

# CAIRNS & GREAT BARRIER REEF EVENT STRATEGY 2025 EXECUTIVE SUMMARY



TOURISM  
TROPICAL NORTH  
QUEENSLAND



Cairns  
REGIONAL COUNCIL



# CAIRNS & GREAT BARRIER REEF EVENT STRATEGY

The Cairns & Great Barrier Reef (C&GBR) Event Strategy 2025 defines the region's priorities for event attraction, optimisation, and growth, as well as a framework for developing a year-round calendar of events.

Tourism is a major contributor to the economy of Tropical North Queensland, with 2.5 million domestic visitors with a direct expenditure of \$4.4 billion in 2022.

Leisure tourism is the largest segment of the region, but visitation peaks and troughs throughout the year. Event visitors base their decision to travel to a destination on when the event is being held, so hosting events during shoulder and low season is an effective strategy to boost visitation.





EVENTS GENERATE SIGNIFICANT ECONOMIC VALUE AND CONTRIBUTE TO THE REGION'S DESTINATION PROFILE, DRIVING VISITATION AND LENGTH OF STAY.





## VISION

TNQ WILL BE INTERNATIONALLY RECOGNISED AS A UNIQUE, NATURAL AND VIBRANT MAJOR EVENTS DESTINATION.

## OBJECTIVES

In 2015, Cairns Regional Council (CRC) and Tourism Tropical North Queensland (TTNQ) jointly developed the Event Prioritisation Strategy 2015–2020 with the objective of harnessing the region's strengths as an event destination, to develop and grow the regional event calendar, and drive visitation during shoulder and low season. A focus was also placed on the utilisation of existing infrastructure and showcasing the natural environment.

The C&GBR Event Strategy 2025 builds on the outcomes of that strategy.

Events supported under the C&GBR Event Strategy must be clearly aligned with the following key objectives:



CONTRIBUTE TO THE TNQ ECONOMY



ATTRACT VISITORS TO TNQ



ENHANCE THE PROFILE OF TNQ



COMMUNITY ENGAGEMENT

## EVENT TYPES

Under the strategy, C&GBR support a broad range of events, including:

- Sporting
- Culture and the Arts
- Community
- Business Events



# STAKEHOLDERS AND ROLES

## TOURISM AND EVENTS QUEENSLAND (TEQ)

Provide funding for events that achieve state outcomes, focused on interstate visitation. They also offer marketing opportunities under the “It’s Live” brand and event optimisation activities for certain events.

## TOURISM TROPICAL NORTH QUEENSLAND (TTNQ)

Responsible for the marketing and promotion of events in partnership with TEQ to increase visitation and length of stay. Responsible for attracting new events to the region in partnership with TEQ and CRC. They also provide support material to event organisers for use in destination marketing.

## CAIRNS REGIONAL COUNCIL (CRC)

Provide funding via a variety of competitive grant application processes, facilitate stakeholder engagement, coordinate venue hire of council owned facilities, issue licences and permits, and produce community and cultural events.

## OTHER GOVERNMENT AGENCIES

Events may be supported through other state and federal government programs.

## EVENT OWNER

Responsible for event planning, delivery, marketing, and associated financial risk.

# ROADMAP FOR SUCCESS

The five steps that will enable the Event Strategy to be successfully implemented are:



**"IN ESSENCE CAIRNS & GREAT BARRIER REEF IS FULFILLING ITS VISION TO BE KNOWN AS AN ENTHUSIASTIC REGION, WHERE IT IS EASY TO STAGE EVENTS IN A PRISTINE NATURAL ENVIRONMENT, SUPPORTED BY THE ENTIRE COMMUNITY."**

