

# PROPOSED MORETON BAY FESTIVAL

***A concept development meeting to consider the merits of a major marine festival event to be held on Moreton Bay in 2008***



***Facilitated by Yachting Queensland and Nomos Corporation  
Manly, 26 April 2006***



***Moreton Bay Festival 2008  
Concept Meeting - 26 April 06, Manly***

# MEETING AGENDA

1. Welcome address by Yachting Queensland President
2. Introduce format plus facilitators and participants
3. Agreement on desired outcomes of the Meeting
4. Presentation of current MBF 2008 concept by Nomos Corporation
5. Group discussion to debate merits/improvements to MBF concept
6. Identification of key challenges and enablers for delivery
7. Agreement on:
  - Opportunity and scope of MBF concept
  - Support and commitment to project/membership of Advisory Committee
  - Event name and timing
  - Project development phasing
  - Seed funding sources
  - Ideal organisational entity
  - Role of key stakeholders
  - Next steps

Start 1300



Finish 1600



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# BACKGROUND

## Tourism in Moreton Bay



- +1.7 million annual visits: 2% international visitors, 24% domestic overnight stayers, 74% domestic day trippers.
- Industry value approximately \$400 million, employing in excess of 6,000 people.
- Quality of coastal infrastructure varies greatly from highly successful foreshore developments in Redcliffe and increasingly at Wynnum-Manly, encouraging improved use coastal facilities, through to the lower Brisbane River which is configured largely for industrial use. One exception is Rivergate.
- Range and quality of tourism infrastructure on North Stradbroke has improved dramatically, witnessing significant tourism growth, cementing itself as the principal attraction to visiting the eastern part of the Bay.

## Boating on Moreton Bay



<http://www.moretonbayislands.com.au/>



- 90,000(STCRC) registrable vessels are in SEQ, 90% of which are less than 6 metres. 85% are for fishing.
- Despite having close access to magnificent cruising grounds, Brisbane has a relatively small non-trailable boat ownership with less than 2,000 keel boats.
- Despite a smaller population base, Auckland has 10,000 keel boats, 45 clubs and 10 marinas. One in every 12 people owns a boat in Auckland, leading to the second highest boat ownership per capita in the world. 10% of Auckland residents sail, supporting an internationally recognised boat and super-yacht building industry.



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# BACKGROUND

## Challenges confronting development of Bay Usage

- **Accessibility** - you need to be a boat owner (or know one) in order to access the Bay proper. Although boat ownership has risen dramatically, more tourism boat operators are needed to increase access. This has undermined the sustainable exploitation of Moreton Bay as an attraction to interstate and international visitors.
- **Perception** - the view that the foreshore of west Moreton Bay is not sufficiently attractive in comparison with the far northern and eastern beaches. Nevertheless, it is an attractive location with extensive promenades, picnic areas and playgrounds; there are many attractions on offer.
- **Lack of Events** - despite the geographical size and diversity of Moreton Bay, there are no notable events organised to celebrate its appeal, unlike the Brisbane River with the River Festival. The Brisbane to Gladstone Yacht Race is the only well known, organised event, but is exclusively configured around the needs of participating sailors.



**Opportunity - to organise an international scale event in order to position Brisbane as a maritime "mecca" in much the same way that Auckland has become the "City of Sails".**



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# MORETON BAY FESTIVAL

## Event Vision

*Establish Moreton Bay as an internationally known marine recreation tourism icon and a preferred destination for domestic visitors as well as local residents.*

## Mission Statement

*Improved infrastructure, a large scale marine festival and on-going activities will promote a greater appreciation and thus sustainable usage of the Bay.*



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# BENEFITS OF A FESTIVAL

## + Communities & Clubs

Increased awareness of the Bay through events drawing visitors to discover the area and promoting the types of attractions available year-round. Greater participation in recreational water sports and leisure.

## + Participating Councils

The Moreton Bay Task Force will participate in an international scale event which will in-turn stimulate not only community interest and involvement plus provide a sustainable economic boost to coastal businesses.

