

Major Events Plan

2024-2028



Alignment with our vision

The Major Events Plan is helping to achieve the City's Economic Strategy as part of Council's Corporate Plan 2022-2027 and realise our vision.

Our Moreton Bay. Amazing places. Natural spaces.

This plan supports the following strategic pillar and goals:



City of Moreton Bay will have a progressive and robust economy that capitalises on its unique competitive advantages, partnerships and technology.

Read more about Council's Corporate Plan and the pillars that underpin it.



Acknowledgment of Traditional Custodians

City of Moreton Bay acknowledges the Jinibara, Kabi Kabi and Turrbal peoples and pays respects to Elders, past, present and emerging. Council recognises that the Moreton Bay region has always been a place of cultural, spiritual, social and economic significance to its Traditional Custodians. Council is committed to reconciliation and working in partnership with Traditional Custodians and Aboriginal and Torres Strait Islander communities to shape a shared future for the benefit of all communities within City of Moreton Bay and beyond.





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Disclaimer

City of Moreton Bay and its officers accept no liability for decisions made on information, expressed or implied, provided in this document.

Introduction

The Major Events Plan 2024-2028 will contribute to the delivery of the key economic goals and outcomes of Council's Economic Strategy 2020-2041.

This Plan has been developed as part of the Strategy framework, which identifies Major Events as a key sector within the four priority industries in the City of Moreton Bay.

This Plan outlines key focus areas and actions for Council to pursue to best support for the events sector and strengthen its links with other key industries in the city. It identifies Council's role in supporting the growth of the sector in line with the Strategy's goals to create a bigger, bolder and brighter future for our city.

In order for Council to accomplish this, the Plan seeks to build an events calendar of impact to attract, retain and leverage events and meet demand for authentic experiences. Enhancing existing signature and destination events and attracting a diverse range of new events provides significant ongoing economic and community benefits to the area.

Council will continue to build its event sponsorship program to maximise strategic outcomes for stakeholders. It will connect event benefits and outcomes to local industry, community and regional partners, and build the city's reputation as a unique and expanding event and investment destination.

Industry snapshot

City of Moreton Bay is committed to solidifying its status as a premier destination for major events. It proudly hosts two of Australia's largest cultural festivals, the Abbey Medieval Festival and Woodford Folk Festival. Council also invests significantly in high class sports facilities and indoor stadiums across the city that enable community sports and major events to co-exist.

The Council-sponsored major events program has:

- Stimulated approx. \$50 million to the local economy in recent years, with an additional \$3.8 million in media coverage (2023/24)
- Supported or created around 250 equivalent full time jobs
- Driven demand for tourism and hospitality services through the more than 260,000 event visitors each year.

Council is not alone in this journey; industry already plays a large part in the attraction of major events and their economic dispersal and benefit across the city:

<p>Sandstone Point is one of the largest and most renowned entertainment venues in South East Queensland, able to host live concerts, festivals and events for up to 12,000 people.</p>	<p>Eatons Hill is renowned as a major events destination and offers the benefit of an attached 4.5 star hotel to assist visitors stay and play longer.</p>
<p>Lakeside Park hosts 400+ local and regional event days annually. Events are estimated to typically attract over 100,000 visitors to the venue each year. They have supported approximately \$64.2 million in economic output for Moreton Bay businesses in 2022-23, and \$84.4 million for South East Queensland businesses.</p>	<p>Kayo Stadium in Redcliffe has been enhanced through Council investment to accommodate a variety of music, cultural, and sporting events. The stadium is home to the city's National Rugby League team, the Dolphins, which play several home games at their home stadium.</p>

Council will continue to invest in essential infrastructure to meet growing event demands. With Brisbane 2032 on the horizon, the city's Olympic infrastructure, including the \$205 million Moreton Bay Indoor Sports Centre, funded by the federal and state governments will enable Council to pitch for more major events, leaving a lasting legacy for delivering world-class events in our city.

A great location for Major Events



400km
of cycling
infrastructure



13
mountains, including the
D'Aguilar Range rising
400m above sea level



1,300
Council parks
and gardens



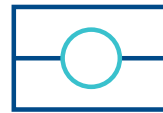
100km
of river scenic
riverbank frontage



50km+
of navigable
waterways for
recreational boats



48
recreational boat
ramps



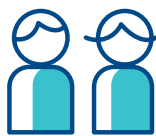
60+
sporting fields across
172 formal sport and
recreation facilities



