Gold Coast | Global Event Destination

The Gold Coast is an events city! It is a city where the ‘have-a-go’ spirit is strong and people are proud to live, work and study. It is a city where people start a business, grow their business and raise a family.

The Gold Coast prides itself on dreaming up big events and executing them flawlessly. The successful staging of the largest sporting event this decade in the southern hemisphere – the Gold Coast 2018 Commonwealth Games is undisputed proof that the city has what it takes.

In the process the city gained many significant legacy assets such as; early extension of the light rail; several world class sporting venues; the largest soundstage in the southern hemisphere at Village Roadshow Studios; the new outdoor stage and continued development of Home of the Arts, just to name a few.

The city attracts international events and makes them quintessentially Gold Coast. The Gold Coast utilises its natural assets from the golden sands of its ocean beaches to the million-year-old rainforests in the hinterland.

Capitalising on its perfect weather conditions of year round moderate weather, modern, seamlessly connected transport systems and extensive tourism infrastructure, the Gold Coast rightly has a reputation as a world-class events city.
Letter from the Mayor

City of Gold Coast is rated one of the most desirable places in the world to live ranked on political, social, economic and environmental factors, personal safety and health.

It has long been one of Australia’s fastest growing cities with a current population of 600,000. But within the next 20 years this is expected to grow to 820,000.

At the same time, Gold Coast hosts 13 million visitors a year. Serviced by two international airports, Gold Coast is the gateway to 26 destinations worldwide provided by 30 airlines. With the exception of superjumbo aircraft, Gold Coast airport now caters for the largest international passenger jets.

This was fully tested last year when 1.1 million visitors and athletes came to stay for the two weeks of the Gold Coast 2018 Commonwealth Games, the largest event in the southern hemisphere for the past decade.

This was a massive test of the city’s organisational capability under the scrutiny of a global audience of 1.5 billion. Gold Coast passed with flying colours with tourism inflows already growing substantially. When you factor-in our warm, pleasant climate with 300+ days a year of sunshine, it is no wonder we have become very popular with athletes and sporting teams.

The Games delivered us a portfolio of new and upgraded sporting facilities that are truly world-class, catering for high performance training backed by outstanding expertise in fitness, nutrition, rehabilitation and conditioning.

Our success with the Games made it clear that specialising in major sporting events was the logical way to diversify our tourism sector while taking advantage of our new and enhanced infrastructure and the human resource capability that came with it.

Knowing that the viability of major events is dependent on community goodwill, City of Gold Coast ensured that volunteering was a core element of sustainability. We implemented a major engagement program to secure 15,000 volunteers. We attracted 46,000! Comprehensive scenario training was provided so this large cadre of eager enthusiasts can apply their enhanced skills for future events for many years to come.

The Games also provided the opportunity to diversify the city’s economic base further by re-purposing the Athletes’ Village into a high-tech industry precinct that is fast becoming Asia-Pacific’s pace-setting health and innovation hub. The area takes advantage of Gold Coast’s three internationally-recognised university campuses each of which offer specialist teaching and research into various aspects of sports performance and allied health fields.

Gold Coast is rightly known around the world for having some of the best lifestyles anywhere on earth - and for good reason. But we recognise that our magnificent natural beauty must keep pace with the prosperity and desirable lifestyle options we offer. Nearly 51% of our land mass is natural vegetation and we maintain more than 2,300 parks and gardens.

In recognition of the importance we place on being an international sport destination, City of Gold Coast has a dedicated team to assist you to bring your next training camp or major event here. We are all about Creating Value In Sport and we’d like to show you why.

For example, we adopted the Magic Millions $11 million-plus Race Series which is a world first concept that has been developed to make our Gold Coast Raceday one of Australia’s richest, and indeed one of the top ten richest race meetings in the world. It is a perfect demonstration of how a city’s core characteristics can be leveraged to build the image and reputation of a sporting event.

As a host city for international sporting events, Gold Coast is a winner: climate, venues, facilities, access and accommodation. All of world-class standard. And beyond anything else, we have proven expertise in making these events happen in a way that reflects great credit on both the sport and the organising body.

It’s a winning formula and we would love to talk to you about opportunities. Please ask us for any information you may want.

MAYOR TOM TATE
CITY OF GOLD COAST
2018 Commonwealth Games Host City

The international spotlight was on the Gold Coast for 11 glorious days in April 2018 for the Gold Coast Commonwealth Games. And shine we did.

The city hosted 6600 athletes and team officials from 71 nations and territories, in world class sporting stadiums and accommodation, in partnership with organisers and the Queensland Government. It was the largest sporting event in Australia in a decade.

A record breaking global audience of 1.5 billion people around the world has brought a renewed focus on sport on the Gold Coast, with more than $200 million invested in infrastructure at venues around the city.

Major legacy items such as the Gold Coast Aquatic Centre, which underwent a $41 million refurbishment before the Games including a new 50 metre competition pool, 50 metre training pool, dive platform and pool, indoor learn-to-swim centre, conference facilities, gymnasium and café have become a lasting image of the Games.

In addition, the Gold Coast Hockey Centre in Labrador, Broadbeach Bowls Club and Gold Coast Cycle Centre in Nerang have undergone major upgrades and are now capable of accommodating national and international level events.

The city is already enjoying bumper bookings at some of these facilities including the Coomera Indoor Sports Centre which hosted the gymnastics and netball finals during the Games, and the Gold Coast Sports and Leisure Centre, part of the larger $125 million Gold Coast Sports Precinct which includes Metricon Stadium, Carrara Indoor Sports Stadium and the surrounding sporting fields.

With this resounding success and experience under our belt, these Games have proved that the we are well on our way to becoming Australia’s next big event city.
1. THE GOLD COAST

Australia’s Gold Coast is moving forward in leaps and bounds. Strategically located in the Asia-Pacific rim, in the south-east corner of the state of Queensland, with easy access to two international airports, the Gold Coast is perfectly positioned as a destination for business, investment, study, sport, events, tourism and lifestyle.

With recent major improvements to the transport network, including the extension to G:Link which connected heavy rail (Airtrain) with light rail, as well as increased free public parking, the city now boasts seamless access to Brisbane International Airport, the main international airport servicing South East Queensland. The city is also connected by the Pacific Motorway allowing several road transfer options such as coach and car transfer between Brisbane Airport and the Gold Coast.

The city is situated in the perfect location for the ideal outdoor lifestyle, receiving an average of 10 hours of 25°C sunshine a day, approximately 300 days per year, 57 kilometres of pristine beach coastline and is home to more than half a million people. Beyond the city’s beautiful beaches are vast, easily accessible, sub-tropical rainforests with breathtaking scenery. Its temperate climate is especially beneficial for hosting major sporting events and festivals with a reduced likelihood of adverse weather conditions.

Its natural environment is an extraordinary asset and an integral part of its local identity and culture, along with its world famous beaches, protected waterways, parklands and heritage listed rainforests. With the recent hosting of the Gold Coast 2018 Commonwealth Games the Gold Coast invested over $200 million and partnered with major stakeholders to bolster that investment to obtain several new and upgraded major venues, including the Southern hemisphere’s largest sound stage at Village Roadshow Studio's, Gold Coast Hockey Centre, Coomera Indoor Sports Centre, Gold Coast Cycle Centre and Gold Coast Sport and Leisure Centre as part of the Gold Coast Sports Precinct at Metricon Stadium. These are only a small part of the wide variety of amenities that cater to large international events to small intimate occasions.

The Gold Coast is a global event destination, with studies showing that many of its international visitors have come specifically to attend a major event, festival or exhibition, and they stay on to experience the unique lifestyle and tourism options available.

Many of the city’s event facilities have been designed with participant and spectator experience in mind and take advantage of the subtropical climate that the Gold Coast is famous for. The City of Gold Coast understands the cultural, social and economic benefits of events and has a strong event community that works together to ensure the continued success of this important industry on the Gold Coast.
Accessing our city

The Gold Coast is serviced by two international airports – Gold Coast and Brisbane.

**Gold Coast Airport**

Gold Coast Airport is set to double its existing capacity with a $300 million expansion on the plans, aiming to cater for up to 16 million passengers through its gates annually and offering direct domestic and international services. Gold Coast Airport welcomes direct flights from all major Australian cities, including more than 25 services a day from Sydney and more than 15 a day from Melbourne and in December 2017 recorded a new record of just under 24,000 passengers in one day.