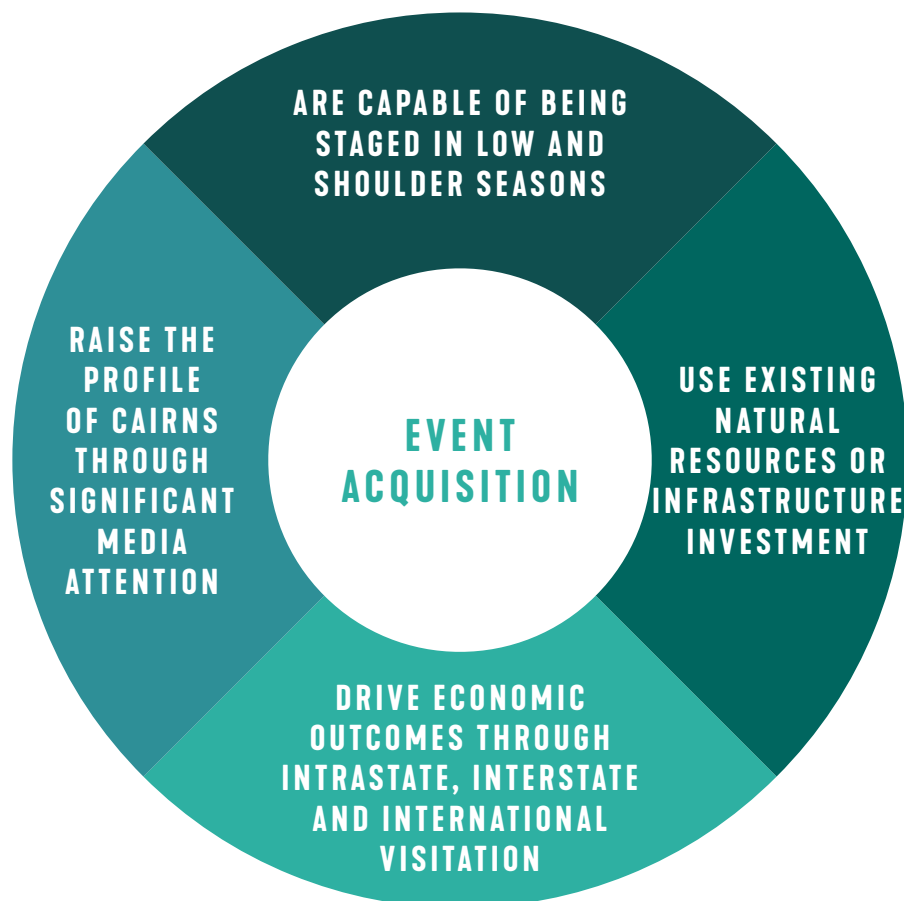
## **TTNQ AND CRC WILL FOCUS ON THE FOLLOWING AREAS TO ENSURE SUCCESS**

### **PLAN AND LEAD**

Plan a diverse calendar of events that prioritises a balanced event portfolio, encompasses different event types, a spread across the calendar year, and delivers to TTNQ and CRC corporate priorities.

### **ATTRACT AND GROW**

Attract events to C&GBR that have the ability to drive significant economic and destination profile outcomes for Cairns & Great Barrier Reef, primarily through intrastate, interstate and international visitation and Advertising Value Equivalent (AVE).



### **COLLABORATE AND DELIVER**

Stakeholders in the Event Strategy are committed to working collaboratively to achieve the priorities of the Event Strategy. This is facilitated through local stakeholder and working group meetings to assist the event in meeting the investment objectives of the region. These include, but are not limited to operations and marketing groups.



## MARKET AND ACTIVATE

**“A COORDINATED APPROACH IS REQUIRED TO BUILD AN EVENT MARKETING PLAN: “EVENTS ARE AN EXCELLENT DESTINATION MARKETING TOOL”**



EVENT ORGANISER PROMOTES EVENTS TO MAXIMISE ATTENDANCE AND TO ENGAGE THE COMMUNITY



CRC FACILITATES ACCESS, PERMITS, LICENSES AND CITY ACTIVATIONS



TTNQ UNDERTAKES DESTINATION MARKETING TO DRIVE LENGTH OF STAY

## BRANDING

Cairns & Great Barrier Reef branding is used across all Major and Regional economic events. To support the destination marketing of the event organiser, TTNQ have developed a [Destination Content Package](#) for use in digital marketing.

## AMBASSADOR PROGRAMS

Ambassador programs, involving event participants undertaking and sharing destination experiences are an excellent vehicle to drive attendance and length of stay. The facilitation of Ambassador Programs is the responsibility of TEQ and TTNQ, and can range from the formal inclusion in major event contracts, to ad hoc requests from regional event participants. Ambassador programs must include the sharing of destination experiences through digital and social channels.

## COMMUNITY ENGAGEMENT

Community engagement programs that align with Cairns Regional Council priorities, are an excellent avenue to profile events to residents. For major events, these are generally negotiated as part of the event contract, however they can also be delivered on an ad hoc basis for smaller events. It is the event organisers responsibility to deliver these programs in partnership with Cairns Regional Council and community groups.





## EVENT ASSESSMENT AND REVIEW

The success of the Event Strategy is underpinned by the reliance on a robust set of metrics to inform investment, report on outcomes, and deliver a balanced event calendar. Events are reviewed to enable funding partners and stakeholders to determine whether they are providing a return on investment for the region and whether they are sustainable in the long-term.

Events supported under the Cairns & Great Barrier Reef Event Strategy must be clearly aligned with the following objectives:

1. Contribute to the TNQ economy
2. Attract visitors to TNQ
3. Enhance the profile of TNQ
4. Community engagement
5. Demonstrate future growth and sustainability
6. Contribute to a balanced event portfolio
7. Align with the region's strategies and targets, including: environmental impact, community and cultural inclusion, and accessibility.

Partnership and investment key performance indicators will be agreed to at the time of funding approval and used in the post-event evaluation process. Other criteria can be used where appropriate at the discretion of CRC and TTNQ.





## SUCCESS

The Cairns & Great Barrier Reef Event Strategy 2025 will continue to build on the outcomes of increased visitation and economic impact of the TNQ Event Prioritisation Strategy 2015-2020. This event strategy provides the framework for the attraction, management, growth, promotion, and review of events and can be used by all stakeholders to provide alignment to both regional and state priorities. The success of the event strategy will be recognised by:

