

# AGENDA

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## GEELONG MAJOR EVENTS COMMITTEE MEETING ORDINARY SECTION

**Monday 2 March 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 January 2026 Ordinary Meeting

### 1.5. Correspondence for noting

### 1.6. Question Time

## **2. REPORTS**

### **Event Evaluations (*Confidential attachments*):**

#### 2.1. 2025 Archibald Prize

#### 2.2. 2025 UCI Gran Fondo World Championships

#### 2.3. 2025 Geelong Revival Motoring Festival

### **Sponsorship Request (*Confidential*):**

#### 2.4. Melbourne Renegades 2026/2027 Season

#### 2.5. AUSX Open Supercross 2026 & 2027

## **3. FURTHER BUISNESS**

### 3.1. Geelong Major Events External Member Recruitment

## **4. COMMITTEE DISCUSSION**

## **5. NEXT MEETING**

The next GME meeting will be held on Monday 13 April 2026

## 2. REPORTS

### 2.1 2025 Archibald Prize – Event Evaluation (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 an evaluation of the 2025 Archibald Prize in line with the sponsorship agreement with the Geelong Gallery.

**Background:** The Archibald Prize was presented exclusively in Victoria by the Geelong Gallery from 30 August to 9 November 2025 and attracted just over 60,000 visitors, slightly below the projected 70,000. During the event period there were an estimated 76,000 visits to Geelong Gallery, with approximately 55,000 visitors travelling from outside Geelong. Importantly, an estimated 38,000 visitors identified the Gallery as their primary reason for visiting the city. The audience skewed older, with 59% aged 65+ and 20% aged 55–64. Visitor advocacy was high, with a Net Promoter Score of 56/100, exceeding peer benchmarks.

The Archibald Prize included extensive programs to foster inclusion and community participation. Equitable access initiatives included Auslan tours, relaxed morning sessions, subsidised school transport for 845 students, and mobility support. Youth and local engagement featured the Youth Ambassador program, the Hearten Art Prize for local artists, Creative Conversations panels, and an interactive waterfront activation. Evening programming through Friday After-Hours sessions encouraged longer city stays and supported Geelong’s nighttime economy.

Targeted promotion through external signage, social media, tourism partnerships, and local business collaborations drove visitation. Public transport, particularly V/Line, enabled regional attendance, with a substantial proportion of visitors travelling from Melbourne.

#### Summary of key event metrics

Total Visitor Nights	15,858
Total Attendance	<b>60,847</b>
Estimated Economic Impact	<b>\$9,450,000</b>
% of budget spent with local suppliers	38%

## Recommendation

**That the Geelong Major Events Committee:**

1. **Endorse the 2025 Archibald Prize Event Evaluation and note the officer's comments.**

## Attachments **(Confidential)**:

1. *2025 Archibald Prize – Event Evaluation*
2. *2025 Archibald Prize – Budget v Actuals*
3. *2025 Archibald Prize – MHM Geelong Gallery Headline Report*

## 2.2 2025 UCI Gran Fondo World Championships – Event Evaluation (Confidential Attachments)

### Confidential:

Confidential information is contained in Attachment 1 & 2 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 UCI Gran Fondo World Championships in line with the sponsorship agreement with AusCycling.

**Background:** The 2025 UCI Gran Fondo World Championships in Geelong featured the Team Relay, a fast 1.9 km circuit race. Nineteen teams from 11 countries competed, with each team of four riders (one male, one female, one 40+, and one 50+) completing three laps in relay format. Poland successfully defended their 2024 title, becoming World Champions.

As part of the City’s bid commitment, the Council promised and delivered a free community welcome festival, SpinOff, at Eastern Beach Reserve on the same evening. The festival featured local musicians and artists, headline acts including The Pierce Brothers and The Bamboos, a silent disco, food vendors, and family activities such as face painting, providing a vibrant celebration for participants and the local community.

