - 20 years ITU - 2 years
Event dates	April
Primary target audience	Active people across all age groups
Recurrence cycle	Annual
Estimated combined aggregate attendance	1969 participants
Economic impact	\$3 million
Volunteers and community involvement	Supported by 500 volunteers with 32 community groups involved who assisted with tasks from pre-event bag packing and manning aid stations on course, to catching athletes as they came over the finish and assisting those in recovery
Major sponsors	Jewel Residences, Tourism and Events Queensland, City of Gold Coast, Destination Gold Coast, NTT, ASICS, Active, QT Hotel, Hahn, 102.9 Hot Tomato, excel, Mantra Group, Triathlon Australia





Cools Rocks On

Established in 2011, Cools Rocks On has evolved to become Australia's largest rock'n'roll and nostalgia festival and a signature event on Queensland and Australia's event calendar.

Set on a combination of outdoor stages and venues within the beachside streetscape of iconic Coolangatta, the highlight of Cools Rocks On is the destination; the spectacular Southern Gold Coast beaches, the relaxed and friendly hospitality and family-friendly atmosphere for which the Southern Gold Coast is renowned.

Over five action packed days, Coolangatta and Tweed come to life to celebrate everything loved about the 50s and 60s.

Top executive contact information	Peter Doggett Chief Executive Officer Connecting Southern Gold Coast Ltd Suite 4 and 5, 421 Golden Four Drive, Tugun 4224 Ph; 07-55343500 peter.doggett@southerngoldcoast. com.au
Number of years festival or event has been produced	Six (6 years)
Event dates	June 7-11th
Primary target audience	Adults 40+
Recurrence cycle	Annual
Estimated combined aggregate attendance	100,000 plus visitors
Economic impact	\$6 million
Volunteers and community involvement	50 (Group completed 1062 hours of voluntary festival work). Support from: Currumbin, Coolangatta / Tweed Rotary Club, Coolangatta / Tweed Rugby Club, Volunteering Gold Coast
Major sponsors	City of Gold Coast, Tourism and Events Queensland, Tweed Council, The Strand Shopping Centre, Twin Towns Services Club, Club Keno, Clubs NSW, Shannons, Storage King, Lifestyle Solutions, Feros Care, Gold Coast Airport, Thrifty and Castrol.

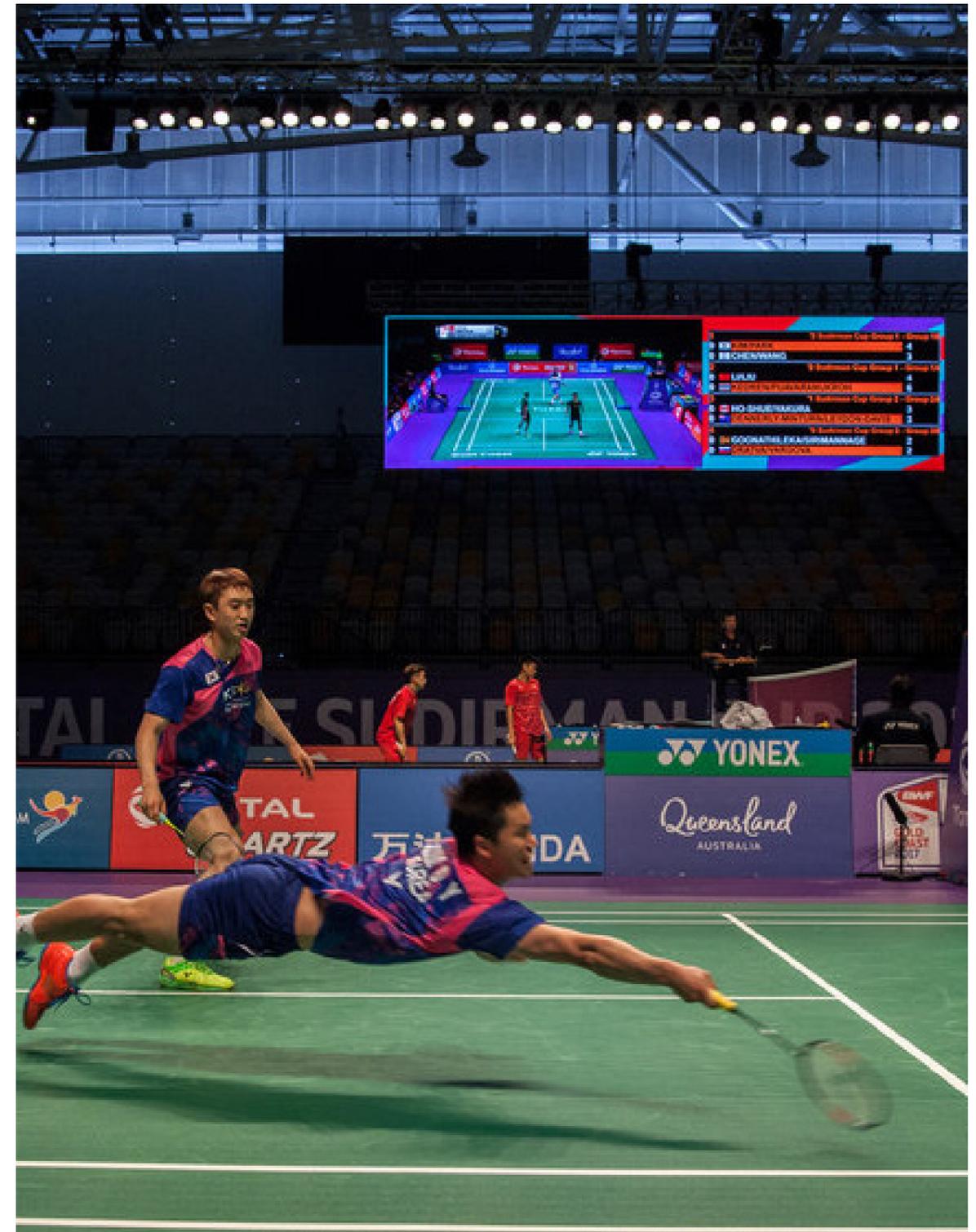
Sudirman Cup - 2017 World Team Badminton Championship

The 2017 Sudirman Cup (officially known as the 2017 Total Badminton World Federation (BWF) Sudirman Cup) was the 15th edition of the Sudirman Cup, the biennial international badminton championship contested by the national teams (comprising their top mens and womens players) of the member associations of Badminton World Federation (BWF). The tournament was hosted on the Gold Coast in 2017. It is the first time this event was hosted outside Asia and Europe since its establishment in 1989 and provided BWF the historic opportunity to host a World Team Championship in the Oceania region.

Held biennially, the 2017 Total Badminton World Federation Sudirman Cup World Mixed Team Championships was held in conjunction with the BWF Annual General Meeting. This major international event which together with the AGM attracted more than 1500 participants from more than 130 countries (delegates) with 27 countries (players) competing for the Cup and a global television audience of more than 500 million households.

This was a great first event for the Gold Coast Sport and Leisure Centre and a fantastic preview for the facility as the venue for the Gold Coast 2018 Commonwealth Games Badminton competition. Securing events such as the Total BWF Sudirman Cup demonstrates how valuable new and upgraded Commonwealth Games venues will be in attracting other major events to the Gold Coast.

	Poul-Erik Hoyer President
Top executive contact information	Level 17, Amoda Building 22 Jalan Imbi 55100 Kuala Lumpur +603 2141 7155 bwf@bwfbadminton.org
Number of years festival or event has been produced	30 years
Event dates	21-28 May 2017
Primary target audience	Delegates from BWF memberships, athletes, officials, supporters, international visitors and global television audience of more than 500 million
Recurrence cycle	Biennial event – first time in Australia
Estimated combined aggregate attendance	Close to 20,000 (cumulative) attended the week-long event at the Gold Coast Sports and Leisure Centre
Economic impact	\$10 million (projected)
Volunteers and community involvement	200+ volunteers were involved with event transport, accommodation, venue logistics and technical officials in conjunction with the contract workforce associated with event delivery. Volunteers and officials from every Australian state and territory are represented with the majority of volunteers coming from Gold Coast and Brisbane.
Major sponsors	Title Sponsor is TOTAL Major Sponsors include Tourism and Events Queensland, City of Gold Coast, Wanda Group, Yonex and OnePure.



