

2025|2027



# Regional Events **STRATEGY**



Fraser Coast  
REGIONAL COUNCIL



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# Introduction

## INTRODUCTION

Events play a pivotal role in growing a destination's identity and appeal in the minds of visitors and the community. This identity serves as the catalyst for repeat visitation, business and infrastructure development, and community pride and connectedness.

The Fraser Coast Regional Council will continue to encourage and support events that foster an identity based on the region's natural and built assets, enhancing the region's competitiveness as a tourism destination and as a vibrant, innovative, and thriving community.

In addition, a strategic and proactive approach to acquiring events is essential for establishing the Fraser Coast region as a prominent events destination.



# Vision

## Vision and Aspirations

### VISION

The Fraser Coast region's events portfolio is a vibrant celebration of its unique spirit, landscape, and personality! It provides exciting reasons for visitors to immerse themselves in the relaxed lifestyle, encouraging them to stay a little longer and explore more.

These events not only foster a deep sense of community pride and connection but also contribute to growing a thriving economy.

### MISSION

In the next three years, we will continue to build the foundations and innovative frameworks needed to elevate Fraser Coast region into a competitive and leading events destination.



A DJ with long blonde hair is performing at a night event. She is wearing a white tank top, a colorful patterned scarf, and a black belt. She has her right arm raised in a peace sign gesture. The background is dark with vibrant purple and pink neon lights. The word "Aspirations" is written in a large, white, cursive font across the top of the image.

# Aspirations

## ASPIRATIONS

Maximise the economic and social benefits from events

1

Enhance Fraser Coast region's reputation as event-friendly

2

Build Fraser Coast region's identity as an events destination

3

## Purpose and Scope

The purpose of the Fraser Coast Regional Events Strategy is to identify how the Fraser Coast region can increase the economic benefits received from events, and how Council can best support, develop and attract leisure, sports and business events that encourage longer overnight stays to grow the local visitor economy.

### METHODOLOGY AND CONSULTATION

The Council has developed a bridging regional events strategy to guide the next three years, 2025–2027, before creating a longer-term approach to meet the needs of the growing region while capitalising on the opportunities looking toward the 2032 Olympic and Paralympic Games.

In creating this strategy, the action plans from the 2020–2024 Strategy were reviewed. Relevant actions were either maintained or adapted to ensure they remain effective in light of the changing economic climate.

Consultation was primarily conducted online, engaging the community and industry through an online survey, a poll, and background information provided on the project webpage. Stakeholder groups were specifically targeted based on these identities: the general community, young people aged 15 to 40 years, and industry stakeholders.

A total of 637 responses were collected across all feedback methods, including 280 from a 16-question community survey, 112 from a five-question short survey for young people, 202 from a poll, and 41 from a targeted 32-question industry survey. Additionally, two written submissions were received.

The community were also invited to contact the engagement team or submit a formal response. There were face-to-face interactions at local markets and door-to-door outreach to businesses along the Hervey Bay Esplanade and Kent and Adelaide Streets in Maryborough.

## Strategic Context

The following strategic plans were reviewed to ensure alignment with local and state priorities, and to ensure that the Strategy builds on work to date and successes.

*Fraser Coast Regional Events Strategy 2020–2024*

*Fraser Coast Corporate Plan 2023–2028*

*Our Sustainable Fraser Coast Charter*

*Fraser Coast Events Engagement Survey Feedback  
March 2025*



## The Right Events

The Strategy focuses on identifying events that offer the highest return on investment and significantly enhance the Fraser Coast regional brand and economy.

It aims to create a balanced portfolio of arts, culture, leisure, sports, and business events that will stimulate the visitor economy.

It offers a practical and transparent assessment framework that enables the Council to proactively evaluate and select the most suitable events, determine the necessary support for those events, and define the desired outcomes from that support.

This framework includes specific event categories for the Fraser Coast region and outlines the required resource allocation, including funding for the acquisition and development of events.

By using this assessment framework, resources will be strategically allocated to attract, support, and leverage events that produce economic and community benefits and fulfill the vision and objectives of the Strategy.

## Classifying Events

The assessment framework categorises events for the Fraser Coast region as Signature, Regional and Community events.

### ASSESSMENT FRAMEWORK

The assessment framework outlines how Council can use return on investment data and knowledge of best-fit events for the Fraser Coast region to support decision making on which events to support financially, proactively grow, attract or acquire.

Successful implementation of the Strategy will be measured by:

- Increased overnight visitation
- Increased visitor spend
- Increased visitation during shoulder months
- Enhanced liveability of the region (defined by a growing economy, vibrant public spaces, and community engagement in local events)
- Growth in business and event organiser capability
- Event acquisition
- Increase in average return on investment from events
- Enhanced awareness and implementation of sustainable event practices by event organisers
- Increased numbers of sports events held during shoulder months.

The following tables outline the key delineators for guidance.





## Opportunities and Challenges

The review, consultation and analysis identified the following key opportunities and challenges with the current events sector in the Fraser Coast region.

### OPPORTUNITIES

- Revitalise and grow two existing events into significant signature events (one for each major centre) via strategic planning and consolidation (delivering fewer events to improve overall outcomes)
- Consolidate resources to focus on maximising economic outcomes
- Have one two-year events calendar for the region to support forward planning
- Allocate resources to attracting best-fit regional, state and national sporting events and mid-sized conferences
- Gather attendee statistics and data
- Build capacity of community event organisers, and of businesses to leverage events
- Communicate benefits of events to community to support increased business support and volunteerism
- Ensure equestrian events held at Maryborough Showgrounds and Equestrian Park do not restrict its use for bigger events
- Cross promote calendar of events at events
- Seek additional funding from state and federal sources.