Summary of key event metrics	
Total Visitor Nights	152
Total Attendance	<b>676</b>
Estimated Economic Impact	<b>\$87,064.00</b>
% of budget spent with local suppliers	63%

### Recommendation

**That the Geelong Major Events Committee:**

- 2. Endorse the 2025 UCI Gran Fondo World Championships Evaluation and note the officer’s comments.**

### Attachments (Confidential):

- 2025 UCI Gran Fondo World Championships – Event Evaluation*
- 2025 UCI Gran Fondo World Championships – Post Event Summary*

## 2.3 2025 Geelong Revival Motoring Festival – Event Evaluation (Confidential Attachments)

### Confidential:

Confidential information is contained in Attachment 1, 2, 3, 4 & 5 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 Geelong Revival Motoring Festival in line with the sponsorship agreement with Pace Marketing.

**Background:** The Geelong Revival Motoring Festival was held from 28 - 30 November 2025. Event organisers reported an estimated unique attendance of 25,142, down from 28,461 in 2024. This decrease was largely due to adverse weather, particularly on Sunday 30 November.

The post-event survey received 77 responses. Feedback was largely positive, with 87% rating the experience as good or very good. The event’s impact on the local community was widely recognised, with 93% of respondents believing it contributes economically, socially, and culturally to the region, and 86% feeling it enhances Geelong’s reputation as a premier event destination.

Summary of key event metrics	
Total Visitor Nights	5,361
Total Attendance	<b>25,142</b>
Estimated Economic Impact	<b>\$4,200,000</b>
% of budget spent with local suppliers	75%

### Recommendation

**That the Geelong Major Events Committee:**

- 3. Endorse the 2025 Geelong Revival Motoring Festival Evaluation and note the officer’s comments.**

### Attachments (Confidential):

1. 2025 Geelong Revival Motoring Festival – Event Evaluation
2. 2025 Geelong Revival Motoring Festival – Budget
3. 2025 Geelong Revival Motoring Festival – Marketing and Promotion Report
4. 2025 Geelong Revival Motoring Festival – Sustainability Report
5. 2025 Geelong Revival Motoring Festival – Localis Report

## 2.4 Melbourne Renegades 2026/27 Season – Sponsorship Request (Confidential)

### Confidential:

Confidential information is contained within the report circulated in the confidential section for the meeting. The information 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 Melbourne Renegades Application for funding for the 2026/2027 Season.

#### Summary of Key Event Metrics

Event Classification	Priority Event
Funding Requested	\$30,000
Funding Term	1 Year

#### 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.**

## 2.4 AUSX Open Supercross 2026 & 2027 – Sponsorship Request (Confidential)

### Confidential:

Confidential information is contained within the report circulated in the confidential section for the meeting. The information 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 AUSX Events Pty Ltd application for funding for the 2026 & 2027 AUSX Open.

### Summary of Key Event Metrics

Event Classification	Anchor Event
Funding Requested	-
Funding Term	2 Year

### 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.**

### 3.1 Geelong Major Events External Member Recruitment

**Purpose:** The purpose of this paper is to provide the Committee with an update on the recruitment process for the three (3) external member positions, with terms concluding in July 2026.

**Background:** The Geelong Major Events (GME) Committee consists of six (6) external members, appointed for four-year terms. While recruitment in 2025 filled three positions, a further three positions will become available in July 2026, when the terms of members appointed in 2022 conclude.

Accordingly, recruitment will shortly commence to fill these three (3) positions. Public advertising will begin next week, with applications open from Friday 6 March to Friday 27 March 2026. Current committee members whose terms are expiring are welcome to reapply.

As with previous recruitment rounds, a sub-committee will oversee the shortlisting and interview process. The proposed sub-committee will comprise:

- The GME Chair
- Executive Director, Growth and Place
- GME Executive Officer
- One external GME Committee Member

Nominations are sought from the three existing external committee members (appointed in 2025) to serve as the external member on the sub-committee.

Key dates for the recruitment process are:

- **Week of 6 – 10 April:** Panel review of shortlisted candidates
- **Week of 20 - 24 April:** Interviews

Final recommendations will be ratified by Council at the Council Meeting on 23 June 2026, meaning the final meeting for current members whose terms expire on 1 July will be held on 11 May 2026. The first meeting of the newly appointed external committee members will be 13 July 2026.

#### **That the Geelong Major Events Committee:**

- 1. Note the process for the recruitment of the three (3) external member positions, with terms concluding in July 2026.**
- 2. Appoint one of the three existing external committee members (appointed in 2025) to serve as the external member on the appointment sub-committee.**