

January 2022

TEQ Events Strategy 2025

Executive Summary



TOURISM
& EVENTS
Queensland

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

YOUR 2022 QUEENSLAND EVENTS CALENDAR

JAN

FEB

MAR

APR

MAY

JUN



BRISBANE
- The 10th Asia Pacific Triennial of Contemporary Art (APTIO)

BRISBANE
- Australian PGA Championship
- Open Season



CAPRICORN
- Capricorn Film Festival

GOLD COAST
- Pacific Fair Magic Millions Polo
- The Surf City Cup - Australian Series



GOLD COAST
- The Star Gold Coast Magic Millions Carnival



BUNDEBERG
- Bundaberg Cup

CAIRNS & GREAT BARRIER REEF
- Cairns Summer Sounds
- Port Douglas Hot and Steamy Festival



GLADSTONE
- Agnes Blues, Roots & Rock Festival

GOLD COAST
- Eurovision - Australia Decides
- Summer of Surf Shaw and Partners Shannon Eckstein Ironman Classic

SOUTHERN QUEENSLAND COUNTRY
- Festival of Hell
- Stanthorpe Apple & Grape Harvest Festival

SUNSHINE COAST
- Noosa Summer Swim Festival

BRISBANE

- Curiosity Brisbane
- World Science Festival Brisbane



BRISBANE
Brisbane Cycling Festival:
- Australian Unity Tour de Brisbane
- Auscycling Track National Championships
- Oceania Cycling Championships

GOLD COAST
- BOWLZILLA Gold Coast
- VolleySlam

OUTBACK QUEENSLAND
- WOW Australia (Longreach)

SOUTHERN QUEENSLAND COUNTRY
- CelticFest



SUNSHINE COAST
- Noosa Festival of Surfing

SUNSHINE COAST
- Mooloolaba Triathlon

BRISBANE

- Australian Youth Water Polo Championship
- The Planting

CAIRNS & GREAT BARRIER REEF
- Toyota AFL Premiership - Saint Kilda v Port Adelaide



CAIRNS & GREAT BARRIER REEF
- Yarrabah Music and Cultural Festival

CAPRICORN
- Rocknats Car Festival

FRASER COAST
- Jungle Love Festival

GOLD COAST
- Australian Surf Life Saving Championships
- Cooly Classic Ocean Swim
- Gold Coast Film Festival
- Gold Coast Open
- Gold Coast Running Festival
- Gold Coast Triathlon: Luke Harrop Memorial
- Lawn Bowls Australian Championships

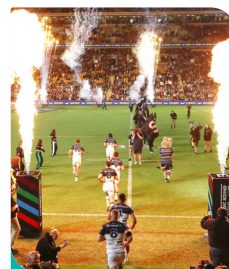
MACKAY
- Basketball Australia Under-20 & Ivor Burge Championships

OUTBACK QUEENSLAND
- Birdsville Races
- Julia Creek Dirt n Dust Festival
- Roma's Easter in the Country

TOWNSVILLE NORTH QUEENSLAND
- North Queensland Games

BRISBANE

- Moreton Bay Multisport Festival
- Scenic Rim Adventure Festival
- The Gathering



BRISBANE
- NRL Magic Round

CAIRNS & GREAT BARRIER REEF
- Ecofiesta
- Port Douglas Carnivale

GLADSTONE
- 1770 Festival
- Boyne Tannum HookUp

GOLD COAST
- Australian Gymnastics Championships
- Blues on Broadbeach Music Festival

OUTBACK QUEENSLAND
- Festival of Outback Opera
- Road to Rodeo Longreach

SOUTHERN QUEENSLAND COUNTRY
- Hampton Festival

SUNSHINE COAST
- Goomeri Pumpkin Festival
- Runaway Noosa Marathon

TOWNSVILLE NORTH QUEENSLAND
- Adventurethon Townsville
- Sweet Days Hot Nights Festival

BRISBANE

- Abbey Medieval Festival
- Brisbane Marathon Festival
- Scenic Rim Eat Local Week

CAIRNS & GREAT BARRIER REEF
- Cairns Airport IRONMAN 70.3 Cairns
- Northern Peninsula Area Festival
- Outback by the Sea Festival