### CHALLENGES

- Lack of a quality signature event to position the region
- Overstretched human resources in Council events team and Fraser Coast Tourism and Events
- Limited capacity to grow existing events and build capacity of local event organisers due to budget constraints
- Events not currently leveraged for maximum economic benefit
- Complicated event regulation process
- Lack of visitor data impacts effective decision making
- Community and businesses not aware of (and appreciative of) the value of events
- Limited collaboration between existing events
- Lack of accommodation in Maryborough impacts maximum use of the Brolga Theatre.



## CELEBRATE



| DESCRIPTION   | ATTRIBUTES   | TYPES OF EVENTS                  | PRIORITY SECTORS / THEMES  |
|---|--|----------------------------------|--|
| <p>Events that position the destination in the minds of travellers. They are grassroots or external events that have a close connection to the Fraser Coast region and showcase the unique selling proposition of the region.</p> <p>The two grassroots events are the flagship festivals for the region and should occur in the shoulder season.</p> <p>There is opportunity to acquire a signature event each year if the calendar has any gaps and budget permits.</p> | <ul style="list-style-type: none"> <li>• Showcase and celebrate the Unique selling proposition of the region</li> <li>• Typically considered Fraser Coast region's 'own' anchor events, creating a lasting legacy</li> <li>• Support tourism targets by attracting intra- and interstate visitors that stay overnight</li> <li>• Opportunity to attract international visitors</li> <li>• Deliver measurable economic benefit across the region and state</li> <li>• National and state media exposure associated with the event</li> <li>• Can be supported by state and federal funding</li> <li>• Managed by professional event organisers and a team of experts (local or external)</li> <li>• Ability to facilitate community involvement in events/activities</li> <li>• Ability for the event to add to the diversity of the Fraser Coast region's event calendar</li> <li>• Activates key infrastructure</li> <li>• Involvement of and consultation with local businesses, artists and community groups.</li> <li>• Can be a one-off or recurring event</li> <li>• Attract the attention of Tourism and Events Queensland, with inclusion in the <i>It's Live</i> in Queensland events calendar</li> </ul> | <p>Cultural / Leisure events</p> | <p>Themes aligned to brand pillars:</p> <ul style="list-style-type: none"> <li>• Whale experience (Whale Heritage Site)</li> <li>• World Heritage K'gari (Fraser Island)</li> <li>• Heritage (including military)</li> <li>• Natural encounters</li> </ul> |

## SHOWCASE



| DESCRIPTION   | ATTRIBUTES   | TYPES OF EVENTS   | PRIORITY SECTORS / THEMES   |
|---|--|---|---|
| <p><b>Events of state or regional significance that may be one-off or recurring; provide variety and richness; and deliver value as destination marketing tools.</b></p> <p><b>These events may be grassroots or external, with the acquisition focused on the business and sporting events.</b></p> <p><b>These events fill the calendar year-round.</b></p> | <ul style="list-style-type: none"> <li>• Showcase local cultural, sporting, community or lifestyle opportunities</li> <li>• Attract intra and interstate visitors</li> <li>• Mid-week visitation across the year</li> <li>• Ability to deliver measurable economic benefit to the region</li> <li>• State and regional media exposure associated with the event</li> <li>• Managed by a professional event organiser, Council or volunteer committee</li> <li>• Ability to facilitate community involvement in events/activities</li> <li>• Ability for the event to add to the diversity of the region's event calendar</li> <li>• Capacity to be an ongoing event</li> </ul> | Cultural / Leisure events   | Themes aligned to the local culture and lifestyle in the communities  |
|   |  | State and Regional sporting competitions and participation events | <p>Aligned to sports facilities and sporting organisations</p> <ul style="list-style-type: none"> <li>• Triathlon</li> <li>• Football / Soccer Netball</li> <li>• Softball</li> <li>• On/in-water sports (yachting, super boats, swimming, etc)</li> <li>• Equestrian</li> </ul>  |
|   |  | Business events   | <p>Small and mid-sized conferences, with a focus on domestic associations and government meetings and conferences.</p> <p>They ideally should align to the destination themes of:</p> <ul style="list-style-type: none"> <li>• Marine</li> <li>• Whales</li> <li>• Sustainability</li> <li>• Sport and recreation</li> <li>• Environment</li> </ul> |





# Community Events

| DESCRIPTION  | ATTRIBUTES  | TYPES OF EVENTS                    | PRIORITY SECTORS / THEMES                                    |
|--|---|------------------------------------|--|
| <p><b>Add to the social fabric of the Fraser Coast region, with a focus on community engagement and enrichment</b></p> | <ul style="list-style-type: none"> <li>• Celebrate aspects of community and bring energy and colour to the region</li> <li>• Deliver social value for primarily local audiences rather than economic impact</li> <li>• Organised by Council, local charities, schools, sporting groups and commemorative organisations</li> <li>• Generally, attract people from the local community/region and admission is free or low cost</li> <li>• Support a need in the community</li> <li>• Focused on connecting community and bringing diverse groups of people together</li> <li>• These events meet the needs of Council's community plan and priorities</li> </ul> | <p>Community engagement events</p> | <p>Diversity Seniors<br/>Recreation / Active / Wellbeing</p> |

## Leadership and Governance Model

The current leadership approach focuses on strategic collaboration among event stakeholders, emphasising a unified voice for events and strong strategic leadership to thrive in a competitive visitor market. A strategic steering committee and interagency consultation group are instrumental in fostering this collaboration.

