

June 2017

TEQ Events Strategy 2025

Executive Summary



Vision and The Opportunity

Tourism and Events Queensland's (TEQ) *Events Strategy 2025* provides a platform to realise the TEQ vision of inspiring consumers to visit Queensland to experience the best events in Australia.

Tourism and Events Queensland Vision

INSPIRING	through brand, integrated marketing and events
THE WORLD	in priority domestic and international source markets
TO EXPERIENCE	Queensland's signature experiences and events
THE BEST	through quality and innovation
ADDRESS ON EARTH	showcasing the best of Queensland

The Opportunity

Events generate enormous economic and social value for local communities, and bring people together to explore Queensland's unforgettable experiences. Whether they are sporting, health and lifestyle, art, cultural or business, each event celebrates the Queensland story and helps sell our State to the world.

Tourism and Events Queensland works collaboratively with government, industry and destination partners to identify, attract, develop and promote successful events in Queensland.

The inclusion of events into an integrated TEQ approach to driving visitor growth and expenditure represents a major opportunity for the State - every dollar of event investment can also be seen as a dollar invested in experience and destination marketing. Events complement the leisure travel sector and are often the deciding factor to travel, especially outside peak holiday periods, while also encouraging greater visitor dispersal throughout regional Queensland.

Queensland's visitor economy is worth \$23 billion per year in tourism spending, contributes 7.5% of Gross State Product (GSP) and employs 220,000

Queenslanders. TEQ plays a key role in supporting industry growth and jobs through:

- Marketing and promoting tourism in Queensland;
- Tourism experience and destination development; and
- Working to identify, attract and promote major events.

The *TEQ Events Strategy 2025* provides a framework to create a sustainable Queensland Events Calendar that ensures government investment is prioritised; events are integrated into both experience and destination marketing initiatives; required economic and social outcomes are met; and events continue to drive growth to achieve superior results against investment objectives.

Events supported by TEQ meet all the following objectives which are mandated in the *Tourism and Events Queensland Act 2012*:

- Contribute to the Queensland economy;
- Attract visitors to Queensland;
- Enhance the profile of Queensland; and
- Foster community pride in Queensland.



What does success look like?

Strategic Framework

TEQ's *Events Strategy 2025* is an important part of TEQ's overarching strategic direction. Success of this Events Strategy is fundamentally reliant on three important framework pillars:

1. Leveraging the competitive advantage of Tourism and Events Queensland;
2. Strategic Partnerships with event and destination stakeholders; and
3. Agreement and reliance on a set of event selection metrics that will inform optimal event investment.

The Events Strategy is designed to be adaptive and to connect with industry, to inspire growth and to maintain currency through time with changing trends, funding and priorities. The Events Strategy is subject to existing capacity and capabilities, infrastructure and resources, including access, accommodation, transport, public infrastructure, venues and precincts.

The Events Strategy complements the *TEQ Marketing Strategy 2025*, which outlines the direction and execution for the marketing of tourism and event experiences in Queensland over the short and medium term.

By 2025 TEQ will be consistently recognised, both internationally and nationally, as the market leader in its field, with an entrenched reputation in industry characterised by:

- Demonstrated progress towards growing the value of the Queensland Events Calendar towards \$1.5 billion in economic impact;
- A clear relationship between investment in events and the direct tourism benefits generated;
- Clarity and consistency of strategic direction;
- Innovative, creative and continuously improving strategic event acquisition and marketing programs;
- The substantial leadership role played by the Queensland Events Calendar combined with Queensland's world class event experiences in the positioning of Queensland;
- Queensland's Events Calendar recognised as a key platform and rallying point for stakeholders marketing Queensland's destinations;
- A framework that enables the optimal mix of public/private sector investment in staging and leveraging events; and
- TEQ's innovative and integrated partnership and experience development models that have empowered Queensland's destinations to take a more active role in the identification, attraction, development and promotion of events.

TEQ will develop, manage and promote a distinctive, world-class Events Calendar for Queensland that, as a sustainable high value asset, contributes to the Queensland economy and inspires visitors to experience the best events in Australia at the best address on earth.

TEQ has defined four corporate objectives with corresponding targets for Queensland's Calendar of Events to reach its 2025 potential. These objectives will be realised through the execution of five strategic events priorities.

