

AGENDA

GEELONG MAJOR EVENTS COMMITTEE MEETING ORDINARY SECTION

Monday 12 January 2026
6:45 pm

Wurriki Nyal
137-149 Mercer Street, Geelong 3220

MEMBERS:

Cr A Katos (Deakin Ward) – Chair
Cr E Wilkinson (Connewarre Ward)
Cr E Kontelj (Hamlyn Heights Ward)
Cr T Sullivan (Leopold Ward)
T Carter (Tourism Greater Geelong and The Bellarine)
R Birrell (External GME Committee Member)
S Gove (External GME Committee Member)
K Boorman (External GME Committee Member)
D McGuane (External GME Committee Member)
M Gale (External GME Committee Member)
P Hertan (External GME Committee Member)
J Stirton (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 November 2025 Ordinary Meeting

1.5. Correspondence for noting

1.6. Question Time

2. REPORTS

Event Evaluations:

2.1 2025 Geelong Wonder Children's Festival

(Confidential attachments)

Sponsorship Request:

2.2 Geelong Wonder Children's Festival (2026, 2027 & 2028)

(Confidential attachments)

3. COMMITTEE DISCUSSION

4. NEXT MEETING

The next GME meeting will be held on Monday 2 March 2026

**MINUTES OF THE ORDINARY MEETING
OF GEELONG MAJOR EVENTS COMMITTEE
MONDAY 10 NOVEMBER 2025 COMMENCING AT 6.45PM**

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

PRESENT: Cr Andrew Katos (Chair), Cr E Kontelj, Cr Trent Sullivan (left at 6.50pm), Cr Elise Wilkinson, Tennille Bradley (CEO Proxy), Robyn Birrell, Kent Boorman, Deirdre McGuane, Peter Hertan, Marcus Gale

Also present: Hannah Sidebottom (GME Executive Officer), Teresa Seg (Minutes)

OPENING: The Chairperson welcomed the Committee and declared the meeting open at 6.49pm.

1. PROCEDURAL MATTERS:

1.2 APOLOGIES: Shannan Gove, Tracy Carter

1.3 DECLARATIONS OF INTERESTS: Nil.

1.4 CONFIRMATION OF MINUTES OF OCTOBER 2025 ORDINARY MEETING

R Birrell moved, D McGuane seconded –

That the Minutes of the Ordinary Meeting held on 13 October 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.

2. CONFIDENTIAL REPORT

Sponsorship Request:

2.1 Geelong Gallery - Paul Durand-Ruel and the Legacy of Impressionism (Confidential)

K Boorman moved, D McGuane seconded -

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

Carried

3. COMMITTEE DISCUSSION

4. NEXT MEETING

The next GME meeting will be held on Monday 1 December 2025

CLOSE OF MEETING

The meeting was closed at 6.52pm on Monday 10 November 2025.

E Wilkinson moved, P Hertan seconded -

**That pursuant to Section 66 (2) (a) of the Local Government Act 2020, the meeting
be closed to the public.**

Carried

2. REPORTS

2.1 2025 Geelong Wonder Children's Festival – Event Evaluation (Confidential Attachments)

Confidential:

Confidential information is contained in Attachment 1, 2, 3 & 4 as circulated in the confidential section of the report attachments. The information in the Attachment is confidential information for the purposes of 66(2)(a) and the definition of "confidential information" in section 3(1) of the Local Government Act 2020 because it is council business information, being information that would prejudice the Council's position in commercial negotiations if prematurely released (section 3(1)(a)). 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.

Purpose: to provide an evaluation of the 2025 Wonder Children's Festival in line with the sponsorship agreement with the Geelong Arts Centre.

Background: The 2025 Geelong Wonder Children's Festival was the third staging of the event and the first to be supported by Geelong Major Events. Running from 12–25 September, the Festival offered a mix of ticketed and free creative experiences across the Geelong Arts & Cultural Precinct, specifically targeting families and children aged 0–12. A key highlight was The Big Wonder Weekend, held during the school holidays, which featured mainstage performances, free activities across the Arts Centre and partner venues, and the Wonder Walk along Little Malop Street.

Building on the success of the 2024 festival, the 2025 event achieved strong audience engagement and attendance.

Summary of key event metrics	
Total Visitor Nights	30
Estimated Job Creation	12
Total Economic Impact	\$1,535,000.00
Total Attendance	16,430

Recommendation

That the Geelong Major Events Committee:

1. Endorse the 2025 Geelong Wonder Children's Festival Event Evaluation and note the officer's comments.

Attachments (Confidential):

1. 2025 Geelong Wonder Children's Festival – Event Evaluation
2. 2025 Geelong Wonder Children's Festival – Budget

3. *2025 Geelong Wonder Children's Festival – Marketing and Promotion Report*
4. *2025 Geelong Wonder Children's Festival – Localis Report*

2.2 Geelong Wonder Children’s Festival (2026, 2027 & 2028) – Sponsorship Request (**Confidential Attachments**)

Confidential:

Confidential information is contained in Attachment 1, 2 & 3 as circulated in the confidential section of the report attachments. The information in the Attachment is confidential information for the purposes of 66(2)(a) and the definition of “confidential information” in section 3(1) of the Local Government Act 2020 because it is council business information, being information that would prejudice the Council’s position in commercial negotiations if prematurely released (section 3(1)(a)). 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.

Purpose: To provide a summary of key information and a funding recommendation for the Committee regarding the Geelong Arts Centre Application for funding for the 2026, 2027 and 2028 Geelong Wonder Children’s Festival.

Background: The Geelong Wonder Children’s Festival is strategically scheduled over the last week of the third Victorian school term and the first week of the September school holidays.

The program’s highlight is The Wonder Weekend, which marks the start of the school holidays and features activations across Geelong Arts Centre, complemented by free performances and the Wonder Walk along Little Malop Street. Another key feature is Geelong Tiny Tastes, showcasing family-friendly dining experiences at local restaurants during the weekend to align with increased foot traffic.

The festival program caters to the community, visitors, and local schools, and includes:

- Theatrical mainstage productions for children and families
- Interactive and immersive arts installations
- Participatory workshops where children become the creators
- A dedicated schools program

Summary of Key Event Metrics

Event Classification	Priority Event
Funding Requested	\$80,000
Funding Term	3 Years

Recommendation

That the Geelong Major Events Committee:

1. **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.**

Attachments (Confidential)

1. *Geelong Wonder Children's Festival – GME Event Assessment*
2. *Geelong Wonder Children's Festival – Budget*
3. *Geelong Wonder Children's Festival – Marketing Plan*