

# AGENDA

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## GEELONG MAJOR EVENTS COMMITTEE - ORDINARY MEETING

**Monday 21 July 2025**  
**5:30 pm**

Wurriki Nyal  
137-149 Mercer Street, Geelong 3220

### MEMBERS:

Cr A Aitken (Corio Ward) - Chair  
Cr A Katos (Deakin Ward)  
Cr E Kontelj (Hamlyn Heights Ward)  
Cr T Sullivan (Leopold Ward)  
T Carter (Tourism Greater Geelong and The Bellarine)  
J Maxwell (External GME Committee Member)  
R Birrell (External GME Committee Member)  
B Caligari (External GME Committee Member)  
S Gove (External GME Committee Member)  
K Boorman (External GME Committee Member)  
T Bradley (City of Greater Geelong)\*

\*As proxy for CEO A Wastie

## **1. PROCEDURAL MATTERS**

### **1.1. Acknowledgement of Country**

Council acknowledges the Wadawurrung People as the Traditional Owners of the Land, Waterways and Skies. We pay our respects to their Elders, past, present and emerging. We acknowledge all Aboriginal and Torres Strait Islander people who are part of our Greater Geelong community today.

### **1.2. Apologies**

### **1.3. Declarations of Conflicts of Interest**

### **1.4. Confirmation of Minutes of May 2025 Ordinary Meeting**

### **1.5. Correspondence for noting**

### **1.6. Question Time**

## **2. COMMITTEE DISCUSSION**

## **3. CONFIDENTIAL REPORTS**

### **Event Evaluations:**

#### **3.1 2025 Head of the Schoolgirls Regatta**

#### **3.2 2025 IRONMAN 70.3 Geelong Pro Series**

#### **3.3 2025 3x3 Hustle Junior National Championships**

### **Sponsorship Requests:**

#### **3.4 2025 Melbourne Renegades**

#### **3.5 2026 Vic Open Golf Championships**

#### **3.6 2026 Melbourne Fashion Festival**

#### **3.7 2026 – 2028 Head of the Schoolgirls Regatta**

#### **3.8 2026 & 2027 Pro Series (IRONMAN 70.3 Geelong)**

#### **3.9 2026 – 2028 Geelong Running Festival**

## **4. NEXT MEETING**

The next GME meeting will be held on Monday 8 September 2025

### 3. CONFIDENTIAL REPORTS

#### 2.1 2025 Head of the Schoolgirls Regatta – Event Evaluation (Confidential)

**Purpose:** to provide an evaluation of the 2025 Head of the Schoolgirls Regatta in line with the sponsorship agreement with Rowing Victoria.

**Background:**

A summary of the event metrics is provided below:

<b>Summary of key event metrics</b>	
Total Visitor Nights	16,343
Estimated Job Creation	32.36
Total Economic Impact	<b>\$4,045,597.00</b>
Total Attendance	<b>10459</b>

**Recommendation**

That the Geelong Major Events Committee consider this report at the conclusion of the meeting as it is designated confidential by the Chief Executive Officer pursuant to sections 3(1) and 66 of the Local Government Act 2020, the information contained in this report is confidential because it contains Council business information being information that would prejudice the Council’s position in commercial negotiations. This section is applicable as the report includes sensitive budgetary information provided by the event organisers, the disclosure of which could adversely impact their operations. Furthermore, it contains commercially sensitive details regarding sponsorship amounts, which may compromise the committee’s ability to negotiate effectively in the future.

### 3.2 2025 IRONMAN 70.3 Geelong Pro Series – Event Evaluation (Confidential)

**Purpose:** to provide an evaluation of the 2025 IRONMAN 70.3 Geelong Pro Series for review, in line with the sponsorship agreement with USM Events Pty Ltd for both the event and the Pro Series.