SECTION 3

CITY/GOVERNMENTAL SUPPORT OF FESTIVALS AND EVENTS

a. Defined and Accessible Public Objectives and Support Statements for Festivals and Events by the City and Other Local Government Agencies

The City's "Events Strategic Plan" authored by the City Events Unit (CEU) describes the City's vision, strategy and goals for events and festivals. The document outlines a specific framework for the success and growth of the Gold Coast's events industry and illustrates pathways for key stakeholders to collaborate on the acquisition, planning, leveraging and sustainability of event delivery. The Events Strategic Plan continues to evolve and stay nimble, with the constantly changing nature of the global events landscape.

Backed by the operational know-how and events infrastructure developed within the City (and driven largely by the Gold Coast 2018 Commonwealth Games) the Event Strategic Plan shifts focus to positioning the Gold Coast as a global event destination.

The document lays out specific goals around capturing a global audience ("world" status events), rather than "national" competitions or championships – and commensurate external broadcast and marketing opportunities.

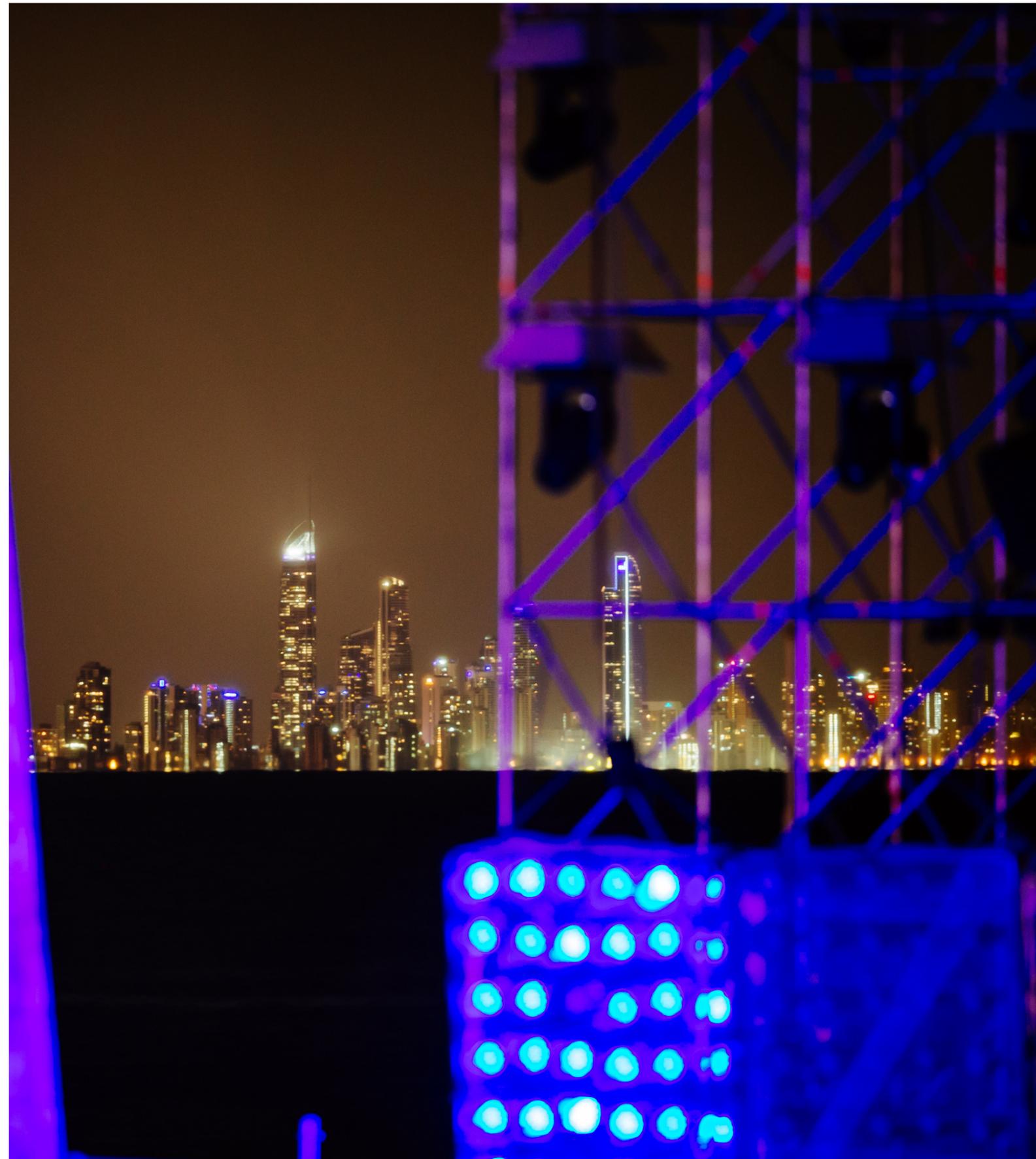
The five event objectives and outcomes defined within the Events Strategic Plan are as follows:

- Our events are magnetic – and draw visitors, media, businesses and locals.
- Our events benefit local businesses – and help them grow.

- Our events grow our reputation as a vibrant city – and promote our lifestyle advantages.
- The Gold Coast is event-friendly.
- Our events strengthen our community – and bring our community together to celebrate, experience and participate.

The Events Strategic Plan was developed over almost 18 months, with direct input from industry stakeholders including:

- The Gold Coast 2018 Commonwealth Games Corporation
- Tourism and Events Queensland (a state government body)
- Destination Gold Coast (the city's peak destination marketing body)
- event organisers and producers (key strategic and management personnel from major established Gold Coast events)
- City of Gold Coast-controlled entities:
 - o Surfers Paradise Alliance
 - o Broadbeach Alliance
 - o Connecting Southern Gold Coast
 - o Study Gold Coast
 - o The Arts Centre Gold Coast





b. Direct Funding Support Provided to and/or Budgeted for Festivals and Events from the City or Other Government Agencies

The City provides direct funding support for event acquisition, growth and development through a variety of streams.

Broad criteria for major event support are: the attraction of out-of-region visitors, economic outcomes through significant regional spending and promotion of the city as a global destination.

Both the City and Queensland's statutory body, Tourism and Events Queensland (TEQ), have various funding channels available to support events.

The City's event support is tiered according to audience and anticipated outcomes.

- The CEU's Major Events Support (support for significant events with a national or international profile)
- Community Grants Program (support for not-for-profit community events throughout the city)
- The City's Economic Development Branch's Sports Business Investment Attraction Program (support for state and national sporting events)
- Local Councillor Funds (community events targeted at residents).

Total annual City of Gold Coast funding for these programs exceeds \$6 million.

TEQ invests in and/or supports events across three major program groups:

1. Major Event Investment
2. Queensland Destination Events Program (QDEP)
3. Business Events

Event organisers can apply for funding from TEQ and this is allocated based on how the event will:

- generate local economic activity and development in the host destination
- attract external visitation to the destination
- drive social and community outcomes for the host destination, noting the important link between community outcomes and economic benefits
- enhance the profile of the host destination.

Delivery of City-funded events: The City of Gold Coast's Controlled Entities

The City has instituted four controlled entities to develop, deliver and market precinct-appropriate events throughout the Gold Coast. These four bodies (Surfers Paradise Alliance, Broadbeach Alliance, Connecting Southern Gold Coast and The Arts Centre Gold Coast) each develop and deliver a portfolio of events funded by the City, and co-ordinate with private event producers on delivery, site management and marketing of events within their precincts.

Total annual City of Gold Coast funding for these bodies exceeds \$9 million.



The CEU has, in the past 12 months, addressed several formal approaches from nearby city councils regarding its successful event approval and funding methodology.

Tweed Heads, Sunshine Coast and Toowoomba City Councils have all since adopted elements of the City's approach, including streamlined approvals and funding processes and the CEU's positioning as a "one-stop shop" for private event producers.

The CEU is proud to take a regional leadership role within the sector, and looks forward to the ongoing sharing of knowledge with neighbouring Councils.

c. In-Kind Services Support Provided to and/or Budgeted for Festivals and Events from the City or Other Government Agencies

The CEU engages directly with private event producers (of all scales and budgets) throughout the approval, scheduling, planning, delivery and post of their events.

Through this engagement, private event producers access a range of in-kind support from the City, including:

- advice on selection of the event site
- direction to funding support avenues available from the City, the Queensland Government and other national and state entities (such as arts funding bodies)
- marketing support and inclusion within City news channels: online, newsletters etc
- access to City-owned traffic management equipment.



- access to a suite of events toolkits and digital resources authored by the CEU, covering operational and administrative matters such as:
 - o alcohol licensing
 - o animal licensing
 - o on-site recycling and waste management
 - o contacts for City-recommended event infrastructure suppliers.

Events staged on City land (such as City-controlled parks) may also access several in-kind City services such as:

- pre-event park grooming
- access to City-owned 4WD buggies at relevant sites
- access to City-controlled onsite facilities
- the pre bump-in marking of all underground services.

d. Defined Role of the City in Festival and Event Approval

The CEU approves any events staged on public land. The process begins with an online application from an event producer detailing the intended scale and activation of their event.

The CEU initially consults with producers on event demographic and content to ensure alignment with the Events Strategic Plan. Also considered is the requested venue suitability and already scheduled events which may clash.



The CEU then engages with all relevant stakeholders, seeking conditions from these bodies on the proposed activation. These bodies include:

- City Councillor offices
- City's Traffic and Transport Branch
- City's Environmental Health Services
- City Lifeguards
- City's Park and Recreation Branch
- Gold Coast Waterways Authority
- Translink
- Queensland Police Service
- Queensland Ambulance Service
- Queensland Fire and Rescue Service
- Queensland Government's Liquor Licensing Unit
- Queensland Government's Transport and Main Roads.

Once the event producer complies with operational conditions from the relevant bodies, the City issues an event approval. This process applies to events staged on outdoor public land as well as significant events held at indoor venues controlled by the City.

Broadly, the CEU and stakeholders seek to balance the needs of residents with the stated goals of the Events Strategic Plan. Operational factors that might impact the amenity of the local community, such as noise and the frequency of major events, are given key consideration throughout the approval process.

e. City-Provided Festival and Event Process Coordination and Assistance Systems

The CEU provides leadership to the City's event industry and assists event producers to comply with all requirements of delivering an event within the Gold Coast. The CEU provides absolute "one-stop shopping" for event approvals, permits, operational and in-kind support and access to City-controlled event services.

Through engagement with the CEU, event producers access a single point of contact that will:

- consult on the scope and scale of their event
- arrange consultation with all relevant bodies and establish their conditions for event approval
- act as advocate or mediator with relevant bodies when required
- co-ordinate event approval and compliance with all conditions.

The CEU's stated responsibilities include:

- sector leadership and partnership management
- assessment and approvals of all events staged on City land
- event investment and the development of a strategic citywide events portfolio
- delivery of key civic events and receptions.

The CEU is staffed by 10 full-time employees, each an established events industry professional with formal event management qualifications and an average of 10+ years experience. Additionally, the CEU provides event producers in-kind access to City-owned traffic management equipment and low-level event infrastructure, such as 4WD buggies and marquees for events on City land.

f. Participation in Official Capacity by City Department Representatives on Boards and Planning Committees of Local Festivals and Events

The City maintains three committees to oversee event strategy, investment and planning within the City. These committees, staffed by representatives from the CEU and key stakeholders, are listed below.

Major Events Strategic Planning Committee (strategy) Stakeholders:

- City of Gold Coast – Economic Development and Major Projects
- City of Gold Coast – City Events Unit
- Tourism and Events Queensland
- Destination Gold Coast

Economic Development and Major Projects Committee (investment) Stakeholders:

- City of Gold Coast – City Events Unit
- Mayor
- Councillors

- City of Gold Coast – Economic Development and Major Projects

Events Planning Group (planning) Stakeholders:

- City of Gold Coast – City Events Unit
- Surfers Paradise Alliance
- Broadbeach Alliance
- Connecting Southern Gold Coast
- The Arts Centre Gold Coast
- City of Gold Coast – CBD Team
- City of Gold Coast – Broadwater Parklands Team

Additionally, City Councillors hold seats on each of the City's controlled entities, tasked with event delivery and marketing within the city's precincts. These include:

- Surfers Paradise Alliance
- Broadbeach Alliance
- Connecting Southern Gold Coast
- The Arts Centre Gold Coast

The above committee structure allows for citywide event planning and delivery, while maintaining communication, via the CEU, with all relevant stakeholders. The structure underwent a significant evolution in early 2016, when "events" was moved from the purview of the City's Corporate Communications Branch to the Economic Development and Major Projects directorate. This move reflected the City's strategic shift towards economic and tourism outcomes from events.



g. Local Laws, Ordinances, Regulations, Permits and Policies Impacting and Supportive of Festivals and Events

The CEU manages a process for external event producers to streamline stakeholder consultation and events approval. Through this process, compliance with all relevant laws and regulation is ensured.

Relevant examples are detailed below:

Noise ordinances

Noise abatement provision within the Queensland (State) Government's Environmental Protection Act applies to all Gold Coast events, except those staged on licensed premises (where noise provisions are covered within the Liquor License). Non-licensed events must observe the requirements of the Act, which generally includes a noise reduction threshold after 10pm.

Traffic regulations

Traffic management measures are addressed within the CEU's event approval process. Consultees include the City's Transport and Traffic Branch, Queensland's Department of Main Roads, the Queensland Police Service and, where appropriate, public transport providers.

The City provides event producers a fair degree of flexibility around road closures and detours, depending on how often a given road is subjected to closures and diversions. The acceptable frequency of road closures is determined by numerous local factors such as entertainment precinct zoning and proximity to residential areas.



Fireworks regulations

Fireworks are covered by Queensland Government legislation. In all cases, the CEU co-ordinates liaison between event producers and relevant state agencies.

Ambush marketing control

The City is currently drafting new local laws that will provide powers to manage and control ambush marketing at major events. Currently, the Queensland Government has such powers within its Major Events Act, which covers the annual GC600 Supercars race. The City's new ambush marketing control laws will be based on provisions within the State Act.

Alcohol service requirements

The supply of liquor at Gold Coast events is covered by the Queensland Government's Liquor Act. To ensure compliance, the CEU connects producers of licensed events with representatives from the Office of Liquor and Gaming Regulation and the Queensland Police Service.

Compliance with the Act may include:

- the provision of security guards and police to a licensed event, with personnel numbers determined in ratio to overall attendance
- wristbanding methodology to identify of-age patrons
- signage, site control and other operational considerations.



Food safety

Food preparation must be addressed as part of the conditions required for event approval, with City Health Officers engaged during stakeholder consultation. Compliance requires food providers to be licensed and compliant with food handling and waste disposal practices.

Insurance requirements

The City requires minimum public liability insurance of up to \$10 million for all events. Public liability of up to \$20 million is required for events of a specific nature (ie. professional sporting events).

h. Green Initiatives

The CEU is an active participant of the citywide Events Sustainability Working Group, tasked with developing and implementing sustainability measures at all Gold Coast events. The group comprises representatives from the Gold Coast 2018 Commonwealth Games Corporation, relevant City departments such as Waste Management and key operational personnel from the City's controlled entities.

The group's key initiatives include:

- reduction of single-use plastic (water bottles) at all City events through the provision of free drinking water
- elimination of balloons (a hazard to bird life) at all City events
- installation of back-to-back general waste and recycling bins at all City events to reduce landfill



- publication of a freely available Sustainable Events FAQ sheet for event producers covering:
 - o practical waste footprint reduction measures
 - o best-practice ratio of free drinking water and recycling bins to attendance
 - o waste management guidelines.

A contractual commitment to sustainability

The city's Events Sustainability Working Group has also instituted contractual sustainability KPIs around recycling bin placement and waste reduction for events receiving City funding. These measures will be first applied to the GC600 Supercars race in October 2017, an annual event supported by the City that attracts almost 200,000 people.



i. City Provided Festival and Event Training Programs

The City offers no specific industry training to sector stakeholders.

The CEU maintains a database of event managers, organisers and related suppliers, and regularly distributes to this database information on private training courses and skills development opportunities relevant to the sector.