Direct flights are available from four New Zealand ports including Auckland, Christchurch, Wellington and Queenstown, with connections available from Auckland to the West Coast of USA and Canada. Other direct international services include Singapore, Malaysia, Japan and China.

Regular international air services are available from key Asian ports, including Kuala Lumpur, Singapore and Tokyo, offering long haul connections to the Middle East, Europe and UK.

**Brisbane Airport**

Brisbane Airport services 12 million travellers a year with 2.6 million through the international terminal and 9.5 million through the domestic terminal. Brisbane Airport is the arrival port for more than 34 airlines, with direct services to 28 international and 35 domestic destinations.

Total Number of Hotel Rooms Available

As one of Australia’s premier tourism destinations, the Gold Coast has an extensive range of accommodation options ranging from five-star international resorts to backpacker, caravan parks and homestay accommodation. The majority are located along the coastline in close proximity to many event precincts.

The total number of hotel rooms available on the Gold Coast is currently close to 40,000 including the recently added 57 luxury suites at The Darling by The Star, with an estimated 171 hotel rooms to be added by the Jewel building, Broadbeach, expected by mid-2019.

**QUICK FACTS**

- 57 kilometres of beach, including a World Surfing Reserve from Burleigh Point to Snapper Rocks
- 200 kilometres of navigable waterways
- More than 2600 parks covering 21,000 hectares
- 100,000 hectares of world heritage-listed rainforest
- Average summer temperatures: 19 – 29°C (66 – 83°F)
- Average winter temperatures: 9 – 21°C (48 – 69°F)
2. GOLD COAST VENUES AND SUPPLIERS

Current City Population

On the east coast of Australia, approximately 80 kilometres south of Brisbane, the Gold Coast is located within one of the country’s fastest growing regions. As Australia’s second largest Local Government Area, Gold Coast city is home to more than 592,300 people and has one of the fastest growing populations in Australia. Strong population growth, diversification of the economy and investment in strategic infrastructure are giving rise to new opportunities.

The city continues to go from strength to strength. It is anticipated that the Gold Coast will sustain strong and rapid population growth, with the population projected to reach more than 866,600 residents by 2036. This represents an annual increase of 2.1% per year on average over the next 20 years.

Gold Coast Venues

The Gold Coast boasts two multi-purpose stadiums (Metricon Stadium and Cbus Super Stadium) along with additional world-class sporting facilities including Olympic-standard swimming pools and athletic tracks and sport specific venues (hockey grounds, tennis centres, gymnasiums, sailing facilities, rugby union, soccer, cricket, AFL and beach volleyball).

Other venue options include extensive open spaces and a multi-use Gold Coast cultural precinct among a range of event-specific venues.
Event and Sport Suppliers

Gold Coast businesses were instrumental in delivering a highly successful Gold Coast 2018 Commonwealth Games. Our local suppliers are globally competitive in a range of major event industry sectors including:

- event management
- venue design
- product manufacturing and supply
- sports equipment and apparel
- event marketing and signage
- entertainment and special effects
- ceremonies
- video, media and MC services.

The Gold Coast has also become a hub for cutting-edge sport businesses; from manufacturers of high-performance sporting apparel, equipment and nutritional products to experts in sports coaching and management.

Special Incentives/Discounts Provided to Festivals and Events by Local Venues

Many local businesses work collaboratively with event producers to provide discounts and vouchers on food and beverage and city attractions for event participants.

This leveraging helps both parties achieve individual goals of enhancing the participant experience and also creating an economic impact. Study Gold Coast supports the event community by encouraging students to participate and volunteer at many of the City’s events.

Access to Industry Suppliers in the Local Market

The Gold Coast maintains a strong event infrastructure industry. Local vendors offer for hire, sufficient volumes of equipment referenced to stage several major events concurrently. Almost all event infrastructure for major events on the Gold Coast (including national-scale events) are locally sourced, illustrating the depth of the local market.

Additionally, the City offers a weighted preference for the engagement of local suppliers for all City-managed events by way of its “buy local” policy that gives the local industry a competitive edge over inbound suppliers.
**EVENT FACILITIES MAP**

### Facilities

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<thead>
<tr>
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<th>Facility Name</th>
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<tbody>
<tr>
<td>1</td>
<td>Cbus Super Stadium</td>
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<td>2</td>
<td>Carrara Sports Precinct</td>
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<td>3</td>
<td>Coomera Indoor Sports Centre</td>
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<td>4</td>
<td>Country Paradise Parklands</td>
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<tr>
<td>5</td>
<td>Currumbin Esplanade and Beach</td>
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<td>6</td>
<td>Doug Jennings Park – The Spit</td>
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<td>7</td>
<td>Evandale Parklands</td>
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<td>8</td>
<td>Gold Coast Aquatic Centre</td>
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<td>9</td>
<td>Gold Coast Broadwater Parklands</td>
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<td>10</td>
<td>Gold Coast Convention and Exhibition Centre</td>
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<td>11</td>
<td>Gold Coast Cultural Precinct</td>
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<td>12</td>
<td>Gold Coast Recreation Centre</td>
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<td>13</td>
<td>Gold Coast Turf Club</td>
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<td>14</td>
<td>HOTA</td>
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<td>15</td>
<td>Hinze Dam</td>
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<td>16</td>
<td>Justins Park</td>
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<td>17</td>
<td>Kirra Beach and Roughton Park</td>
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<tr>
<td>18</td>
<td>Kirra Hill Community and Cultural Centre</td>
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<td>Kurrawa Terrace</td>
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<td>Mermaid Beach Community Centre</td>
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<td>Metricon Stadium</td>
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<td>Pizzey Park</td>
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<td>Pratten Park</td>
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<td>25</td>
<td>Queen Elizabeth Park</td>
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<td>26</td>
<td>SkyPoint Observation Deck</td>
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<td>27</td>
<td>Surfers Paradise Foreshore</td>
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### Private Venues

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<tr>
<td>28</td>
<td>Bond University Events Centre</td>
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<td>29</td>
<td>Currumbin Wildlife Sanctuary</td>
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<td>30</td>
<td>Dreamworld and White Water World</td>
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<td>31</td>
<td>Griffith University</td>
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<td>32</td>
<td>Links Hope Island</td>
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<td>33</td>
<td>Miami Marketta</td>
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<td>34</td>
<td>O’Reilly’s Rainforest Retreat</td>
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<td>35</td>
<td>RACV Royal Pines Resort</td>
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<td>36</td>
<td>Sea World</td>
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<td>37</td>
<td>Sharks Events Centre</td>
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<td>38</td>
<td>Southport Yacht Club</td>
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<td>39</td>
<td>South Stradbroke Island – McLaren’s Landing</td>
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<td>40</td>
<td>The Collective</td>
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<td>41</td>
<td>The Star Gold Coast</td>
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<td>42</td>
<td>Warner Brothers Movie World</td>
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Cbus Super Stadium

Cbus Super Stadium is a $160 million, 27,400 seat stadium located at Robina. This multi-purpose, world-class sporting and entertainment stadium is the home of the Gold Coast Titans National Rugby League team. The stadium is capable of hosting corporate events, as well as a variety of community, cultural, music and sport events.

In April 2018, 52 Rugby Seven games were played at Cbus Super Stadium as part of the 2018 Gold Coast Commonwealth Games. The stadium is located within close walking distance to Robina Train Station (three minutes).

Capacity numbers:

27,400 permanent seats

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Bond University Event Centre

Beautiful sandstone arches, a glimmering lakeside setting and landscaped grounds create countless unique indoor and outdoor spaces. Bond University Events Centre is available for a multitude of events.

Bond University's function facilities are flexible and are designed to cater for events of all sizes. From large conventions, seminars and new product launches through to more intimate meetings, social functions and corporate programs.

Located in Robina on the Gold Coast, the Bond University Events Centre is easily accessible and offers free parking for all event attendees.

Capacity numbers:

1500
Coomera Indoors Sports Centre

Coomera Indoor Sports Centre is an important piece of community infrastructure for one of the Gold Coast’s fastest growing regions. This new, multipurpose facility accommodates a range of elite and community indoor sports such as netball, volleyball, futsal, gymnastics and basketball.

The venue has been designed to world-class competition standards. This premium complex is designed to be highly versatile, allowing for a variety of events including the ability to operate 8 basketball courts.