750+
sporting and
community
groups



95
accommodation
options, including
hotels, motels, and
resorts



60
Best of
Queensland
tourism operators



16+
beaches



Subtropical
climate



245
days of sunshine
on average



24.5°C
average daily
maximum



14.5°C
average monthly
minimum



452km of recreational trails and a network of walking paths

Catering to a range of fitness levels, including the Scarborough Beach to Clontarf Beach foreshore esplanade, Redcliffe Peninsula Line Path, and the award-winning Caboolture to Wamuran Rail Trail

A range of large scenic and recreational lakes

Including Lake Kurwongbah and Lake Samsonvale (30km and 105km perimeter, respectively) Caboolture River, North Pine River and South Pine River

A thriving arts community

Pine Rivers Art Gallery, Redcliffe Art Gallery, Caboolture Regional Art Gallery
Bribie Island Seaside Museum, Pine Rivers Heritage Museum, Redcliffe Museum
Bribie Island Community Art Centre, Old Fire Station Gallery in Redcliffe

Our drivers

Major Events create significant financial and social contributions to the City of Moreton Bay. They provide benefits for the local economy, including the tourism and hospitality industries, other local businesses and the wider community through sports pathways, participation and city connectivity and help foster a sense of pride in the community. Event categories often fall into one of the following four areas:

- Sports
- Tourism and destination
- Arts and culture, and/or
- Meetings, Incentives, Conferences and Exhibitions (MICE).

Value of major events

Drive visitation and local business spend	Generate economic benefits directly to our economy	Build the City's identity
Showcase our strengths and opportunities	Attract investment to the City	Foster community pride
Create pathways for locals into national sport, arts and culture events	Generate health benefits for locals	Can assist local clubs and associations generate awareness or additional funds for their own needs

The tourism and events industry contributes \$25 billion to Queensland's Gross State Product (GSP) and employs one in 11 Queensland workers either directly or indirectly in over 54,000 tourism-related businesses across the state.

– Tourism and Events Queensland Events Guide

Successfully securing and supporting a balanced major events calendar for City of Moreton Bay will drive a greater percentage of this state-wide impact to our city.

Strengths and opportunities

City of Moreton Bay is a highly attractive event destination, with a range of accessible venues and locations that deliver a great experience for event organisers and attendees.

The city has direct rail access to Brisbane CBD and is within close proximity to the airport and Port of Brisbane, providing links across South East Queensland, nationally and internationally.

Our community supports and engages in large scale events such as:



Woodford Folk Festival

120,200+ attendees over six days
\$21.25M annual economic contribution

Abbey Medieval Festival

18,300+ attendees over two days
\$1.35M annual economic contribution

Redcliffe KiteFest

31,100+ attendees over two days
\$1.16M annual economic contribution

Council works with key stakeholders to attract, build and support events, operating at a scale big enough to provide meaningful financial, marketing and practical support, but targeted enough to enable strong connections during long-term sponsorships with events, audiences and stakeholders.



Brisbane 2032 Olympic and Paralympic Games

The positioning and growth of Moreton Bay creates a unique opportunity for events and related industries – as the event, sport and business attention across Australia continues to increase its focus on South East Queensland in the lead up to the Brisbane 2032 Olympic and Paralympic Games.

Council has developed an economic plan to leverage the benefits and legacy of Brisbane 2032, which complements this Major Events Plan.

The Leveraging 2032 for business plan focuses on the opportunity to convert sports activity into investment, transport and technology outcomes that improve the prosperity of the City's residents and visitors.

Our planning context

Framework for transforming City of Moreton Bay's economy

Regional Economic Development Strategy (REDS) 2020-2041		 Bigger \$40 billion economy	 Bolder 100,000 new jobs	 Brighter Top 10 Regional Innovation Hub	Knowledge, innovation and entrepreneurship Leadership and identity	Trade and investment	Industry advancement
REDS 2 Year Action Plan 2023-2024		Develop entrepreneurial and innovation reputation Develop entrepreneurial capabilities	Assertively pursue city building projects Establish entrepreneurial hub	Facilitate business investment Support local innovation ecosystem	Maximise expenditure locally Create pathways to employment	Encourage business to business connections Build local business capacity	Support business retention and expansion
Industry Plans 2024-2028					Support skills and workforce collaboration Promote access to new markets and capital	Embrace technological advancement	Foster leadership and identity
International Engagement Plan		Sponsor major business conferences/exhibitions Connect business investment opportunities	Develop city building investment opportunities Engage key chamber membership	Work with federal and state agencies Deliver major marketing campaigns	Facilitate local business trade missions Leverage Brisbane 2032	Establish mutual growth partnerships	
Major Events Plan 2024-2028		Showcase City of Moreton Bay's event destination capacity and capability Position the city to host Olympic sports events and camps	Attract, build and support a diverse portfolio of events Collaborate with state and antional agencies	Activate major venues and encourage visitor dispersal Deliver collaboration and networking workshops	Promote the city's major events	Build accessibility and inclusion capacity	
Leverage 2032 for Business		Increase 2032 procurement pipeline registrations Highlight potential 2032 game changers	Promote industry opportunities Work with 2032 Legacy Committee	Support pre-2032 events and activities Link capacity to opportunities	Host discussions/workshops Create marketing information	Leverage growth sectors Communications tools	Undertake gap analysis

Case study

The Queensland Murri Carnival is an annual six-day rugby league event for Aboriginal and Torres Strait Islander rugby league teams.