In this framework, governance revolves around effectively utilising existing human resources to maximise the outcomes from the region's events. The Council manages event acquisition, support, compliance, and capability building while delegating event delivery to professional organisations.





# Event Funding Programme

To assist in the strategic and proactive acquisition of external events and growth of regional destination events, the Council will administer an event acquisition fund presented via an annual sponsorship programme to undertake event pitching, support a bid, and manage or leverage all successful events/relationships.

These events are encouraged to apply for extra state and federal government funding; however, they are not eligible for further funding under other Council funding streams.

1. Event Acquisition Fund
2. Community Celebration Fund

For each event category, the Event Funding Programme outlines the events to attract, support and leverage and the KPIs they need to deliver.

The Programme is the practical means to implement the assessment framework and ensures Council has a transparent decision-making process in actioning the Strategy.

Following is an overview of the funding streams and the associated assessment criteria, and an annual budget committed to the delivery of this Programme.



## 1. EVENT ACQUISITION FUND

This fund is for the strategic and proactive acquisition of external events. The total budget allocation is to be used to undertake the event pitching, to support a bid, and to manage all successful events and partnerships.

These events are encouraged to apply for state and federal government funding; however, they are not eligible for further funding under other Council funding streams.

| EVENT CATEGORY   | ECONOMIC KPIs                               | SOCIAL KPIs   | OTHER KPIs   |
|--|---|---|--|
| Significant Event  | Visitor/Attendee #: 10,000–20,000 people    | Engage local communities and build capability   | Showcase and celebrate the unique selling proposition of the region  |
| <b>BUDGET ALLOCATION*</b>  | OVE <sup>£</sup> : \$2million+              | Build community pride   | Current environmental policy in place around waste, water, power (prefer plastic free and no waste policy) |
| See Fraser Coast Regional Council website and guidelines for annual allocated funding for each event category. | Visitor nights: 2–4min                      | Enable new infrastructure   | 3 years of strong financial records  |
|  | Align with target markets†                  | Activate event and public spaces  | Necessary insurances in place  |
| <b>QTY FUNDED / YEAR</b>   | Media: Regional to national                 | Improve attractiveness to live and do business  | Align with the priority sectors/themes in assessment framework   |
| 2  | AVE <sup>£</sup> : \$500,000+               | Respect 'community licence' and give back to community                                  | Event listed on frasercoastevents.com  |
|  | Time of year (off peak/shoulder) ‡          | Showcase the Fraser Coast region in a positive light through media and digital activity | Post event report and funding acquittal  |
|  | Strong dispersal and yield strategy         |   |  |
|  | Use local suppliers                         |   |  |
|  | Event listed on ATDW                        |   |  |
|  | Event eligible for State Government Funding |   |  |
|  | ROI <sup>£</sup> : 15:1 minimum             |   |  |

\* Budget allocations and value-in-kind are subject to annual review and adoption of the Fraser Coast Regional Council budget.

£ OVE refers to Overnight Visitor Expenditure; AVE refers to Advertising Value Equivalency and ROI refers to Return on Investment.

† Target Markets – Sporting groups and participants, art and cultural lovers, business travellers and visiting friends and relatives.

‡ Time of year: low season – February to June; high season – July to January.







| EVENT CATEGORY   | ECONOMIC KPIs                               | SOCIAL KPIs   | OTHER KPIs   |
|--|---|---|--|
| Signature Event  | Visitor/Attendee #: 8,000 – 10,000±         | Engage local communities and build capability   | Showcase and celebrate the unique selling proposition of the region  |
| <b>BUDGET ALLOCATION*</b>  | OVE <sup>£</sup> : \$2million+              | Build community pride   | Current environmental policy in place around waste, water, power (prefer plastic free and no waste policy) |
| See Fraser Coast Regional Council website and guidelines for annual allocated funding for each event category. | Visitor nights: 2–4min                      | Enable new infrastructure   | 3 years of strong financial records  |
|  | Align with target markets†                  | Activate event and public spaces  | Necessary insurances in place  |
| <b>QTY FUNDED / YEAR</b>   | Media: regional to national                 | Improve attractiveness to live and do business  | Align with the priority sectors/themes in assessment framework   |
| 2  | AVE <sup>£</sup> \$500,000+                 | Respect 'community licence' and give back to community                                  | Positive references from past host destinations  |
|  | Time of year (off peak/shoulder) ‡          | Showcase the Fraser Coast region in a positive light through media and digital activity | Event listed on frasercoastevents.com  |
|  | Strong dispersal and yield strategy         |   | Post event report and funding acquittal  |
|  | Use local suppliers                         |   |  |
|  | Event listed on ATDW                        |   |  |
|  | Event eligible for State Government Funding |   |  |
|  | ROI <sup>£</sup> : 15:1 minimum             |   |  |

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† Target Markets – Sporting groups and participants, art and cultural lovers, business travellers and visiting friends and relatives.