Pro-active workshops for industry

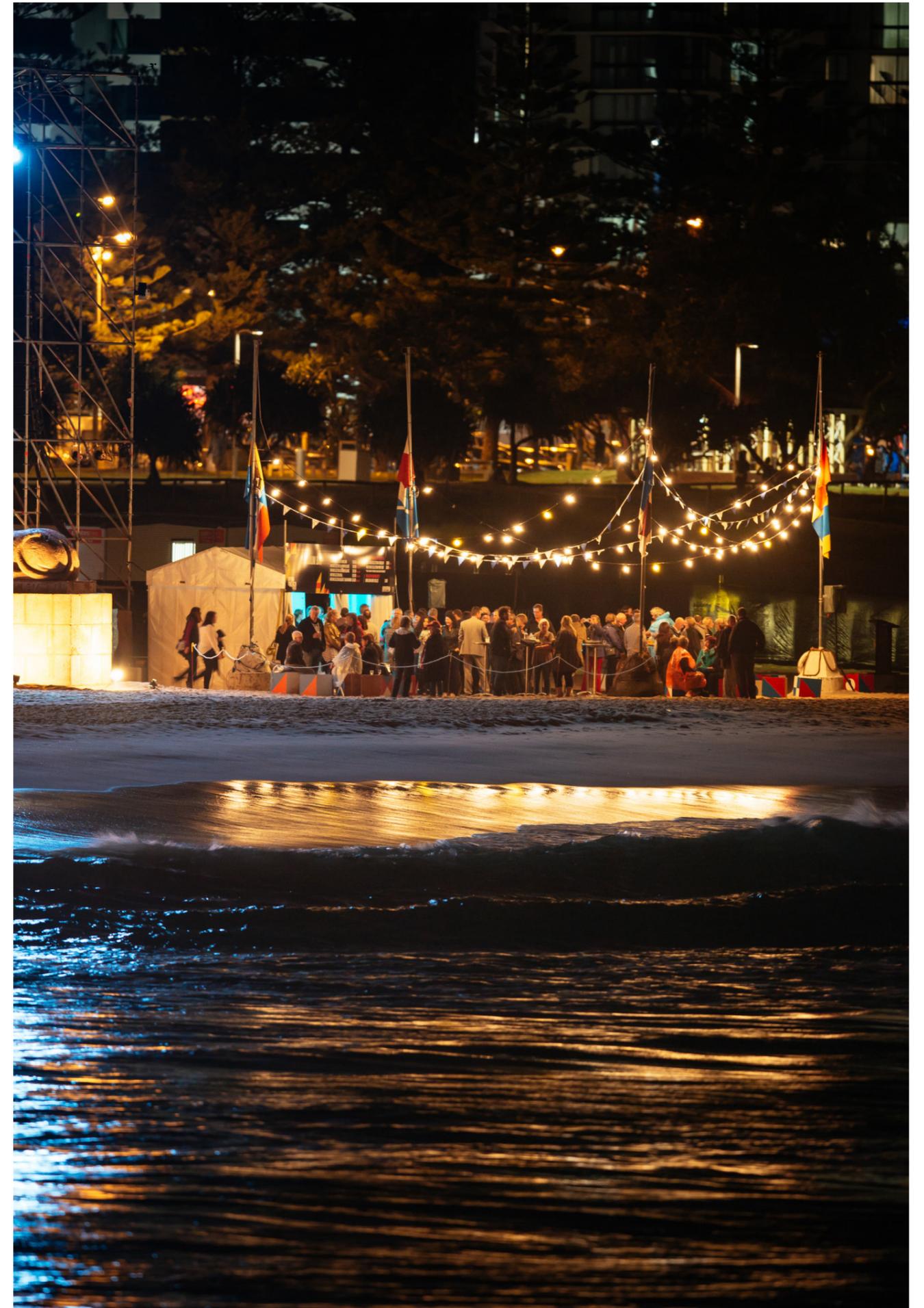
While not recognisable as “training”, the CEU does stage industry-facing workshops in conjunction with Tourism and Events Queensland (TEQ) on how event producers can best navigate approvals and funding.

These pro-active workshops are staged on an as-need basis (and are usually region-specific). The workshops educate producers on funding and approvals and allow for one-on-one interaction with CEU and TEQ personnel.

j. Direct Industry Involvement / Memberships by Any of the Above

Many of the city’s event producers hold memberships to:

- Meetings and Events Australia (MEA) - a national, independent not-for-profit organisation dedicated to servicing the needs of the meetings and events industry and promoting professionalism and excellence in all aspects of meetings and event management. It also promotes the value and effectiveness of meetings and events as an important high-yield sector of business travel and tourism
- Australian Institute of Project Management (AIPM) - the premier, longest-serving body for project management in Australia.



SECTION 4

NON-GOVERNMENTAL COMMUNITY SUPPORT OF FESTIVALS AND EVENTS

a. Volunteer Involvement

Not-for-profit organisation, Volunteering Gold Coast, has been providing volunteers across the city since its creation in 1998. Starting out with a handful of volunteers offering limited services, Volunteering Gold Coast now boasts 70 staff, 27 vehicles covering 900,000km per year and 2800 volunteer placements per year. Volunteering Gold Coast's mission is to develop, strengthen and connect the community by achieving excellence in volunteering and business and community development for the mutual benefit of the individual and the wider community.

In addition to the formalised Volunteering Gold Coast, many of the city's events regularly engage local sports club and community groups to assist with the organisation and delivery of their events and festivals. The city's event organisers constantly praise the volunteer workforce on the Gold Coast for their passion, dedication and loyalty with many volunteers returning to the same events each year. Event organisers on the Gold Coast place extreme importance on the retention of the volunteer workforce as they realise the value in repeat volunteers to assist with training and event knowledge.

The city's major events report the following numbers for their volunteer workforce: Gold Coast Marathon (1250), GC600 Supercars (800), ITU World Triathlon Series (500), Australian PGA Championship (350) and Swell Sculpture Festival (120).



2018 Commonwealth Games Volunteer Recruitment Program

In collaboration with the City's Commonwealth Games Unit, a strategy is being developed to engage volunteers with the heightened profile and status of the 2018 Commonwealth Games, then maintain a core of volunteers motivated to engage with future events.

By maintaining the formalised volunteer structure developed as part of the 2018 Commonwealth Games, major event organisers will have the ability to access a unique and highly valuable group of experienced volunteers, who are passionate about the city and know events.



b. Sponsorship Support

The Gold Coast has an active and engaged events sponsorship sector, encompassing a range of locally based and national corporate sponsors of Gold Coast events. Many major events staged on the Gold Coast attract sponsorship across several tiers of support: naming rights, in-kind operational support and promotional support. Event producers manage and service their own sponsors, often through external sponsorship agencies that steer national sponsors to Gold Coast-based events.

Several prominent local organisations have taken naming rights sponsorship of major events, including the Gold Coast Airport (Gold Coast Marathon), James Frizelle's Automotive Group (the Queensland Tourism Award-winning Blues on Broadbeach) and Mercedes Benz Gold Coast (Mayor's Christmas Carols).

Some prominent corporate sponsors of Gold Coast events include:

- Gold Coast Airport (Gold Coast Marathon, Cooly Rocks On, Swell Sculpture Festival)
- Fox Sports (GC600 Supercars)
- James Frizelle's Automotive Group (Blues on Broadbeach)
- Streets Ice Cream (The Australian Sand Sculpting Championships)
- Virgin Australia (GC600 Supercars)
- ASICS (Gold Coast Marathon, ITU World Triathlon)
- JEEP (Quiksilver and Roxy Pro)
- Griffith University (Bleach* festival, Blues on Broadbeach)
- KPMG (Bleach* Festival)
- Coates Hire - event infrastructure hire company (Coolangatta Gold)
- Mercedes Benz Gold Coast (Mayor's Christmas Carols)

The Gold Coast 2018 Commonwealth Games has sponsorship arrangements with several local, national and international brands including Longines, KPMG, Optus, The Star Gold Coast and Griffith University.

c. Media Support

Gold Coast events enjoy routine support from Gold Coast media across print, radio, web and broadcast TV. This support covers pre-event promotion, onsite (and often live) coverage and post-event reporting. Most major (and several mid-tier) Gold Coast events have ongoing media sponsorship arrangements with local broadcast news, radio and print media.

These arrangements generally include:

- the production of pre-event advertising offered in-kind by the media partner (TVC or press ad production and placement)
- onsite coverage, often including a live outside broadcast from the event site
- general news media commitment, such as pre-event media promotion and post-event reporting.

National media profile

National media routinely support events staged on the Gold Coast. The city's coastal profile makes it particularly attractive to national media, as does anticipation for the Gold Coast 2018 Commonwealth Games.

