

TEAM SUNSHINE COAST

WORKING
TOGETHER
FOR TOURISM

Visit
*Sunshine
Coast*

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Acknowledgement of Country

Visit Sunshine Coast acknowledges the Sunshine Coast Country, home of the Kabi Kabi peoples and the Jinibara peoples, the Traditional Custodians, whose lands, and waters we all now share. We wish to pay respect to their Elders – past, present, and emerging, and acknowledge the important role First Nations people continue to play within the Sunshine Coast community.

A warm welcome

At Visit Sunshine Coast (VSC), our focus is to attract visitors to the Sunshine Coast and as a member-based organisation support your tourism business to succeed. If we do this well, the tourism industry on the Sunshine Coast will continue to support more than 22,000 jobs by bringing in more than \$2.7 billion to the local economy.

But let's not sugar coat it – times have been tough over the last few years to achieve these results. However, despite this the destination has set new milestones, even in the face of the unprecedented challenge of COVID-19. This is a testament to the continued effort by our tourism businesses to provide a world-class experience and the effectiveness of our marketing campaigns.

I put this success down to "Team Sunshine Coast". Through collectively working together we are more than a group of individual tourism businesses, we are a destination with a common brand, purpose and direction. It's this approach which has earned us the title of "Most Loved Destination in the World".¹

With borders reopening to the world and for us to remain competitive and a top performing destination, it's going to be more important than ever for us to continue to work closely together as Team Sunshine Coast.

We do this through our marketing campaigns as well as through development programs that are designed to take your business to the next level. These are available to our members and the benefits of joining VSC are outlined in this document.

We look forward to welcoming you as a member in 22/23 and can't wait to work with you... For real.

Matt Stoeckel
CEO



¹ Tourism Sentiment Index, Think! X Innovations Inc, 2022.

THE REAL LOW DOWN

VSC IS LEADING A
SUSTAINABLE TOURISM
INDUSTRY THAT IS UNITED
BY A DISTINCT BRAND.

VSC is the official RTO for the Sunshine Coast, responsible for promoting the Local Government Areas of Sunshine Coast, Noosa and Gympie.

MT COOLUM BOARD WALK

About us



Vision

VSC is leading a sustainable tourism industry that is united by a distinct brand.



Mission

Our mission is to lead the tourism industry in promoting the Sunshine Coast's experiences and build a sustainable sector that will maximise the long-term benefits of the visitor economy to the region.



Partners

VSC's partnership with Sunshine Coast Council (SCC) and Tourism and Events Queensland (TEQ) provides us with the resources to implement our programs and services for Sunshine Coast's tourism industry. We also work closely with each of the SCC sub-regions including the Hinterland, Coolum, Eumundi, Nambour, Mooloolaba, Maroochydore, Kawana and Caloundra, as well as working collaboratively with Tourism Noosa and Destination Gympie Region.

In fact, there are too many partners to name as we work right across the many layers of the tourism sector from the national body Tourism Australia (TA) to airlines, critical infrastructure like the Sunshine Coast Airport and industry groups.

But most importantly, it's our 500 plus members who we work with daily! They are the backbone of the tourism industry and responsible for delivering the visitor experience we are famous for.

THE GREAT ALL-ROUNDER

Tourism in the Sunshine Coast contributes \$2.7 billion² in overnight visitor expenditure and supports an estimated 22,700 jobs³.

We all share and enjoy the benefits of tourism on the Sunshine Coast...which makes it everyone's business.

The Sunshine Coast is a great all-rounder and promoted as a destination that offers an incredible range of authentic and immersive experiences for visitors, set amongst a stunning natural landscape and all within easy reach, **which put simply makes us 'For real.'**


\$2.7B

\$2.7 billion in overnight
visitor expenditure

22,700 Sunshine Coast Jobs


22,700

At a glance



100 kilometres of pristine coastline with 30+ beaches.



7 National Parks, State Parks and Forests.



300 + attractions, tours and experiences.