## + Environmental Groups

Opportunity to highlight environmentally sensitive areas of Moreton Bay, protection of wildlife and marine environments, encourage environmentally sustainable habits by recreational, commercial and industrial users of the Bay

## + Marine Industry

The festival will provide a spotlight on SEQ's burgeoning boating industry, including boat building, shipwrights and chandleries, spar and sail manufacturers, private marinas, yacht clubs and tourist boat operators

## + Tourism and Hospitality Industry

Existing hotel and water based tourism operators, along with restaurants and other hospitality businesses will benefit from an increased awareness and activity on or around the Bay

## + Sponsors

Foundation sponsors will benefit from being involved not only in a history-making event for SE Qld but from the economic benefits that will accrue from an influx of visitors and growth in supporting industries



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# KEY EVENT OBJECTIVES

## Key Event Objectives

- Raise the profile of Moreton Bay as a major destination
- Maximise the spectacle of boating festivals on the Bay
- Increase interaction between the foreshore and the Bay
- Increase the economic benefit to the region
- Enhance the level of professionalism & leverage current events on the Bay
- Create a unique experience/point of difference to attract entrants & visitors
- Develop events over-time to become signature events for the region



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# EVENT STRATEGY FOCUS

***MBF must be positioned as a distinctly UNIQUE EVENT in Australia***



***... and go hand-in-hand with promotion of Moreton Bay as a destination.***

*The MBBF must maintain a strong theme through a series of events that will increase awareness of Moreton Bay's natural beauty and plethora of sustainable recreational marine uses.*

*Triple objectives of:*

- 1. engaging more SEQ residents to partake in more marine activities;*
- 2. stimulating local tourism, especially over Easter; and*
- 3. putting Moreton Bay firmly on the national and international tourism map.*



*This requires a brand development and promotion of Moreton Bay by creating a festival which celebrates the attractions of Moreton Bay.*



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# MORETON BAY ASSETS

- Beautiful islands** – Bribie, Moreton, Peel and Stradbroke Islands
- Wetland reserves, national and marine parks** – Boondall, Bribie and Moreton
- Protected foreshores** – Bribie, Redcliffe, Manly, Victoria Point and Redlands
- Rivers and creeks** – Brisbane, Logan and Pine Rivers, Cabbage Tree Creek
- Coastal beaches** – Caloundra to South Stradbroke
- Historical settlements** – Fort Lytton, St Helena, Peel Island, Dunwich
- Rich Aboriginal heritage** – Moreton and North Stradbroke Island
- Coral reefs and passages** – Flinders Reef; Pumicestone Passage, South Passage
- Extensive wreck dive sites** – Tangalooma and Rufus wrecks
- Resorts and holiday villas** – Redcliffe, Tangalooma, Point Lookout and South Stradbroke
- Marinas and moorings** – Bribie, Redcliffe, Sandgate, Brisbane, Manly, Raby Bay 0



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# EVENT REGIONS



**Existing events:**  
 Festival of Sails  
 Bluewater Festival  
 Brisbane-Gladstone Race



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## EVENT SUGGESTIONS

The MBF must highlight strong interaction between the foreshore and the Bay

Existing land-based attractions such as the area along the banks of the Bay should be promoted as part of the overall strategy.

The water-based activities, viewed from the shores of the Bay, will also act as attractions for land spectators, giving them a taste of the boating and water-based activities on the Bay.

The festival needs to align with existing Council economic, social, and environmentally sustainable development objectives.

Events to be held must tie in with key marketing objectives: eg display Brisbane as a marine loving multi-cultural city; the Bay has a good blend of unspoilt natural beauty and world-class marinas; promote Brisbane/SEQ as an international destination for yachties, cruise ships and tourists.

Water Based	Shore Based
Yacht regattas	Four-wheel driving
Cruising rallies	Dining and picnicking
Dingy and sailboard racing	Cycling and walking
Canoeing and rowing	Seafood and wine promotions with local restaurants
Power boat events Water skiing	Live music concerts
Swimming (eg triathlon)	Children's rides, and other family entertainment
Scuba diving	Fireworks



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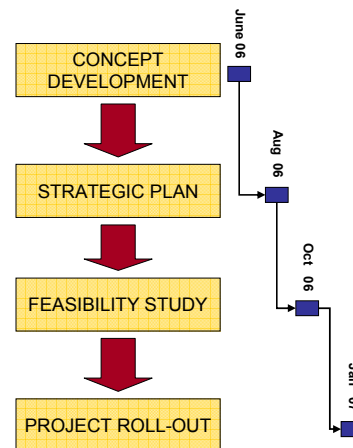
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## PROJECT DEVELOPMENT PHASING

