SOLAR ECLIPSE – EVALUATION REPORT

Brett Spencer: 10/2/1-30: 3831833

RECOMMENDATION:

It is recommended that Council notes the Solar Eclipse 2012 evaluation report.

EXECUTIVE SUMMARY:

The solar eclipse that occurred on 14 November 2012 generated significant economic benefit for the region well in excess of forecast levels; key points arising from an evaluation of the event are submitted to Council for information:

- The initial cost benefit analysis indicated the event would generate $75 million and 383 jobs across the region. Post event estimates and general consensus amongst professional tourism agencies is that this initial figure was nearly doubled and economic benefits will continue to accrue for years to come.
- Council received only one official complaint in relation to access to Pretty Beach. No complaints were received in relation to waste, litter and toilet facilities management and services provided by Council.
- Camping overflow facilities at Mossman Showgrounds were not required.
- Communications and marketing strategies based on feedback were a success in regard to the amount and type of information given to tourists and locals.
- Traffic management and logistics organisers report no significant incidents.
- The Council supported Eclipse Festival activities arranged by the Port Douglas Chamber of Commerce were regarded as an overall success. However, the Council supported Port Douglas Event Management's Eclipse Marathon was a disappointment in regard to final participant numbers; actual numbers at 446 (318 from overseas) were well short of the planned 2,000.
- Excluding officer time and supporting logistics the costs to Council in supporting services for the solar eclipse was $57,095.

BACKGROUND:

Wednesday 14 November 2012 will be remembered as one of the most significant and special occasions in the history of Far North Queensland and in particular for the Cairns and Port Douglas region. The region hosted the perfect viewing point in the world for a total eclipse of the sun. This solar eclipse provided many benefits to the region and the amount of planning and preparation by all sectors of the community certainly has and will continue to pay dividends for years to come. This report outlines Council’s commitment in a fiscal and social sense and provides comment regarding future support to community and commercial providers.
COMMENT:

Marketing and communications were regarded as a success based on feedback from tourists, agencies and locals describing the information provided as timely, relevant and available at key locations and in appropriate formats. General feedback is that agency websites, including Council’s, were very beneficial for accurate information. The Council initiated “Look Up” booklet proved to be a sought after souvenir. Other initiatives provided by Council included:

- Communications and engagement planning with input from key stakeholders.
- Council website updated to include links to events, safety information and road closures.
- DL flyers and posters produced for distribution in the lead-up to the event.
- Souvenir booklet (6,000 copies) containing general information on the region, eclipse information, safety messages and details of Council facilities. The booklet was distributed through Council administration buildings (including libraries, community centres and shop fronts), major hotels, and Visitor Information Centres.
- Letter drop to directly affected residents to notify of road closures and residential access only – completed two weeks prior to the event.
- Four page lift-outs published in the Port Douglas and Mossman Gazette on 4 October 2012.
- Participation in The Cairns Post features in the lead-up to the Eclipse.
- Countdown display established in the foyer of Cairns Administration Building.
- Rolling digital advertising board at The Jack.
- Provision of “key messages” document for distribution through the Eclipse Taskforce and informing media releases.
- Coordination of media visitors to Cairns.
- Distribution of a special edition Taxi Driver’s newsletter in the first week of November. The souvenir booklet was also circulated to concierges at major Hotels throughout the region three days prior to the event.

CRC Funding support

Council provided funding support to the Port Douglas Chamber of Commerce (PDCC) and Port Douglas Event Management (PDEM) of $40,000 each to provide significant events for the occasion.

Despite repeated requests, an acquittal report was not forthcoming at the time of agenda close. However, officer’s comments are as follows:

- Eclipse Festival – with over 35 food vendors, roving entertainment, live music bands, buskers etc, these night markets proved to be hugely popular with over 7,000 visitors attending over the three evenings.
- Fooket – a game designed by the locals combining the sports of AFL and Cricket being played at the same time on the same oval. Although only 150 spectators turned up on the evening at Port Douglas Oval this unique event attracted significant overseas interest with two television outlets including the event in their documentaries of Australian interests.