The city hosts, for example, an annual live broadcast from Channel 7's Sunrise (Australia's top-rated breakfast program) around ANZAC Day ceremonies on Gold Coast beaches.

d. Chamber of Commerce / Convention and Visitors Bureau Support

The City's controlled entities engage directly with local Chambers of Commerce on the distribution of event information to precinct stakeholders. The City's controlled entities, which engage with local business on a daily basis, have formalised event support from Chambers of Commerce and local traders throughout the Gold Coast.

As a single point of contact, the entities keep local businesses engaged with the City's broader event plan, as well as driving opportunities for businesses to support specific events through in-store signage, promotional activations and sponsorship.

For more detail on the City's controlled entities, please see responses within Section 3 of this submission.

Destination Gold Coast support

Destination Gold Coast (DGC) – the official destination marketing body for the City – works with event producers on marketing initiatives that drive economic impact through overnight visitation and visitor expenditure.

The organisation draws on more than 600 products from its members, including hotels, tours, attractions and restaurants to ensure each phase of an event attendee's path to purchase is captured (with the ultimate objective of driving conversions and economic impact around the event). DGC also supports event producers and other stakeholders in the delivery of a successful event, in terms of visitor experience, and best practice marketing.

The Gold Coast – "Always On"

DGC maintains a team dedicated to event tourism that markets the city as "Always On" across owned and paid channels. This activity is weighted to the city's regional "drive market" and platforms major events such as the Gold Coast Airport Marathon, GC600 Supercars, Magic Millions, Blues on Broadbeach, Swell Sculpture Festival and Bleach* Festival.

Event tourism campaigns also target visitors from core interstate markets (Sydney and Melbourne) and international markets such as New Zealand, China and Japan. DGC has a standing KPI under its funding agreement with the City to provide marketing support to significant local festivals and events each year.

It's Live on the Gold Coast

DGC's 2016 event tourism campaign 'It's Live' promoted the city's events portfolio interstate (Sydney and Melbourne) and internationally (New Zealand). The campaign focused on the Gold Coast's portfolio of cultural

and sporting events (both participatory and spectator-based) staged over summer 2016. Results included:

- more than 10,000 leads for DGC member businesses (Gold Coast tourism sector businesses)
- more than 31 million digital ad and Search Engine Marketing (SEM) impressions in Sydney and Melbourne (including more than 20 million SEM impressions)
- more than 90 million digital ad and SEM impressions in New Zealand (including more than 75 million SEM impressions).

e. Downtown Associations

Please see the response to d. (above). The City has instituted several controlled entities responsible for precinct-specific event marketing and management throughout the city. These entities engage with local traders on a daily basis and have largely adopted and professionalised the role of "downtown associations" within the city, allowing for better event planning and delivery. For more detail on the City's controlled entities, please see responses within Section 3 of this submission.

f. Organizations to Assist Individuals with Disabilities

The City's Safe and Liveable Communities Unit oversees accessibility and equity for people with disabilities throughout the city. Using the City's Accessible and Inclusive City Action Plan 2014-2019, this unit deals directly with event producers during their engagement with the CEU on event approvals, ensuring event planning and infrastructure allows adequate disabled access and amenity.

Common access issues addressed at this stage include sufficient ramp access, toilets and viewing platforms for people with a disability. Once event approval is granted and conditions from the City's Safe and Liveable Communities Unit are met, the Unit oversees event bump-in and setup to ensure compliance.

The Accessible and Inclusive City Action Plan is about removing barriers and improving access to City operations. The Plan seeks to enhance the lifestyle and wellbeing of all residents and visitors, regardless of age or ability. The Plan represents an integrated and coordinated approach to access and inclusion and is well informed by feedback from community engagement.

Gold Coast Recreation and Sport Incorporated is a community based organisation providing recreation and sporting opportunities for people with physical and/or intellectual disabilities.

g. Local Event Cooperatives

There is no organisation fitting this description active within the Gold Coast.

h. Sports Commissions

The Gold Coast is home to the following sport organisations:

- Sports Gold Coast - bringing together business, clubs and community to create a world-class sporting future for our city
- Surfing Australia
- Triathlon Australia
- Mountain Biking Australia
- Skateboarding Australia
- Squash Australia
- International Basketball Federation (FIBA) Oceania

Local sporting clubs routinely support major events relevant to their discipline. At the annual Gold Coast Airport Marathon and International Triathlon Union World Triathlon Series, for example, local clubs voluntarily staff drink stations for competitors.

i. Educational Institution Support

The Gold Coast is home to three world class universities – Griffith University, Bond University and Southern Cross University as well as Gold Coast Institute of Technology and Further Education (TAFE) who all engage with, and support the city’s events sector in tangible ways. Each institution offers a tertiary event management qualification that includes a significant industry placement/work experience component that students must complete to qualify for graduation.

Further to this support, Griffith University’s involvement across the city is spearheaded by its leading sponsorship of the Gold Coast 2018 Commonwealth Games, as an official partner. Other events supported by Griffith University include the Relay For Life, Gold Coast Languages Speech Contest, Opera on the Beach, Bleach* Festival and Blues on Broadbeach.

In addition, the City provides funding support to the not-for-profit organisation, Study Gold Coast. Study Gold Coast aims to provide meaningful student experiences and promote the economic value of the education industry in order to expand the city’s talent pool, attract more employers and add depth to the city’s social fabric.

j. Special Incentives/Discounts Provided to Festivals and Events by Local Venues

Many local businesses work collaboratively with event producers to provide discounts and vouchers on food and beverage and city attractions for event participants. This leveraging helps both parties achieve individual goals of enhancing the participant experience and also creating an economic impact. Study Gold Coast supports the event community by encouraging students to participate and volunteer at many of the city’s events.

k. Access to Industry Suppliers in the Local Market

The Gold Coast maintains a strong event infrastructure industry. Local vendors offer for hire, sufficient volumes of equipment referenced to stage several major events concurrently. Almost all event infrastructure for major events on the Gold Coast (including national-scale events) are locally sourced, illustrating the depth of the local market.

Additionally, the City offers a weighted preference for the engagement of local suppliers for all City-managed events by way of a “buy local” policy that provides the local industry a competitive edge over inbound suppliers.

l. Direct Industry Involvement / Memberships by Any of the Above

As mentioned previously, the tourism industry spearheaded by Destination Gold Coast is an extremely strong advocate for the event community on the Gold Coast due to its aim to drive visitor numbers. All of the previously mentioned sponsors, organisations and suppliers are heavily involved in the local event and tourism industries and are members of the Destination Gold Coast and/or one of the city’s many Chambers of Commerce.



SECTION 5

LEVERAGING 'COMMUNITY CAPITAL' CREATED BY FESTIVALS AND EVENTS

a. Community Branding

The City recently undertook a complete rebrand of its "corporate" and "citywide" identities that changed how the city is promoted through a range of marketing partners and channels.

The City's events portfolio was integral to the new strategy, with events (and their related imagery and inherent marketing opportunities) used to illustrate the diversity of the destination and communicate aspects of the City's new brand values including:

- sporting events were used to support the Gold Coast's status as an 'elite sporting city'
- health and wellbeing events support the Gold Coast as a 'place to live'
- food events support the stated tourism positioning for 'food and wine experiences'
- international events support the status as a 'world-class city'
- community events support the reputation as a 'welcoming, inclusive and supportive city'.

Events generate increased awareness (through event promotion), traffic (visitation and economic outcomes) and leveraged exposure through event partners such as media, onsite signage and sponsorship.

Community events provide a platform to communicate the Gold Coast's brand values through on-stage announcements, pre and post-event video, signage, pre and post-event electronic direct mail, printed collateral and media.





b. Promoting Tourism

Destination Gold Coast is the peak tourism body for the Gold Coast, responsible for marketing the city to inbound tourists and representing the local tourism sector. The organisation works to protect and grow the city's market share in support of their ultimate objective: driving overnight visitation and expenditure into the region.

Through the city's annual calendar of festivals and events, DGC:

- highlights the diversity of experiences available within the city. From Opera on the Beach to the GC600 Supercars or the Gold Coast Airport Marathon, the annual calendar of events rivals most internationally recognised capital cities
- manages the seasonality of our visitation cycle throughout the year to drive overnight stays during periods that are traditionally outside of school holidays (and across the winter low season)
- encourages repeat visitation through promotion of an expanded offering of diverse, high-quality experiences
- enhances visitor experience and challenges long-held consumer perceptions of the destination to extend beyond the city's beaches and theme parks
- builds the city's brand equity.

c. Convention Marketing

DGC's Global Business Events team encourage organisers of conferences to integrate the city's portfolio of high-quality cultural and sporting activities into their programs.