Key features include eight multi-use sports courts with a building footprint of 11,760 square metres, a gymnastics arena, six change rooms, eight meeting rooms, two first aid rooms, a court controller room, a kiosk, accessible amenities, nine bays of mobile seating (total 300 seats), 350 mezzanine seating and 200 car parking spaces.

A Gold Coast 2018 Commonwealth Games legacy project that was jointly funded by the Queensland Government, Australian Government and the City of Gold Coast; Coomera Indoor Sports Centre hosted both the Netball and Gymnastics – Artistic and Rhythmic at the Gold Coast 2018 Commonwealth Games.

Capacity numbers:

350 permanent
Option to expand to 7600 for major events
**Currumbin Esplanade and Beach**

Tucked away on the beachside of Currumbin Hill, this pocket has a slight seaside village feel.

The Esplanade and beach run just under one kilometre in length and offer ample space for a range of community and cultural events. Along the Esplanade are a range of quaint restaurants and cafes to complement events.

The Esplanade almost seamlessly integrates with the beach – with few barriers – allowing both environments to be incorporated into events.

This is the main location for the Swell Sculpture Festival, Queensland’s largest outdoor exhibition.

**Capacity numbers:**

50,000

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**Doug Jennings Park – The Spit**

Doug Jennings Park is a picturesque destination located at the northern end of the Spit – a peninsula that separates the beach and the Gold Coast Broadwater.

With the CBD backdrop across the Broadwater and ample open space, the park is used by major festivals and sporting events.

It is also a suitable location for events that require protected open waters.

Doug Jennings Park hosts a polo match as part of the annual Magic Millions Carnival and previously played host to music lovers at Summafielddayze.

**Capacity numbers:**

15,000
Gold Coast Broadwater Parklands

The Gold Coast’s world-class Broadwater Parklands offer a range of locations and facilities for hire, designed for everything from large scale events to small family gatherings.

Located adjacent to the Gold Coast CBD and along the Gold Coast Broadwater, the centrally located facility not only offers magnificent views and wide open spaces for community events, but also offers a number of more intimate locations such as the Pier and the Rooftop featuring the spectacular backdrop of the Surfers Paradise skyline. The protected open waters make the Broadwater Parklands popular for water-based events.

Broadwater Parklands played host to the marathon, swimming and triathlon as part of the Gold Coast 2018 Commonwealth Games.

Capacity numbers:

12,000 Great Lawn (main event space)
HOTA (Home of the Arts)

HOTA (Home of the Arts) brings the community together to engage with arts and culture, supporting the city’s broader cultural economy and creative industries and providing new employment and business opportunities.

On a 16.9 hectare site, within walking distance of Surfers Paradise, the Gold Coast cultural precinct promotes the city as a ‘must-visit’ international cultural tourism destination. Existing facilities include HOTA, surrounding parklands and the newly opened HOTA Outdoor Stage and concert lawn which can cater for audiences up to 5000 as well as double as a quality black box venue and accommodate seated functions for up to 250 people.

Construction is now underway for an international standard city gallery and pedestrian and cycle bridge connecting HOTA with nearby Chevron Island with connections to Surfers Paradise.

Capacity numbers:

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<th>Capacity</th>
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<td>5000 (VOS)</td>
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<tr>
<td>10,000+ (HOTA)</td>
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<td>1139 (Theatre, Panorama Suite and Showroom)</td>
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HOTA is building momentum for a richer, deeper arts and culture experience for the Gold Coast.

Surrounded by pristine rivers and tranquil gardens with exclusive Surfers Paradise skyline views, venue options include Gallery at HOTA, Lakeside Terrace, Paradise Showroom, Terrace Stage, Panorama Suite and The Basement.

Offering various configurations for performances and events the HOTA Outdoor Stage can be used for everything from full scale concerts to bespoke cocktail parties. The internal space can be used as a black box theatre or for smaller events.

HOTA Parklands

The parklands offer an open events space that can cater to a combination of land uses and for the more creative and adventurous water-based event activities given its feature lake.

With amazing views over the Nerang River, the Surfers Paradise skyline as your backdrop, the parklands offer a beautiful photographic opportunity for any event.
Gold Coast Convention and Exhibition Centre

Centrally located in Broadbeach, the Gold Coast Convention and Exhibition Centre (GCCEC) is surrounded by a multitude of accommodation options. The Centre has 18 meeting rooms of various sizes, a 6000 tiered seat arena divisible into three spaces, 10,000 square metres of exhibition space and 2000 square metres of parklands and external space. As part of the Gold Coast 2018 Commonwealth Games, the GCCEC hosted both the netball and basketball.

Capacity numbers:

6000

Gold Coast Aquatic Centre

The Gold Coast Aquatic Centre (GCAC) is a world-class swimming facility located in Gold Coast’s Broadwater Parklands. The outstanding facility provides many benefits to the Gold Coast and its residents, the venue can cater for a range of aquatic activities including swimming, water polo, underwater hockey, diving and synchronised swimming.

The centre also has community meeting rooms perfect for corporate events.

Most recently GCAC hosted the swimming and diving events during the Gold Coast 2018 Commonwealth Games after it had a $42 million upgrade as a Gold Coast 2018 Commonwealth Games legacy project and a joint funding initiative by the Queensland Government and the City of Gold Coast, providing the Gold Coast with a world-class swimming and diving facility.

The centre also hosted the globally televised 2014 Pan Pacific Swimming Championships.

This venue is an Elite Training Camp venue having hosted international teams in the past including; USA and Canada.

Capacity numbers:

1000 seats at the main pool
Option to expand to 12,500 for major events
Gold Coast Sports and Leisure Centre

This multi-purpose community facility opened in early 2017 and comprises two indoor halls connected by a pedestrian plaza. It supports a large range of sport and community facilities including function rooms, change rooms and administrative facilities. The mixed-use sports courts are designed to accommodate court sports including basketball, netball, indoor soccer, badminton, martial arts and more.

The Gold Coast Sports and Leisure Centre provides world-class competition and training facilities capable of hosting international sporting events such as the badminton, weightlifting and wrestling competitions during the Gold Coast 2018 Commonwealth Games.

Key features of the facility include 15 multi-use sports courts with a building footprint of 16,500 square metres, two halls, four official change rooms, eight team change rooms, function rooms, commercial kitchen, large media screen, indoor café, plaza, outdoor green area, accessible amenities and 400 undercover car parking spaces.

The centre has also hosted the 2017 Sudirman Cup (World Team Badminton Championships), national basketball league games, national volleyball and netball series as well as many mass participation sporting events.

Another Gold Coast 2018 Commonwealth Games legacy, is the National Squash Centre. Used during the Commonwealth Games, the courts were relocated to the Carrara Indoor Sports Centre as a Commonwealth Games legacy project that now hosts multiple national and world championship events including the Squash World Doubles Championships in June 2019 and the Squash World Junior Championships in July 2020.

The six permanent glass back squash courts (as well as glass show court) have movable court walls that allow for doubles ‘squash’ events and other sports and activities to access the space.

**Capacity numbers:**

- 5300 in main hall
Hinze Dam

Hinze Dam reopened to the public in December 2011 after a $395 million upgrade saw the dam wall raised by 15 metres, doubling the dam’s capacity and providing increased water security and flood mitigation to the Gold Coast.

The facilities include a state-of-the-art interpretive centre, lakeside parks, walking, bike and horse trails and barbeque facilities.

Hinze Dam is a great venue for an outdoor event such as a community meeting or celebration, business event, fishing competition or wedding.

Capacity numbers:

4000

Gold Coast Turf Club and Event Centre

Located in Bundall, the Gold Coast Turf Club is one of the country’s premier racing venues.

The club offers 16 bars and restaurants, including the Gold Coast Event Centre that can cater to more than 2000 people (cocktail style).

All dining and function rooms offer spectacular views and the club is ideal for intimate gatherings through to major conferences, weddings and events.

Capacity numbers:

2000 Event Centre
24,000 Turf Club
Kirra Beach and Roughton Park

Kirra Beach provides a unique opportunity for event organisers to hold major events directly on the beach.

With expansive beach available, backed by Roughton Park, this event space is suitable for a range of events from sporting and participation based events to more intimate arts and cultural events.

Roughton Park also features a DDA compliant accessible toilet design specifically for those with disabilities and special needs.

At the southern end of the Gold Coast this park is in close proximity to the Gold Coast Airport and is surrounded by extensive accommodation, restaurant and entertainment options.

