Adopted Report

of the

Events, Tourism & Governance Committee Meeting

held

Thursday 8 February 2018

at

2pm

City of Gold Coast Council Chambers
135 Bundall Road
Surfers Paradise
# Index

**Adopted Report**

**Events, Tourism & Governance Committee Meeting**

**Thursday, 8 February 2018**

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**Closed Session**

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**KEY:**

- OCEO - Office of the Chief Executive Officer
- WW - Water and Waste
- TI - Transport and Infrastructure
- OCOO - Office of the Chief Operating Officer
- LC - Lifestyle and Community
- OS - Organisational Services
- EDMP - Economic Development & Major Projects
- EPE - Economy, Planning and Environment
RESOLUTION  G18.0213.016  moved Cr La Castra  seconded Cr Boulton

That the Report of the Events, Tourism and Governance Committee Recommendations of Thursday, 8 February 2018, numbered ETG18.0208.001 to ETG18.0208.003, be adopted.

CARRIED

ATTENDANCE

Cr R La Castra  (Chairperson)
Cr P C Young
Cr D Gates
Cr W M A Owen-Jones
Cr K L Boulton
Cr P A Taylor
Cr D I McDonald
Cr G M O'Neill
Cr Tozer  visitor

Mr A J McCabe  Chief Operating Officer
Mr G Potter  Director Organisational Services
Mr R McNab  Executive Officer City Events
Mr S Brook  Co-ordinator City Events

APOLOGY / LEAVE OF ABSENCE

Nil

PRESENTATIONS

Nil
ITEM 1
OFFICE OF THE CHIEF OPERATING OFFICER
EVENTS TOURISM AND GOVERNANCE COMMITTEE ACTION LIST AND FORWARD PLANNING SCHEDULE
LG115/1328/01/2018(P1)

(751) Events, Tourism and Governance Committee 22 February 2018

| City Contracting Plan 2017-18 update and Quarterly Acquittal 1 October 2017 to 31 December 2017 | Organisational Services |

(752) Events, Tourism and Governance Committee 8 March 2018

| Surfers Paradise Alliance – Bi-annual Performance Review | Office of the Chief Executive Officer |
| Broadbeach Alliance – Bi-annual Performance Review | Office of the Chief Executive Officer |
| Cyber Security Policy and Standards | Office of the Chief Operating Officer |

RECOMMENDATION

It is recommended that Council resolves as follows:

That the list of proposed Agenda Items for the Events, Tourism & Governance Committee be noted.

Authorised by:
Joe McCabe
Chief Operating Officer

TRACKS REF: # 54648256

COMMITTEE RECOMMENDATION ETG18.0208.001
moved Cr McDonald seconded Cr Taylor

That the list of proposed Agenda Items for the Events, Tourism & Governance Committee be noted.

CARRIED
CLOSED SESSION
LOCAL GOVERNMENT ACT 2009 AND SUPPORTING REGULATIONS

PROCEDURAL MOTION
Moved Cr Gates seconded Cr Boulton

That the Committee move into Closed Session pursuant to section 275 (1) of the Local Government Regulation 2012, for the consideration of the following items for the reasons shown:-

<table>
<thead>
<tr>
<th>Item</th>
<th>Subject</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>2020 World Ultimate and Guts Championship</td>
<td>Prejudicial Matter</td>
</tr>
<tr>
<td>3</td>
<td>2019 – 2021 Quiksilver and Roxy Pro</td>
<td>Prejudicial Matter</td>
</tr>
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</table>

CARRIED

PROCEDURAL MOTION
moved Cr Gates seconded Cr PC Young

That the Committee move into Open Session.

CARRIED
ITEM 2 ECONOMIC DEVELOPMENT AND MAJOR PROJECTS
2020 WORLD ULTIMATE AND GUTS CHAMPIONSHIP
CM787/789/04/08(P1)

1 BASIS FOR CONFIDENTIALITY

1.1 I recommend that this report be considered in Closed Session pursuant to section 275 (1) of the Local Government Regulation 2012 for the reason that the matter involves:
   (e) contracts proposed to be made by it; and
   (h) other business for which a public discussion would be likely to prejudice the interests of the local government or someone else, or enable a person to gain a financial advantage.

1.2 I recommend that the report/attachment be deemed non-confidential except for those parts deemed by the Chief Executive Officer to remain confidential in accordance with sections 171 (3) and 200 (5) of the Local Government Act 2009.

2 EXECUTIVE SUMMARY

Not Applicable.

3 PURPOSE OF REPORT

The purpose of this report is to consider an investment into the 2020 World Ultimate and Guts Championship that the Australian Flying Disc Association are bidding for and are proposing to hold at the Runaway Bay Sports Precinct in September 2020.

4 PREVIOUS RESOLUTIONS

Not Applicable.

