

REDLANDS COAST EVENTS STRATEGY 2024-2029







Acknowledgement of Country

Redland City Council is committed to working with Traditional Custodians, supporting their role as custodians of their traditional lands and helping ensure the future prosperity and cultural enrichment across Redlands Coast.

Council acknowledges the Goenpul, Ngugi and Noonuccal First Nations Peoples of the Quandamooka region and recognises that the Quandamooka People are the Traditional Custodians of much of Redlands Coast. Council also extends its acknowledgement of Traditional Custodians to the Danggan Balun (Five Rivers) claimant group who are currently in the process of Native Title determination for an area that crosses into southern Redlands Coast.

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Message from the Mayor

Events have an important role to play in boosting both tourism and the local economy.

With our warm hospitality and lifestyle, community pride, arts and culture, Redlands Coast is ideally placed to attract event goers.

While we are already developing a good reputation with a range of unique local events, national sports events and cultural showcases, there are many more opportunities we can pursue in our quest to become a premier events destination.

The *Redlands Coast Events Strategy 2024–2029* will help to define Redlands Coast as an events destination, supporting local businesses and boosting job creation.

This plan builds on the work of the *Redland City Events Strategy and Action Plan 2017–2022* and provides a vision for showcasing the region’s natural wonders, connecting the community and supporting sustainable visitor economy growth.

It proposes working with the community, businesses and tourism operators to deliver signature destination events and will help us leverage opportunities, in particular those presented in the lead-up to the 2032 Brisbane Olympic and Paralympic Games.

We want to attract more visitors to events on Redlands Coast, encourage them to stay longer and keep coming back time and time again.



Cr Jos Mitchell
Mayor of Redland City





Straddie Salute Triathlon Festival

Introduction

The *Redlands Coast Events Strategy 2024–2029* builds on the successful implementation of the *Redland City Events Strategy and Action Plan 2017–2022*. It sets a refreshed agenda for event support, with a new vision for Redlands Coast events to attract and support events that drive visitor economy.

Vision

Redlands Coast’s events showcase the region’s natural wonders and cultural richness, connect the community, increase the city’s vibrancy, and support sustainable visitor economy growth.

Mission

Redland City Council takes a whole-of-Council approach to attract, support and deliver events that support the values and aspirations of the community and drive visitor economy benefits.

Aspirations

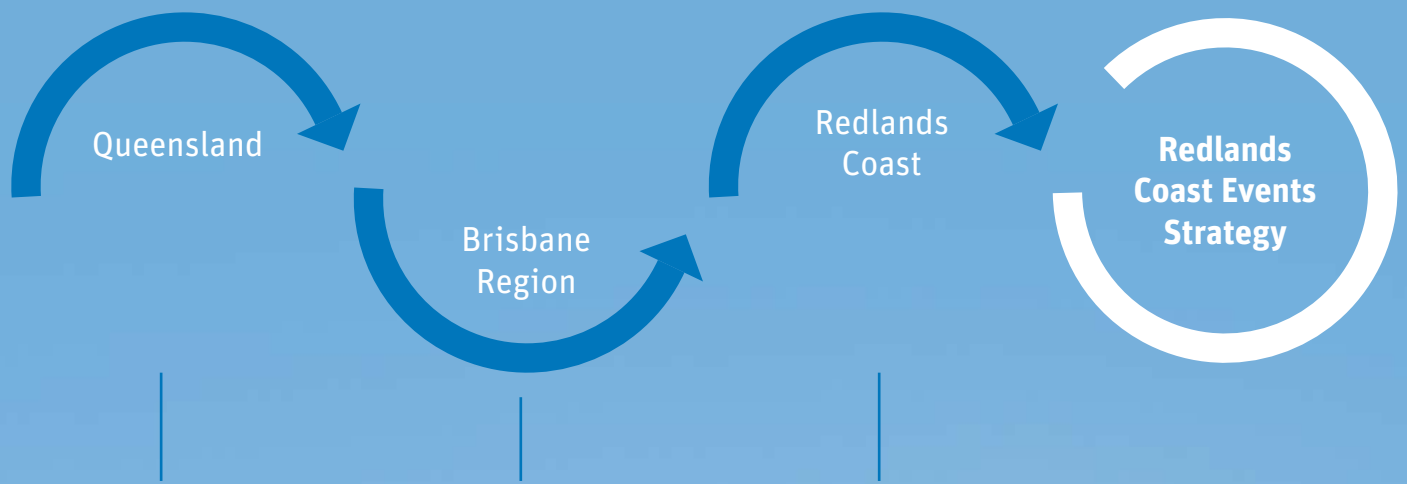
Events support the achievement of Council’s strategic objectives and will focus on the following aspirations over the next five years.