‡ Time of year: low season – February to June; high season – July to January.



| EVENT CATEGORY   | ECONOMIC KPIs                      | SOCIAL KPIs   | OTHER KPIs   |
|--|------------------------------------|---|--|
| Regional Event   | Visitor/Attendee #: 5,000+         | Engage local communities and build capability   | Showcase and celebrate the unique selling proposition of the region  |
| <b>BUDGET ALLOCATION*</b>  | OVE: \$1million+                   | Build community pride   | Current environmental policy in place around waste, water, power (prefer plastic free and no waste policy) |
| See Fraser Coast Regional Council website and guidelines for annual allocated funding for each event category. | Visitor nights: 2-4min             | Activate event and public spaces  | Necessary insurances in place  |
|  | Align with target markets†         | Improve attractiveness to live and do business  | Align with the priority sectors/themes in assessment framework   |
| <b>QTY FUNDED / YEAR</b>   | Time of year (off peak/shoulder) ‡ | Respect 'community licence' and give back to community                                  | Positive references from past host destinations  |
| 2 to 4   | Use local suppliers                | Showcase the Fraser Coast region in a positive light through media and digital activity | Event listed on frasercoastevents.com  |
|  | Media: Local district              |   | Post event report and funding acquittal  |
|  | AVE \$100,000+                     |   |  |
|  | Event listed on ATDW               |   |  |
|  | ROI: 15:1 minimum                  |   |  |

| EVENT CATEGORY   | ECONOMIC KPIs                      | SOCIAL KPIs   | OTHER KPIs   |
|--|------------------------------------|---|--|
| Grassroots Event   | Visitor/Attendee #: 3,000+         | Engage local communities and build capability   | Showcase and celebrate the unique selling proposition of the region  |
| <b>BUDGET ALLOCATION*</b>  | OVE: \$1million+                   | Build community pride   | Current environmental policy in place around waste, water, power (prefer plastic free and no waste policy) |
| See Fraser Coast Regional Council website and guidelines for annual allocated funding for each event category. | Visitor nights: 2-4min             | Activate event and public spaces  | Necessary insurances in place  |
|  | Align with target markets†         | Improve attractiveness to live and do business  | Align with the priority sectors/themes in assessment framework   |
| <b>QTY FUNDED / YEAR</b>   | Time of year (off peak/shoulder) ‡ | Respect 'community licence' and give back to community                                  | Ensure high levels of accessibility and inclusive practices  |
| 2 to 4   | Use local suppliers                | Showcase the Fraser Coast region in a positive light through media and digital activity | Event listed on frasercoastevents.com  |
|  | Media: Local district              |   | Post event report and funding acquittal  |
|  | AVE \$100,000+                     |   |  |
|  | Event listed on ATDW               |   |  |
|  | ROI: 10:1 minimum                  |   |  |

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‡ Time of year: low season – February to June; high season – July to January.

## 2. COMMUNITY CELEBRATION FUND

The Community Celebration Fund aims to support events that showcase the region's spirit and personality, enhancing community pride and fostering connections among residents.

By providing funding security through a three-year sponsorship agreement, the programme promotes long-term planning for the growth and development of community events. Ultimately, it seeks to create a vibrant, safe, and active community that values cultural diversity, arts, heritage, and participation while also supporting a strong and innovative economy.

| EVENT CATEGORY   | ECONOMIC KPIs             | SOCIAL KPIs   | OTHER KPIs   |
|--|---------------------------|---|--|
| Community Event  | Visitor/Attendee #: 1000+ | Align to the Council's Corporate Plan                                   | Current environmental policy in place around waste, water, power |
| <b>BUDGET ALLOCATION*</b>  | Use local suppliers       | Appeal to the different demographics of the community                   | Necessary insurances in place                                    |
| See Fraser Coast Regional Council website and guidelines for annual allocated funding for each event category. |                           | Activate event and public spaces  | Fraser Coast Regional Council Event approval where applicable    |
|  |                           | Improve attractiveness to live and do business                          | Ensure high levels of accessibility and inclusive practices      |
| <b>QTY FUNDED / YEAR</b>   |                           | Communicate key community and Council messages in a timely way          | Event listed on frasercoastevents.com                            |
| 3 up to 9  |                           | Build pride in the Fraser Coast region amongst residents                | Post event report and funding acquittal                          |
|  |                           | Increase knowledge and skills within the community                      |  |
|  |                           | Celebrate community milestones that acknowledge local area achievements |  |
|  |                           | Celebrate or commemorate people, organisations and their actions        |  |

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‡ Time of year: low season – February to June; high season – July to January.







# Aspiration

## Aspiration



## Maximise the economic and social benefits from events

**Events serve as crucial catalysts for tourism and economic development, enhancing a destination's profile and reputation while generating economic benefits through visitor spending and repeat visits.**

Additionally, they promote and showcase a region's values and aspirations, such as environmental responsibility, sustainability, social diversity, innovation, and growth.

Effective event marketing and the participation of local businesses and tourism operators are essential for attracting visitors and encouraging them to extend their stay. Various sectors, including hospitality, retail, accommodation, and attractions, can enrich the event experience and provide compelling reasons for visitors to stay longer with increased engagement, thus benefitting from the growing visitor economy.

