



# A Major Events Strategy for the Gold Coast

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*The Griffith Institute for Tourism at Griffith University has been commissioned by Major Events Gold Coast to develop a new events strategy for the Gold Coast.*

*This strategy seeks to provide the direction to achieve the vision for the acquisition, development and management of major events on the Gold Coast from 2022 to 2027.*

*We are now seeking your ideas and input to inform the development of this strategy. The following information provides some background that can inform your consideration of this strategy and outlines the strategy development process.*

## Background

The Gold Coast has an established reputation for hosting major events and has developed marquee events that are unique to the destination. The growing diversity of the major events portfolio is also evident. This strategy aims to further that outcome to ensure events continue to expand the economic and lifestyle opportunities for residents and attract visitors from across Australia and internationally.

The sub-tropical weather, coastal and hinterland environments, well-developed tourism infrastructure and hospitality services and support from the local community for events are all fundamental strengths of the Gold Coast events offering.

South East Queensland also has the 2032 Olympic and Paralympic Games on the horizon and this strategy should act to build momentum to successfully maximise opportunities associated with hosting this mega-event.

This strategy has been developed during the COVID-19 pandemic and acknowledges the challenges this global health crisis has had and continues to have on major events. However, the opportunity to rebuild and renew the major event offerings on the Gold Coast is also recognised. There is also the opportunity to identify how major events can be seamlessly supported across the acquisition, development and management phases.

This strategy intends to build:

- **Our economy** – creating jobs and attracting investment and visitors;
- **Our image** – leveraging events to shape our desired city brand image and expanding awareness of the Gold Coast as a global events destination;
- **Our community** – making the Gold Coast a great place to live, visit, work and study;
- **Our environment** – supporting balanced, harmonious place-making and delivering a positive contribution to our environment and lifestyle.

## A new event champion for the Gold Coast – Major Events Gold Coast

In 2020, the City of Gold Coast established a new entity, Major Events Gold Coast (MEGC), to drive and manage a whole-of-city strategic approach to major event acquisition, funding, planning, and delivery. Their leadership of major events on the Gold Coast is a cornerstone of this strategy. However, it is recognised that this is a whole-of-city strategy. While MEGC will lead its implementation, this strategy reaches beyond the remit of MEGC and involves an ecosystem of event stakeholders that will support the achievement of the vision and realisation of this strategy.

Below is a preliminary overview of the key stakeholders that comprise the events ecosystem on the Gold Coast:



What is the role of each stakeholder in the new strategy?

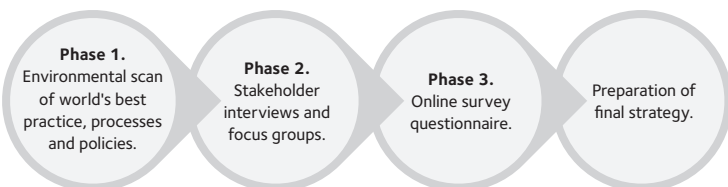




## Research and consultation

The development of this strategy involves three key research and consultation phases that will inform the preparation of a final strategy. Preparation of the final strategy for release in mid-2022.

An expert stakeholder reference group consisting of key stakeholders has been established to oversee the development of the strategy. This group will meet monthly throughout the strategy development process.



## Scope

This strategy will focus on major events that attract local, intrastate, interstate and international visitors to the city. Business and community events are out of the scope of this strategy.

There will be no consultation with event attendees and consumer research to determine the motivations and visitor experience of event attendees. This is out-of-scope for this project. However, if you have thoughts on future potential consultation and research required in this area, please let the project team know.

## Key definitions that may be discussed as part of the consultation

- Attendees – includes participants or spectators depending on the nature of the event.
- Local attendee – an attendee that resides within the City of Gold Coast.
- Visitor attendee – an attendee that resides outside of the City of Gold Coast (considered an intrastate, interstate or international visitor).
- Attendee touchpoint – any interaction between the attendee and the event and their travel to/from the event and during the event.
- Event organiser touchpoint – any interaction that the event organiser has with governing entities (such as the City of Gold Coast, MEGC, Destination Gold Coast, etc.).
- Event portfolio - the mix of sport, arts, cultural and other events that occur in a destination throughout a year. Cities often strategically plan their event portfolio to maximise the economic benefits, market attractiveness, optimise timing and achieve other outcomes.
- Owned event – MEGC currently leads the delivery of four 'owned events' including Blues on Broadbeach, Cooly Rocks On, Springtime Music Festival and Groundwater Country Music Festival.



## Idea starters

Key points for your consideration when providing feedback:

- Ways to improve policies, procedures and regulations that affect event operations.
- New and improved frameworks for evaluating event proposals and evaluating the performance of events.
- Understand attendee touchpoints, the event experience and customer relationship management systems.
- Strategies to increase revenue streams for event proponents and supply-chains.
- Competition with other destinations to attract events, particularly in the aftermath of the pandemic.
- Review the definition, classification and categorisation of events.
- Opportunities to develop new marquee, homegrown events.
- The role of events in promoting/building the city's image and coordination of city marketing activities.
- Community engagement approaches that build community support for events.
- Careers in the event industry.
- Ethics and social policies for events – for example, how can events deliver reconciliation outcomes, increase job and business opportunities, and deliver social and economic outcomes for First Peoples.
- The role of digital technologies in events – for example, the adoption of digital marketing, digital ticketing/seamless event experience and other new technologies.
- Effective ways to manage postponement of events and cancellation strategies.
- Health management at events, particularly given future pandemics, health emergencies, and rebuilding confidence in attending mass gathering events.
- City planning to accommodate the growth of events industry.
- Shifts in consumer expectations and society change.
- The geographic dispersal of events across the Gold Coast.

## Key questions for consultation

What are your aspirations for this strategy? Consider economic, social/ community and environmental outcomes we can achieve by 2027.

- What is the role of major events in building our city's image?
- What are our unique selling points to attract new major events and visitors to our existing major events?
- How can we optimise our approach to acquiring, developing and managing major events?
- What are the potential barriers and blockages to realising our vision for major events by 2027?
- What types of major events should we be seeking more or less of in our city's events portfolio?
- What are the key stakeholder roles in supporting this vision and strategy?
- How important is a balanced between sporting, cultural and other major events in our city's major events portfolio?
- Should we develop a balanced or focused approach?
- How should major event benefits be evaluated?

## Griffith Institute for Tourism project team



Dr Sarah Gardiner



Dr Leonie Lockstone-Binney



Dr Barry Fraser

For further information visit:  
[griffith.edu.au/institute-tourism/our-research/major-events-strategy](http://griffith.edu.au/institute-tourism/our-research/major-events-strategy)