By 2029, Redlands Coast will have an established calendar of events that drives visitor economy growth and activates the destination brand, the naturally wonderful Redlands Coast environment. A renewed ‘whole-of-Council’ approach to events will streamline systems and processes, with Council officers working smarter to attract, develop and grow right-fit events, in fit-for-purpose venues that support both Council and community aspirations.



Strategic Alignment



- TEQ Events Strategy 2025
- Towards Tourism 2032

- Visitor Economy 2031 Vision for the Brisbane Region

- Redlands Coast Destination Management Plan 2023–2028
- Redland City Economic Development Framework 2014–2041
- Redlands Coast Stronger Communities Strategy 2024–2027
- Our Future Redlands – A Corporate Plan to 2026 and Beyond



Events on Redlands Coast


Redlands Coast has a population of 166,809 people¹ distributed across the mainland and islands and is located next to Brisbane and the Gold Coast. Two and a half million residents live within 35 minutes drive.

Value of events

Attracting tourism through events is important to the local economy. A day visitor to Redlands Coast brings \$121 per person per day². An event that attracts 10,000 people has a \$1.21 million economic benefit to the local community. Overnight visitors provide a greater economic benefit with an average spend of \$203 per person per night². Events encourage visitors to extend length of stay and balance year-round visitation.

Cleveland Caravan, Camping, Boating and 4 x 4 Expo

13,000+	\$1.5m	3
ATTENDEES	Economic benefit to Redlands Coast	Event days

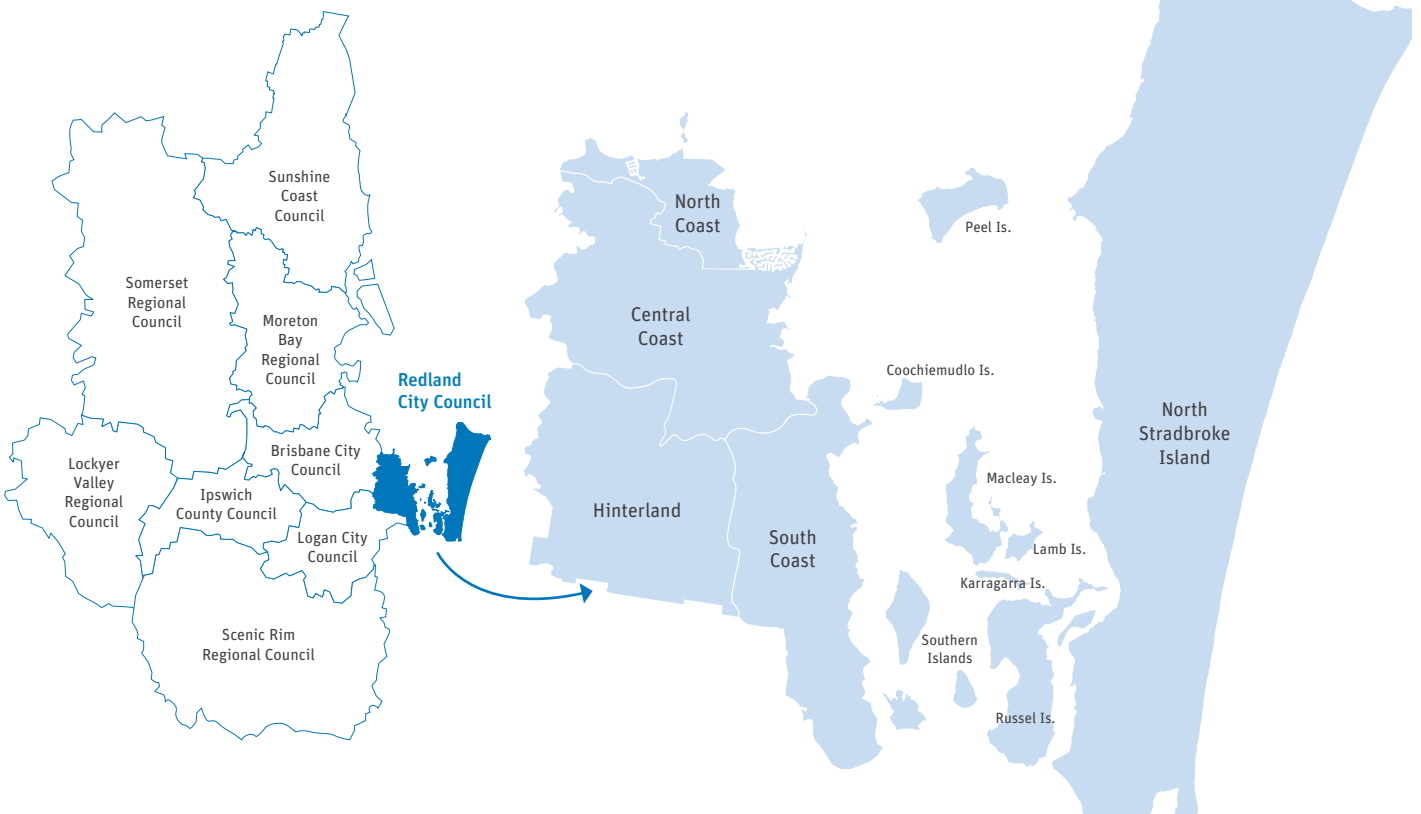


Challenges and opportunities

While Redlands Coast is an ideal day trip event destination, visitors attending multiple day events can often find local accommodation is exhausted. This highlights the opportunity for Redlands Coast to expand accommodation offerings in the future to attract overnight visitation and to grow event economic impact.

Most events attracting more than 2,000 visitors are delivered at a limited number of key venues that can host this capacity. With the development of Birkdale Community Precinct and Redlands Coast Regional Sport and Recreation Precinct there will be opportunity to attract more large-scale events in the future.

There is currently no signature event that showcases the Redlands Coast destination brand. Redlands Coast has an opportunity to position itself as Brisbane region’s nature-based and adventure destination, as it is rich in diverse landscapes and ecosystems, natural environment, abundant wildlife, one of the largest estuarine bays in Australia, the world’s second largest sand island, and a climate suitable for outdoor recreation year-round. In addition, Redlands Coast is a proposed event venue city for Canoe Slalom in the Brisbane 2032 Olympic and Paralympic Games.








1. Profile ID ABS ERP 2023
 2. Tourism Research Australia, March 2024

Event Attraction

Target event visitor markets

Redlands Coast target tourism markets²

				
Domestic day trip market	Short stay	Within a 250km radius	Couples, and family and friend groups	Seeking culture, nature, and adventure-based experiences
3/4 of visitors to Redlands Coast	2-3 nights 1/4 of visitors	3/4 of domestic visitors from Queensland	Aged over 35	