The benefits of this innovative approach are illustrated by the consistently high delegate numbers organisers achieve at Gold Coast conventions.

Recent examples of this strategy include:

- The Australian Real Estate Conference 2016 being based in Broadbeach and scheduled next to Blues on Broadbeach
- The Annual General Meeting of the World Badminton Federation held on the Gold Coast in conjunction with the Sudirman Cup (World Team Badminton Championships) in May 2017
- The World Surf League, Surf and Boardsports Industry Association and the International Surfing Symposium 2017 were all linked to the Gold Coast 2017 Quiksilver Pro and Roxy Pro (peak Surf Lifesaving and Surf organisation meetings are also often linked to Pro Tour events on the Gold Coast)
- The Congress of the International Triathlon Union will be held as part of the ITU Grand Final round on the Gold Coast in 2018
- The Australian and New Zealand Sports Law Association meeting will adjoin the 2018 GC600 Supercars
- Squash Australia will host the World AGM and National AGM on the Gold Coast in 2020, in conjunction with their championship event.





2018 Commonwealth Games convention marketing

The City has also seized on the opportunities provided by the Gold Coast 2018 Commonwealth Games to induce higher delegate numbers for sector events.

Gold Coast conferences such as the Footwear Biomechanics Symposium, the Coaches House Meeting 2018 (supported by the Australian Sports Commission), Our Sporting Future conference, the Anti-Doping Research Symposium and The International Federation of Sports Chiropractors will meet and host workshops immediately following the 2018 Games as several key international members of these bodies will be on the Gold Coast servicing the event.

The GC600 Supercars event is a consistent drawcard for national and international meetings and incentive groups including: Gilpin Travel Group 2017 (New Zealand), Go Vita Health Conference 2012 and 2017, Powerbase New Zealand 2018 and the Australian New Zealand Sports Law Conference 2018.

d. Corporate Recruiting Efforts

Business events and conferences

The City's Economic Development and Major Projects directorate builds awareness of the city within the business sector via targeted promotion of the city as a business events and conference destination.

Business events and seminars staged on the Gold Coast allow the City to engage directly with attendees and promote the city's highly business-friendly posture, which is communicated via video, printed collateral and targeted digital campaigns.

International sports events

Sport has been a major focus for the City over the past 10 years, culminating in the hosting of the Gold Coast 2018 Commonwealth Games. The capacity to host international events, coupled with the city's infrastructure and expertise, make the Gold Coast an elite sporting destination.

The City now capitalises on the opportunity international sports events provide by inviting highly-targeted leads to the city, and to leverage international events to drive targeted business and trade events.

During the recent 2017 Sudirman Cup (World Team Badminton Championships), the City hosted delegates from across the Asia-Pacific region with a VIP experience that encompassed significant promotion of trade and investment opportunities within the city.

The City will offer the same VIP experience program during the Gold Coast 2018 Commonwealth Games, in partnership with the Queensland Government.

Trade 2018

The City has also partnered with the Queensland Government on Trade 2018, a trade and investment program targeted at strengthening trade ties across the Commonwealth and boosting the city's international business profile.

The program is linked directly to the 2018 Commonwealth Games and includes:

- targeted inbound and outbound missions
- international activations via business receptions and investor briefings run concurrently with the 2018 Commonwealth Games 'Queen's Baton Relay'
- an extensive Games-time business hosting program.

A new knowledge focus

For businesses to relocate to the city, the presence of relevant, highly-skilled personnel and opportunities to collaborate and co-locate are a big advantage.

The city's ability to attract events and people specific to key growth sectors is a significant part of new marketing strategies being developed by the City's Economic Development and Major Projects directorate.

As an example, the promotion of health industry events at the Gold Coast Health and Knowledge Precinct (based between Griffith University and Gold Coast University Hospital) will be used throughout the health sector to promote the city as an operational base.

Investment Attraction Program

The City's Investment Attraction Program incorporates a suite of investment attraction services for inbound business.

A significant component of the program is a financial assistance package that seeks to attract event and sport investment into the city that aligns to the Economic Development Strategy 2023 and the Gold Coast Sport Plan 2023.

Through the program, private sector organisations delivering significant events to the city are provided financial assistance to make choosing the Gold Coast easier.

Sporting body headquarters = major sporting events

The Investment Attraction Program has already produced significant event sector outcomes, with several peak sporting bodies assisted in relocating their corporate headquarters to the city under contractual agreements to also bring with them their major events.

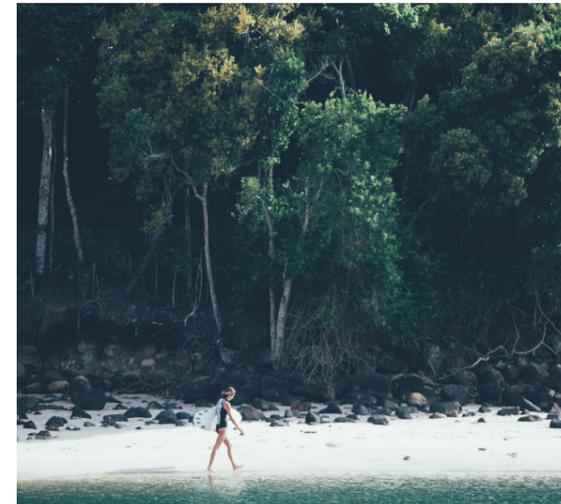
Squash Australia, Triathlon Australia, Mountain Bike Australia and FIBA (Federation of International Basketball Association) Oceania have all recently relocated to the Gold Coast. All four bodies have brought major competition events to the Gold Coast and negotiations with other sporting bodies to also relocate to the city are ongoing.

For more information on this innovative approach to the acquisition of major sporting events, please see the response to Section 6 f.

e. Relocation Packets and Information

Imagery from Gold Coast events are used throughout relocation collateral produced by the City, ranging from smaller cultural community events to large-scale events that drive tourism. This imagery positions the city as a vibrant, inclusive community.

The City also publishes a series of sector-specific prospectuses that promote the city's attributes to potential residents and business. One of these focuses on the city's events portfolio and another highlights the city's elite sports sector – heavily promoting the social and economic benefits of Gold Coast events.



f. Familiarisation Tours

Certain events allow DGC the opportunity to engage media, key online influencers and key distribution partners and work with them to travel to the Gold Coast to experience the event firsthand. The objectives in doing this include:

- highlighting the diversity of the destination through targeted media exposure of specific Gold Coast events
- telling new and experiential stories about the destination
- reinforcing the positioning as a global event destination and extending the perception of things to do and see while here, in order to induce repeat visitation.

Recent international famils conducted by DGC include hosting:

- Japanese TV media and senior travel sector personnel at the Gold Coast Marathon and Australian Table Tennis Open
- Malaysian travel sector leaders at the Sudirman Cup
- Chinese TV media Chinese fashion influencer Xiao Wen Ju at the Gold Coast Marathon.

Major Gold Coast event venues such as the Gold Coast Convention and Exhibition Centre, Metricon Stadium and The Star Gold Coast also conduct significant outbound marketing programs that include famils with VIPs and event organisers.

g. Out-of-Market Media Coverage

Gold Coast events with the capacity to attract out-of-market media are offered funding support from government

organisations such as Tourism and Events Queensland, where the attraction of out-of-region visitors through events is a priority.

Generally, these events are staged at a scale where significant resources are put towards media relations, whether through in-house media and marketing teams of external communications agencies.

The Gold Coast Airport Marathon, for example, devotes specific resources to out-of-market media, particularly from the Asia-Pacific region. The event telecast is distributed to 800 million homes in 85 countries, while fitness bloggers and sports journalists from throughout Asia are invited to compete. In recent years, several Japanese media celebrities have competed in the race (at the invitation of organisers), with their visit to the Gold Coast and run filmed for Japanese television and the web.

h. Enhancing Exposure to the Arts and Other Causes

The City regards festivals and events as a critical and developing part of the city's arts and culture ecology. The City's cultural events provide opportunities for both local and visiting audiences to experience the widest variety of arts and for artists, performers and producers to promote, present and showcase their work.

These festivals bring communities together through immersive arts and cultural experiences. The City operates a broad range of annual arts festivals including the citywide Bleach* Festival, SWELL Sculpture Festival (now in its 15th year), the Gold Coast Film Festival and the Somerset Celebration of Literature.