PDEM – Port Douglas Solar Eclipse Marathon, the funding acquittal provided by PDEM is attached 2 in part it states:

i) Participation in the 2012 Solar Eclipse Adventure Marathon
The 2012 Solar Eclipse Adventure Marathon attracted a total of 446 participants across the Marathon and 1/2 Marathon. The original expectation of 2,000 runners was not possible given the European financial crisis and the high $AUS. Whereas PDEM had surpassed expectations in the first year of the Great Barrier Reef Marathon Festival the 2012 event was below expectation based on the final number of participants.

ii) International and Interstate Registrations
Of the 446 participants there were 318 international and national entrants on full packages and 138 regional or local entrants.

iii) Economic Development
In economic terms the 2012 Solar Eclipse Marathon provided a huge boost for the region. The overall response to the solar eclipse was quite disappointing with the 100% occupancy levels predicted falling short and the length of stay by many visitors only a minimal number of nights.
In contrast the marathoners all purchased packages which committed them to 6 nights and their expenditure crossed all economic areas including transport, accommodation, events, tours, hospitality and retail.
Overall expenditure for all participants has been calculated at over $1M.

The original proposal to CRC for funding was based on attracting 2000 competitors, this was clearly not achieved. Whilst the author of this report does not agree with the comment that the Solar Eclipse was disappointing it is recognised that for the CRC $40k investment a reasonable economic return was achieved for the region.

Camp Overflow Areas

- A camp overflow was established at the Mossman Showgrounds as a standby if required, it was agreed that it would only be activated if all caravan and campground providers in the local area contacted the Mossman office to advise that they were at capacity. This did not eventuate however, as a contingency it was a reasonable strategy to employ. Thanks are to be conveyed to the Mossman Visitors Centre for making arrangements and being prepared to manage the site if activated.
- A camp overflow was investigated to be established in Gordonvale town site, (i.e. rear of the Aquatic Centre). However a close watch of numbers in nearby facilities averted the need to provide overflow.
Waste and Litter Management

This was an area solely the responsibility of Council. No feedback or complaints were received, indicating success in the delivery of the services.

- Contractors were engaged to supply and remove all necessary waste management infrastructures including the appropriate signage.
- Portable public amenities were allocated to specific sites and regular cleans programmed.
- Litter management plans identified Council resource requirements and the necessary work scheduled to each of the responsible depots.

Traffic Management

Council officers, with the support of Queensland Police Service (QPS) and the Department of Transport & Main Roads (DTMR) implemented the following:

- Site Management Plans;
- All road closures for those roads impacted by the event;
- Provision of staff and equipment resources to assist with implementation of traffic management plans.

Collaborative work between Council, QPS and DTMR is attributed for the success of traffic management as no significant traffic issues were reported to any agency.

CONSULTATION:

Post event feedback was received from:

- Chamber of Commerce – Cairns and Port Douglas.
- Various Media outlets.
- Queensland Police Service
- Cairns and Port Douglas Organising Committees
- TTNQ and Advance Cairns

CONSIDERATIONS:

Financial

Council was advised in October 2012 that the estimated operational budget would be approximately $56,000. The actual amount at the conclusion of the event was $57,095 (breakdown of costs refer attachment 3). However, this amount does not include staff administration, traffic attendants and use of some plant and equipment related to this event. Taking these into account, the total was estimated to be in the vicinity of over $200k. In all, Council’s contribution to this event should be noted as being very significant.
Officers prior to the event prepared an economic impact assessment based on projected visitations of 25,000 people coming to the region for the event.

Local tourism and business agencies put the actual visitation numbers at between 50,000 and 60,000. On this basis the economic benefit to the region was in the vicinity of $100 million to $130 million.