300 + hotels with 9,600 rooms, 1625 camping and caravan sites + 5000 short stay rentals.



Australia's first carbon neutral International Airport.



World's Most Loved Destination (Tourism Sentiment Index).



Largest number of craft breweries per capita in the country, making us the Craft Beer Capital.



A host venue for the 2032 Olympic and Paralympic Games.

Performance

Snapshot for year ending December 2021

Domestic overnight expenditure

Expenditure (\$m)	Year % Change	Change vs Dec 2019
\$2,688.1m	37.7%	-2.1%

Visitors

	Visitors	% YOY	Change vs Dec 2019	Visitor Nights	% YOY	Change vs Dec 2019
Intrastate	2,935,000	9.9%	0.1%	8,871,000	8.1%	12.7%
Interstate	580,000	59.7%	-48.1%	3,943,000	69.7%	-40.9%
International	-	-	-	-	-	-
Total	3,515,000	15.8%	-13.2%	12,814,000	21.7%	-11.9%
Day trip	6,234,000	-0.8%	-21.1	\$636.1m	5.5%	-9.6%

The Sunshine Coast was a top performing region during the pandemic. Compared to our competitor set, our region was #1 for accommodation performance: revenue per available room, average daily rate, hotel occupancy and room demand. This performance came at a time when industry needed it the most.

Despite borders being closed for much of the last two years the region was able to strategically target Queenslanders to come and visit (the intrastate market increasing by 12.7 per cent during this period).

Notwithstanding the challenges faced by the pandemic, more than 3.5 million visitors stayed overnight in the destination and 6.2 million day trippers also visited.

However, overall visitation decreased by 13.2 per cent compared with the pre-COVID year ending December 2019, with total visitor expenditure down 2.1 per cent, signifying the overall impact of the pandemic on the Sunshine Coast visitor economy. So, there is still some catching up to do!

To stay up to date, go to corporate.visitsunshinecoast.com/research

² National Visitor Survey, Tourism Research Australia, to year end December 2021.

³ Regional Tourism Satellite Account, Tourism and Events Queensland, 2019-2020.

Source: National Visitor Survey, Tourism Research Australia and STR.



Our approach

Success today and success tomorrow

Whilst COVID-19 hasn't disappeared, its influence on the travel sector has faded and is expected to continue to wane.

The Sunshine Coast is well positioned for recovery as we expand our markets from predominantly Queenslanders and re-establish our interstate and international markets.

We have a simple, clear and concise path forward to ensure our success today in our recovery from the pandemic and success tomorrow with sustainable long-term growth across the destination.

Strategy	Success Today	Success Tomorrow
Challenge	Managing uncertainty Changing consumer behaviour Distribution changes Funding increase to competitors	Extreme competition Perceptions on value-for-money Domestic travel "fatigue"
Approach	1. Implement responsive destination campaigns 2. Raise the profile of the tourism industry	1. Develop a distinct brand 2. Build a sustainable tourism industry 3. Make Sunshine Coast a year round destination
Markets	Predominantly intrastate Interstate	Intrastate - defend Interstate - recover International – develop

Working with you

Membership and industry

We represent all Sunshine Coast tourism businesses – from the small BnB operators to the biggest resorts and conference venues, fishing charters to wildlife attractions.

We offer a wide range of development programs to support our members reach their potential.

Whether you're new to tourism or an established business, being a member of VSC is a great way to stay connected with the Sunshine Coast tourism industry and take advantage of our programs and services.



Top tip

Networking is king! VSC holds regular events for members to connect and collaborate with each other.



Benefits

- ✓ We have a network of over 500 members.
- ✓ A dedicated membership team to offer support in maximising opportunities.
- ✓ Stay up to date with trends, opportunities, and news via VSC's e-newsletter, The Sunny Insider.
- ✓ Learn and be inspired by the best - access training and workshops to lift your business performance.
- ✓ Participate directly in marketing cooperative opportunities to drive results direct to your business.