**Background:**

A summary of the event metrics is provided below:

Summary of key event metrics	
Total Visitor Nights	12,693
Estimated Job Creation	24.74
Total Economic Impact	<b>\$3,092,736.00</b>
Total Attendance	<b>6366</b>

**Recommendation**

That the Geelong Major Events Committee consider this report at the conclusion of the meeting as it is designated confidential by the Chief Executive Officer pursuant to sections 3(1) and 66 of the Local Government Act 2020, the information contained in this report is confidential because it contains Council business information being information that would prejudice the Council’s position in commercial negotiations. This section is applicable as the report includes sensitive budgetary information provided by the event organisers, the disclosure of which could adversely impact their operations. Furthermore, it contains commercially sensitive details regarding sponsorship amounts, which may compromise the committee’s ability to negotiate effectively in the future.

### 3.3 2025 3x3 Hustle Junior National Championships – Event Evaluation (Confidential)

**Purpose:** to provide an evaluation of the 2025 3x3 Hustle Junior National Championships for review, in line with the sponsorship agreement with the NBL

**Background:**

A summary of the event metrics is provided below:

<b>Summary of key event metrics</b>	
Total Visitor Nights	900
Estimated Job Creation	3
Total Economic Impact	<b>\$ 386,100.00</b>
Total Attendance	<b>850</b>

**Recommendation**

That the Geelong Major Events Committee consider this report at the conclusion of the meeting as it is designated confidential by the Chief Executive Officer pursuant to sections 3(1) and 66 of the Local Government Act 2020, the information contained in this report is confidential because it contains Council business information being information that would prejudice the Council’s position in commercial negotiations. This section is applicable as the report includes sensitive budgetary information provided by the event organisers, the disclosure of which could adversely impact their operations. Furthermore, it contains commercially sensitive details regarding sponsorship amounts, which may compromise the committee’s ability to negotiate effectively in the future.

### **3.4 2025 Melbourne Renegades – Sponsorship request (Confidential)**

#### **Recommendation**

That the Geelong Major Events Committee consider this report at the conclusion of the meeting as it is designated confidential by the Chief Executive Officer pursuant to sections 3(1) and 66 of the Local Government Act 2020, the information contained in this report is confidential because it contains Council business information being information that would prejudice the Council's position in commercial negotiations. This section is applicable as the report includes sensitive budgetary information provided by the event organisers, the disclosure of which could adversely impact their operations. Furthermore, it contains commercially sensitive details regarding sponsorship amounts, which may compromise the committee's ability to negotiate effectively in the future.

### **3.5 2026 Vic Open Golf Championships – Sponsorship request (Confidential)**

#### **Recommendation**

That the Geelong Major Events Committee consider this report at the conclusion of the meeting as it is designated confidential by the Chief Executive Officer pursuant to sections 3(1) and 66 of the Local Government Act 2020, the information contained in this report is confidential because it contains Council business information being information that would prejudice the Council's position in commercial negotiations. This section is applicable as the report includes sensitive budgetary information provided by the event organisers, the disclosure of which could adversely impact their operations. Furthermore, it contains commercially sensitive details regarding sponsorship amounts, which may compromise the committee's ability to negotiate effectively in the future.

### **3.6 2026 Melbourne Fashion Festival - Geelong – Sponsorship request (Confidential)**

#### **Recommendation**

That the Geelong Major Events Committee consider this report at the conclusion of the meeting as it is designated confidential by the Chief Executive Officer pursuant to sections 3(1) and 66 of the Local Government Act 2020, the information contained in this report is confidential because it contains Council business information being information that would prejudice the Council's position in commercial negotiations. This section is applicable as the report includes sensitive budgetary information provided by the event organisers, the disclosure of which could adversely impact their operations. Furthermore, it contains commercially sensitive details regarding sponsorship amounts, which may compromise the committee's ability to negotiate effectively in the future.

### **3.7 2026 – 2028 Head of the Schoolgirls – Sponsorship request (Confidential)**

#### **Recommendation**

That the Geelong Major Events Committee consider this report at the conclusion of the meeting as it is designated confidential by the Chief Executive Officer pursuant to sections 3(1) and 66 of the Local Government Act 2020, the information contained in this report is confidential because it contains Council business information being information that would prejudice the Council's position in commercial negotiations. This section is applicable as the report includes sensitive budgetary information provided by the event organisers, the disclosure of which could adversely impact their operations. Furthermore, it contains commercially sensitive details regarding sponsorship amounts, which may compromise the committee's ability to negotiate effectively in the future.