Each event has specific annual activation dates, as well as complementary year-round programs of arts development events and seminars.

When visiting the city throughout the year, high-ranking film industry professionals often conduct masterclasses with local filmmakers under the Gold Coast Film Festival banner, while some neighbourhood-based cultural activations are delivered under the Bleach* Festival brand.

i. Creating Highly Visible Public Relations Campaigns for City Facilities and Services

The City uses event activations to highlight services, healthy lifestyles and promote the Gold Coast's liveability. Some examples are listed below.

- **Active Transport:** for those events which the City is marketing, active transport messages are incorporated including "you can cycle, walk or skate to the event, or hop on the light rail" in all collateral and advertising to encourage public transport use or active travel.
- **City Parks promotion:** for events staged in City-controlled parks, promotion of the broader use of the property by including a link to the park website is included in marketing collateral. On these sites, visitors can find event calendars, opening times and other relevant information.
- **Support for the tourism accommodation sector:** for the Gold Coast's annual PGA Championships (golf event), the City includes prominent messaging about bringing family to the Gold Coast and making a short-term holiday stay around attending the event.



- **Sports Plan:** while promoting sporting events, messaging about the City's publicly available Sports Plan is included. This plan aims to make the Gold Coast a leading sports destination through the hosting of sports events. The City also promotes to accommodation providers the benefits of providing sports-friendly facilities such as bike racks, gyms and sports equipment storage for guests.
- **Active and Healthy Program:** the City promotes its Active and Healthy program (healthy living activities and events) at all sporting or family events through information booths and merchandise giveaways (such as branded drink bottles and activewear).

j. Encouraging Community Bonding, Participation, and Celebration

The City manages and delivers a calendar of multicultural community events throughout the year each staged and hosted in association with cultural groups from relevant communities. These free community events routinely attract a diverse audience from outside the hosting cultural group and showcase ethnic cooking, craft, music and dance. Cultural elements of the program are managed and delivered by the communities.

More than 50 of these events are staged on the Gold Coast each year, including:

- The Gold Coast Chinese New Year Festival
- Japan and Friends Day
- The Gold Coast Multicultural Expo
- Waitangi Day





- Bonjour French Festival
- The Gold Coast Greek Festival
- Bangladesh Community Barbecue Party
- Chinese Dragon Boat Festival
- Balinese New Year
- Celebrate Indonesian Independence Day
- Hungario Festival
- The Gold Coast Italian Festival
- Turkish Community Celebrating
- Bahai New Year Celebration
- Teuila Samoa Family Day
- Chilean Independence Day

Diversity Gold Coast

The City also delivers its own multicultural community event, Diversity Gold Coast, on Queensland Day each year. The event is staged within the Gold Coast's Chinatown precinct and features craft markets, food and live entertainment from cultural groups throughout the Gold Coast.

The civic centrepiece of the gathering is a Citizenship Ceremony, conducted by the Mayor of the Gold Coast and the local Member of Federal Parliament. At the 2017 staging, 120 new Australian citizens from more than 30 countries received their citizenship.

Diversity Gold Coast is a public celebration that recognises the diverse cultures who call the Gold Coast home and brings the community together to recognise and celebrate

Queensland Day. The event provides a vibrant, friendly and fun environment for all ages and ethnic backgrounds.

The 2017 staging was a notable success for the CEU, attracting more than 10,000 people (exceeding projections of 8,000).

The City's Multicultural Events Working Group

Out of the success of Diversity Gold Coast, a Multicultural Events Working Group has been formed by the CEU.

The group comprises of representatives from all major cultural groups on the Gold Coast who work together to plan and execute the Diversity Gold Coast event. This collaboration ensures inclusion across the community and provides a platform to share operational event knowledge across many smaller community groups.

k. Highlighting or Developing Underused Venues or Sections of the Community

In recent years, the City has successfully revitalised several underutilised precincts through the consistent staging and promotion of community events.

In Surfers Paradise (the city's key tourism precinct), the One Way Festival (a youth-focused "laneway" event) activated in several backstreets with markets, live music and street art exhibitions. The annual event was staged for five consecutive years, and directly stimulated the growth of permanent new local businesses, including cafes and design studios within the event space.

The One Way Festival also left a significant cultural legacy within the heart of the Gold Coast's tourism precinct – a series of large-scale wall murals by local artists throughout the event space, commissioned (and painted live) during event activation.

Events enliven the Gold Coast's new Chinatown

The City's event strategy in Southport (the city's CBD and host precinct to the Gold Coast's new Chinatown) has also directly stimulated increased night-time traffic and the growth of a new dining precinct. The Gold Coast's Chinatown was recently founded adjacent to the city's CBD, which was perceived by the community as a staid space with extremely low night-time traffic.

By consistently staging multicultural community events within Chinatown (each focused on street food, night markets and live entertainment), the City activated the space after dark and transformed community perception of the area's night-time profile. Regular events successfully drove night-time traffic to the area and stimulated business for an initial group of restaurants and bars, which allowed a new entertainment precinct to "take root" as more operators opened complementary venues. Trading hours for bars and restaurants in the Chinatown precinct have now extended from 9pm to midnight which is metric proof of the area's night-time revitalisation through events.

The green behind the gold

The Gold Coast is known for its beaches and foreshore, however the city also has a picturesque hinterland rim of UNESCO's World Heritage-listed rainforests and mountains.

In order to diversify the city's offering, several new events have been brought to the city's hinterland in recent years, including the two-day annual Tour de Valley cycling event (a Cycling Queensland event) and a calendar of community events at the refurbished Nerang Country Paradise Parklands.

The City has also secured a five-year contract to stage the Australian Drone Nationals (Australia's peak drone racing championship event) at the Nerang Country Paradise Parklands, with the first event activating in August 2016.

I. Creating Legacies and Images Beyond the Event

The City builds legacy benefits into event planning and delivery. Examples of this strategy in action include:

- **Quiksilver and Roxy Pro World Surf League Championship Tour:** These events have successfully built the reputation of Snapper Rocks and the Gold Coast as a leading surf break in the southern hemisphere. The events also provided the basis for Surfing Australia's High Performance Unit to be based locally and for the World Surf League to maintain a local office. Through hosting these events, the Gold Coast subsequently attracted Surfing Australia's head office and associated staff to the city. The WSL's Australasia headquarters are now also located on the Gold Coast.



- **GC600 Supercars:** This annual event has been leveraged to enable continual upgrades to events and park infrastructure at McIntosh Island (where the event is held). New infrastructure includes attractive cantilevered footbridges, toilets, landscaping and pathways. Without this event, the city could not justify this investment. The new infrastructure benefits not only the event itself, but also the local community and other visitors to the city year-round. Strategic location of light rail stations with GC600 crowd management in mind, have also been a significant event achievement.
- **Blues on Broadbeach:** This Queensland Tourism Award-winning event has enabled the city to provide a permanent upgrade to the Broadbeach Mall, as well as significant placemaking upgrades to streetscaping throughout the event space, including the \$1 million "Kurrawa Terrace" event space on the foreshore. These upgrades have provided a significant boost to Broadbeach's profile and enabled other community events to activate within these spaces.
- **Australian Surf Lifesaving Championships:** This national sporting event is based on the Gold Coast, allowing the city to reinforce its reputation as the Surf Lifesaving capital of Australia. This status has been leveraged by local Surf Lifesaving clubs to boost volunteer numbers of surf lifesavers on all Gold Coast beaches. A secondary legacy for the event has been the upgrades to park infrastructure and amenities at Kurrawa Park and the North Kirra foreshore where the event has been held for a number of years.
- **Gold Coast Airport Marathon:** Carparking facilities at the Southport Broadwater Parklands, where this high-volume event starts and finishes, have been redeveloped and upgraded to service the event. These upgraded facilities are used by residents accessing the Parklands year-round.

- **ITU World Triathlon Series:** Through staging this annual event, the Gold Coast has attracted Triathlon Australia's high performance unit to relocate to the city. This provides economic benefit (the creation of new elite sports jobs) as well as media outcomes and athlete pathways within the city.

Embracing 2018 – the Gold Coast's Commonwealth Games legacy strategy

The City has partnered with the Queensland Government and Australia's Federal Government on significant legacy planning around the Gold Coast 2018 Commonwealth Games.