Corporate and Operational Plans:

This report has been prepared in accordance with Corporate Plan Goal 2 – Building Vibrant Communities.

Risk Management:

Appropriate planning and subsequent documentation reduced Council’s exposure to unnecessary risk. Documentation is available to support this statement.

ATTACHMENTS:

Attachment 1 (Executive): Port Douglas Events Management funding acquittal report.
Attachment 2 (Executive): Solar Eclipse actual event budget, minus staff costs.

Tim Dendle
A/Manager Parks and Leisure

Brett Spencer
A/General Manager Community Sport and Cultural Services
ATTACHMENT 1

10th January 2013

Mark Seedhouse
Business Support Officer
CS&CS GM Admin & Support
Cairns Regional Council
P: 07 4044 3152
F: 07 4044 3830
E: BPAS_Correspondence@cairns.qld.gov.au
W: cairns.qld.gov.au
Mail: PO Box 359, Cairns Q 4870
Office: 119-145 Spence Street, Cairns

CAIRNS REGIONAL COUNCIL MAJOR EVENTS GRANT

SOLAR ECLIPSE ADVENTURE MARATHON
ACQUITTAL REPORT

1. Participation in the 2012 Solar Eclipse Adventure Marathon
   The 2012 Solar Eclipse Adventure Marathon attracted a total of 446 participants
   across the Marathon and 1/2 Marathon. The original expectation of 2,000 runners
   was not possible given the European financial crisis and the high $AUS. Whereas
   PDEM had surpassed expectations in the first year of the Great Barrier Reef
   Marathon Festival the 2012 event was below expectation based on the final
   number of participants.

2. International and Interstate Registrations
   Of the 446 participants there were 318 international and national entrants on full
   packages and 138 regional or local entrants.

3. Economic Development
   In economic terms the 2012 Solar Eclipse Marathon provided a huge boost for the
   region. The overall response to the solar eclipse was quite disappointing with the
   100% occupancy levels predicted falling short and the length of stay by many
   visitors only a minimal number of nights.
In contrast the marathoners all purchased packages which committed them to 6 nights and their expenditure crossed all economic areas including transport, accommodation, events, tours, hospitality and retail. Overall expenditure for all participants has been calculated at over $1M.

4. **Message from Rune Nortoft, Albatros Travel**

Albatros Travel promoted The Solar Eclipse Marathon, Port Douglas and the Cairns Region for nearly 3 years in the lead-up to the 2012 Solar Eclipse Marathon. The expenditure on marketing associated with on-line marketing alone was $AUD 120,000.

In addition Albatros Travel spent vast amounts promoting The Solar Eclipse Marathon in print media like Runner’s World and on marathon expos like Chicago, Berlin, Orlando, Gold Coast, Beijing, etc.

Albatros Travel specially selected marathon tour operators around the world to further enhance the promotion to the local runners’ market.

Furthermore Albatros Travel elected the national icon Steve Moneghetti as event ambassador to bring a quality stamp to the race, and all participants received an event T-shirt showcasing their coming trip to Port Douglas.

Albatros Travel vision was to make the world aware of this event and the lower than expected number of participants was unfortunately a result of factors outside of the control of the organizers.

Albatros Travel believe that the Cairns region and Port Douglas in particular has received fantastic promotion through The Solar Eclipse Marathon and thousands of people are now aware that Port Douglas is the ideal tropical holiday destination as a result of the marketing associated with the 2012 event. It has been the objective of Albatros Travel from its first involvement with PDEM and the event to create a world class marathon that the world will talk about for many years to come.

5. **Expenditure of Grant Monies**

As detailed in the Grant Application, PDEM oversaw the expenditure of grant monies primarily in the areas of:

a) Marketing the event both nationally and internationally. This marketing plan will also focus on using the 2012 event to promote the 2013 & 2014 Great Barrier Reef Marathons

b) and to offset direct costs associated with staging the event.

