EXPRESSON OF INTEREST GREAT BARRIER REEF MASTER GAMES

C Posgate | 5/1-02 | # 6174789

RECOMMENDATION:

That Council:

1. Notes the outcome of the Expression of Interest for the delivery of the Great Barrier Reef Master Games;

2. Approves the delivery of Great Barrier Reef Master Games by Cairns Regional Council subject to receipt of ongoing funding from Tourism Queensland;

3. Delegates authority to the Chief Executive Officer in accordance with the Local Government Act 2009 to negotiate and finalise all matters pertaining to the delivery of Great Barrier Reef Master Games.

EXECUTIVE SUMMARY:

The Great Barrier Reef Masters Games (the Games) is a biennial event first held in Cairns in 2013. The 2019 Games occurred on the 23-26 May and was the third time that Council have delivered the Games, which incorporate a mix of social and sporting activities. The first Games in 2013 were delivered by Events Management Queensland who were unable to deliver subsequent Games.

To determine the most efficient and effective delivery model for the Great Barrier Reef Master Games, Council resolved on 10 July 2019 to progress an Expressions of Interest (EOI) process to ascertain the opportunities available for delivery of the 2021 Great Barrier Reef Master Games with an option for subsequent events also. The EOI process would provide Council with options to compare the level of industry interest, risks and other implications for different opportunities that may be presented.

The EOI process was open from 20 July 2019 to 14 August 2019 and whilst 36 EOI Request for Services documents were downloaded, no submissions were received.
COMMENT:

This year's Games welcomed around 2,100 masters-aged men and women from Australia, Oceania and South East Asia, UK and USA to compete in 21 individual and team sports across the four days of competition with sports for all masters ages and interests.

The 2019 Games showed significant growth with the 37% increase in participation from the previous Games delivering $21,737 in additional revenue over budgeted expectations, and seven new sports delivering competitions.

Key insight from the Games include:
- Total overnight visitor expenditure was $2.12M ($842K in 2017)
- Direct visitor nights in Cairns was 9059 nights (4759 in 2017)
- Average day trip expenditure $324.74 ($274.85 in 2017)
- Total number of individuals attracted by the Games 4,035 (2049 in 2017)

Tourism and Events Queensland through the Queensland Destination Events Program – Significant Events have provided funding in 2015, 2017 and 2019 to be used towards the marketing of the Games. There is no guarantee that this funding will be secured for the 2021 Games. Round 14 of TEQ funding for the 2021 Games opened in July 2019 and closes on 16 October 2019. Notification of successful applications will occur in early December 2019. The commitment to the 2021 event remains subject to receipt of this funding.

OPTIONS:

Option 1 (Recommended)

It is recommended that Council:

1. Notes the outcome of the Expression of Interest for the delivery of the Great Barrier Reef Master Games 2021 with an option for subsequent years;

2. Approves the delivery of Great Barrier Reef Master Games 2021 and subsequent years by Cairns Regional Council subject to receipt of ongoing funding from Tourism Queensland;

3. Delegates authority to the Chief Executive Officer in accordance with the Local Government Act 2009 to negotiate and finalise all matters pertaining to the delivery of Great Barrier Reef Master Games

Option 2:

That Council does not progress delivery of the Great Barrier Reef Master Games.
CONSIDERATIONS:

Council Finance and the Local Economy:

Funding from TEQ was sought and approved for the 2017 and 2019 Games to assist with the marketing and promotion of the Games with an investment of $60,000 per Games. Future Games now rely on securing future funding from TEQ.

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