5 DISCUSSION

5.1 Applicant

Mathew Ryan
WUGC Bid Director
Australian Flying Disc Association Inc.
1 Eccles St, Ermington NSW 2115
0434 275 661
www.afda.com
mat33ryan@optusnet.com.au
ABN - 54 767 962 634

5.2 Event Background

The Australian Flying Disc Association (AFDA) in conjunction with the Queensland Ultimate Disc Association are in the final stages of submitting a bid to host the next World Ultimate and Guts Championship (WUGC2020) on the Gold Coast, to be hosted over 8 days in September 2020. WUGC2020 will attract approximately 90 teams, 2300 athletes and 1500 media, officials and spectators from over 35 different nations globally and the event is the peak competitive event for the sport of Ultimate (also known as Ultimate Frisbee). Based on comparisons to equivalent events in the City’s Major Events portfolio, this event has the ability to inject in the vicinity of $6.5 million into the Gold Coast economy.
Ultimate is a non-contact team sport played with a flying disc (frisbee). The sport has a high profile in the northern hemisphere, particularly in countries such as the United States, Canada and throughout Europe, where various professional leagues exist. The game of ‘Guts’ is a modified version of Ultimate and is titled in reference to a trademarked brand name.

The WUGC is owned by the World Flying Disc Federation (WFDF), the international federation governing the sport, and the event is held every 4 years. Bids are currently being called to host the 2020 event, with the WFDF making the final decision as to a host destination in early March 2018. Bids for the 2020 event are expected from Singapore, Netherlands and both North and South America. The WUGC have been held since 1983, with 11 nations represented at the inaugural event in Gothenburg, Sweden. Australia first attended the event with a team in 1988 and a WUGC has never been held in Australia (see Figure 1 below).

<table>
<thead>
<tr>
<th>Year</th>
<th>Host Destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>London, England</td>
</tr>
<tr>
<td>2012</td>
<td>Sakai, Japan</td>
</tr>
<tr>
<td>2008</td>
<td>Vancouver, Canada</td>
</tr>
<tr>
<td>2004</td>
<td>Turku, Finland</td>
</tr>
<tr>
<td>2000</td>
<td>Heilbronn, Germany</td>
</tr>
<tr>
<td>1998</td>
<td>Blaine, Minnesota, USA</td>
</tr>
<tr>
<td>1996</td>
<td>Jonkoping, Sweden</td>
</tr>
<tr>
<td>1994</td>
<td>Colchester, UK</td>
</tr>
<tr>
<td>1992</td>
<td>Utsonomiya, Japan</td>
</tr>
<tr>
<td>1990</td>
<td>Oslo, Norway</td>
</tr>
<tr>
<td>1988</td>
<td>Leuven, Belgium</td>
</tr>
<tr>
<td>1986</td>
<td>Colchester, UK</td>
</tr>
<tr>
<td>1984</td>
<td>Luzerne, Switzerland</td>
</tr>
<tr>
<td>1983</td>
<td>Gothenburg, Sweden</td>
</tr>
</tbody>
</table>

At WUGC2016 in London, the National Ultimate Association hosted 113 teams from 35 nations (2600 participants) along with 2000 spectators. The tournament ran across 5 divisions and games were broadcast around the world attracting 660,000 livestream views as well as significant social media engagement. At this event, Australia finished with a bronze medal in the Men’s Division and a silver medal in the Mixed Division, to end with an overall 2nd place ranking behind the United States.

If successful in being awarded the rights to host the event on the Gold Coast, WUGC2020 will showcase the Gold Coast as a leading sports and holiday destination to a new and significant global audience via live and on-demand broadcast services. It will also contribute to the Gold Coast maintaining its reputation as a global event destination.
5.3 Program

The WUGC2020 event (if held on the Gold Coast) is proposed to take place over 8 days in September 2020 (6 – 13 September) at the Runaway Bay Sports Precinct (refer Figure 2 below).

![Figure 2 – WUGC2020 proposed site map at Runaway Bay](image)

The event will utilise the following venues –

- Runaway Bay Sports Super Centre (managed by QLD Department of Education)
- Runaway Bay Sports Precinct West (managed by City)
- Runaway Bay Sports Precinct East (managed by City)
- Runaway Bay Indoor Stadium (managed by City). Organisers to establish if full venue required or offices and storage only.

Each day of the event will contain 4 game slots (8:30, 10:30, 12:30 and 2:30). Each day will have a 6pm feature game integrated with social activity at the Tournament Village, running though until 10pm. Day 8 of the competition will conclude with the grand finals, presentation ceremony and social function.

5.4 Attendance

WUGC have been hosted on 14 previous occasions. The last event was in London, England in 2016 where 2600 competitors were involved. The attendance figures forecast for the Gold Coast are based on a slight decrease from this number, due to the location of Australia in relation to the countries were this sport is most popular (i.e. United States, Canada and most European countries). Organisers are forecasting the following for WUGC2020:

- unique competitor numbers – 2300
- others attendances (media, officials and spectators) - 1500
- number of countries competing – 35
- percentage of competitors from out-of-region – over 99% (refer Figure 3 below)
The popularity of the sport is growing throughout the Asian market, with countries such as China, Philippines, Singapore, Japan, Taipei, Hong Kong and India likely to participate in a southern hemisphere event. Participation from these countries will counteract any non-attendance from countries that view Australia as potentially too far or expensive to travel to.