6. **Port Douglas - Event Tourism**

The success of the 2011 Great Barrier Reef Marathon Festival and now the follow up 2012 Solar Eclipse Marathon has certainly confirmed PDEM’s contention that Port Douglas is perfectly set-up for event tourism. The Great Barrier Reef and Daintree Rainforest provide a perfect backdrop to our natural athletes’ village and our planning for the 2013 and 2014 Great Barrier Reef Marathon Festivals is well underway.
7. Port Douglas – Healthy Lifestyle Promotion
One of the most important aspects of a marathon event is its focus on healthy lifestyle choices. All marathon participants are focused on fitness regimes for months leading up to the event and this focus ultimately leads to healthier communities. In Port Douglas this has definitely been an outcome delivered to our community from these events and the promise of a major marathon each year.

8. Albatros Travel / Traveling Fit
PDEM have secured the support and on-going involvement of the International Albatros Travel and the Australian Marathon Specialists, Travelling Fit for future events. These partnerships are key factors in the on-going success of the Great Barrier Reef Marathons.

9. International Representation
PDEM remain focused on the potential for attracting significant numbers of international runners for 2013 and beyond. The on-going “partnership” with Albatros Travel and the significant number of contacts made with Japanese travel wholesalers in particular is a positive sign for the future.

10. The 2013 Great Barrier Reef Marathon Festival
All planning and initial registrations for the 2013 Great Barrier Reef Marathon Festival is well underway. PDEM have been very diligent in ensuring all government agencies have been briefed on the event and all planning processes have been completed. The experience gained from the 2011 event and especially the Solar Eclipse Marathon has been invaluable in this regard.

As stated our focus for the 2012 event was ensuring not only its complete success, but also realizing the potential of marketing from this unique event to capture interest for 2013 and beyond. We have consistently confirmed that our major objective is to create a sustainable long-term major event from the unique opportunity presented by the 2012 marathon. We now believe that the base has been created through the 2011 and 2012 events to build a major event of over 1,000 – 2,000 participants in 2013.

12. Events Queensland Funding Support
PDEM remain confident of securing event funding assistance from EQ for 2013. PDEM have been encouraged to make a further application for funding in the upcoming round of Events Queensland Major Regional Events Grants.

13. 2013 Great Barrier Reef Marathon Festival Corporate Support
Our confidence for 2013 has been buoyed by tremendous corporate support for the 2012, 2013 and 2014 events. In the lead-up to the Solar Eclipse Adventure Marathon PDEM was able to secure 3 year sponsorship agreements from the businesses listed in the attachment to this acquittal report.
14. 2013 Great Barrier Reef Marathon Major Event Grant Funding Application
PDEM has made application for funding for the 2013 Great Barrier Reef Marathon Festival.

15. Attachments
Attached to this preliminary acquittal report are the following:
   a) 2012, 2013 & 2014 Sponsor List
   b) Selection of images, videos and supporting material from the 2012 Solar Eclipse Marathon

Mark, we certainly appreciate Council’s support over the first 2 years of our marathon events. Please let me know if you require any further information at this time.

Regards
Bruno

Bruno Bennett
Port Douglas Event Management
P(07)40995511
F(07)40995523
M0407568969
bruno@pdem.com.au
Suite 5/50 Macrossan St
PO Box 127
Port Douglas Qld 4877
Australia

Sam Cullen
Port Douglas Event Management
P(07)40994540
F(07)40995523
M0438318912
sam@pdem.com.au
Suite 5/50 Macrossan St
PO Box 127
Port Douglas Qld 4877
Australia
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**Legend**

- **NOC**: No Operational Costs
- **Mossman Depot**: Mossman Depot
- **Meyers Reef Depot**: Meyers Reef Depot
- **Gordonvale Depot**: Gordonvale Depot

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**Code 01-4100-1126 Economic Development**

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