Capacity numbers:

5000+

Kurrawa and Pratten Park

Located on the beachfront at Broadbeach, running over one kilometre in length, Kurrawa and Pratten Parks are a great location for major and community events.

The parks combined have access to beach volleyball courts, barbeque and picnic facilities; and located in the heart of the parks is the Kurrawa Surf Lifesaving Club and an all abilities playground.

With Broadbeach a popular tourist hub, the park is located close to accommodation, entertainment (including The Star Gold Coast) and restaurant options.

Capacity numbers:

20,000
Metricon Stadium

Metricon Stadium is one of the Gold Coast’s premier stadium facilities. This $144 million stadium is home to the city’s Australian Football (AFL) team, the Gold Coast Suns.

The stadium features an AFL oval that is also capable of holding International Cricket Council (ICC) cricket matches, concerts, soccer matches and athletics events. The stadium can host corporate events, as well as a variety of community, cultural, music and sport events.

The stadium boasts 25,000 seats, which was upgraded to 40,000 for the Gold Coast 2018 Commonwealth Games; the stadium hosted both the Opening and Closing Ceremonies as well as the Athletics – Track and Field competitions.

The venue has hosted major international music acts including; Foo Fighters and Queen (in 2020).

Elite cricket was hosted at the venue for the first time over the 2018–19 summer, featuring Australia v South Africa.

Capacity numbers:

- 25,000 permanent seats
- Option to expand to 40,000 for major events
- 52,000 for concerts (using field)

Kurrawa Terrace

Kurrawa Terrace is the city’s first absolute beachfront dedicated event site available for unique outdoor functions.

From a casual morning of group yoga followed by a healthy breakfast, to an elaborate sit down function for VIPs, this beachside location will be sure to impress.

The Kurrawa Terrace is an open, level, hard stand area that comes with access to power, access to water and programmable LED feature lighting around the site. The maximum size marquee that will fit on the size is a 15 metre x 15 metre with an additional area accommodating a 10 metre x 5 metre for back of house / utilities, with guests able to have a “toes in the sand” experience.

During the Gold Coast 2018 Commonwealth Games, Kurrawa Terrace transformed into Commonwealth House; The GC2018 Trade and Investment Venue. Commonwealth House served as an exclusive business hub during the Commonwealth Games where business leaders and key decision makers gathered to explore trade and investment opportunities.

Capacity numbers:

- 500
Mudgeeraba Showgrounds

Mudgeeraba Showgrounds is set amongst the tranquil valley of Mudgeeraba, located just a short drive from the centre of Gold Coast.

The grounds and hall provide a great location for fetes, shows, carnivals and community events. It has been the location of the annual Mudgeeraba Show for more than 40 years.

The facilities at the Showgrounds have been developed to ensure they cater to the growing number of people who attend the event each year.

Capacity numbers:

20,000

Pizzey Park

Pizzey Park is a fantastic multi-purpose venue that can cater for a range of events and sports. Located in Miami, this hub of sporting activity capitalises on the city’s natural assets and beautifully manicured ovals, walkways and cycle ways, canals and a skate and BMX park for all sporting levels.

There is a multitude of sports on offer at this venue including soccer, rugby league, rugby union, tennis, swimming, softball, netball, an athletics track, gymnastics and much more. Numerous clubs operate in Pizzey Park, which is a hub of activity every afternoon and weekend.

Capacity numbers:

30,000
Queen Elizabeth Park

With its beachside location, open space and proximity to Griffith Street – Coolangatta’s central shopping strip – Queen Elizabeth Park is a great space for major sport, cultural and music events. Located at the southern end of the Gold Coast, with its northern aspect, Queen Elizabeth Park is a great parklands venue during autumn and winter.

The park and extended foreshore area can cater to large-scale public events and is connected to electricity and water.

The park is located within a few kilometres of the Gold Coast Airport and has a wide variety of accommodation and entertainment options.

As part of the Gold Coast 2018 Commonwealth Games, the park hosted a beach volleyball arena and is also the location for the annual Cooly Rocks On rock and roll nostalgia festival.

Capacity numbers:

12,000

RACV Royal Pines Resort

Offering extensive event and conference capabilities set against perfectly manicured golf greens, Royal Pines is a popular conference and events venue.

It boasts a total of 14 versatile meeting spaces, 11 of which contain natural light, plus a recently upgraded 1500 square metre convention centre. A number of unique outdoor events spaces are also available.

Royal Pines also offers a 27-hole composite championships golf course, tennis courts, spa and health club and eight on-site restaurants and bars.

The resort hosts the Australian PGA Championship in December annually; Australia’s leading golf tournament.

Capacity numbers:

3000
SkyPoint Observation Deck

SkyPoint is located at the top of the iconic Q1 Residential Building and is the Gold Coast’s highest conferencing and events venue.

Level 2 offers a grand ballroom that can be converted into three smaller function rooms and is the perfect venue for conferencing.

Level 77 is perfect for gala dinners, cocktail functions, pre-dinner drinks and social functions. Level 78 has SkyPoint’s private function room, which offers spectacular, uninterrupted views from the coastline to the hinterland and beyond.

Capacity numbers:

1000

Sharks Events Centre

The newly refurbished Sharks Events Centre is a multipurpose facility. Located in Southport, the Centre has something for everyone, from the 735 square metre President’s Suite to the Medallion Rooms that offer a more intimate setting for up to 50 people.

Capacity numbers:

1000
Surfers Paradise Foreshore

The Surfers Paradise Foreshore connects the heart of Surfers Paradise to the beach in a safe and accessible public space perfect for recreational activities and events.

City of Gold Coast completed a $25 million upgrade of the Surfers Paradise foreshore in April 2011.

The foreshore is used extensively for music concerts, community events and cultural activities. It is also the location for the weekly beachfront markets.

Surfers Paradise Foreshore came alive during the Gold Coast 2018 Commonwealth Games as one of three main locations for Festival 2018; the multi-arts program for Gold Coast 2018 Commonwealth Games. Surfers Paradise Foreshore showcased 12 days of programming from 1pm daily with shows and performances for all ages; every night the Main Stage featured headline performances from 17 countries, specifically commissioned for Festival 2018.

Capacity numbers:
50,000+
The Star Gold Coast

A preferred venue for many high profile meetings and events and one of Australia’s largest residential conferencing properties, The Star Gold Coast convention facilities include a 1600sqm ballroom, 500sqm gallery and 1000 sqm permanent marquee.

Also available is a theatre, a 2000 seat tiered auditorium perfect for awards, ceremonies and performances and an Event Centre which can host up to 2,300 guests in the heart of a fully integrated resort. The theatre also boasts a purpose-built integrated movie projection booth and 3D projector.

The property showcases seven restaurants, five bars and a world class casino.

**Capacity numbers:**

4500
3. 2019 – 2020
MAJOR EVENTS CALENDAR

MAY 2019
Surfers Paradise LIVE
Gold Coast Open (surfing)
Blues on Broadbeach Music Festival
Sanctuary Cove International Boat Show
Gold Coast Running Festival

JUNE 2019
Australian Open Bowls Championship
Cooly Rocks On
TV Week Logie Awards
SeaFire
Squash World Doubles Championships

JULY 2019
Gold Coast Marathon
96km Kokoda Challenge
VIVA Surfers Paradise
Groundwater Country Music Festival
Australian University Nationals (Div 2)
**SEPTEMBER 2019**
- SWELL Sculpture Festival
- Robbie McEwen Granfondo
- Australian University Nationals (Div 1)
- Queensland Triathlon Series
- Gymnastics Australia National Clubs Carnival
- Australian Women’s Masters Hockey Championship

**OCTOBER 2019**
- Coolangatta Gold
- Buskers by the Creek
- Gold Coast 600 Supercars
- Kirra Criterium Classic (cycling)
- Tour De Valley (cycling)

**NOVEMBER 2019**
- Summer Cricket T20

**DECEMBER 2019**
- Australian PGA Championship
- Australian Volleyball Schools Cup
- New Year’s Eve Celebrations and Fireworks

**JANUARY 2020**
- Magic Millions Racing Carnival and Barrier Draw
- Queensland Triathlon Series

**FEBRUARY 2020**
- Eurovision Australia Decides
- Sand Safari Arts Festival
- Queen, The Rhapsody Tour music concert

**MARCH 2020**
- NRL Masters Carnival
- Australian Surf Life Saving Championships

**APRIL 2020**
- Gold Coast Triathlon – Luke Harrop Memorial
- Quiksilver and Boost Mobile Pro (World Surf League)
- Gold Coast Film Festival
- Gold Coast Superhero Weekend
- Bleach* The Gold Coast Festival
- Cooly Classic Ocean Swim

**TBA**
- 2020 Pan Pacific Masters Games (November – biennial)
- 2020 World Bowls Championships (May)
- 2020 World Masters Ultimate Championships
- 2020 Underwater Hockey Championships
- 2024 World Lifesaving Championships (August)
4. GOLD COAST SERVICES

Water and Power Accessibility

The City manages and maintains 2314 parks covering 16.474 hectares. These parks are heavily utilised by the community on a regular basis for family events, health and lifestyle sessions and community and major events. Due to the steady use of these parks and outdoor spaces, the majority have full access to power and water.