The following table summarises a timeline for key objectives to maximise economic and social benefits while enhancing liveability for our thriving community.







| OBJECTIVE  | PRIORITY PROJECT  | KEY DELIVERABLES  | TARGET               |
|--|---|---|----------------------|
| <b>1.1</b> Increase attendance, length of stay and expenditure via out-of-region event marketing and packaging | <b>1.1.1</b> Online calendar of events – <a href="http://frasercoastevents.com">frasercoastevents.com</a><br>Continue to build the established event website for all Fraser Coast regional event listings and capacity building through resources and databases | Increase public awareness and digital traffic from both the general public and event organisers to maintain the currency of the current website   | 2025<br>2026<br>2027 |
|  |   | Increase awareness through education hubs and other youth focused mediums to target the youth market  | 2025                 |
|  |   | Increase the website's usability by increasing resources for event organisers   | 2025<br>2026<br>2027 |
|  |   | Provide an event industry business database inc core event industry suppliers and a conference/venue listing to provide a more user-friendly planning experience for event organisers and support the industry's growth | 2025                 |
|  | <b>1.1.2</b> Build business capability to support event efforts.<br>Implement an initiatives to assist businesses to see the value in and leverage events   | Create infographic for Council to communicate quarterly statistics  | 2026                 |
|  |   | Develop an annual report consolidating attendee statistics of events across the region  | 2026                 |



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† Target Markets – Sporting groups and participants, art and cultural lovers, business travellers and visiting friends and relatives.

‡ Time of year: low season – February to June; high season – July to January.



| OBJECTIVE  | PRIORITY PROJECT   | KEY DELIVERABLES  | TARGET       |
|--|--|---|--------------|
| <b>1.2</b> Ensure Council event sponsorship / funding is achieving the maximum return on investment for the region | <b>1.2.1</b> Develop Robust Data Collection Systems and Processes<br>Capture specified attendee data in surveys to measure return on investment funding, and measure achievement of the aspirations of this strategy | Link data collection to funding programs to ensure all events undertake visitor data collection and feed data to Council. Make gathering visitor data an integral part of funding acquittal (e.g. if a funded event does not provide this information within 8 weeks of their event, it will not be eligible for event funding in future years)   | 2026         |
|  |  | Have event research specialists IER create a customised survey and review process based on the assessment framework for Council to provide to all events. Provide all Fraser Coast regional events with a standard event attendee/ participant/exhibitor questionnaire based on this strategy and IER's recommendations (event-specific questions can be added to it), along with information on the benefits of gathering such data for the events | 2026         |
|  |  | Maintain ROI information provided by event organisers into event assessment tool to better inform future funding decisions  | Ongoing      |
|  | <b>1.2.2</b> Allocate an Event Acquisition Budget<br>Establish a competitive budget for events acquisition and leveraging to support a balanced portfolio of events across the year                                  | When allocating funding look to prioritise seed funding to support the introduction, development and growth of events that have potential to become signature events  | 2025         |
|  |  | When allocating funding look to prioritise events that have a youth appeal  | 2025         |
|  | <b>1.2.3</b> Maintain the use of economic assessment software, Economy i.d., to support analysis of the event funding assessment process each year   | Use as a tool to assist decision-making   | Ongoing      |
| <b>1.3</b> Advocate for sustainable and responsible event management   | <b>1.3.1</b> Improve cultural awareness and integration<br>Provide event organisers with an Indigenous framework so a local cultural showcase and awareness is integrated into events where appropriate              | Work with Butchulla and other local Indigenous groups to develop a guide for event organisers on how local Indigenous culture can be better incorporated into events  | 2027         |
|  |  | Host workshops with event organisers to educate and inspire on cultural awareness and opportunities to integrate into their events  | 2027         |
| <b>1.4</b> Increase event type mix to maximise desirability and hence attendance to meet market expectations       | <b>1.4.1</b> Increase event acquisition to include more entertainment (music, film, festivals) and lifestyle (wellness, markets, fashion, food and beverage)*  | Attract two new events to the region through event acquisition funding. Ensure one has the capacity to appeal to the youth market   | 2025         |
|  |  | Investigate the viability of an increase in attracting car rallies / racing / drag racing to the region   | 2027         |
| <b>1.5</b> Build and elevate the Fraser Coast region into a competitive and leading events destination             | <b>1.5.1</b> Develop a Fraser Coast regional event strategy 2028–2032  | Community consultation and stakeholder engagement to develop the next guiding strategy for the Fraser Coast region  | 2026<br>2027 |

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† Target Markets – Sporting groups and participants, art and cultural lovers, business travellers and visiting friends and relatives.

‡ Time of year: low season – February to June; high season – July to January.

# Aspiration

Aspiration

2



## Enhance the Fraser Coast region's reputation as event-friendly

**This objective ensures the necessary 'enablers' are in place for the successful implementation of the strategy.**

Collaboration among the Council, its departments, and regional partners is essential. The dedication of event organisers and volunteers is vital for success. By developing skills and sustaining enthusiasm, especially in community-led events, the Fraser Coast region can host quality events year-round.

The Fraser Coast region has excellent event infrastructure, including sports and cultural facilities. To maximise its use, it's important to understand each precinct's capacity, identify shortfalls, and engage in joint planning with stakeholders.