5.5 Marketing Summary

Targeted marketing of this event will occur through the relevant state, national and international bodies of the sport. These organisations regularly communicate to their members and this will ensure that details of WUGC2020 are provided to the specific target markets for the event.

Organisers will seek a major Australian broadcast partner for the event. They expect the finals to be broadcast locally free-to-air (via channels 7, 9, 10, ABC or SBS). In addition, there will be a continuous livestream (online) broadcast service of the Championships.

The City, in conjunction with Tourism and Events Queensland (TEQ) and Gold Coast Tourism (GCT) will work collectively to disseminate event information across their communication channels to provide greater awareness of the event. This is in addition to supplying teams with tourism information about the Gold Coast to ensure their length of stay is maximised.

Early planning from Tourism Australia and TEQ are indicating a renewed focus on the North American market in the coming years. With the significant popularity of the sport of Ultimate in the United States, the acquisition of this event could provide opportunities to further promote the Gold Coast as a global event destination.
ITEM 2 (CONTINUED)  

ECONOMIC DEVELOPMENT AND MAJOR PROJECTS
2020 WORLD ULTIMATE AND GUTS CHAMPIONSHIP
CM787/789/04/08(P1)

5.6 Outcomes and Benefits

The acquisition of this event is based on the desire to maintain the Gold Coast’s reputation as a global events destination in addition to the economic benefits that will flow from the 2300 participants and 1500 other attendees (media, officials and spectators) that will attend. With over 98% of the competitors travelling internationally to participate, there is a projected economic impact of $6.5 million into the Gold Coast economy from this 8 day event. This projection is based on comparison to the Australian Open Bowls event which is the most closely aligned event in the City’s major events portfolio (refer Figure 4 below).

<table>
<thead>
<tr>
<th>Category</th>
<th>2017 Australian Open Bowls</th>
<th>WUGC2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Days</td>
<td>13</td>
<td>8</td>
</tr>
<tr>
<td>Attendance</td>
<td>4313</td>
<td>3800</td>
</tr>
<tr>
<td>Out-of-region attendance</td>
<td>81%</td>
<td>99%</td>
</tr>
<tr>
<td>International attendance</td>
<td>9%</td>
<td>98%</td>
</tr>
<tr>
<td>Economic impact</td>
<td>$6.33 million</td>
<td>$6.5 million (projected)</td>
</tr>
<tr>
<td>City investment</td>
<td>$150,000</td>
<td>$100,000 (proposed)</td>
</tr>
</tbody>
</table>

Figure 4 – WUGC2020 comparative event analysis

A significant number of teams will arrive in the region early to compete against local teams to warm-up and acclimatise to the conditions. In addition, many players will stay on after the event to enjoy the destination. Given that over 98% of participants will be overseas travellers, most will likely take advantage of the event to visit the tourism offerings of the Gold Coast which could lead to greater economic outcomes than what is currently projected.

Local sporting clubs who use the Runaway Bay Sports Precinct Cricket fields will benefit from the field upgrades that will take place should this event proceed. In addition to this, there is an opportunity to re-establish (there was a club operating out of Bond Uni in 2014) a permanent, viable and active Ultimate club in the city, providing opportunities for local residents looking to participate in an alternative year-round active and healthy sport.

5.7 Funding Request

Organisers are forecasting a total required operating budget of REDACTED to manage and deliver this event to the level required. The majority of these funds will be raised through registration fee’s (approximately $400 per person), with additional funds raised through both commercial and government partners. REDACTED

Organisers are requesting an investment of REDACTED from the City that will be used to –

- hire the venues to run the event
- hire of temporary infrastructure
- subsidise ground transportation for participants
- support local signage and advertising.
In addition to this, organisers have indicated that the Runaway Bay Sports Precinct Cricket fields 2 and 3 do not meet the expected standards for a World Championships (with specific reference to poor quality of grass and lack of consistency in field surface). Given these fields are proposed to host up to 6 Ultimate fields (and are located right in the middle of the complex), their quality is vital to the success of the bid and the hosting of a world standard event.

Parks and Recreation Services have advised that $37,500 of work is required to bring the level of these fields up to the required World Championship standard. In order to complete works within optimum sports turf growing periods and to work around existing users, work would need to start in August 2018. These funds would be used specifically on the Sports Precincts Cricket fields 2 and 3 (that will house 6 x Ultimate fields) for:

- irrigation (increase in service)
- weed treatment
- amendment program and fertilizing (material to improve the soil and decrease nutritional deficiencies)
- coring (mechanical removal of soil core), which is then dragged back across the surface and broken up to top dress the surface. This de-compacts and aerates the field
- topdressing (application of soil or sand to alleviate undulations and unevenness of the surface).

