



**Sunshine Coast**  
COUNCIL

Our region.  
**Healthy. Smart. Creative.**

## Sunshine Coast Major Events October - December 2021 Highlights



Image: Cynthia Lee





Image: Colin McLellan

A quarterly update on how Council is working to position the Sunshine Coast as Australia's premier regional major events destination.

## WHAT'S NEW

- › The Sport Industry Development Program, which aims to maximise the use of regional sporting assets and industry capabilities, celebrated three exciting acquisitions during the quarter:
  - › the Maroochydore Multi Sports Complex was named as the Brisbane Lions AFLW team's home ground for the 2022 NAB AFLW season,
  - › the Sunshine Coast Officiating Summit, to be held at USC in February 2022 and,
  - › the Festival of Indigenous Football, which will be held at the Maroochydore Football Club and broadcast on SBS in March 2022.
- › Paul Smith and Maya Gurry (Chair), retired from the Sunshine Coast Events Board at the end of 2021. Their contributions to the Board have helped the Sunshine Coast attract and host major events to our region. Consequently, a recruitment drive to enlist additional Working Group and Sunshine Coast Events Board members is underway. New members are anticipated to be appointed early 2022.

## LOOKING BACK: OCTOBER – DECEMBER 2021

- › 15 sponsored major events were held throughout the region during the quarter with an estimated economic impact of over \$15.7 million.
- › Lake Kawana was host to a new cultural event, Buskers by the Lake which welcomed over 300 performers to the region and was a much-needed initiative to support the arts industry in a post COVID-19 era.
- › The 14th annual Caloundra Music Festival returned after a hiatus in 2020, over the October long weekend with a line-up that expanded over three days and showcased a talented array of local musicians and bands as well as incredible performers from across Australia.
- › Thousands hit the pavement in October for one of Australia's premier marathon events, the Sunshine Coast Marathon. The 2021 marathon attracted locals and visitors to the region after rescheduling the event from August.







Image: Dan Hayward

## LOOKING FORWARD

- › 21 major events sponsored by Council are scheduled to take place during the first quarter of 2022 and will bring an estimated 42,000 visitors to the region and generate an estimated 230 jobs.
- › The **Sunshine Coast Events Board** met twice during the quarter and recommended 25 major events for sponsorship. It is estimated these events will result in an economic impact of over \$88.2 million and will bring over 131,000 visitors to the region.
- › During the first quarter of 2022 the region will host the Caloundra and Mooloolaba Triathlons, Queensland Surf Life Saving Championships, Yandina Five 'O', the Jynx House: Amplified and many more. To stay up to date on what events are happening, visit [events.sunshinecoast.qld.gov.au](https://events.sunshinecoast.qld.gov.au)

## WHY SUNSHINE COAST

- › The Sunshine Coast is easily accessible with its own international airport linking to 55 Australian cities as well as New Zealand. More than four million people reside within a 2-hour drive to the Sunshine Coast. It's a one-hour drive from Brisbane, plus train and bus options.
- › The region has one of the most enviable climates in Australia with an average of seven hours of sunshine 300 days per year and an average temperature of 25.5 degrees (72.5 Fahrenheit). For a detailed overview of the region as a destination go to [www.visitsunshinecoast.com](https://www.visitsunshinecoast.com)
- › The Major Events Team has experienced partnership officers to guide you through the sponsorship application process, support you through the permit process, and connect you with local event industry suppliers.
- › For more information about staging a major event on the Sunshine Coast contact the Tourism and Major Events Unit [suncoastevents@sunshinecoast.qld.gov.au](mailto:suncoastevents@sunshinecoast.qld.gov.au)

Major event outcomes are estimated projections. Actual performance results will be reported in the Sunshine Coast Events Board's Annual Report which is produced after all acquittals for the year's sponsorship funds are due.







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[sunshinecoast.qld.gov.au](http://sunshinecoast.qld.gov.au)

[suncoastevents@sunshinecoast.qld.gov.au](mailto:suncoastevents@sunshinecoast.qld.gov.au)

T 07 5475 7272 F 07 5475 7277

Locked Bag 72 Sunshine Coast Mail Centre Qld 4560

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