Please see pages 26/27 (membership matrix) for a full list of membership levels, prices, benefits, and conditions.

For more information email:
members@visitsunshinecoast.com

Putting heads on beds

Cooperative marketing

Most of our visitors come from Queensland, with New South Wales and Victoria also being critical as visitors from these markets stay longer and spend more per night when they are here.

For the best use of resources, our activity is targeted to reach our customers with the right message at the right time. We also team up with TA, TEQ, airlines, online travel agents, and distribution partners to run tactical trade campaigns to drive bookings.

The Sunshine Coast is also a very popular international destination with the majority of these visitors coming from New Zealand followed by the other western markets of UK, Europe (Germany) and North America.

Marketing campaigns are at the core of what we do. Our campaigns raise awareness about the appeal of the destination as well as drive bookings for our tourism businesses - specifically during off peak periods.

Our calendar of activities for financial year (FY) 22/23 is on pages 28/29. As a member of VSC you can also access cooperative marketing opportunities that let you participate directly in our promotions to drive results for your business.

Top tip

Take advantage of our marketing campaigns by participating directly in our cooperative marketing opportunities to drive results direct to your business.

Cooperative Marketing Activity				Timing			
Package	Inclusions	Spaces available	Investment	July-Sept	Oct-Dec	Jan-Mar	Apr-Jun
Visit Sunshine Coast Digital Package	Monthly featured deal listing on visitsunshinecoast.com and other relevant pages. Promoted via 'grab a deal' link in the consumer e-newsletter	6 spots per month: <ul style="list-style-type: none">• 3 x experiences• 3 x accommodation	\$250 per month	✓	✓	✓	✓
Social media advertising	Facebook and/or Instagram advertising retargeting queensland.com and visitsunshinecoast.com audiences.	Monthly Unlimited spaces	\$500 min	✓	✓	✓	✓
Travel and lifestyle content partnerships	Featured deal listings included in targeted travel and lifestyle publications (e.g. Newscorp, Australian Traveller, Weekend Edition, Urban List). Example inclusions: website/article listing; solus e-newsletter; and/or social media post.	Spaces will be limited. Titles to be confirmed. Seasonal.	Approx. \$500-\$2000 pending publication and inclusions	✓	✓	✓	✓

You can register your interest or book now corporate.visitsunshinecoast.com/marketing



It's official! The Sunshine Coast is the most loved destination in the world. And we're not just saying that because we're biased (though, we have to agree). In 2022, the Sunshine Coast earned the crown and we have been plugging this incredible accolade. Members can help spread the word with access to our handy [toolkit](#).



Did you know the Sunshine Coast is home to the largest number of craft breweries per capita in the country? This makes us Australia's Craft Beer Capital! Members can leverage this campaign where every hour feels like happy hour by accessing our [toolkit](#).



We have launched a new digital campaign titled Ride the Five. The campaign positions the Sunshine Coast as Australia's Best Winter Mountain Biking Destination; promotes the region's five primary recreational mountain bike areas. Members can leverage this activity by accessing our [toolkit](#).



MOUNT NGUNGUN

Digital leading the way

Websites

More than 1.3 million travellers visited the official tourism website for the region – visitsunshinecoast.com – in the past 12 months which makes it the perfect place for you to promote your business.

Visitors see our website as the trusted, authentic source of holiday information for the region and rely on our blogs and itineraries to be inspired about visiting the Sunshine Coast as well as planning and booking their trip.

You can feature on visitsunshinecoast.com for free by establishing a listing in the Australian Tourism Data Warehouse (ATDW). Through ATDW you are in control of your business listing, meaning you can update or amend details, and promote any upcoming deals or events at any time.

