

# GEELONG MAJOR EVENTS HIGHLIGHTS 2023-24



## THE NUMBERS - 1 JULY 2023-30 JUNE 2024



**12**  
MAJOR  
EVENTS



**\$51.05M**  
ECONOMIC  
BENEFIT TO THE  
REGION



**452**  
FULL-TIME  
JOBS



**49:1**  
RETURN ON  
INVESTMENT



**\$925,042**  
INVESTMENT  
BY GME



**83%**  
OF GME  
SPONSORED  
EVENTS OFFERED  
SOME FREE  
PUBLIC ACCESS



**338,000**  
PARTICIPANTS  
AND SPECTATORS  
ATTENDED THE 12  
EVENTS



# THE PREMIER REGIONAL DESTINATION FOR EVENTS IN AUSTRALIA



## BACKGROUND

For decades, the Geelong region has recognised the pivotal role that major events play in driving economic growth, enhancing the region's brand, and improving liveability.

The establishment of Geelong Major Events Committee (GME) in 1998 by the City of Greater Geelong underscored a commitment to fostering a vibrant events program with far-reaching impacts.

The continued success of GME to attract and support major events required an ongoing funding commitment from Council. GME's focus is on attracting and sponsoring major events for the region, based on the economic and reputational outcomes they provide.

Event titles	Sponsorship	Estimated Economic Benefit
2023/2024 Victorian Gymnastics Series	\$30,000	\$2,335,796
2023 Geelong Revival Festival	\$205,000	\$8,300,728
2023 Melbourne Renegades	\$20,000	\$727,980
2024 WNBL @ Geelong Arena	\$5,000	\$265,740
2024 Festival of Sails	\$215,458	\$8,823,253
2024 Cadel Evans Great Ocean Road Race	in kind	\$17,800,000
2024 Victorian Open Golf Tournament	\$150,000	\$2,115,145
2024 Fireballs World Championships	\$20,000	\$613,836
2024 Head of the Schoolgirls Regatta	\$44,584	\$4,152,108
2024 Ironman 70.3 Geelong	\$150,000	\$1,129,053
2024 Cressida Campbell @ Geelong Gallery	\$25,000	\$1,549,086
2024 National Celtic Festival	\$60,000	\$3,241,529
<b>TOTAL</b>	<b>\$925,042</b>	<b>\$51,054,254</b>

## KEY POINTS:

- > GME undertook a strategic review, resulting in the formal adoption of the Geelong Major Events Strategy 2024-29. The Strategy provides a roadmap for major event sponsorship for the next five years, aligning with the City's Community Plan to be a Clever and Creative city-region.
- > As part of the budget efficiencies for 2023 – 2024, the Geelong Major Events budget was decreased by \$300,000. The efficiencies also saw the discontinuation of carry forward funds. Considering existing contracted events of \$895,041 there was a limited amount (\$54,959) available for the procurement of new major events during 2023-2024.
- > The GME committee would like to thank Council for increasing the Geelong Major Events annual budget by approximately \$300,000 to \$1,200,000 for 2024-2025.
- > Major events in Geelong make a significant contribution to the social, environmental, and economic well-being of the community. These events can also provide a legacy for the community through redeveloped or newly constructed infrastructure.
- > The events staged within this reporting period provided social benefits for the local community through participation and spectator opportunities, with 10 of these major events offering some level of free public access to the event.
- > This report aligns with Our Community Plan 2021-2025 strategic priority: Strong local economy.
- > This report aligns with the Community led 30-year Vision, "Greater Geelong: A Clever and Creative Future" community aspiration:
  - o A destination that attracts local and international visitors.
  - o A prosperous economy that supports jobs and education opportunities.
  - o An inclusive, diverse, healthy and socially connected community.