### **3.8 2026 & 2027 IRONMAN 70.3 Geelong Pro Series – Sponsorship request (Confidential)**

#### **Recommendation**

That the Geelong Major Events Committee consider this report at the conclusion of the meeting as it is designated confidential by the Chief Executive Officer pursuant to sections 3(1) and 66 of the Local Government Act 2020, the information contained in this report is confidential because it contains Council business information being information that would prejudice the Council's position in commercial negotiations. This section is applicable as the report includes sensitive budgetary information provided by the event organisers, the disclosure of which could adversely impact their operations. Furthermore, it contains commercially sensitive details regarding sponsorship amounts, which may compromise the committee's ability to negotiate effectively in the future.

### **2.9 2026 – 2028 Geelong Running Festival – Sponsorship request (Confidential)**

#### **Recommendation**

That the Geelong Major Events Committee consider this report at the conclusion of the meeting as it is designated confidential by the Chief Executive Officer pursuant to sections 3(1) and 66 of the Local Government Act 2020, the information contained in this report is confidential because it contains Council business information being information that would prejudice the Council's position in commercial negotiations. This section is applicable as the report includes sensitive budgetary information provided by the event organisers, the disclosure of which could adversely impact their operations. Furthermore, it contains commercially sensitive details regarding sponsorship amounts, which may compromise the committee's ability to negotiate effectively in the future.

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**MINUTES OF THE ORDINARY MEETING  
OF GEELONG MAJOR EVENTS COMMITTEE  
MONDAY 19 MAY 2025 COMMENCING AT 5.30PM**

**Held at Wurriki Nyal – 137-149 Mercer Street, Geelong (Hybrid Meeting)**

**PRESENT:** Cr Anthony Aitken (Chair), Cr Andrew Katos, Cr Trent Sullivan, Cr E Kontelj, Tennille Bradley (CEO Proxy), Tracy Carter (Executive Director Tourism Greater Geelong & The Bellarine, Robyn Birrell, Brenden Caligari, Kent Boorman, Shannan Gove

**Also present:** Hannah Sidebottom (GME Executive Officer), Brendan Sanders (Manager, Economic & Cultural Development), Sue Arnold (A/Events Coordinator), Teresa Seg (Minutes), Jacquilyn Douglas (Manager, Council & Corporate Governance)

**OPENING:** The Chairperson welcomed the Committee and declared the meeting open at 5.31pm.

**1. PROCEDURAL MATTERS:**

**1.2 APOLOGIES:** Julie Maxwell

**1.3 DECLARATIONS OF INTERESTS:** Nil.

**1.4 CONFIRMATION OF MINUTES OF APRIL 2025 ORDINARY MEETING**

**B Caligari moved, R Birrell seconded –**

**That the Minutes of the Ordinary Meeting held on 14 April 2025 be accepted as a true and accurate record of the meeting and be confirmed and signed.**

**Carried**

**1.5 CORRESPONDENCE FOR NOTING:** Nil.

**1.6 QUESTION TIME:** Nil.

**Member of the Gallery:**

Evin Bryant  
Geelong Comic & Toy Fair (0402 293 583)

**4. CONFIDENTIAL REPORTS**

**4.1 2025 Vic Open Golf Championships – Post Event Evaluation**

**K Boorman moved, A Katos seconded -**

**That Geelong Major Events consider this matter in the confidential section of the meeting.**

**Carried**

4.2 2027 World Badminton Championships – Sponsorship Request

**K Boorman moved, B Caligari seconded -  
That Geelong Major Events consider this matter in the confidential section of the  
meeting.**

**Carried**

4.3 Business Events Attraction Options Paper

**R Birrell moved, E Kontelj seconded -  
That Geelong Major Events consider this matter in the confidential section of the  
meeting.**

**Carried**

4.4 Geelong Major Events Governance Review

**T Sullivan moved, S Gove seconded -  
That Geelong Major Events consider this matter in the confidential section of the  
meeting.**

**Carried**

**2. NEXT MEETING**

The next GME meeting will be held on Monday 16 June 2025

**CLOSE OF MEETING**

The meeting was closed at 5.38pm on Monday 19 May 2025.