Proposal for 4 project development phases with funding needed for the latter three:

- **Phase 1 – Concept:** YQ Board Advisory Committee to develop the Brisbane Boating Festival concept with participation from key stakeholders
- **Phase 2 – Strategic Plan:** write a strategic plan to cover a three year escalation of the event and provide ongoing resourcing and funding for annual event organisation
- **Phase 3 – Feasibility Study:** carry out a full commercial assessment to determine the exact scope of the festival, propose the nature of events, required resourcing and funding to stage the event, a detailed event plan
- **Phase 4 – Implementation:** event preparation, organisation, execution and debriefing



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# EVENT PLANNING

Major events require the precision and rigour of advanced project management techniques  
 An established co-ordinating body requires the appropriate skills, resources and experience to event plan:

1. **Sponsorship** – sourcing sponsorship from the corporate community and media including writing proposals and agreements and implementing sponsorship benefits
2. **Branding** – briefing and liaising with designers to create a logo and a look and feel for the event
3. **Event management** – coordination of entertainment, suppliers, logistics and compliance issues (covering risk management plans, licensing requirements etc)
4. **Marketing and Promotion** – working with media sponsors to implement an advertising campaign to promote the event. Copywriting advertisements and collateral (flyers, brochures etc) and writing creative briefs for graphic designers. Coordinating promotional opportunities with local businesses, sponsors and other stakeholders to generate awareness for the event.
5. **Publicity** – liaising with media, briefing spokespeople and writing and distributing media releases to generate media exposure for the event



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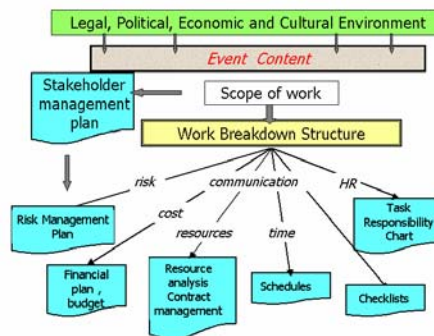
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# EVENT FEASIBILITY STUDY

- Introduction setting out the aims of the study
- Choice of time and place
  - Factors in Site Choice
  - Draft of Suggested Places
  - Factors in the Choice of Date
- Logistics
  - Sourcing
  - Transport
- Costing
- Revenue
  - Ticket scaling
  - Ticket distribution
  - Funding sources - sponsorship, foundations, grants
- Event Content
- Event Options or Models
- Comparison of Event Models
- Administration including contracting and organisation structure
- Risk issues -including possible insurance
- Assessment of similar events
- Recommended Option
- The Next step
- Attached
  1. Model Matrix
  2. Overall Flow Chart
  3. Draft Schedule
  4. Draft Budget

## EVENT PLAN



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## KEY EVENT CHALLENGES

The scope and scale of this proposed festival is significant; challenges include:

1. Obtaining sufficient cornerstone support and funding to develop the project into a major event
2. Planning for the right level of scale escalation for the festival (try and test)
3. Ensuring that the festival does not become too diffuse and diluted
4. Managing and co-ordinating a diverse group of stakeholders with different objectives
5. Maintaining progress and ensuring amongst concept owners
6. Balancing volunteer resources and competencies against the demands of a professionally run organising body
7. Managing expectations of participants, sponsors and spectators alike

## KEY EVENT ENABLERS

The MBF concept will only bear fruit if there is sufficient support across a broad range of stakeholders, in particular governments and communities

Support needs to manifest in the form of:

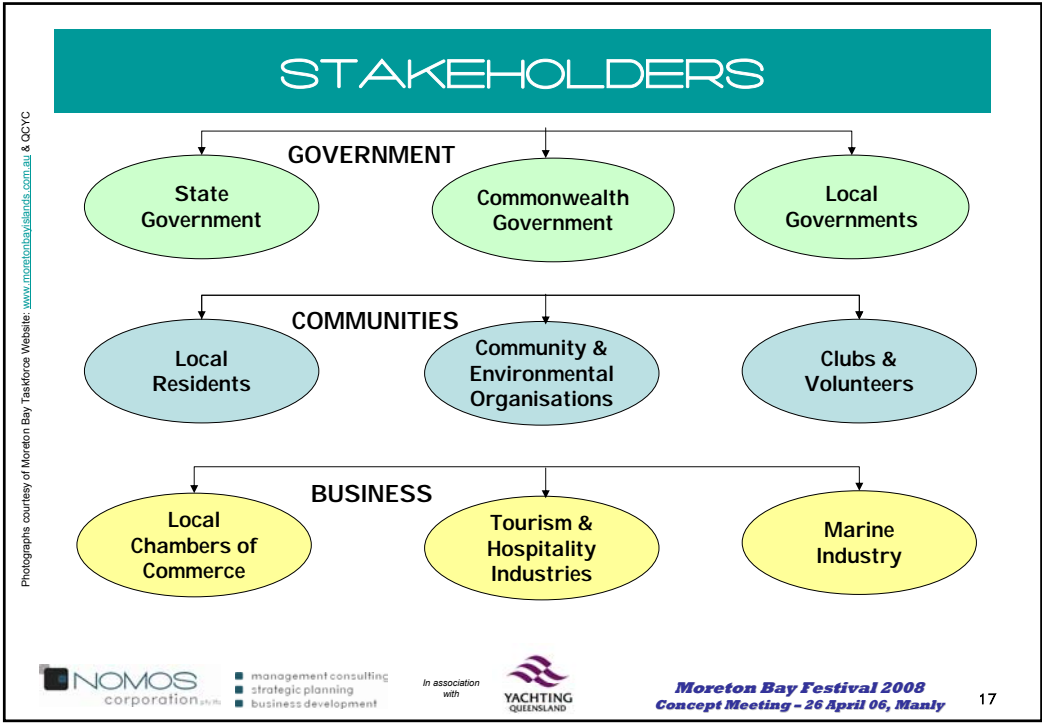
- direct participation in the formulation of the concept through to implementation,
- provide seed funding to carry-out feasibility studies and establish an evergreen organisation
- facilitate approvals of various government entities

Community groups need to be engaged early as this proposed event has the potential to incur significant challenges to local infrastructure






***An independent, dedicated organisation needs to be established following the "green light" for the event to proceed***


Accreditation of event participants will be necessary to ensure that associated activities meet minimum quality standards






# POTENTIAL FUNDING SOURCES

Seed Funding	Ongoing
<p><b>Queensland Government</b>                      Queensland Events Regional Development Program                      Round 11 – 4 Aug 2006</p>	<p><b>Media Sponsors</b></p>
<p><b>Commonwealth Government</b>                      Regional Partnerships via Area Consultative Committees</p>	<p><b>Tiered Corporate Sponsors</b></p>
 <p><b>Brisbane City Council</b></p>	<p><b>Income from royalties and fees</b></p>
 <p><b>Caboolture Shire</b></p>	
 <p><b>Redcliffe City Council</b></p>	
 <p><b>Redland Shire Council</b></p>	



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# REGIONAL PARTNERSHIPS



### WHAT TYPES OF PROJECTS CAN BE FUNDED?

Funding is available for a wide range of regional development initiatives which create jobs and/or provide an economic or social benefit to the community. Eg:

- add value to existing resources or products, or expand existing markets
- diversify the economic base of a region by generating new business, investment or tourism activities
- increase the uptake of innovation, best practice or new technologies in the region, to
- improve business performance or competitiveness
- specifically address the employment needs of disadvantaged groups or areas
- address skills shortages
- provide infrastructure that enhances economic or social opportunities
- improve access to services, particularly in small regional communities
- address social problems or improve community cohesion
- identify opportunities and develop strategies for action.

In each case, project outcomes or benefits must be **sustainable**; that is, they must continue beyond the life of the project. In the case of plans or studies, the application would have to clearly demonstrate how the project will progress to the next stage. Ideally this would include a funding commitment for implementation from **other** sources.



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# NEXT STEPS

1. YQ Advisory Sub-Committee formed to progress project
2. Refine concept based on today's input
3. Participants to determine their role and how they will contribute
4. Fully costed project scope for Strategic Plan and Feasibility Study
5. Funding application for business case and administration
6. Event Strategic Plan and Feasibility Study to be conducted



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