Corporate Objectives	Measures and 2025 Targets	Strategic Events Priorities
1. Contribute to the Queensland Economy	Grow the value of the calendar from \$600 million in 2017 to \$1.5 billion	Attract and secure major events to grow the Queensland economy and support jobs
2. Attract visitors to Queensland	Contribute \$1 billion in Overnight Visitor Expenditure	Maintain an events calendar that is a high value sustainable asset for Queensland
3. Enhance the profile of Queensland	Generate 5 million direct visitor nights	Support regional Queensland through the Queensland Destination Events Program (QDEP)
4. Foster community pride in Queensland	Community Sentiment towards Major Events <ul style="list-style-type: none"> • >90% positive perception 	Support the Queensland business events sector through the Business Events Program Maximise opportunities for tourism leading up to and after the Gold Coast 2018 Commonwealth Games™



It's Live! in Queensland

An integrated events marketing campaign platform was implemented to assist in driving value for Queensland's Events Calendar. The platform sees the Events Calendar taken to market under a bespoke brand, *It's Live! in Queensland*. Importantly, the platform enables the Events Calendar to be presented in a range of ways in order to reflect its multi-dimensional nature.

In addition to promoting the Queensland Events Calendar as a whole, the *It's Live! In Queensland* platform can promote individual events or events within certain clusters or genres, it can promote one or more events that might align with or strengthen a particular Queensland hero experience, it can also promote events in individual destinations or those at certain times of the year.

TEQ Event Investment Programs

TEQ makes cash and value in kind investments in and/or supports events across three major program groups:

- Major Event Investment;
- Queensland Destination Events Program (QDEP); and
- Business Events Investment.

Major Event investments can be characterised as opportunistic events and are selected to provide variety and richness to the Events Calendar. Major events may be one-off or annually recurring. Major

events, whether they are regular events in the calendar or one-off 'footloose' events, must deliver against TEQ's statutory required tourism, economic and community objectives.

Queensland Destination Events are currently the greatest in number and are unique to its host destination, create enormous value as destination marketing tools and form the platform or the foundation of the Events Calendar.

Business Events is a collective term referring to corporate and government meetings, incentive travel reward programs, association conventions, and exhibitions. The event may be as small as 15 business people convening an off-site workshop to solve a problem, through to a large international scientific meeting attracting 10,000 delegates. It could involve travel and accommodation for hundreds of corporate incentive participants; or it may be a trade exhibition attracting 5,000 business visitors. The event may be held in a regional town hall, a resort, a hotel or it may be hosted in a large purpose-built facility.