Quotes have also been sought for the Council managed venues that will be required to host the event and they are as follows-

- all fields in Runaway Bay Sports Precinct (east and west) - $1,298
- Runaway Bay Indoor Stadium - $22,500 (Organisers to establish if full venue required or offices and storage only).

### 5.8 Sponsor Benefits

As a government partner, the City logo will be embedded within all event advertising including:

- event posters and signage
- external advertising across all media (print, online, TV etc)
- merchandise
- broadcast services (commercial “Free to Air” TV and online broadcast)
- social media campaign with relevant tourism messages.

### 6 ALIGNMENT TO THE CORPORATE PLAN, CORPORATE STRATEGIES AND OPERATIONAL PLAN

2.0 Prosperity built on a strong diverse economy

2.5 We are a globally recognised tourism destination.
   Our city attracts visitors from all over the world.

3.0 People contribute to a strong community spirit

3.2 We are proud of our city.
   We are a vibrant community committed to success.
7 GOLD COAST 2018 COMMONWEALTH GAMES IMPACT

If favorable for the Gold Coast, the announcement of the host destination could be held off until the 2018 Gold Coast Commonwealth Games to leverage the global interest in the city at that time.

8 FUNDING AND RESOURCING REQUIREMENTS

REDACTED

- REDACTED
- REDACTED
  - REDACTED
  - REDACTED

9 RISK MANAGEMENT

There are no significant strategic risks associated with this event. Operational risks will be assessed and addressed as detailed planning and preparation evolves.

10 STATUTORY MATTERS

All appropriate legislative requirements will be addressed during the operational planning and approval processes.

11 COUNCIL POLICIES

Not Applicable.

12 DELEGATIONS

Not Applicable.

13 COORDINATION & CONSULTATION

The following internal and external stakeholders have been involved to date:

<table>
<thead>
<tr>
<th>Name and/or Title of the Stakeholder Consulted</th>
<th>Directorate or Organisation</th>
<th>Stakeholder Satisfied With Content of Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ray McNab, Executive Officer</td>
<td>City of Gold Coast, City Events Unit</td>
<td>Yes</td>
</tr>
<tr>
<td>Nicole Waters, Executive Coordinator</td>
<td>City of Gold Coast, Corporate Communication</td>
<td>Yes</td>
</tr>
<tr>
<td>Kate Barr, Director Global Consumer Marketing</td>
<td>Gold Coast Tourism</td>
<td>Yes</td>
</tr>
<tr>
<td>Brendan McNally, Senior Recreational Services Officer</td>
<td>City of Gold Coast, Parks and Recreation</td>
<td>Yes</td>
</tr>
</tbody>
</table>
ITEM 2 (CONTINUED)  ECONOMIC DEVELOPMENT AND MAJOR PROJECTS
2020 WORLD ULTIMATE AND GUTS CHAMPIONSHIP
CM787/789/04/08(P1)

14 STAKEHOLDER IMPACTS

Organisers are currently communicating with all users of the Runaway Bay Sports Precinct to secure written confirmation of ‘no objection’ in order to apply for access to the required fields across the proposed dates. This includes the Runaway Bay soccer, rugby, cycling and little athletics clubs. These conversations are ongoing with 80% of users providing a letter of no objection to organisers to date.

15 TIMING

If successful in being awarded the right to host the event on the Gold Coast, the event will be held from 6 - 13 September 2020. This places the event into the major events calendar directly before both the Division 1 Australian University Nationals (should they be held in the city in 2020) and Swell Sculpture Festival, and also outside of the peak school holiday period.

16 CONCLUSION

The Australian Flying Disc Association in conjunction with the Queensland Ultimate Disc Association are in the final stages of submitting a bid to host the next World Ultimate and Guts Championship (WUGC2020) on the Gold Coast, to be hosted over 8 days in September 2020. WUGC2020 will attract approximately 90 teams, 2300 athletes and 1500 media, officials and spectators from over 35 different nations globally. The World Flying Disc Federation will make a final decision on the host destination for the 2020 event in early March 2018, with bids from Singapore, Netherlands, and both North and South America expected. If favourable for the Gold Coast, the announcement of this decision could be held off until the 2018 Gold Coast Commonwealth Games to leverage the global interest in the city at that time.

Ultimate, also known as ultimate frisbee, is a non-contact team sport played by players with a flying disc (frisbee). The sport has a high profile in the northern hemisphere, particularly in countries such as the United States, Canada and throughout Europe, where various professional leagues exist. The game of ‘Guts’ is a modified version of Ultimate and is titled in reference to a trademarked brand name.