Hosted in Moreton Bay since 2021, the carnival attracts 50,000 people and around 100 Queensland teams across men's and women's open divisions junior grades.

The event aims to increase the profile of Indigenous rugby league and promote health and education for all playing divisions, their families and the broader Indigenous community.

Economic impact

- More than \$1.3 million into the local economy through direct overnight spend.

Economic stimulus

- The Murri Carnival is one of the biggest community events across Queensland and provides a platform to promote the city.
- The event's links with Queensland Rugby League and high-profile players help drive future visitation and build the city's profile for hosting large scale events.
- The carnival uses local food trucks, accommodation, retail and transport among other suppliers.

Community impacts

- The Carnival is much more than rugby league and has a major focus on health, vocation and education.
- The alcohol free, smoke free, sugar free event requires participants to have up to date health checks, adults are enrolled to vote, and young participants have a 90% school attendance rate.



Our focus areas

City of Moreton Bay is proud of its hard-earned reputation as a unique and expanding event destination.

A focused perspective is necessary to achieve a vision where the City of Moreton Bay is recognised for its signature events and as a destination that welcomes a diverse range of new events. These events will activate Council's network of major venues and encourage visitor dispersal throughout the city.

City of Moreton Bay will be a leader in championing accessibility and sustainable practices across all events it supports, while fostering inclusion and engaging communities that value diversity and sustained connections.

By demonstrating the city's capacity to work with events to create short and long-term benefits, the event sponsorship program builds the profile and relationship of Moreton Bay major events with key external stakeholders.

Support from external parties play an important role in delivering the industry plan actions. These include our communities, business partners, community organisations and other government agencies.

Expanding these connections will open future opportunities for discussions about potential funding and wider state or federal support.

Benefits provided by major events

Direct impact	Economic stimulus	Community impacts
<ul style="list-style-type: none"> • Visitor attraction and direct spend. • Local engagement and spending from event organisers. • Activation and income for local venues. • Build the City's profile and awareness as a tourism and events destination. 	<p>Enhance the city's reputation to:</p> <ul style="list-style-type: none"> • Drive future visitation and industry investment. • Create and grow local businesses and projects. • Profile Moreton Bay as a city of opportunity through effective promotion and positive media coverage. • Target future Brisbane 2032 opportunities and outcomes. • Contribute to the Economic Strategy's longer-term goals and outcomes. 	<ul style="list-style-type: none"> • Increase community inclusion, accessibility, participation and connectedness. • Celebrate cultural diversity. • Promote the City's arts and culture. • Build local pride. • Build a sense of identity and belonging. • Profile the City's assets and infrastructure.

Council's vision is to transform the City of Moreton Bay into a thriving event hub by focusing on promotion, event diversity, strategic partnerships, and alignment with Brisbane 2032. This Plan identifies four focus areas that aim to bolster tourism, enhance economic resilience, and foster community engagement, propelling the City into a sustainable and globally recognised destination.

1. Promotion and awareness of Moreton Bay as a unique event destination:

- **From:** Limited recognition as a major event destination.
- **To:** Establishing Moreton Bay as a renowned destination through targeted events and partnerships.
- **Objective:** Increase visitor numbers and economic outcomes by showcasing Moreton Bay's unique attractions and facilities.

2. A diverse and balanced calendar of events:

- **From:** Sporadic and uneven event offerings.
- **To:** Curating a calendar that appeals to a wide range of interests.
- **Objective:** Enhance local engagement and attract diverse audiences, fostering year-round tourism across the City and provide economic stability.

3. Strengthen partnerships:

- **From:** Fragmented support from stakeholders.
- **To:** Building robust collaborations with businesses, communities, sports groups and government.
- **Objective:** Foster sustainable event growth, leveraging shared resources and expertise to maximise impact and longevity.

4. Leverage Brisbane 2032 opportunities:

- **From:** Limited integration with major global events.
- **To:** Integrating local events with Brisbane 2032, showcasing and promoting the City's facilities that align with Olympic sports.
- **Objective:** Harness increased tourism and infrastructure improvements to elevate City of Moreton Bay's global profile and economic viability.