IT'S LIVE!
in Queensland

<p>JAN 2017</p> <p>BRISBANE Brisbane International</p> <p>BRISBANE Victoria Bitter One Day International Series Australia v Pakistan</p> <p>GOLD COAST Burdigh Pro Pacific Fair Mag/C Millions Polo</p>		<p>MAR</p> <p>SUNSHINE COAST Noosa Festival of Surfing Moodoolaba Tradition Festival</p> <p>BRISBANE Mountain Bike Australia National Championships</p> <p>GOLD COAST Quiksilver Pro and Roxy Pro Gold Coast</p> <p>SOUTHERN QUEENSLAND COUNTRY Oceania Continental MTB Championships & XCO and DH National Series Felton Food Festival</p>		<p>MAY</p> <p>SUNSHINE COAST Noosa Food and Wine Festival Noosa Ultimate Sports Festival Goomeri Pumpkin Festival</p> <p>GOLD COAST Blues on Broadbeach Music Festival Magic Millions National Sale</p> <p>BRISBANE Marvel! Creating the Cinematic Universe*</p>		<p>JUL</p> <p>BRISBANE Quandamooka Festival Coates Hire Ipswich SuperSprint</p> <p>OUTBACK QUEENSLAND Bridgville Big Red Bash</p> <p>BUNDABERG NORTH Winterfest Toyota AFL Premiership Round 18 - Western Bulldogs v Gold Coast Suns</p> <p>MACKAY REGION Mackay Festival of Arts</p>		<p>SEP</p> <p>OUTBACK QUEENSLAND Birdsville Races Outback Festival</p> <p>BRISBANE Brisbane Festival</p> <p>SUNSHINE COAST IRONMAN 70.3 Sunsline Coast Caloundra Music Festival</p> <p>GOLD COAST Griffith Opera on the Beach - <i>Aliza</i></p>		<p>NOV</p> <p>BRISBANE Brisbane Asia Pacific Film Festival Asia Pacific Screen Awards</p> <p>TROPICAL NORTH QUEENSLAND Tropical Journeys Great Barrier Reef Marathon Festival</p> <p>TROPICAL NORTH QUEENSLAND & TOWNSVILLE NORTH QUEENSLAND Rugby League World Cup Pool Matches</p> <p>BRISBANE Ashes Test - Australia v England</p> <p>TOWNSVILLE NORTH QUEENSLAND PBR Iron Cowboy</p>		<p>FEB</p> <p>SOUTHERN QUEENSLAND COUNTRY Chirchilla Melon Festival</p> <p>BRISBANE Association for Research in Vision and Ophthalmology (ARVO Asia)</p> <p>SUNSHINE COAST Noosa Summer Swim</p> <p>GOLD COAST Sand Safari Arts Festival</p> <p>BRISBANE Brisbane Global Rugby Tens</p>		<p>APR</p> <p>OUTBACK QUEENSLAND Julia Creek Dirt n Dust Festival Roma's Easter in the Country</p> <p>GOLD COAST Gold Coast Film Festival Surfers Paradise LIVE</p> <p>GOLD COAST Jewel World Triathlon Gold Coast and Gold Coast Triathlon - Luke Harrop Memorial</p> <p>TOWNSVILLE QUEENSLAND Townsville MTB Festival</p> <p>TROPICAL QUEENSLAND 14th World Rural Health Conference</p>		<p>JUN</p> <p>FRASER COAST Relish Food and Wine Festival Mary Poppins Festival</p> <p>BRISBANE QPMC International Series - The Royal Ballet**</p> <p>GOLD COAST Australian Open Lawn Bowls</p> <p>TROPICAL NORTH QUEENSLAND Cape York Laura Aboriginal Dance Festival</p> <p>BRISBANE Qantas Wallabies v Italy Scenic Rim East Local Week</p>		<p>AUG</p> <p>TOWNSVILLE NORTH QUEENSLAND McDonald's Townsville Running Festival</p> <p>THE WHITSUNDAYS Airlie Beach Race Week Festival of Sailing</p> <p>BRISBANE XXI World Congress of International Federation of Translators Royal Queensland Show (Ekkka)</p> <p>CAPRICORN REGION Gemfest "Festival of Gems"</p> <p>SUNSHINE COAST Gympie Music Muster</p>		<p>OCT</p> <p>GOLD COAST Gold Coast 600</p> <p>GOLD COAST NetFest Coates Hire Coolangatta Gold Buskers by the Creek</p> <p>BRISBANE Bledisloe Cup: Qantas Wallabies v All Blacks</p> <p>TROPICAL NORTH QUEENSLAND Atherton Bikefest</p> <p>TROPICAL NORTH QUEENSLAND & TOWNSVILLE NORTH QUEENSLAND Rugby League World Cup Pool Matches</p>		<p>DEC</p> <p>BUNDABERG NORTH QUEENSLAND Bundaberg Cup</p> <p>BRISBANE Rugby League World Cup - Final</p> <p>GOLD COAST Australian PGA Championships The 2017 Asian Central Conference (ASCC 2017)</p> <p>BRISBANE Queensland Ballet - The Nutcracker</p> <p>BRISBANE Rugby League World Cup - Final</p>		<p>COMING IN 2018</p> <p>QUEENSLAND HOST STATE OF THE XXI COMMONWEALTH GAMES</p> <p>BRISBANE Woodford Folk Festival</p>	
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* Ad/Garrov/Keyframe for Marvel's The Avengers 2017 / © 2017 MARVEL ** © 2012 MARVEL PHOTO: ROH JOHAN PERSSON 2014

Event dates and venues are subject to change without notice. Please see queensland.com/events for the latest listings.

Strategic Event Priorities

The following are TEQ's long-term priorities, aligned with the strategies to realise these over the medium term. Five priorities were identified to guide the event investment activity to achieve the objectives specified in the *Tourism and Events Queensland Act 2012*. Strategies are reviewed and updated annually as part of TEQ's annual planning process.

Strategic Event Priority	Strategies
1. Attract and secure major events to grow the Queensland economy and support jobs	<ul style="list-style-type: none"> 1.1 Drive superior returns against investment objectives to grow the events and tourism industry 1.2 Materially contribute to the Service Delivery Statement measures by growing the portfolio of events
2. Maintain an events calendar that is a high value sustainable asset for Queensland	<ul style="list-style-type: none"> 2.1 Curate the annual events calendar to showcase the diversity and quality of events by genre and destination and to underpin the <i>It's Live! in Queensland</i> campaign 2.2 Extend the <i>It's Live! in Queensland</i> campaign to strategic and iconic events that are not supported by TEQ's funding programs
3. Support regional Queensland through the Queensland Destination Events Program (QDEP)	<ul style="list-style-type: none"> 3.1 Provide support over three funding rounds per year to deliver outcomes against the QDEP objectives 3.2 Partner with regional stakeholders to ensure key destination events continue to grow in outcomes against QDEP objectives
4. Support the Queensland business events sector through the Business Events Program	<ul style="list-style-type: none"> 4.1 Funding support aligned to government sector priorities and high yielding business events 4.2 Support the <i>Queensland Asia Tourism Strategy 2016-2025</i> to support the industry in bidding for incentive travel out of Asia to Queensland
5. Maximise opportunities for tourism leading up to and after the Gold Coast 2018 Commonwealth Games™	<ul style="list-style-type: none"> 5.1 Support the implementation of event-related initiatives to leverage the Gold Coast 2018 Commonwealth Games™