The acquisition of this event is based on it contributing to the Gold Coast maintaining its reputation as a global event destination in addition to the economic benefits that will flow from the significant number of interstate and international visitors that will attend (projected to be 99% of the total audience). This translates to a projected economic impact of $6.5 million into the Gold Coast economy from this 8 day event. The popularity of the sport is growing throughout the Asian market, with countries such as China, Philippines, Singapore, Japan, Taipei, Hong Kong and India likely to participate in a southern hemisphere event. Participation from these countries will counteract any non-attendance from countries that view Australia as potentially too far or expensive to travel to.

Local sporting clubs who use the Runaway Bay Sports Precinct Cricket fields will benefit from the field upgrades that will take place should this event proceed. In addition to this, there is an opportunity to re-establish (there was a club operating out of Bond Uni in 2014) a permanent, viable and active Ultimate club in the city, providing opportunities for local residents looking to participate in an alternative year-round active and healthy sport.
ITEM 2 (CONTINUED)  ECONOMIC DEVELOPMENT AND MAJOR PROJECTS
2020 WORLD ULTIMATE AND GUTS CHAMPIONSHIP
CM787/789/04/08(P1)

The recommended investment into this event is based on aligning to the outcomes achieved from other events within the City’s major events portfolio. In particular, the 2017 Australian Open Bowls event is also a mass participation sporting event achieving very similar levels of attendance.

17 RECOMMENDATION

It is recommended that Council resolves as follows:

1. That the report/attachment be deemed non-confidential except for those parts deemed by the Chief Executive Officer to remain confidential in accordance with sections 171 (3) and 200 (5) of the Local Government Act 2009.

2. That the applicant (Australian Flying Disc Association Inc.) be advised that Council will invest a maximum amount of $100,000 (plus GST) in the 2020 World Ultimate and Guts Championship, via:
   a. $37,500 (plus GST) in-kind support to prepare the Runaway Bay cricket fields 2 and 3 to the required world competition standard
   b. $22,500 (plus GST) in-kind / in-value support to contribute to Runaway Bay Indoor Stadium venue hire costs
   c. $20,000 (plus GST) cash
   d. $20,000 (plus GST) performance based visitation component, payable where more than 1500 unique interstate / international event related visitors attend.
   e. waiving of all parks related fees

3. Support is subject to the organiser:
   a. being awarding the right to host this event on the Gold Coast
   b. engaging with Gold Coast Tourism to:
      i. coordinate marketing and promotion of the event so as to attract additional visitors to the city
      ii. deliver out-of-region competitors with a range of tourism related products to support overnight stays and visitor expenditure around the event.

4. That the source of funds be:
   a. ED57100006 Major Events Support, cost centre 1005309 ($18,750 in 2018/19)
   b. Considered as part of budget deliberations:
      i. $18,750 in 2019/20
      ii. $62,500 in 2020/21

5. The Chief Executive Officer be authorised to negotiate and execute an Agreement detailing a comprehensive list of deliverables.
ITEM 2  ECONOMIC DEVELOPMENT AND MAJOR PROJECTS
2020 WORLD ULTIMATE AND GUTS CHAMPIONSHIP
CM787/789/04/08(P1)

COMMITTEE RECOMMENDATION  ETG18.0208.002
moved Cr Taylor   seconded Cr Boulton

1 That the report/attachment be deemed non-confidential except for those parts
debated by the Chief Executive Officer to remain confidential in accordance with
sections 171 (3) and 200 (5) of the Local Government Act 2009.

2 That the applicant (Australian Flying Disc Association Inc.) be advised that Council
will invest a maximum amount of $100,000 (plus GST) in the 2020 World Ultimate
and Guts Championship, via:

   f. $37,500 (plus GST) in-kind support to prepare the Runaway Bay cricket fields
      2 and 3 to the required world competition standard
   g. $22,500 (plus GST) in-kind / in-value support to contribute to Runaway Bay
      Indoor Stadium venue hire costs
   h. $20,000 (plus GST) cash
   i. $20,000 (plus GST) performance based visitation component, payable where
      more than 1500 unique interstate / international event related visitors attend.
   j. waiving of all parks related fees

3 Support is subject to the organiser:
   a. being awarding the right to host this event on the Gold Coast
   b. engaging with Gold Coast Tourism to:
      iii. coordinate marketing and promotion of the event so as to attract
           additional visitors to the city
      iv. deliver out-of-region competitors with a range of tourism related
           products to support overnight stays and visitor expenditure around the
           event.

4 That the source of funds be:
   a. ED5710O006 Major Events Support, cost centre 1005309 ($18,750 in 2018-19)
   b. Considered as part of budget deliberations:
      iii. $18,750 in 2019/20
      iv. $62,500 in 2020/21

5 The Chief Executive Officer be authorised to negotiate and execute an Agreement
detailing a comprehensive list of deliverables.

CARRIED UNANIMOUSLY
ITEM 3  ECONOMIC DEVELOPMENT AND MAJOR PROJECTS
2019 – 2021 QUIKSILVER AND ROXY PRO
CM787/789/04/08(P1)

1  BASIS FOR CONFIDENTIALITY

1.1 I recommend that this report be considered in Closed Session pursuant to section 275 (1) of the Local Government Regulation 2012 for the reason that the matter involves:
(e) contracts proposed to be made by it; and
(h) other business for which a public discussion would be likely to prejudice the interests of the local government or someone else, or enable a person to gain a financial advantage.