Top tip

Create a **FREE** ATDW listing to promote your business on visitsunshinecoast.com, as well as many other leading travel sites including Queensland.com and Australia.com

Benefits

- ✓ Create your ATDW listing via: atdw.com.au and then keep your listing updated with any deals or upcoming events.
- ✓ Take up a digital package with monthly featured deal listings (see page 10 cooperative marketing table for more details).
- ✓ Share your news for consideration in our latest website blogs and articles by emailing: media@visitsunshinecoast.com

For more information email: marketing@visitsunshinecoast.com

Staying social

Social media

We have a prominent presence on social media across multiple platforms including Facebook, Instagram, YouTube, LinkedIn and Twitter with a combined audience over 270,000. Social media allows us to share stories, images and videos that inspire travellers to visit the Sunshine Coast.








We are always on the lookout for new content that we can share with our audience that shows what makes the Sunshine Coast special. It's easy to participate in our social media activities by including our hashtag on your posts #visitsunshinecoast, and of course making sure you share your news and images with us.

With so much content on social media its super important that everything we do through the channel connects and engages with our audience. **So, like us, when posting content for your social media channels, ensure you choose imagery that is vibrant and tells a story.**

Top tip

Make sure you include our hashtag #visitsunshinecoast and tag @visitsunshinecoast for the chance to be featured on our social media channels.

Join in our social media conversations by visiting:

-  Our Facebook page: facebook.com/sunshinecoastQLD
-  Our Instagram channel: instagram.com/visitsunshinecoast
-  Our YouTube channel: youtube.com/VisitsunshinecoastAustralia
-  Our Twitter feed: twitter.com/sunshinecoastoz
- and
-  Corporate Facebook page: facebook.com/VisitSunshineCoastCorporate
-  Corporate Twitter feed: twitter.com/VisitSCcorp
-  LinkedIn platform: linkedin.com/company/visit-sunshine-coast

Lock in a social media package with us (see page 10 cooperative marketing table for more details).

For more information direct message us via the social channels or email marketing@visitsunshinecoast.com

CONTENT IS KING

Image and video library

They say a picture tells a thousand words, and our photos and videos are a critically important part of our job in raising the appeal of the Sunshine Coast to travellers.

For this reason, we have developed an online image library that contains over 2,500 tourism images. Most importantly there are more than 500 of these images that are available for our members to use free of charge in their own promotions and activities.

Our imagery is used across social media, websites, advertising and publicity.

Top tip

Getting great imagery can be tough. But no stress, as members can access our image library free of charge and use it within your own promotions and activities.

Benefits

- ✓ Images are updated regularly, with select imagery made available to members for destination promotion usage via the image library.
- ✓ We love it when you share high-resolution images or raw footage direct with us so we can feature your business in our promotions.

For more information email:
marketing@visitsunshinecoast.com

To the inbox

E-newsletters

Our team creates two e-newsletters – one for holidaymakers and a member e-news called The Sunny Insider.

Each month more than 90,000 travellers across Australia and New Zealand receive the Sunshine Coast newsletter direct to their inbox while The Sunny Insider is sent out to 1200 members and industry contacts fortnightly.

The visitor e-newsletter is a combination of upcoming events, Sunshine Coast travel articles, new accommodation and experience offerings, competitions, and latest deals. To ensure we get the most out of our email marketing, we tailor content for travellers be it a couple, family, solo traveller or group.

The Sunny Insider features timely updates with important information to help your business.

Top tip

As a member you will automatically receive **The Sunny Insider** fortnightly to your inbox making it easy for you to stay in touch with the latest tourism information. You can also sign up to receive our visitor e-newsletter too, simply [visit our website](#).

Benefits

- ✓ Guarantee your business is featured in the consumer e-newsletter by taking up a digital package showcasing your deal. See page 10 cooperative marketing table for more details.
- ✓ Make sure your ATDW listing is up to date as our e-newsletters link to these deals and events.
- ✓ If you have any news to share, updates, or timely information for either e-newsletter, email it to:
media@visitsunshinecoast.com

For more information email media@visitsunshinecoast.com or marketing@visitsunshinecoast.com



The power of publicity

Public relations

We work with top travel, lifestyle and hospitality media to unearth Sunshine Coast stories and inspire travellers to come and experience the region for themselves.