The following table summarises a timeline for key objectives to increase local capability and capacity and continue to grow as an event-friendly region.

| OBJECTIVE  | PRIORITY PROJECT   | KEY DELIVERABLES   | TARGET       |
|--|--|--|--------------|
| <b>2.1</b> Improve and simplify the event approval process                                   | <b>2.1.1</b> Streamline Council's event permit / approval process to be more efficient and user friendly                         | Maintain currency of improved processes with regular review  | Ongoing      |
| <b>2.2</b> Facilitate the activation of event infrastructure and precincts across the region | <b>2.2.1</b> Identify and plan event ready infrastructure and facilities.<br><br>Ensure infrastructure meets the needs of events | Audit event sites and infrastructure to identify sites to be developed into fit-for-purpose event precincts, the target events for those sites, and those events' site requirements.<br><br>Potential precincts could include:<br><ul style="list-style-type: none"> <li>• Brolga Theatre</li> <li>• Mary River Parklands</li> <li>• Maryborough Showgrounds and Equestrian Park</li> <li>• Seafront Oval</li> <li>• Fraser Coast Sport and Recreation Precinct</li> <li>• Esplanade and Bay</li> <li>• City Park</li> </ul> Develop compendiums for each to assist with event acquisition and public space activation | 2025<br>2026 |
|  |  | Compile short marketing videos to accompany compendiums and other sales material for event venues as above   | 2025         |
|  |  | Complete an infrastructure and asset development plan for each site to put forward to Council for future infrastructure works  | 2026<br>2027 |
|  |  | Review options for an efficient booking system for Maryborough Showgrounds and Equestrian Park to manage equestrian and other potential uses of the facility   | 2025         |
|  |  | Review transport and parking for key event sites to increase participation   | 2026         |
|  |  | Review region for event use of additional streets and public spaces not currently utilised   | 2027         |
|  | <b>2.2.2</b> Use an event lens on Asset Development  | All Council departments to consult the events team on all asset development in community parks and infrastructure so it can have an event lens cast over it  | 2025         |

\* Budget allocation subject to annual review and adoption of the Fraser Coast Regional Council budget.

℞ OVE refers to Overnight Visitor Expenditure; AVE refers to Advertising Value Equivalency and ROI refers to Return on Investment.

† Target Markets – Sporting groups and participants, art and cultural lovers, business travellers and visiting friends and relatives.

‡ Time of year: low season – February to June; high season – July to January.



| OBJECTIVE   | PRIORITY PROJECT  | KEY DELIVERABLES  | TARGET               |
|---|---|---|----------------------|
| <b>2.3</b> Build the capacity of the committees of grassroots events via a pathway to growth and sustainability | <b>2.3.1</b> Deliver capacity building programmes<br><br>Help grassroots events grow through a robust capacity building programme                                 | Develop and deliver an annual event organiser workshop and online, on-demand training programme to improve event management skills  | 2026                 |
|   |   | Provide Sponsorship / Grant writing workshops   | Ongoing              |
|   |   | Provide event activation material as a part of the Fraser Coast Events Resources section and other suitable materials to assist or promote capacity building for event organisers | 2025<br>2026<br>2027 |
|   | <b>2.3.2</b> Provide mentoring and resources ensure there is capacity to provide strategic planning advice, mentoring and development support to event organisers | Continue to develop online portal resources for event organisers  | 2025                 |
|   |   | Identify events with potential to grow and work with them to strategically grow the event   | Ongoing              |
|   |   | Review capacity to provide value-in-kind assets and resources for event delivery  | 2026                 |



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# Aspiration

Aspiration

3



## Build the Fraser Coast region's identity as an events destination

**Events play a pivotal role in growing a destination's identity and appeal in the minds of visitors and the community. This identity serves as the catalyst for repeat visitation, business and infrastructure development, and community pride and connectedness.**

The Council will continue to encourage and support events that forge an identity based on the region's natural and built assets, and enhance the region's competitiveness as a tourism destination and as a vibrant, innovative and thriving community.

In addition, a strategic and proactive approach to acquiring events will be essential for establishing the Fraser Coast region as a prominent events destination.

The following table summarises a timeline for key objectives aimed at establishing the Fraser Coast region as an outstanding event destination, enhancing and leveraging its tourism assets.



| OBJECTIVE   | PRIORITY PROJECT   | KEY DELIVERABLES   | TARGET       |
|---|--|--|--------------|
| <b>3.1</b> Build the Fraser Coast region's profile as a leading Queensland events destination | <b>3.1.1</b> Build a balanced event calendar<br>Maintain one comprehensive two-year events calendar for event organisers, local businesses and the community to support marketing and forward planning | Utilise the one central event website software for this calendar<br><br>Focus development of the calendar of events outside of peak season and school holidays   | 2026         |
|   | <b>3.1.2</b> Undertake Proactive Event Acquisition<br><br>Focus on positioning the Fraser Coast region as an appealing destination to host business, sport and leisure events                          | Develop a dedicated event acquisition section on the destination website.  | 2027         |
|   |  | Identify ideal business and sporting events and undertake a proactive pitching process   | 2026         |
|   |  | Increase visitation from car club events   | 2027         |
| <b>3.2</b> Build the Fraser Coast region's reputation as a hub for sports tourism             | <b>3.2.1</b> Maximise sports infrastructure  | Undertake an audit and gaps analysis of sporting infrastructure to determine the sports most suited to target for acquisition and for infrastructure investment requirements. To ascertain priority development to maximise the use and diversification of the venue | Ongoing      |
|   |  | Maintain a database of sport infrastructure (including non-Council entities) to assist with infrastructure development and funding applications  | Ongoing      |
|   | <b>3.2.2</b> Attract high value sporting events  | As per the assessment framework proactively acquire sport and recreation events, including suitable regional and state championships and pre-season tournaments that can fill the low seasons across the calendar  | Ongoing      |
|   |  | Work with sporting promoters to confirm a programme of regional sporting events and carnivals, and marquee sporting events   | Ongoing      |
|   | <b>3.2.3</b> Maximise yield from sports event visitors<br><br>Focus on extending stay of sports visitors with packages and promotion of reasons to stay appropriate for market                         | Provide training for local businesses on how to leverage sports events to maximise visitor spend   | 2026         |
|   | <b>3.2.4</b> Acquire a major sporting event  | Continue to source and attract a promoter to host a new event in the Fraser Coast region   | 2025<br>2027 |

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† Target Markets – Sporting groups and participants, art and cultural lovers, business travellers and visiting friends and relatives.

