

ORDINARY MEETING	5
22 NOVEMBER 2023	

MAJOR AND ECONOMIC EVENTS ECONOMIC OUTCOMES 2021-22 AND 2022-23

52/1/16 | #7289101

RECOMMENDATION:

That Council notes the outcomes in this report.

INTERESTED PARTIES:

Nil

Note: The identification of interested parties is provided on a best endeavours basis by Council Officers and may not be exhaustive.

EXECUTIVE SUMMARY:

This report provides Council with an update of the economic impact and visitation outcomes of the Major Events and Economic Event Partnerships funding streams managed under the Economic Development & Advocacy Directorate for the 2021-22 and 2022-23 financial years.

BACKGROUND:

Council currently delivers two event funding programs within Economic Development & Advocacy designed to attract and support events within the region that create significant economic benefits, attract intrastate, interstate, and international visitors, and raise the profile of Cairns.

These funding programs are aligned to the Cairns and Great Barrier Reef Event Strategy 2025, a joint strategy with Tourism Tropical North Queensland focused on event acquisition and growth for the region.

During the 2021-22 and 2022-23 financial years, Council sponsored 25 events through either the Economic Event Partnerships or Major Events streams.

COMMENT:

During 2023, Council engaged an independent consultant, BASCO Consulting (BC), to comprehensively review Council's Major and Economic Events sponsorship program. The project was designed to assist in providing an assessment of the overall value of Council's annual portfolio of events. Via the review, it was reported that Council's Major and Economic Event Partnerships programs were performing strongly. The portfolio of events contain several highly successful event partnerships that deliver extensive benefits to the region, industry, and community. In addition, BC advised that the visitor nights, economic impact and overall return on investment (ROI) to Council from the

portfolio performed strongly when compared to other regions, particularly during the COVID recovery period.

Table 1 below provides a list of events supported over the period. Table 2 below provides an overview of the total economic impact and visitation from major and economic events that occurred in the 2021-22 and 2022-23 financial years.

Table 1: Major and Economic Event List

Events 2021-22	Events 2022-23
7 Cairns Marathon	7 Cairns Marathon
AFL Premiership match – St Kilda v Port Adelaide	Big Bash Cricket – Brisbane Heat v Melbourne Renegades
Cairns Amateurs	Bulls Masters Cricket – Country Challenge & Youth Cup
Grass is Greener	BMX QLD State Championships
IRONMAN Cairns	Cairns Amateurs
NRL pre-season game – Rabbitohs v Cowboys	Cairns Fashion Week
Red Hot Summer Tour	Crankworx Cairns 2022 and 2023
TARGA GBR	Croc Trophy
	Grass is Greener
	GBR Ocean Swim Series
	Hockey Women's Masters Tournament
	IRONMAN Cairns
	NRL pre-season game – Dolphins v Cowboys
	Red Hot Summer Tour
	Reef to Reef
	Tour of the Tropics

Table 2: Major and Economic Events economic impact and visitation

	2021-22	2022-23	TOTAL
Events Supported	8	17	25
Council Investment	\$1m	\$1.7m	\$2.7m
Total Economic Impact*	\$18.3m	\$40.1m	\$58.4m
Total Visitors	21,314	31,336	52,650
(Primary Purpose**)			
Visitor Nights	75,009	148,942	223,951

\$m = \$ million

**measured as Direct & Incremental Expenditure*

***visitors that travelled to the Cairns LGA specifically for the purpose of attending the event*

OPTIONS:**Option 1 (recommended):**

That Council notes the outcomes in this report.

Option 2:

That Council **does not** note the outcomes in this report at this time and requests further information from officers before reconsidering this matter.

CONSIDERATIONS:**Risk Management:**

Council officers assess individual event funding applications on their respective merits and against the relevant assessment criteria. This will include assessment of any potential risks associated with the application and/or Council contributing funding towards the event.

Council Finance and the Local Economy:

Events supported through the Major and Economic Event Partnership stream are budgeted for within Council's annual OPEX budget.

Corporate and Operational Plans:

The event outcomes are in support of Council's Corporate Plan 2021 – 2026, specifically Focus Area One: Robust Economy – to optimise visitation and tourism opportunities to achieve growth in visitation and high-profile events.



Nick Masasso
Director – Economic Development and Advocacy