Building on legacy planning models for the 2014 Glasgow Commonwealth Games and 2012 London Olympic Games, the Gold Coast strategy encompasses legacy definition, identification and benefits management. The program, Embracing 2018, encompasses trade outcomes, tourism, arts and culture, community engagement, community sports participation and healthy lifestyles, and significant ongoing benefit from Games infrastructure.

The strategy brings legacy planning into the design and planning phase for Games infrastructure. The \$41 million Gold Coast Aquatic Centre, for example, was delivered in 2014 and designed as a multi-use, value-for-money facility that provides significant community benefit well before (and long after) the 2018 Games.

The facility was delivered in time to host the 2014 Pan Pacific Swimming Championships, a sellout four-day event that attracted more than 12,000 attendees.

The City envisages that the Commonwealth Games legacy model could be transferable to bid and host cities of mega-sporting events internationally, enabling them to establish a partner approach early on and provide clarity on legacy priorities from the earliest stages of event planning.



SECTION 6 EXTRA CREDIT

a. Skills Development - Availability of Certificate or Degree Programs in Festival and Event Management through a Local University or Private Provider

The Gold Coast's four major tertiary institutions, Griffith University, Bond University, Southern Cross University and the Gold Coast Institute of Technology and Further Education (TAFE), all engage with and support the city's events sector in tangible ways.

Each institution offers a tertiary event management qualification which includes a significant industry placement / work experience component that students must complete to qualify for graduation. Under the scheme, students are placed with major local events such as the Pan Pacific Masters Games, Gold Coast Airport Marathon, Blues on Broadbeach Music Festival and GC600 Supercars.

Student placements begin as much as ten months out from the event date and continues through to activation and post-event activity, allowing students to gain meaningful exposure to event planning and management, as well as delivery.

Each of the above tertiary institutions also manages their own on-campus event programs (live music, markets, sporting events, etc.) driven by student unions and event management students.





b. Members of Your Event Community Who Currently Hold a Certified Festival and Event Executive (CFEE) Designation

The City is not aware of any events sector personnel who are CFEE-accredited.

c. Secondary School System Graduation Requirements that Encourage Volunteerism and Community Service during Festivals and Events

No specific events-based graduation requirements are in place for secondary school students on the Gold Coast. However, all Gold Coast secondary schools manage their own calendar of school-based events such as school fairs, sports days and cultural events. At all of these events, students are given specific operational responsibilities such as ticketing, cleaning, setup and wayfinding / greeting etc.

d. A Festival and Event Shared Resource Program in Your City

The City owns and lends a variety of event infrastructure to event producers. This includes traffic control gear (such as signage and witches' hats), barriers, lecterns, pop-up outdoor marquees and wayfinding signage. Producers of the Sanctuary Cove International Boat Show, for example, recently borrowed 300 witches' hats from the City for traffic control.

The City has also designed and constructed a series of concrete pillars for running overhead cabling that are loaned to local events. By using highflying cables, trip hazards are



eliminated and a safe environment is delivered for high-volume community events.

e. Efforts to Actively Recruit New Events to Your City

Acquisition of major events is a core focus of the CEU. Some recent event acquisition case studies are:

International Triathlon Union World Triathlon Series

With the Gold Coast 2018 Commonwealth Games secured for the city, the City, in partnership with Tourism and Events Queensland, approached organisers to bring the ITU World Triathlon Series Grand Final race (the world's largest triathlon event) to the city. Featuring up to 7000 athletes, the event brings two distinct benefits to the city: as a Commonwealth Games operational trial and a driver of economic impact from out-of-region visitors.

An investment offer was made on a four-year package of events: three years of hosting a smaller leg of the ITU, before hosting the larger Grand Final and age group championships in 2018. At site inspection, the ITU delegation highlighted the city's built and natural assets. Following the 2018 staging, the Gold Coast will become the only city in the world to have hosted the Grand Final and age group championship events three times.

Sudirman Cup 2017 (World Team Badminton Championships)

A similar approach was taken in the acquisition of the Sudirman Cup, with the event staged within a new sporting venue built specifically for the 2018 Commonwealth Games, the Gold Coast Sports and Leisure Centre.



Badminton Australia, Badminton Oceania and Tourism and Events Queensland worked with the City on the successful bid, which proved an invaluable operational trial for the Commonwealth Games facility. The Gold Coast overcame Singapore and Switzerland in early rounds of the bid process, and faced Glasgow (who offered use of their fresh and proven 2014 Commonwealth Games venues) in the final bid round.

When the Badminton World Federation (BWF) visited the Gold Coast for the final inspection, the heads of the organisation took a helicopter ride over the city. The event producers' focus was on broadcast capability (the Sudirman Cup plays to a TV audience of 5 million in 140 countries) rather than in-venue attendance. Showcasing the city's considerable visual assets to the BWF, VIPs in such a dramatic fashion proved the city's photogenic worth (and therefore appeal to television audiences) and the Gold Coast won the bid. The 2017 Sudirman World Cup was the first to be staged outside of Europe or Asia in the event's 28-year history.

2018 World Parachute Championships

The City recently acquired the 2018 World Parachute Championships following a competitive bid process. Event producers listed the city's price point accommodation options and picturesque landscapes (that will deliver incredible backdrops to the event's aerial component) as two central reasons for the successful acquisition.

Professional Bull Riding Series World Cup

The Broadbeach Country Music Festival, a free music event staged over three days, has grown in activation and attendance each year. The city is currently bidding on

acquiring one of five legs globally of the Professional Bull Riding Series World Cup and scheduling it the weekend prior at the Gold Coast Convention and Exhibition Centre (also in Broadbeach, less than 1km from the Broadbeach Country Music Festival site). The bid was initiated by the City in conjunction with TEQ and, if successful, will create a "country week" for the Gold Coast.

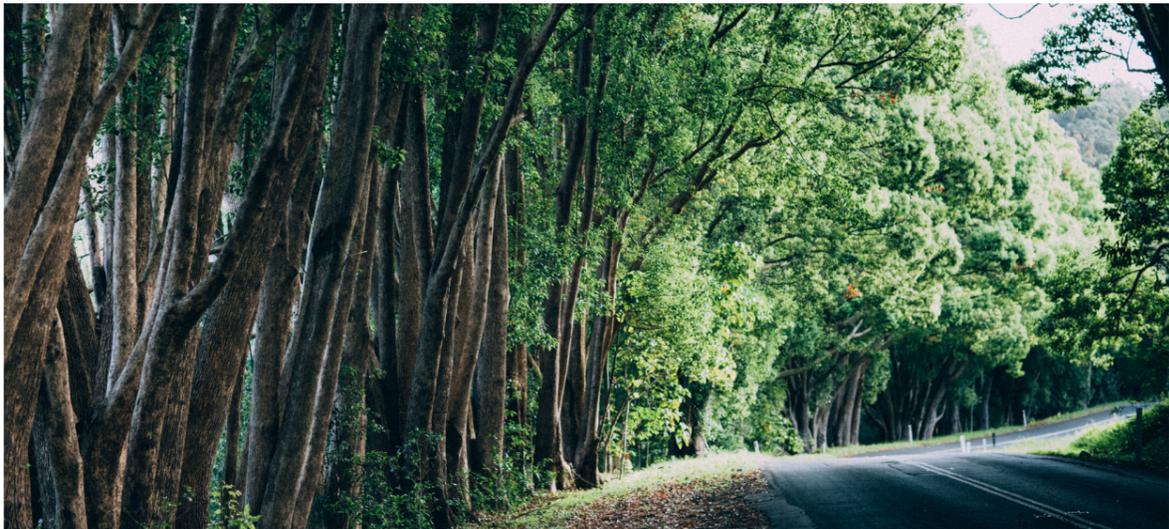
f. Other Creative Endeavours

Sporting body headquarters = major sporting events

The Gold Coast is known as an active city and one of the best sport and recreation destinations in Australia.

The City has successfully implemented an innovative strategy around the acquisition of major sporting events via enticing peak sporting bodies to relocate their corporate headquarters to the city. Through the City's Investment Attraction Program, several peak sporting bodies have already been assisted in relocating to the city under contractual agreements to also bring with them their major competition events.

Squash Australia, Triathlon Australia, Mountain Bike Australia and FIBA (Federation of International Basketball Association) Oceania have all recently relocated to the Gold Coast. Squash Australia and FIBA Oceania have already staged state and national-level competitions here; major mountain biking events are in the planning stages also.





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