Case study

Speedcubing Australia's flagship event, the Australian Nationals 2023, were held at the Morayfield Sport and Events Centre (MSEC) from 28 September - 1 October 2023.

Speedcubing is the act of solving twisty puzzles, such as the Rubik's Cube, as quickly as possible.

The four-day competition attracted 438 competitors of all ages from across the nation, and 1200 spectators, of which 890 were out of region.

Economic impact

- The event resulted in a direct economic impact of nearly \$700,000, 50% higher than anticipated.
- 55% of the organisation's budget was spent within the City of Moreton Bay.

Economic stimulus

- The event received unprecedented media coverage as a competitor broke the world record for the fastest solving of a Rubik's Cube.

Post event outcomes

- Moreton Bay profiled as a city of opportunity, showcasing the Morayfield Sport and Event Centre as a venue with the capacity to host unique sporting events.
- Build local pride as the host of a world record breaking event.

Our action plan

	Focus areas	Actions	Council role	Timeframe
1	Promotion and awareness of Moreton Bay as a unique event destination	1.1 Develop an events prospectus showcasing the City's capacity and capability to host and position itself as a premier events destination.	Deliver	Short-term
		1.2 Develop a communication plan to promote the City's major events year-round.	Deliver	Ongoing
		1.3 Deliver collaboration and networking workshops with local event owners, industry, venues, and Council partners for potential event support opportunities.	Deliver	Short-term
2	Diverse and balanced calendar of events	2.1 Activate the network of major venues and encourage visitor dispersal throughout the City.	Facilitate	Ongoing
		2.2 Seek new opportunities to attract, build and support sports, tourism, destination, arts and cultural events, meetings, conferences and exhibitions.	Facilitate	Medium-term
		2.3 Collaborate with stakeholders to build accessibility and inclusion capacity.	Partner	Medium-term
3	Strengthen partnerships	3.1 Collaborate with state and national agencies as well as industry operators to advocate for event opportunities in Moreton Bay.	Partner	Medium-term
		3.2 Support the Silver Eco-Tourism Global Certification and Council's Net Zero 2039 targets to enhance sustainability across events.	Partner	Medium-term
4	Brisbane 2032 opportunities	4.1 Deliver events that create connections and pathways to the Olympics.	Deliver	Ongoing
		4.2 Build relationships with national sporting bodies/organisations to attract high performance camps to the City.	Partner	Medium-term
		4.3 Collaborate with stakeholders to ensure capability and capacity to deliver events.	Partner	Ongoing

Council roles

Deliver	Plan, deliver and fund services, programs and projects
Facilitate	Assist others to undertake activities by bringing interested parties together
Partner	Work with the community and other stakeholders to achieve shared goals
Educate	Share learning to support broader understanding and action
Advocate	Promote the interests of our communities to influence decision makers
Regulate	Regulating activities through local laws and legislation

Timeframes

Short-term	Within the next one to two years
Medium-term	Within the next three to five years
Long-term	After five or more years but may need to commence in the medium-term
Ongoing / BAU	Actions will continually be dealt with throughout the life of the plan

Collaboration and alignment

This Plan has been established with the intention of working collaboratively with state and national agencies, in addition to the local business community and key stakeholders.

Example stakeholders

- Australian Government departments
- Queensland Government departments
- RDA Moreton Bay and Sunshine Coast
- University of the Sunshine Coast (UniSC)
- Innovation services providers
- Chambers of Commerce, business and industry groups
- Peak industry bodies

Monitoring our success

This Industry Plan will be reviewed annually to amend or include new actions as they are identified to ensure we are meeting expectations.

Council will assess how each major event contributes to the overall calendar activity to achieve the best annual outcomes for the City that:

- Deliver a strong return on investment through direct spend and event related immediate economic impact.
- Promote wider Moreton Bay attractions, activities and programs for future visitation and audience engagement.
- Create and drive opportunities for local businesses during the event and develop experiences and reputation to contribute to future growth.
- Reach specific national audiences to contribute to wider Moreton Bay objectives related to industry investment, employment opportunities and economic growth.
- Lead partnership building and business connections in the lead up to the Brisbane 2032 Olympic and Paralympic Games.
- Contribute towards community wellbeing and accessible tourism outcomes.

Success measures

Industry plan

- % of action plan items delivered to completion
- Comparative % of net change in business numbers
- Comparative % of export growth

Industry health

- Comparative % of value-add growth
- Comparative % of net change in job numbers
- Industry satisfaction with action plan programs.