FRASER COAST
- Mary Poppins Festival

GOLD COAST
- Australian Open Lawn Bowls
- Cooly Rocks On
- TV Week Logie Awards



MACKAY
- St Lawrence Wetlands Weekend



TOWNSVILLE NORTH QUEENSLAND
- North Australian Festival of Arts (NAFA)

SOUTHERN QUEENSLAND COUNTRY
- Scenic Rim Clydesdale Spectacular



**CAIRNS INDIGENOUS ARTS FAIR,
CAIRNS & GREAT BARRIER REEF**

BRISBANE

- Brisbane Trail Ultra
- Jetty 2 Jetty Fun Run
- QPAC International Series - Paris Opera Ballet
- The Guzzler Ultra

CAIRNS & GREAT BARRIER REEF

- Australian Boomers vs New Zealand Tall Blacks
- Cairns Indigenous Arts Fair
- The Tour of the Tropics

CAPRICORN

- Country on Keppel
- Yeppoon Running Festival

GOLD COAST

- Village Roadshow Theme Parks Gold Coast Marathon

MACKAY

- Mackay Festival of Arts
- Motorcycle Beach Races

OUTBACK QUEENSLAND

- Birdsville Big Red Bash
- Boulia Camel Races
- Tara Festival



OUTBACK QUEENSLAND

- Outback Queensland Masters

SOUTHERN QUEENSLAND COUNTRY

- Jumpers and Jazz in July

SUNSHINE COAST

- Queensland Garden Expo
- Noosa Enduro

TOWNSVILLE NORTH QUEENSLAND

- Australian Festival of Chamber Music
- NTI Townsville 500

BRISBANE

- Moreton Bay Food + Wine Festival
- Quandamooka Festival

CAIRNS AND GREAT BARRIER REEF

- Reef to Reef

CAPRICORN

- CQUniversity Village Festival



OUTBACK QUEENSLAND

- Mount Isa Rodeo

SOUTHERN QUEENSLAND COUNTRY

- Historic Leyburn Sprints

SUNSHINE COAST

- Gympie Music Muster
- Noosa Classic
- NRL Telstra Premiership Rabbitohs v Warriors
- Sunshine Coast Marathon Festival



THE WHITSUNDAYS

- Hamilton Island Race Week

THE WHITSUNDAYS

- Great Barrier Reef Festival

TOWNSVILLE NORTH QUEENSLAND

- North Queensland Elite Rodeo

BRISBANE

- BIGSOUND
- Brisbane Festival
- CMC Rocks QLD

CAIRNS AND GREAT BARRIER REEF

- Cairns Summer Sounds
- Savannah in The Round
- Targa Great Barrier Reef
- Women's Masters Hockey Championships

GOLD COAST

- Men's Masters Hockey Championships
- National Clubs Gymnastic Carnival
- Swell Sculpture Festival

MACKAY

- Rumble on the Reef



SOUTHERN QUEENSLAND COUNTRY

- Toowoomba Carnival of Flowers

SOUTHERN QUEENSLAND COUNTRY

- Blackbutt Avocado Festival

SUNSHINE COAST

- Ironman 70.3 Sunshine Coast
- Mitchell Creek Rock 'N' Blues Fest

THE WHITSUNDAYS

- Airlie Beach Race Week Festival of Sailing

TOWNSVILLE NORTH QUEENSLAND

- SeaLink Magnetic Island Race Week



BRISBANE

- Nitro World Games

BRISBANE

- ICC Men's T20 World Cup

GOLD COAST

- Australian Masters Hockey Championships
- Coolangatta Gold
- Groundwater Country Music Festival



GOLD COAST

- Boost Mobile Gold Coast 500

SUNSHINE COAST

- Blackall 100



SUNSHINE COAST

- Noosa Triathlon

CAIRNS AND GREAT BARRIER REEF

- Crocodile Trophy



FRASER COAST

- Hervey Bay 100

GOLD COAST

- Australian Schools Championships (Basketball)



GOLD COAST

- Pan Pacific Masters Games

THE WHITSUNDAYS

- Hamilton Island Triathlon and Ocean Swim



THE WHITSUNDAYS

- Airlie Beach Festival of Music

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	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	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)	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	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™	5.1 Support the implementation of event-related initiatives to leverage the Gold Coast 2018 Commonwealth Games™