

Additional Information

Ordinary Meeting

Thursday, 27 February 2025

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Meeting:	Ordinary Meeting	Date:	27 February 2025
Requesting Councillor:	Councillor J Broderick		
Item:	8.1 Quarterly Progress Report - Quarter 2, 2024-25		
Circulation	24 February 2025		
Officer:	Chief Economic Development Officer	Approving GE:	Group Executive, Economic and Community Development

In response to questions raised by Councillor J Broderick, please note the following additional information for your consideration.

Question:

1. Are the 3 sponsored events in the Resilient Economy section, included, or in addition to the 14 events mentioned in the opening highlights?
2. In relation to the statement under 'Resilient Economy', "1,318 people participated in 3 large-scale events delivered in support of the Regional Development Strategy", could you please confirm:
 - o Which 3 events were they?
 - o That the number of people is correct?
 - o Was this 'sponsorship' only or did we play a role in the organising, marketing etc.?
 - o What was the total cost of our sponsorship/investment?
 - o How is our Return on Investment (ROI) on these events measured?

Response:

Q1: Are the 3 sponsored events in the Resilient Economy section, included, or in addition to the 14 events mentioned in the opening highlights?

Under "Regional Economic Development Strategy (REDS) in action" on page 7 of the Chief Executive Officer's Report Quarter 2, 2024-25, the 'three large-scale events' in the second dot point are in addition to the 14 events mentioned in the first dot point. The 14 events relate to Place Activation events in the identified Gateway Precincts of Caloundra and Nambour.

Q2: In relation to the statement under 'Resilient Economy'- "1,318 people participated in 3 large-scale events delivered in support of the Regional Development Strategy", could you please confirm:

- Which 3 events were they?
 - o Thriving Through Change Business Expo
 - o Sunshine Coast Business Awards (Finalist Event and Masterclass)
 - o Sunshine Coast Business Awards (Gala Dinner and Awards Ceremony)
- That the number of people is correct?

- The number of attendees provided is correct as per the following:
 - Thriving Through Change Business Expo (288)
 - Sunshine Coast Business Awards Finalist Event (200)
 - Sunshine Coast Business Awards Gala Dinner (830)
 - Total: 1,318
- Was this 'sponsorship' only or did we play a role in the organising, marketing etc.?
 - The Thriving Through Change Business Expo is funded, promoted and delivered by Council's Economic Development Branch. Council collaborates with Chambers of Commerce, Industry Groups and other levels of Government to promote the event to the business community.
 - The Sunshine Coast Business Awards (SCBA) program including the Finalist Event and the Gala Dinner is delivered by the SCBA organisation. Council is a Major Sponsor of the Business Awards program, alongside other sponsors. Support for the Business Awards is a key action in the Regional Economic Development Strategy.
- What was the total cost of our sponsorship/investment?
 - Thriving Through Change Business Expo: \$40,000
 - Sunshine Coast Business Awards (including Launch eEvent, Finalist Event and Gala Dinner) is Commercial in Confidence.
- How is our Return on Investment (ROI) on these events measured?
 - Thriving Through Change Business Expo ROI:
 - Key action within the Regional Economic Development Strategy
 - Number of attendees (KPI: 250 / Outcome: 288)
 - Number of exhibitors (KPI: 35 / Outcome: 36)
 - Opportunity to connect local businesses with all relevant support agencies and organisations
 - Opportunity for Mayor and Councillors to connect with the business community.
 - Sunshine Coast Business Awards (full program) ROI:
 - Key action within the Regional Economic Development Strategy
 - Launch Event (May 2024 so not in this quarterly report) (KPI: 200 / Outcome: 230)
 - Finalist Event and Masterclass (KPI: 200 / Outcome: 200)
 - Gala Dinner (KPI: 800 / Outcome: 830)
 - Opportunity to promote and showcase excellence in business on the Sunshine Coast
 - Opportunity for Mayor to provide an opening speech and present the Export category and Business of the Year Awards
 - Opportunity for Mayor and Councillors to connect with the business community
 - Council logo and acknowledgment as Major Sponsor of the Awards program in all promotional activities.