Primary
Brisbane drive market
43% of Queensland visitors

Secondary
Gold Coast, Sunshine Coast, Scenic Rim, Toowoomba, Ipswich

Within these markets, target audience for events are:



Leisure event visitors

Visit for an event, particularly first-time visitors to Redlands Coast

Regular visitors to the region will look up events and act like a local



Sporting event participants and spectators

Team sports (e.g. surf lifesaving, touch football)

Participation sports (e.g. triathlon, cycling)

Spectator sports (e.g. rugby league)



Business events Incentive event groups and delegates

Business events include corporate meetings, conferences, exhibitions and corporate incentive groups

Leverage natural attractions for team building and breakout sessions

Incentive groups staying in Brisbane with day trips to Redlands Coast as part of their business event program

Local industries

Event classification

The following event categories are the best fit for Redlands Coast.

	 <p>Signature Destination Events</p> <p>Focus Criteria: Brand & Reputational Benefits</p>	 <p>Tourism Events</p> <p>Focus Criteria: Economic Benefits</p>	 <p>Community Events & Activations</p> <p>Focus Criteria: Social Benefits</p>
Focus	<ul style="list-style-type: none"> • Reputation/brand • Economic benefit • Build the visitor economy 	<ul style="list-style-type: none"> • Economic benefit • Build the visitor economy 	<ul style="list-style-type: none"> • Social benefit • Economic benefit
Description	<p>Events that align with the priority sectors and provide broad scale brand exposure and drive the visitor economy. These events showcase the uniqueness of the region to create interest and attract out of region visitors. Focus is on creating opportunities to increase length of stay.</p>	<p>Events delivering a positive economic impact and grow the visitor economy. Events attract a mix of local and out of region visitors.</p>	<p>Events that showcase and engage community and support Council and community programs.</p>
Average attendees	5,000+ attendees	2,000+ attendees	Generally under 2,000 attendees

Priority sectors

To be competitive, Redlands Coast must target sectors that leverage the region's strengths and hosting capabilities, align with Redlands Coast destination brand and strategies, and embrace event trends.



Sport

- Adventure participation sports e.g. surfing, mountain biking, trail running, ocean swims
- Spectator and participation team sports e.g. touch football, rugby league
- Potential olympic standard canoe slalom venue, the Redland Whitewater Centre, estimated to be operational in 2028.

Adventure sports position the region in the minds of visitors for year round visitation to use natural venues for short breaks to participate in adventure sports.

In the lead up to the Brisbane 2032 Olympic and Paralympic Games there is opportunity to host sports events and training camps on Redlands Coast.

Creative Arts

Redland Performing Arts Centre (RPAC), Redland Art Gallery, Quandamooka arts and culture, and many community arts and creative spaces and events are a strength for Redlands Coast. There is capacity and desire to host uniquely-Redlands Coast arts, history, heritage and cultural events.

Nature and wildlife

- Nature, coast, wildlife
- Adventure activities
- Seafood

Redlands Coast's accessible natural wonders, including trails and waterways, make it ideal to host a broad range of adventure outdoor recreation events.

Signature destination event concept

The following Signature Destination Event could be developed by Council coordinating and marketing a city-wide program of events delivered by Council (including Redland Performing Arts Centre, Redland Art Gallery, Redland Libraries, Redlands IndigiScapes Centre), event organisers, local businesses and the community under a festival brand to showcase Redlands Coast's unique assets to attract increased year-round visitation.



Concept event:

Redlands Coast Adventure Festival

Held over two weekends, with one major event delivered by Council and a compilation of other events, including active and outdoors participation sporting events showcasing the bay, islands, mountains and conservation reserves, such as mountain biking, hikes, kayaking, surfing, stand up paddle boarding, canoeing, sailing, rogaining and triathlons.



Current Examples:

Central Coast Harvest Festival

This two-day weekend ticketed festival includes over 30 events run by local producers across the Central Coast hinterland and is coordinated by Council's events team. Central Coast Harvest Festival attracted 31,000 attendees in 2022 (lower than normal due to rain), with 25% being visitors.

(Source: Central Coast Council)

Scenic Rim Eat Local Month

Began over a decade ago as a week-long festival with a dozen events, today the festival lasts for a month, includes 130 events, attracts almost 12,000 attendees who stay 2,400 visitor nights and contribute \$1.2 million to the local economy. The event showcases the region's agritourism experiences to inspire year-round visitation.

(Source: Scenic Rim Regional Council)

Event funding

A review of Council’s event sponsorship and funding programs will be undertaken by the Events Strategy Steering Group to prioritise attraction and retention of tourism events that align with the Events Strategy Vision, Aspirations and Funding Guiding Principles.

Funding Guiding Principles	Examples
Sound governance	<ul style="list-style-type: none"> • Demonstrate financial viability • Demonstrate a sound team structure and succession planning • Have event documentation in place
Economic value	<ul style="list-style-type: none"> • Offer a strong return on investment (ROI) • Grow overnight visitation (domestic and international) • Address tourism seasonality and balance year-round visitation • Attract funding and visitor expenditure from outside of Redlands Coast • Support growth in the region’s Gross Domestic Product (GDP) • Support local businesses • Balance visitation events that attract weekday visitors
Brand and reputational value	<ul style="list-style-type: none"> • Activate the Redlands Coast destination brand • Generate positive stories about Redlands Coast’s people and place • Provide relevant marketing and media opportunities, including high reach with regional, state, or national markets • Provide talent (including celebrities) to support marketing and PR activations • Align with Brisbane Economic Development Agency (BEDA) and Tourism and Events Queensland (TEQ)’s experience pillars • Support the principles of transformational travel
Social value	<ul style="list-style-type: none"> • Connect and engage the community and offer positive value for residents and visitors of all ages, abilities, cultures and socio-economic status • Celebrate Quandamooka culture • Enhance the artistic and cultural diversity of Redlands Coast • Contribute to community pride • Activate neighbourhoods to improve liveability and vibrancy and reflect local character and the Redlands Coast lifestyle
Accessible and inclusive	<ul style="list-style-type: none"> • People of all ages, abilities, cultures and socio-economic status feel welcome, and are able to participate
Environmentally sustainable	<p>Respect the environment, including events that:</p> <ul style="list-style-type: none"> • Encourage and enable the use of active and public transport • Purchase sustainably • Recover resources and reduce waste to landfill • Reduce and offset emissions • Educate and engage attendees and suppliers on sustainable behaviours • Have minimal impact on natural habitats

Strategic priorities

With limited human and financial resources within Council, there is a need to focus the resources on growing the visitor economy. The Events Strategy outlines a shift in focus from supporting the growth of events delivered by the community (Community Events), to a focus on supporting visitor economy benefits from events, particularly events (Signature / Destination Events and Tourism Events) that attract a minimum of 2,000 – 10,000 or more people. This shift has the potential to provide Redlands Coast's community with an economic benefit from \$242,000 to over \$1.21 million per event. The strategic priorities will be achieved by delivering the *Redlands Coast Events Strategy 2024–2029*.

Governance


Events require a collaborative approach across Council groups. The implementation of the *Redlands Coast Events Strategy 2024–2029* will be overseen by an executive level Events Strategy Steering Group including representatives from Communication, Engagement and Tourism, Communities, Customer and Cultural Services, Environment and Regulation, City Operations and Economic Development and Investment. The Events Strategy Steering Group will report annually on the progress of the Events Strategy.





Cleveland Caravan, Camping, Boating and 4x4 Expo

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