1.2 I recommend that the report/attachment be deemed non-confidential except for those parts deemed by the Chief Executive Officer to remain confidential in accordance with sections 171 (3) and 200 (5) of the Local Government Act 2009.

2  EXECUTIVE SUMMARY

Not Applicable.

3  PURPOSE OF REPORT

The purpose of this report is to consider an investment to secure the 2019 - 2021 Quiksilver and Roxy Pro to be held at Snapper Rocks.

4  PREVIOUS RESOLUTIONS

At its meeting on 17 November 2015, Council resolved as follows:

a  That the report/attachment be deemed a confidential document and be treated as such in accordance with sections 171 (3) and 200 (9) of the Local Government Act 2009 and that the document remain confidential unless Council decides otherwise by resolution.

b  That the Chief Executive Officer be authorised to negotiate and execute appropriate contractual arrangements to secure the event for a three year term (i.e. 2016, 2017, and 2018):
   (i) with Council’s level of support being $150,000, plus GST, per event;
   (ii) with Sponsor Benefits to the satisfaction of the Chief Executive Officer including based on those outlined in the report including those outlined as ‘Additional Leveraging Opportunities’

c  That the source of Funds be ED5710O006 "Major Events Support",

d  That support to this event is an exercise of Council’s Beneficial Enterprise Powers.
5 DISCUSSION

5.1 Applicant

Renee Purcell
Director of Partnerships
World Surf League
147 Bay Street, Santa Monica, California, USA, 90405
M: +1 310 384 9090
E: rpurcell@worldsurfleague.com
W: www.worldsurfleague.com

5.2 Event Background

Council has a contract with the World Surf League (WSL) for the Quiksilver and Roxy Pro (World Championship Tour surfing events) to be held on the Gold Coast up to and including the March 2018 event. This report outlines the opportunity to re-secure the event for the city for an additional 3 years (2019 – 2021).

All World Championship Tour (WCT) events are now owned and operated by the WSL who are wholly owned by Zosea Media Holdings, a US based private equity firm. This ownership model has prompted a more commercial focus of the events, to grow audiences and ultimately attract a broader sponsorship base beyond the standard surf industry sponsors. The WSL is the sole governing body and league for professional surfing globally and consists of 174 global events, 2200 athletes and 800+ live broadcast hours annually.

The Quiksilver and Roxy Pro has become a Gold Coast icon in its own right. First staged as the Stubbies Classic in the 1970’s it went on to become the Billabong Pro until 2000 when it became known as the Quiksilver and Roxy Pro which still remains today. The event sees the world’s top 34 males and top 18 females, who qualify for the WSL WCT, descend on the Gold Coast for the first event of the tour season.

The WSL also hosts its annual Awards Nights on the Gold Coast aligned to the event, crowing the men’s and women’s champions of the previous season and hosting surfers, surf industry, media and surf industry veterans from all over the world.

The event involves the Gold Coast community with Surfing Queensland managing site infrastructure, catering supplied by Rainbow Bay SLSC and many southern businesses enjoying weeks of increased trade across the event window.

5.3 New World Championship Tour Schedule

The WSL has conducted a significant review of the WCT with the ultimate goal of putting the best surfers on the planet into the best waves on the planet. REDACTED
The WSL plan to release the full schedule (with all locations and dates) in the coming weeks. A man-made wave has also been added to the WCT for the first time in 2019, to be hosted in a wave pool in California.

5.4 Attendance

The WSL have worked hard in recent years to develop the on-site experience at their events. With reference to the Quiksilver and Roxy Pro, this includes viewing decks to create the feeling of ‘stadium surfing’, bars overlooking Snapper Rocks, high profile musicians playing during the event window, sponsor activations including free surfboard rentals, yoga and tai chi along with food and beverage offerings and merchandise. The continued development of this is designed to drive visitation to the event, enhance the overall on-site experience both in and out of the water and immerse the audience in the event to keep them on-site longer.

Combining these initiatives with the increasing popularity of the sport of surfing (35 million surfers worldwide\(^1\)), alongside of the strategic priority of the WSL to drive engagement, speak directly to the millennial audience and desire to achieve explosive growth, attendance at the event in recent years has dramatically increased (refer Figure 1 below).

Figure 1: Quiksilver and Roxy Pro attendance 2014 - 2017

\(^1\) Source: Repucom 2014
In addition to increasing levels of attendance, the Quiksilver and Roxy Pro obtained 49% of their audience from out-of-region in 2017 (refer Figure 2 below). It is an objective of the City, Tourism and Events Queensland (TEQ) and WSL that this out-of-region component continues to grow, to ensure the primary economic impact of this event continues to also increase.

![Figure 2: Geographic breakdown of 2017 Quiksilver and Roxy Pro event attendees](image)

### 5.5 Marketing Summary

The WSL are a leading sport in terms of the quality and distribution of their global broadcast, which has resulted in a large growth in their total audience numbers. The event is webcast via WSL’s custom-developed digital-first distribution platform, as well as being broadcast on Fox Sports in Australia and other linear distribution partners around the world (including ESPN Brazil, ABC USA, MCS Extreme France, CBS USA). The WSL has a team of over 60 broadcast staff working on each event and produce a world-class webcast and broadcast of the event. The new broadcast distribution platform developed by the WSL has seen millions of new fans tune into surfing events around the world, generating new interest in the sport, new sponsorship opportunities, and new ways for brands to tap into an audience of surf and travel lovers.

In early 2018, WSL will announce Facebook as their exclusive live broadcast platform providing significant digital reach and allowing for millions of incremental fans to be exposed to WSL content and events. Facebook is the most dominant player in the digital world, particularly so given they own Instagram and this will see both organisations promote WSL content and drive the message of tuning into the live events (giving event promotions significant digital reach). WSL will still maintain their linear broadcast partners but they will only be showing WSL cut down shows post-event.
In 2018, the WSL will purchase advertising space at airports throughout Australia and around the world to promote the WCT and the Quiksilver and Roxy Pro and they plan to do this again in 2019. The marketing mix will also include radio advertising, Quiksilver retail stores nationally and TV advertising through WSL’s broadcast partners.

In addition to this, Gold Coast Tourism will use the event as part of their aggregated event marketing campaigns, with the sole purpose of driving visitation to the city and the event.

5.6 Outcomes and Benefits

The Quiksilver and Roxy Pro is one of the leading events in the City’s major events portfolio in terms of assisting the Gold Coast to maintain its reputation as a global event destination. This truly global event, promotes the Gold Coast’s natural assets to a worldwide audience, highlighting Snapper Rocks as the leading right hand point break in the southern hemisphere and bolstering the Gold Coast’s brand and claim as the top surf destination in Australia. This is derived from not only attendance at the event itself, but from the significant digital reach and engagement the Quiksilver and Roxy Pro achieves (2017 highlights below)-

- 3,249,921 unique fans watched the live event online
- fans logged a total of 10,357,129 video plays (which included video on demand and the live event)
- 58 minutes was the average time fans spent watching

The largest component of the economic benefit of this event is the year round visitation from surf and outdoor enthusiasts seeking a Gold Coast surf / ocean experience. In addition to the flow-on tourism benefits (post-event), the event itself is seeing growth with larger attendance numbers (over 38,000 in 2017), increasing visitors who are primarily on the Gold Coast to attend the event (49% of the total 2017 audience)
6 ALIGNMENT TO THE CORPORATE PLAN, CORPORATE STRATEGIES AND OPERATIONAL PLAN

2.0 Prosperity built on a strong diverse economy
   2.5  We are a globally recognised tourism destination.
       Our city attracts visitors from all over the world.

3.0 People contribute to a strong community spirit
   3.2  We are proud of our city.
       We are a vibrant community committed to success.
   3.6  We are an active and healthy community.
       We enjoy our city and its enviable climate.
ITEM 3 (CONTINUED) ECONOMIC DEVELOPMENT AND MAJOR PROJECTS
2019 – 2021 QUIKSILVER AND ROXY PRO
CM787/789/04/08(P1)

7 GOLD COAST 2018 COMMONWEALTH GAMES IMPACT

Not applicable.

8 FUNDING AND RESOURCING REQUIREMENTS

Funds to support an investment into this event are recurrent in the City Events Unit budget and will be available from budget centre ED57100007 Special Events – Tourist Parks Tax Equivalent, cost centre 1005356.

9 RISK MANAGEMENT

There are no significant strategic risks associated with this event. Operational risks will be assessed and addressed as detailed planning and preparation evolves.

10 STATUTORY MATTERS

The event is overseen by State Government agencies (e.g. Queensland Police Service) and is subject to Council’s Local Laws. Compliance with relevant legislative requirements will be addressed by the applicant in planning the event.

11 COUNCIL POLICIES

Not Applicable.

12 DELEGATIONS

Not Applicable.

13 COORDINATION & CONSULTATION

The following internal and external stakeholders have been involved to date:

<table>
<thead>
<tr>
<th>Name and/or Title of the Stakeholder Consulted</th>
<th>Directorate or Organisation</th>
<th>Stakeholder Satisfied With Content of Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ray McNab, Executive Officer</td>
<td>City of Gold Coast, City Events Unit</td>
<td>Yes</td>
</tr>
<tr>
<td>Nicole Waters, Executive Coordinator</td>
<td>City of Gold Coast, Corporate Communication</td>
<td>Yes</td>
</tr>
<tr>
<td>Kate Barr, Director Global Consumer Marketing</td>
<td>Gold Coast Tourism</td>
<td>Yes</td>
</tr>
</tbody>
</table>

14 STAKEHOLDER IMPACTS

The event offers benefits to the city and its residents through direct economic impact from event visitation and by way of promotion of the city’s image and brand as a world-class surfing, tourist and sports destination. Key stakeholders are TEQ, Gold Coast Tourism, tourism operators, the surf industry, surfing community and the broader community.
The WSL is the sole governing body and league for professional surfing globally and consists of 174 global events, 2200 athletes and 800+ live broadcast hours annually.

Operating since the 1970’s, this event sees the world’s top 34 males and top 18 females descend on the Gold Coast for what will be the third stop on the 2019 WCT. Formerly the WCT opening event, a new opportunity presents itself where the Quiksilver and Roxy Pro can be marketed at the events proceeding them (Hawaii and Portugal) providing a significant level of new benefits to the current partnership.

The WSL have worked hard in recent years to develop the on-site experience at their events. Combining this with the increasing popularity of the sport of surfing, alongside of the strategic priority of the WSL to drive engagement, speak directly to the millennial audience and desire to achieve explosive growth, attendance at the event in recent years has dramatically increased (over 38,000 in 2017). The event also achieves significant digital reach and engagement with highlights from the 2017 event including over 3.2 million unique fans watched the event online, over 10 million video plays were logged with an average watch time of just under one hour.

The Quiksilver and Roxy Pro is one of the leading events in the City’s major events portfolio in terms of assisting the Gold Coast to maintain its reputation as a global event destination. This truly global event, promotes the Gold Coast’s natural assets to a worldwide audience, highlighting Snapper Rocks as the leading right hand point break in the southern hemisphere and bolstering the Gold Coast’s brand and claim as the top surf destination in Australia.

Organisers present a highly professional product, are experts in utilising their digital assets and are motivated to work with local stakeholders to drive significant outcomes for this event. It is recommended that the increased investment request is subject to a performance based visitation component, to ensure a return on any additional investment.
ITEM 3 (CONTINUED)  ECONOMIC DEVELOPMENT AND MAJOR PROJECTS 2019 – 2021 QUIKSILVER AND ROXY PRO CM787/789/04/08(P1)

17  RECOMMENDATION

It is recommended that Council resolves as follows:

1. That the report/attachment be deemed non-confidential except for those parts deemed by the Chief Executive Officer to remain confidential in accordance with sections 171 (3) and 200 (5) of the Local Government Act 2009.

2. REDACTED

3. Support is subject to the applicant:
   k. having a signed contract in-place with Tourism and Events Queensland
   l. securing all statutory approvals for the event
   m. engaging with Gold Coast Tourism to:
      a. coordinate marketing and promotion of the event so as to attract additional visitors to the city and
      b. deliver out-of-region audiences with a range of tourism related products to support overnight stays and visitor expenditure around the event;

4. That the source of funds be ED57100007 Special Events – Tourist Parks Tax Equivalent, cost centre 1005356

5. The Chief Executive Officer be authorised to negotiate and execute an Agreement detailing a comprehensive list of benefits and deliverables.

Author:  Authorised by:
Steve Brook  Joe McCabe
Coordinator - Events  Chief Operating Officer
24/01/18
ITEM 3  ECONOMIC DEVELOPMENT AND MAJOR PROJECTS
2019 – 2021 QUIKSILVER AND ROXY PRO
CM787/789/04/08(P1)

COMMITTEE RECOMMENDATION  ETG18.0208.003
moved Cr McDonald  seconded Cr O’Neill

1. That the report be deemed non-confidential except for those parts deemed by the Chief Executive Officer to remain confidential in accordance with sections 171 (3) and 200 (5) of the Local Government Act 2009, with the attachment remaining confidential unless Council decides otherwise by resolution.

2. That the applicant (World Surf League) be advised that Council will invest a maximum amount of cash and in-kind as indicated in the Confidential Attachment.

3. Support is subject to the applicant:
   a. having a signed contract in-place with Tourism and Events Queensland
   b. securing all statutory approvals for the event
   c. engaging with Gold Coast Tourism to:
      i. coordinate marketing and promotion of the event so as to attract additional visitors to the city and
      ii. deliver out-of-region audiences with a range of tourism related products to support overnight stays and visitor expenditure around the event;

4. That the source of funds be ED5710O007 Special Events – Tourist Parks Tax Equivalent, cost centre 1005356

5. The Chief Executive Officer be authorised to negotiate and execute an Agreement detailing a comprehensive list of benefits and deliverables.

CARRIED UNANIMOUSLY

There being no further business the meeting closed at 2.27pm.
ITEM 3 (CONTINUED)
2019 – 2021 QUIKSILVER AND ROXY PRO
CM787/789/04/08(P1)

REDACTED
These Pages
Numbered 1 to 27
Constitute The Report Of The Meeting
Of The Events, Tourism & Governance Committee
Held Thursday 8 February 2018