‡ Time of year: low season – February to June; high season – July to January.







# Measurement and Evaluation

The Strategy will be reviewed annually to ensure the actions continue to remain relevant. Performance will be measured against the specific key performance indicators for each project as per the Activation Plan, and the following overarching performance criteria:

| PERFORMANCE CRITERIA  | MEASURE OF SUCCESS  |
|---|---|
| <b>Increased overnight visitation</b>   | Number of overnight visitors in region as reported by Tourism Research Australian (TRA)<br>Length of stay as reported by TRA<br>Growth in total numbers of out-of-region attendees as collated from Fraser Coast regional event visitor surveys<br>Increase in total event attendees' average length of stay as collated from Fraser Coast regional event visitor surveys |
| <b>Increased visitor spend</b>  | Visitor expenditure as reported by TRA<br>Increase in total event attendees' average expenditure as collated from Fraser Coast regional event visitor surveys   |
| <b>Increased visitation during shoulder months</b>  | Number of monthly domestic visitors to region as reported by TRA (by special request)   |
| <b>Enhanced liveability of the region (defined in tourism context by aspects of a growing economy, vibrant public spaces, community engagement in local events)</b> | Number of residents attending events as collated from Fraser Coast regional event visitor surveys<br>Number of events and activities in public spaces<br>Economic growth metrics as reported by REMPLAN or similar<br>Local employment as reported by REMPLAN or similar  |
| <b>Building business and event organiser capability</b>   | Number of businesses and event organisers participating in capacity building programs<br>Number of new cooperative event marketing and/or product development activities  |
| <b>Event acquisition</b>  | Number of event proposals received and considered each year<br>Number of events acquired each year  |
| <b>Increase in average return on investment from events</b>   | Average return on investment from Council-funded events as per the three measures of success outlined in the Assessment Framework, and as collated from data from Fraser Coast regional event visitor surveys   |
| <b>Enhanced awareness and implementation of sustainable event practices by event organisers</b>   | Number of events adopting sustainable practices such as recycling, plastic free, carbon offsetting, etc   |
| <b>Increased numbers of sports events held during shoulder months</b>   | Number of sports events (attracting at least 50% out of region visitation) held outside peak season   |

## POP CULTURE



## MARYBOROUGH STATE HIGH SCHOOL – FRASERPOP



FraserPOP is a multi-genre entertainment and pop culture convention, operating since 2017, that celebrates various aspects of popular culture, including comic books, science fiction, fantasy, movies, television, video games, and more.

It also serves as a major assessment project for students at Maryborough State High School, involving various departments such as Photography, Business, Art, Media, Drama, Hair and Makeup, and Hospitality, all contributing to the overall event.

The convention typically features a wide range of activities, including panel discussions, celebrity appearances, autograph sessions, cosplay competitions, and exhibitor booths where fans can purchase comic books, collectibles, and merchandise related to their favourite franchises.

**DATE** Annual event in July

**ATTENDANCE** up to 10,000 over two days

**VENUE** Maryborough State High School, Maryborough Queensland

**ECONOMIC BENEFIT** Economic modelling indicates a rise in output of approximately \$1M\* to the Fraser Coast regional economy.

**WINNER** Australian Education Awards 2024 – Clipboard Best Co-Curriculum Program  
Fraser Coast Business and Tourism Awards 2021 – Hall of Fame: FraserPOP

\* Figure is direct average night spend per person as per Tourism Research Australia. Modelling is presented by Economy i.d. – event impact calculator.



## THE HUNDY



## BEACH HOUSE HOTEL HUNDY FESTIVAL

Case Study



2024 was the 14th year of the event, locally known as the Hundy, which is an adrenalin-packed two day event that many have on their bucket list, with 80% of visitors coming from intrastate to participate.

Touted by AUS Triathlon as one of Australia's best long courses this event runs along the beautiful foreshore of Hervey Bay and also utilises the tranquil waters of the Bay.

**DATE** Saturday and Sunday November 16-17, 2024 (Annual)

*Saturday:* HitFM Hervey Bay 50

Spirit of Hervey Bay Barge2Beach 2km ocean swim

Giant Hervey Bay Aquabike

*Sunday:* Beach House Hotel Hervey Bay 100 long course triathlon

**ATTENDANCE** 950 individual competitors over two days with an additional 727 accompany individuals

**VENUE** Scarness Park, the Bay and the Esplanade  
Hervey Bay, Queensland

**ECONOMIC BENEFIT** Economic modelling indicates a rise in output of approximately \$2M\* to the Fraser Coast regional economy.

\* Figure is direct average night spend per person as per Tourism Research Australia. Modelling is presented by Economy i.d. - event impact calculator.