The City works closely with event and festival organisers to ensure any additional requirements for water or power are accommodated by electricians and plumbers on staff. Due to the Gold Coast lifestyle, many events are staged at outdoor venues. As a result the City has created a number of outdoor event spaces/precincts that have full access to electricity, water, bathrooms, parking, and Wi-Fi to assist organisers with event production.

Wi-Fi Accessibility throughout Venues

A free-Wi-Fi network is available in key precincts and venues across the Gold Coast.

‘The Surf Network’, provides users with no session limits/time-outs and a speed of around 25mps to 30 mps.

This free service, available in public spaces including Gold Coast Broadwater Parklands, Surfers Paradise and Broadbeach, is funded by the City to support local residents, small businesses and visitors to the city; who do not have access to high-speed internet. This brings the Gold Coast in line with other tech-advanced cities throughout the world.

This network also extends into venues throughout the city including:

Libraries
All City Libraries currently have free Wi-Fi services for both registered library patrons and visitors to a library site. This service is a dedicated library Wi-Fi network with excellent signal strength and a speed of 8-10mps.

Coolangatta, Helensvale, Southport, Broadbeach, Coomera, Runaway Bay, Palm Beach and Elanora already benefit from The Surf Network. Burleigh Heads, Burleigh Waters, Robina and Nerang are all on track to be completed by the end of 2019.

This service will be available 24x7 and offer a speed of 30mps per device limited at 4GB of both upload and download data transfer per day.

Community Centre

There is Wi-Fi accessibility in five of the City’s community centres, including Southport Community Centre, Helensvale Cultural Centre, Upper Coomera Centre, Ormeau Centre and Runaway Bay Youth Centre.

Sports Centre

City Wi-Fi also extends to sports centres; whilst the Gold Coast Aquatic Centre currently has accessibility for corporate access only, both free public Wi-Fi and corporate access is available in Coomera Indoor Sports Centre and Gold Coast Sports and Leisure Centre.
Hospital and Emergency Response Availability

Hospitals
The Gold Coast boasts the $1.7 billion state-of-the-art Gold Coast University Hospital (750 beds) and Health and Knowledge Precinct. The Precinct is home to a world-class research-intensive university, a clinically-driven teaching hospital and a cutting-edge private hospital (Gold Coast Private Hospital with 284 beds that can expand to 400 as demand requires).

The 200-hectare Precinct offers a uniquely dynamic and collaborative environment for diverse health and knowledge organisations to invest, cluster and grow. The Gold Coast is also serviced by Robina Hospital (364 beds), Pindara Private Hospital (348 beds) and John Flynn Private Hospital (334 beds).

Emergency response services on the Gold Coast:

Police
The Queensland Police Service (QPS) is the primary law-enforcement agency for the state. QPS also provide community education and support programs. QPS have a specialised unit dedicated to major events that is based on the Gold Coast.

Ambulance
The Queensland Ambulance Service (QAS) provides emergency medical assistance, treatment and transport through a network of 260 ambulance stations across the state.

Fire and Emergency
The Queensland Fire and Emergency Services (QFES) is the primary provider of fire and emergency services in Queensland.

State Emergency Service
The State Emergency Service is a volunteer emergency and rescue organisation dedicated to helping the community in times of disaster.

Surf Life Saving
Surf Life Saving Queensland is the state’s beach safety and rescue authority and a member of the volunteer marine rescue service.

City Lifeguard Service
The City employs the largest professional lifeguard service in Australia, which is responsible for the surveillance of the regions 52km of beaches.

Volunteer Marine Rescue
Volunteer Marine Rescue Queensland has a team of almost 1500 volunteers trained and dedicated to assisting with the preservation of life at sea.
Public Transportation Options

The Gold Coast is serviced by an integrated network of regional rail, light rail and local bus routes, an extensive network of cycle routes and shared-use paths that provide for safe and convenient active travel. Residents and visitors travelling to and from events on the Gold Coast are encouraged to plan ahead to understand their transport options. Where possible, spectators are encouraged to walk, cycle or use public transport to access venues.

On the Gold Coast there are now three primary modes of public transport to choose from – regional rail, buses and light rail. The Gold Coast regional rail line connects the Gold Coast to Brisbane, Logan and the rest of South East Queensland. The Gold Coast is serviced by seven rail stations. There are 45 daily week-day services between Brisbane and the Gold Coast (Monday to Friday).

Light rail network
The first stage of the G:Link light rail system extends 13 kilometres between the Gold Coast Health and Knowledge Precinct and Broadbeach. The second stage of the light rail system extends north from the Gold Coast Health and Knowledge Precinct to the Helensvale regional rail station, with stations at Parkwood East, Parkwood and Helensvale. There are 19 stations along the route in total. Services currently operate from 5am to midnight on weekdays and 24 hours a day on weekends. Service frequency is 7.5 minutes between the hours of 7am to 7pm on weekdays.

Bus network
The Gold Coast is serviced by 56 urban bus routes with more than 13,000 bus services operating each week. The bus network currently consists of nine high-frequency services.

There are approximately 1500 bus stops throughout the city.

Taxi services
The taxi fleet provides commercial passenger transport services across the Gold Coast. The operational taxi fleet consists of 29 per cent hybrid vehicles.

Water transport services
There are a number of privately operated services including courtesy water transport to resorts, water taxis, water sports, tourist and charter vessels that operate on the city’s waterways.

Uber
The Queensland branch of the Rideshare Drivers Association of Australia indicate there are more than 2000 Uber drivers servicing the Gold Coast.

The provision of public transport services on the Gold Coast is the responsibility of the TransLink division of Queensland Government’s Department of Transport and Main Roads.
All TransLink buses are low-floor, wheelchair accessible buses that meet the highest emission standards. The City is committed to improving the standard of its public transport infrastructure to ensure the public transport system is accessible and inclusive to all. By 2022, 100 per cent of bus stop infrastructure on the Gold Coast will be compliant with the requirements of the Disability Standards for Accessible Public Transport 2002.

The Gold Coast high-frequency public transport network offers the ability to ‘turn up and go’, with services operating at a frequency of 15 minutes or better at peak times. These services provide an attractive transport option to access a range of Gold Coast venues and activity precincts.

Parking Availability (Paid lots, meters, and free)

Some 9000 regulated on-street parking spaces are located across the city. Of these, 84 per cent are time limited, with around 1500 (16 per cent) paid or metered. Paid parking exists in Southport, Surfers Paradise, Bundall, Burleigh Heads and Broadbeach.

A number of paid and free privately-owned off-street public car parks are provided by private shopping centres and entertainment venues.

The City provides accessible parking for people with disabilities in all its core commercial precincts and off-street car parks throughout the city.

Holders of a valid disability parking permit (including interstate and overseas permits) are also exempt from metered parking fees in all the City’s on-street metered parking areas.

The City has invested $7.5 million in state-of-the-art parking technologies that provide real time/place data. Parking meter machines with the latest technology are now in operation, providing:

- flexible payment options
- ticketless convenience
- a payment app, that can also provide information on parking prices, locations, maximum stay and real time parking availability.

Park and ride facilities allow customers to park their vehicle and ride public transport to a venue, and are provided at all Gold Coast regional rail stations. An additional 1400 park and ride spaces have been delivered as part of two new facilities with the opening of stage 2 of the G:Link light rail in December 2017. Some part-time park and ride facilities are brought into service for major events, which rely on specially programmed shuttle bus services.

For the Gold Coast 2018 Commonwealth Games, the Boowaggan Road (Merrimac) park and ride site was upgraded to accommodate the needs of Metricon and Cbus Super Stadiums. The site is regularly utilised for park and ride access for major national and international sporting and cultural events and daily mass-transit needs. The Boowaggan Road Park and Ride site provides around 650 spaces.
Walking Paths, Bicycle Lanes

The city’s growing population, vibrant tourist industry and multiple centres make transport challenges unique. By encouraging Gold Coast residents and visitors to choose more sustainable methods of travel such as walking, cycling, carpooling and taking public transport, the aim is to reduce congestion, improve air quality, increase health and save money. As part of the Gold Coast Transport Strategy 2031, the aim is for as many daily trips as possible to include walking, cycling and public transport.

The Gold Coast has over 2000 kilometres of pathways and bikeways that link neighbourhoods, schools, parks, and interconnect with major transit routes. Cycling is becoming increasingly popular for commuting and recreation. There are a number of bicycle racks available for public use located at various key locations within activity centres. Bike storage facilities are also located at key locations along the light rail and provide a protected place to park your bike while making the most of Gold Coast public transport on the way to work, school, shopping or just getting out and about.

In the lead up to the Gold Coast 2018 Commonwealth Games, the City invested more than $10 million in the upgrade and enhancement of pedestrian paths, shared pathways and pedestrian crossings in key locations across the city, particularly within close proximity to sporting venues, transport hubs and arts and cultural activities.

Active transport infrastructure upgrades that will be delivered by 2019 include:

- new shared pedestrian and cycle paths in more than eight suburbs
- upgrades to a number of intersections and pedestrian crossings for increased capacity and pedestrian safety.
Community Festivals and Events

The Gold Coast offers a work-life balance unachievable in most of the world’s major cities. The proximity of our professional environment to stunning beaches and lush rainforests enables a truly enviable lifestyle.

Events play a significant role in the liveability, lifestyle, and image of the Gold Coast and provide benefits to the city’s economy, add to residents’ lifestyle opportunities and enhance the experience of visitors. The Gold Coast’s success in attracting events across the city, and hosting events of various sizes and types throughout the year, has earned us an enviable reputation as a global event destination. Establishing, nurturing, acquiring and delivering events that complement our competitive advantages of desirable lifestyle and stunning natural environment drive the Gold Coast’s event community to work collaboratively and aim high.
5. CITY SUPPORT FOR EVENT ORGANISERS

Direct Funding Support

The City provides direct funding support for event acquisition, growth and development through a variety of streams. Broad criteria for major event support are: the attraction of out-of-region visitors, economic outcomes through significant regional spending and promotion of the city as a global destination. Both the City and Queensland’s statutory body, Tourism and Events Queensland (TEQ), have various funding channels available to support events.

The City’s event support is tiered according to audience and anticipated outcomes.

- The CEU’s Major Events Support (support for significant events with a national or international profile). Funding is awarded via:
  - Community Grants Program (support for not-for-profit community events throughout the city).
  - The City’s Sports Business Investment Attraction Program (support for state and national sporting events).
  - Local Councillor Funds (community events targeted at residents).

Total annual City of Gold Coast funding for these programs exceeds $6 million.

TEQ invests in and/or supports events through cash and value in kind investments across three major program groups:

1. Major Event Investment
2. Queensland Destination Events Program (QDEP)
3. Business Events

Event organisers can apply for funding from TEQ and this is allocated based on how the event will:

- generate local economic activity and development in the host destination
- attract external visitation to the destination
- drive social and community outcomes for the host destination, noting the important link between community outcomes and economic benefits
- enhance the profile of the host destination
- foster community pride in Queensland.

In addition to the above three major program groups, the Queensland Government has committed to a further $36 million over three years for TEQ to attract more events to bring more visitors and create more jobs across Queensland.

The TEQ Events Strategy 2025 provides a framework to create a sustainable Queensland Events Calendar that ensures government investment is prioritised; events are integrated into both experience and destination marketing initiatives; required economic and social outcomes are met; and events continue to drive growth to achieve superior results against investment objectives.*

*Source: https://cdn2-teq.queensland.com/~/media/a3e02c764649a4dabb74c39f715881a7.ashx?sv=1&d=20170627T132041
Stakeholder Engagement

The City assists organisers with all of their event planning needs. As part of the approval process, the City engages all necessary stakeholders including the relevant emergency services, acting as the one-stop-shop for organiser’s convenience. The City is open for event business.

The QPS, QAS and QFES have regular communication with the City who are the authority on assessing event applications, issuing approvals and providing support and advice.

As part of the approval process, stakeholder meetings are held and relevant representatives for each event are in attendance. This measure ensures all precautions and risk mitigation functions are considered and put in place prior to the commencement of events.

In-kind Services Support

The City engages directly with private event producers (of all scales and budgets) throughout the approval, scheduling, planning, delivery and post of their events.

Through this engagement, private event producers access a range of in-kind support from the City, including:

- advice on selection of the event site
- direction to funding support avenues available from the City, the Queensland Government and other national and state entities (such as arts funding bodies)
- marketing support and inclusion within city news channels: online, newsletters etc.
- access to a suite of events toolkits and digital resources authored by the City, covering operational and administrative matters such as:
  - alcohol licensing
  - animal licensing
  - on-site recycling and waste management.

Events staged on City land may also access several in-kind City services such as:

- pre-event park grooming
- access to City-controlled onsite facilities
- pre bump-in marking of all underground services.
Event Approval

The City provides leadership to the Gold Coast’s event industry and assists event producers to comply with all requirements of delivering an event within the Gold Coast. The City provides absolute ‘one-stop shopping’ for event approvals, permits, operational and in-kind support and access to City-controlled event services.

Through engagement with the City, event producers access a single point of contact that will:

• consult on the scope and scale of their event
• arrange consultation with all relevant bodies and establish their conditions for event approval
• act as advocate or mediator with relevant bodies when required
• co-ordinate event approval and compliance with all conditions.

The City approves events staged on public land. The process begins with an online application from an event producer detailing the intended scale and activation of their event.

The City initially consults with producers on event demographic and content to ensure alignment with the venue and already scheduled events which may clash.

The City then engages with all relevant stakeholders, seeking conditions from these bodies on the proposed activation.

These bodies include:

• City Councillors
• City’s Traffic and Transport Branch
• City’s Environmental Health Services
• City Lifeguard Services
• City’s Park and Recreational Services
• Gold Coast Waterways Authority
• Translink
• Queensland Police Service
• Queensland Ambulance Service
• Queensland Fire and Rescue Service
• Queensland Government’s Liquor Licensing Unit
• Queensland Government’s Transport and Main Roads.

Once the event producer complies with operational conditions from the relevant bodies, the City issues an event approval. This process applies to events staged on outdoor public land as well as significant events held at indoor venues controlled by the City.

Broadly, the City and stakeholders seek to balance the needs of residents with the stated objectives of an event. Operational factors that might impact the amenity of the local community, such as noise and the frequency of major events, are given key consideration throughout the approval process.
Event Governance

The City maintains three committees to oversee event strategy, investment and planning within the city. These committees, staffed by representatives of the City and key stakeholders, are listed below.

**Major Events Strategic Planning Committee (strategy) Stakeholders**
- City of Gold Coast – Office of the Chief Operating Officer
- City of Gold Coast – City Events Unit
- Tourism and Events Queensland
- Destination Gold Coast

**Events, Tourism and Governance Committee (investment) Stakeholders**
- City of Gold Coast – City Events Unit
- Mayor
- Councillors
- City of Gold Coast – Office of the Chief Operating Officer

**Events Planning Group (planning) Stakeholders**
- City of Gold Coast – City Events Unit
- Surfers Paradise Alliance
- Broadbeach Alliance
- Connecting Southern Gold Coast
- HOTA
- City of Gold Coast – CBD Team
- City of Gold Coast – Broadwater Parklands Team
Local Laws, Ordinances, Regulations, Permits and Policies

The City manages a process for external event producers to streamline stakeholder consultation and event approval. Through this process, compliance with all relevant laws and regulation is ensured. Relevant examples are detailed below:

Noise ordinances
Noise abatement provision within the Queensland (State) Government’s Environmental Protection Act applies to all Gold Coast events, except those staged on licensed premises (where noise provisions are covered within the Liquor License). Non-licensed events must observe the requirements of the Act, which generally includes a noise reduction threshold after 10pm.