AJ2025



## 26TH AUSTRALIAN SCOUT JAMBOREE – AJ2025 YOUR QUEST, YOUR WAY



The jamborees are the largest scout camps in Australia, held every four years. Scouts, Venturers, Rovers, and leaders from around the world gather for an incredible 10 days.

The venue transformed into a small city, providing everything participants needed, including an outdoor concert arena, activity zones, a marketplace, campsites, retail outlets, live entertainment, a medical centre, dentist and a media hub.

**DATE** 6–15 January 2025

**ATTENDANCE** Youth participants – 6576  
Youth and Adult volunteers – 2539  
International participants – 58  
Visiting friends and relatives – up to 5000 estimated

**VENUE** Maryborough Showgrounds and Equestrian Park,  
Maryborough, Queensland

**ECONOMIC BENEFIT** Economic modelling indicates a rise in output of approximately \$12.9M\* to the Fraser Coast regional economy.

\* Figure is direct average night spend per person as per Tourism Research Australia. Modelling is presented by Economy I.d. – event impact calculator.



# Signature Regional Community

## Success

**Since its inception, the Regional Event Funding Programme has proudly supported numerous events across the Fraser Coast region.**

Here are a few:

1. 16ft and 13ft Australian Skiff Championships 2025
2. AMAQ Fraser Coast Medical Conference 2023 and 2025
3. Australian Scout Jamboree 2025
4. Bauple Nut Bash
5. Beach House Hotel Hervey Bay 100 Long Course Triathlon in 2024, 2025 and 2026
6. Brisbane Lions AFC
7. Burrum Coal Discovery Festival – Coalfest
8. Burrum Heads Easter Fishing Competition
9. Carols in the Country Tiaro
10. Cit In – Citroen Car Rally 2025
11. Conrodders North Coast Campout
12. Flavours 2023
13. Fraser Coast Agriculture Show (Annual)
14. Fraser Coast Paddlefest
15. Fraser Coast Rugby 7s Festivals in 2022, 2023 and 2024
16. Fraser Shorts Film Festival 2025
17. FraserPop 2024-2026
18. Hervey Bay Hockey Association – Over 60's Men's Masters Hockey Tournament – 2025
19. Hervey Bay Art Society – 37th Annual Regional Competitive Art Exhibition
20. Hervey Bay Carols by Candlelight (Annual)
21. Hervey Bay Half Marathon
22. Hervey Bay Historical Society Museum – Antiques Fair
23. Hervey Bay Historical Society Museum – Australia Day
24. Hervey Bay Historical Society Museum – Carols in the Village
25. Hervey Bay Offshore Superboat Championship Series
26. Hervey Bay Tennis Tournament
27. Hervey Bay Whale Festival
28. Inner Wheel Conference 2025
29. Mary Christmas CBD Street Party
30. Mary Easter Scavenger Hunt





31. Mary Poppins Festival
32. Maryborough and District Hockey Association – Core Cup 2024
33. Maryborough and District Hockey Association – Master's Men and Women State Indoor Hockey Championships 2023
34. Maryborough and District Hockey Association – Master's Women Outdoor State Hockey Championships 2024
35. Maryborough and District Hockey Association – Open Men Indoor Hockey State Championships 2023
36. Maryborough and District Hockey Association – Open Women Indoor Hockey State Championships 2023
37. Maryborough and District Hockey Association – Under 15 Boys Indoor Hockey State Championships 2023
38. Maryborough Christmas Carols (Annual)
39. Maryborough Masters Games
40. Maryborough Mayoral Morning Tea – 2024 and 2025
41. Maryborough Open Gardens
42. May in the Wide Bay
43. Model A Clubs of Australia – Model A Fords Biennial Meeting and Event: "A" Rally through the Canefields – 2024
44. National Championships of the Ancient and Honourable Guild of Australian Town Criers 2023
45. Photography Society of Queensland State Convention 2025
46. Queensland Beach Volleyball Tour
47. Queensland Mens Over 60's Masters Hockey Championships 2025
48. Queensland Pickleball Tournament Tour 2024 and 2025
49. Queensland Schools State Triathlon/Aquathon Championships
50. Queensland Youth Aldridge Equestrian Challenge 2025
51. Relish
52. Riverfest
53. Rotary Youth Driver Awareness (RYDA) Program
54. Royal Orchid Society Conference 2023
55. Scouts Queensland Cuboree 2023
56. Seagulls Rugby League – All Girls Statewide Carnival
57. Sounds of Rock 2024
58. Steamfest
59. Sunday in The Park – Maryborough
60. SurffX Burrum Windfest
61. Teebar Show Campdraft and Rodeo
62. Toogoom Family Fishing Competition
63. Torbanlea Picnic Races
64. Wings and Wheels 2024





# ELEVATING EVENT DELIVERY

For further information:  
Contact Council's Event Advisory Services  
via email [events@frasercoast.qld.gov.au](mailto:events@frasercoast.qld.gov.au)

Access event delivery information at  
**[frasercoastevents.com](http://frasercoastevents.com)**  
[Event Resources](#) | [Fraser Coast Events](#)

Advertise your local event for free  
[Sign in or Register](#) | [Fraser Coast Events](#)

Find-an-Event Calendar  
[Fraser Coast Events](#)

Apply for Funding Grants and Sponsorship  
[Fraser Coast Regional Council](#)