Traffic regulations
Traffic management measures are addressed within the City’s event approval process. Consultees include the City’s Transport and Traffic Branch, Queensland’s Department of Main Roads, the Queensland Police Service and, where appropriate, public transport providers. The City provides event producers a fair degree of flexibility around road closures and detours, depending on how often a given road is subjected to closures and diversions. The acceptable frequency of road closures is determined by numerous local factors such as entertainment precinct zoning and proximity to residential areas.

Alcohol service requirements
The supply of liquor at Gold Coast events is covered by the Queensland Government’s Liquor Act. To ensure compliance, the City connects producers of licensed events with representatives from the Office of Liquor and Gaming Regulation and the Queensland Police Service.

Compliance with the Act may include:
- the provision of security guards and police to a licensed event, with personnel numbers determined in ratio to overall attendance
- wristbanding methodology to identify of-age patrons
- signage, site control and other operational considerations.

Food safety
Food preparation must be addressed as part of the conditions required for event approval, with City Health Officers engaged during stakeholder consultation. Compliance requires food providers to be licensed and compliant with food handling and waste disposal practices.

Insurance requirements
The City requires minimum public liability insurance of up to $10 million for all events. Public liability of up to $20 million is required for events of a specific nature (i.e.: professional sporting events).

Major Events Local Law – In 2017 the City established a Major Events Local Law that facilitates the hosting of major events and makes it easier for large events to conduct their events on the Gold Coast. It provides greater flexibility to approve a major event and has stronger controls around ambush marketing, safety and commercialisation.

The Queensland Government is also able to implement a Major Events Act to better facilitate the delivery of significant events (i.e Gold Coast 600 Supercars Race).
Green Initiatives

The citywide Events Sustainability Working Group is tasked with developing and implementing sustainability measures at all Gold Coast events.

The City's Events Sustainability Working Group has also instituted sustainability KPIs around recycling bin placement and waste reduction for events receiving City funding. These measures were first applied to the GC600 Supercars race in October 2017, an annual event supported by the City that attracts almost 200,000 people.
Campaigns for City facilities and services

The City uses event activations to highlight services, healthy lifestyles and promote the Gold Coast’s liveability. Some examples are listed below:

- **Active Travel**: for those events marketed by the City, active travel messages are incorporated like: “you can cycle, walk or skate to the event, or hop on the light rail” in all collateral and advertising to encourage public transport use or active travel.

- **City Parks promotion**: for events staged in City controlled parks, promotion of the broader use of the property by including a link to the parks website is included in marketing collateral. On these sites, visitors can find event calendars, opening times and other relevant information.

- **Support for the tourism accommodation sector**: for the Gold Coast’s annual PGA Championships (golf event), the City includes prominent messaging about bringing family to the Gold Coast and making a short-term holiday stay around attending the event.

- **Sports Plan**: while promoting sporting events, messaging about the City’s publicly available Sports Plan is included. This plan aims to make the Gold Coast a leading sports destination through the hosting of sports events. The City also promotes to accommodation providers the benefits of providing sports-friendly facilities such as bike racks, gyms and sports equipment storage for guests.

- **Active and Healthy Program**: the City promotes its Active and Healthy program (healthy living activities and events) at all sporting or family events through information booths and merchandise giveaways (such as branded drink bottles and active wear).
6. MARKETING, MEDIA AND SPONSORSHIP

Gold Coast Tourism Corporation (Destination Gold Coast – DGC)

Destination Gold Coast (DGC) is a not-for-profit, marketing organisation that promotes the Gold Coast as a premier leisure, business and events destination on behalf of more than 500 members and 26,000 businesses that contribute to the Gold Coast tourism levy.

As the official destination marketing organisation for the City, DGC works with event organisers as a marketing extension to drive economic impact including overnight visitation, extended length of stay and increased visitor expenditure. This is in the context of both new and repeat visitors.

DGC draws on its 500+ member products including hotels, tour, attraction and restaurants to ensure that each phase of the traveller’s path to purchase is captured; with the ultimate goal of driving awareness, engagement and conversion. Where possible, DGC also ensures that events effectively contribute to and communicate the Gold Coast narrative to desired target audiences.

Additionally, DGC wants to ensure that event stakeholders deliver a successful event, both in terms of experience and commercial viability with a model that is sustainable for future years and growth.
Promoting Tourism

Destination marketing is ever evolving, as the travel landscape becomes increasingly competitive. Destination Gold Coast needs to protect and ultimately grow the market share to support our ultimate objective of driving overnight visitation and expenditure into the region.

The Gold Coast’s annual calendar of Festivals and Events allows DGC to:

- contribute to the overarching vision to become Australia’s most recommended destination
- highlight the diversity of experiences available within the destination. From Blues on Broadbeach Music Festival to GC600 or the Gold Coast Marathon, the City’s annual calendar of Festivals and Events rivals that of most internationally recognised capital cities
- manage the seasonality of the visitation cycle throughout the year to drive overnight stays during those need periods that are traditionally outside of school holidays and across the winter months
- drive room night generation
- drive visitor economy and expenditure
- encourage repeat visitation year-on-year
- enhance the visitor experience
- build brand equity by showcasing the functionality of the city through larger events as well as the size of events and festivals the city is capable of hosting
- through a diverse offering of events and festivals, DGC can tap into consumer travel markets that may not have previously considered the Gold Coast as a destination for travel (and travelled elsewhere otherwise)
- opening up the destination to be covered by media nationally and internationally
- to maintain and build on positive relationships nationally and internationally as a safe and trusted destination for sport and leisure events
- to provide an opportunity to showcase growth in infrastructure and continued development of the Gold Coast
- to leverage sporting and festival celebrities to increase the city’s profile nationally and internationally.
Convention Marketing

- Quiksilver and Roxy Pro – Save the Waves Coalition in partnership with local organisation the Gold Coast World Surfing Reserve Inc. will hold the Global Wave Conference 2020 immediately preceding the Quiksilver and Roxy Pro. The success of the International Surfing Symposium in 2017 that was held at the same time as this WSL event prompted local organisers to bid for and win the Global Wave International Conference for 2020
- Total BWF Sudirman Cup 2017 – Badminton World Federation AGM which attracted delegates from over 150 global federations to attend
- Gold Coast 2018 Commonwealth Games
- Sports Chiropractic Australia (SCA) and the International Federation of Sport Chiropractors (FICS) combined their conferences on the back of the Gold Coast 2018 Commonwealth Games to ensure a base of international members who were here for the Games
- Footwear Biomechanics Symposium 2017
- the Coaches House Meeting 2018 (supported by the Australian Sports Commission)
- Our Sporting Future 2015 and 2016
- the Anti-Doping Research Symposium 2017
- Gold Coast Marathon 2018 and consistently year on year – Chinese and Japanese incentive groups
- Sanctuary Cove International Boat Show – International Federation of Boat Show Organisers (IFBSO)2017/ combined with the International Council of Marine Industry Associations (ICOMIA) 2017
- GC600 often part of corporate incentives and sales meetings; as well as association conferences such as:
  - 2018 ANZSLA (Australian and New Zealand Sports Law Association)
  - Gilpin travel Group 2017 (New Zealand) Incentive
  - Go Vita Health conference 2012 and 2018 (Australia)
  - Powerbase New Zealand 2018
- ITU Championship round 2018 – Congress of the International Triathlon Union as part of the championship
- Squash Australia hosting the World AGM and National AGM in 2020 in conjunction with their championship event
- Australian PGA Round at RACV Royal Pines – often headliner for corporate incentive groups
- Infinitus 2018 – In May 2018 over 6,000 Chinese business delegates stayed for two weeks on the Gold Coast as part of the company’s incentive program. The program (largest Chinese incentive to Australia to date with 7000+ delegates) encompassed over 10 hotels, gala dinners held at the Gold Coast Convention and Exhibition Centre as well as many dining, shopping and tour experiences. The week was topped off by a series of dedicated street parties, in the heart of Surfers Paradise as an initiative between Destination Gold Coast, Surfers Paradise Alliance and the City of Gold Coast, who worked to ensure local traders maximised the opportunity.
- SportAccord 2019 – The world’s premier and most exclusive annual six day event at the service of sport, a first for Australia and the Gold Coast.
Sponsorship Support

The Gold Coast has an active and engaged events sponsorship sector, encompassing a range of locally based and national corporate sponsors of Gold Coast events. Many major events staged on the Gold Coast attract sponsorship across several tiers of support: naming rights, in-kind operational support and promotional support.

Some prominent corporate sponsors of Gold Coast events include:

- Gold Coast Airport (Gold Coast Marathon, Swell Sculpture Festival)
- Fox Sports (GC600 Supercars)
- Virgin Australia (GC600 Supercars)
- ASICS (Gold Coast Marathon, ITU World Triathlon)
- JEEP (Quiksilver and Boost Mobile Pro)
- Griffith University (Bleach* Festival, Blues on Broadbeach)
- KPMG (Bleach* Festival).

The Gold Coast 2018 Commonwealth Games sponsors ranged from several local, national and international brands such as Longines, KPMG, Optus, The Star Gold Coast and Griffith University Gold Coast campus.

Media Support

Gold Coast events enjoy regular support from Gold Coast media across print, radio, web and broadcast TV. This support covers pre-event promotion, onsite (and often live) coverage and post-event reporting. Most major (and several mid-tier) Gold Coast events have ongoing media sponsorship arrangements with local broadcast news, radio and print media. These arrangements generally include:

- the production of pre-event advertising by the media partner (TVC or press ad production and placement)
- onsite coverage, often including a live outside broadcast from the event site
- general news media commitment, such as pre-event media promotion and post-event reporting.

National media profile

National media routinely supports events staged on the Gold Coast, such as a national live broadcast of the Anzac Day ceremony. The city’s coastal profile makes it particularly attractive to national media, and the global exposure brought about by the hosting of the Gold Coast 2018 Commonwealth Games has increased its appeal internationally as well.
International sports events

Sport has been a major focus for the City over the past 10 years, culminating in the hosting of the Gold Coast 2018 Commonwealth Games. The capacity to host international events, coupled with the City’s infrastructure and expertise, make the Gold Coast an elite sporting destination. GC2018 helped to strengthen the reputation of the Gold Coast as a world-class event leader.

The City now capitalises on the opportunity international sports events provide by inviting highly-targeted leads to the city and to leverage international events to drive targeted business and trade events. Some of the world’s best sporting venues are now positioned on the Gold Coast, a legacy that will continue to benefit the Gold Coast in future years.

Whilst the Gold Coast may already be known as an active destination, GC2018 provided an opportunity for the city to leverage the Games and expand the sports attraction program, generating increased trade and investment outcomes for the local sport industry.

This is being achieved through the following initiatives:

- Attraction of sporting bodies (both national and international) to set up a presence in the city. Most recently, the Gold Coast has attracted four new sporting organisations to relocate to the Gold Coast:
  1. Triathlon Australia
  2. Mountain Bike Australia
  3. Squash Australia
  4. Federation of International Basketball Association (FIBA) Oceania
- Attraction of high performance sporting teams for Gold Coast based training camps and acclimatisation programs. Since the implementation of the Gold Coast Sport Plan (2013–2023), over 100 sporting initiatives have been attracted to the city, including state and national championships, and elite training camps
- Showcase the city’s sport capability in areas such as manufacturing, sport infrastructure, design and construction, and event management


During the recent 2017 Sudirman Cup (World Team Badminton Championships), the City hosted delegates from across the Asia-Pacific region with a VIP experience that encompassed significant promotion of trade and investment opportunities within the city.

High Performance Training

A growing number of high-profile sport teams choose to train on the Gold Coast for its sport excellence and innovation; from cutting edge research in sport science and leading coaching techniques. In recent years, the city has hosted elite teams including Manchester City Football Club, Spanish Villarreal CF Football Club, English Rugby League team and the American, Chinese and Japanese swim teams for pre-event or pre-season training.

An influx of training camps from over 50 of the top athletes across five sports from Oceania also participated in training camps ahead of GC2018. Teams included Canada Athletics, Canada Swimming, New Zealand Bowls, Northern Ireland Athletics, Northern Island Swimming, India Athletics
and Singapore Swimming. Athletes trained at some of the Gold Coast’s elite sporting venues and underwent sport science testing and analysis with Griffith University.

The City also offered the same VIP experience program during the Gold Coast 2018 Commonwealth Games, in partnership with the Queensland Government.

**Trade 2018**

The City partnered with the Queensland Government on Trade 2018, a trade and investment program targeted at strengthening trade ties across the Commonwealth and boosting the city’s international business profile.

The program was linked directly to the Gold Coast 2018 Commonwealth Games and included:

- targeted inbound and outbound missions
- international activations via business receptions and investor briefings run concurrently with the GC2018 ‘Queen’s Baton Relay’
- an extensive Games-time business hosting program

**A new knowledge focus**

For businesses to relocate to the city, the presence of relevant, highly-skilled personnel and opportunities to collaborate and co-locate are a big advantage.

The city’s ability to attract events and people specific to key growth sectors is a significant part of new marketing strategies being developed by the City.

As an example, the promotion of health industry events at the Gold Coast Health and Knowledge Precinct (based between Griffith University and Gold Coast University Hospital) will be used throughout the health sector to promote the city as an operational base.

**Investment Attraction Program**

The City’s Investment Attraction Program incorporates a suite of investment attraction services for inbound business. A significant component of the program is a financial assistance package that seeks to attract event and sport investment into the city that aligns to the Economic Development Strategy 2023 and the Gold Coast Sport Plan 2023.

Through the program, private sector organisations delivering significant events to the city are provided financial assistance to make choosing the Gold Coast easier.

**Sporting body headquarters = major sporting events**

The Investment Attraction Program has already produced significant event sector outcomes, with several peak sporting bodies assisted in relocating their corporate headquarters to the city under contractual agreements to also bring with them their major events.

**Elite Training Camps**

The City has a very successful program of targeting and attracting national and international high performance sporting teams for Gold Coast based training camps, as a key feature of the Gold Coast Sport Plan.
8. EVENT SNAPSHOTS

Gold Coast: the perfect host

TV Week Logie Awards
Working closely with the Queensland Government, the owners of the TV Week Logie Awards sought a new home for the first time ever outside of Melbourne, Victoria. A collective arrangement with the City of Gold Coast, Tourism and Events Queensland and Destination Gold Coast saw the event secured for the Gold Coast from 2018 to 2020. The event brings together top TV talent for a night to celebrate the television industry.

ITU World Triathlon Series
With the Gold Coast 2018 Commonwealth Games secured, the City, in partnership with Tourism and Events Queensland, approached organisers to bring the ITU World Triathlon Series Grand Final race (the world’s largest triathlon event) to the city. Featuring up to 5000 athletes, the event brought many sporting and economic benefits to the city. The event was held in September 2018 out of the Gold Coast Broadwater Parklands.

An investment offer was made on a four-year package of events: three years of hosting a smaller leg of the ITU, before hosting the larger Grand Final and age group championships in 2018. At site inspection, the ITU delegation highlighted the city’s built and natural assets. Following the 2018 staging, the Gold Coast became the only city in the world to have hosted the Grand Final and age group championship events three times.

2018 World Parachute Championships
The City acquired the 2018 World Parachute Championships following a competitive bid process. Event producers listed the city’s price point accommodation options and picturesque landscapes (that will deliver incredible backdrops to the event’s aerial component) as two central reasons for the successful acquisition.

Groundwater Country Music Festival
The Groundwater Country Music Festival, a free music event staged over three days, has grown in activation and attendance each year. The City continues to invest strongly in this Festival as the Gold Coast aspires to raise its profile as a live music city.
Sudirman Cup 2017 (World Team Badminton Championships)

The Sudirman Cup was staged within a new sporting venue built specifically for the Gold Coast 2018 Commonwealth Games, the Gold Coast Sports and Leisure Centre. Badminton Australia, Badminton Oceania and Tourism and Events Queensland worked with the City on the successful bid, which proved an invaluable operational trial for the Commonwealth Games facility. The Gold Coast overcame Singapore and Switzerland in early rounds of the bid process, and faced Glasgow (who offered use of their fresh and proven 2014 Commonwealth Games venues) in the final bid round.

When the Badminton World Federation (BWF) visited the Gold Coast for the final inspection, the heads of the organisation took a helicopter ride over the city. The event producers’ focus was on broadcast capability (the Sudirman Cup plays to a TV audience of 5 million in 140 countries) rather than in-venue attendance. Showcasing the city’s considerable visual assets to the BWF, VIPs in such a dramatic fashion proved the city’s photogenic worth (and therefore appeal to television audiences) and the Gold Coast won the bid. The 2017 Sudirman World Cup was the first to be staged outside of Europe or Asia in the event’s 28-year history.