Through a strong network of contacts across print, online, broadcast and radio, we have a constant stream of content rolling out across Australia and in key international markets such as New Zealand.

Our media familiarisation (famil) program invites both domestic and international media and influencers to visit the Sunshine Coast and experience the destination first-hand.

Just like breaking news, travel media are always looking for ‘unique’ stories, whether it’s a brand-new hotel, hidden gem or untold story angle. Our job is to keep our finger on the pulse, so we’d love to hear from you!

As well as responding to media requests, we share media releases and negotiate television/broadcast opportunities for the region, and secure content partnerships with media outlets. In the last year alone, we were able to generate media coverage valued over \$20 million and included multiple segments on programs like ‘7 Weekender’ and ‘The Today Show’.

Top tip

Find your story ‘hook’. What sets your business apart? What is something interesting you are doing that people may not know about? The key to publicity is having a good story to share, be it a new product, sustainable focus or different offering.

Benefits

- ✓ Get in touch! The best thing you can do is share your news with us so we can help you spread the word.
- ✓ Reach out for assistance on writing a media release or hosting a media famil.

For more information or to share your news, email media@visitsunshinecoast.com

Market ready

Working with the trade

VSC works with trade partners, such as travel wholesalers, retailers, inbound tour operators, online travel agents and bricks and mortar travel agencies, across Australia and the world. These trade partners share your products and packages in places we could never achieve ourselves and ensure that travellers have greater opportunities to book a trip to the Sunshine Coast.

With interstate and international borders reopen its more important than ever we use the distribution channels available to us through our trade partners to re-establish our markets.

We have a dedicated team to help your tourism business engage with our trade partners and participate in sales missions, trade shows and trade famils. We also work with our trade partners on tactical marketing activities that are focused on getting more bookings to the Sunshine Coast.

Benefits

- ✓ We run training and development programs for businesses looking to better understand and participate in trade distribution.
- ✓ Businesses with relationships with our trade partners will benefit through participation in tactical campaigns that drive bookings at the time of year when it is needed.
- ✓ Attend domestic and international roadshows and sales missions.
- ✓ Join VSC as a Trade Member to access our trade programs and services.

Please see page 26/27 (membership matrix) for a full list of membership levels, prices, benefits and conditions.

For more information email trade@visitsunshinecoast.com

Top tip

Contact our dedicated team of trade experts to find out how you can improve the distribution channels of your product.

A couple is sitting on a grassy hill, looking out over a vast landscape. The woman is wearing a white t-shirt, dark shorts, and a wide-brimmed hat. The man is wearing a dark t-shirt, dark shorts, and a baseball cap. They are both looking towards the horizon. The landscape is filled with dense green forest and rolling hills. In the distance, several prominent mountain peaks are visible against a sky with soft, orange and yellow clouds, suggesting a sunset or sunrise. The overall mood is peaceful and contemplative.

TOGETHER,
WE CAN
CREATE A
BRIGHTER
FUTURE FOR
THE SUNSHINE
COAST.



World class

Events

Events give travellers new reasons to visit the Sunshine Coast! Importantly events also bring travellers to the destination when we need them the most, that is outside our peak holiday periods like the school holidays.

We provide promotional support to tourism and event promoters whose events attract visitors from outside of our region. A tiered approach to marketing support lets us prioritise our resources to the events that will make the most difference to the destination.

Whilst we don't provide direct financial support for events, we connect event organisers with our network of partners to support them to complete applications for funding through other organisations. This includes at a local, state and federal government level.

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Top tip

Our [visitsunshinecoast.com what's on page](https://visitsunshinecoast.com/what-s-on-page) features upcoming events, so make sure your event listing is up to date via ATDW.

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Benefits

- ✓ Members can access the Event Promoters Kit, a resource we keep up to date with destination images, video and seasonal content. This is also available to other event operators upon request.

For more information email:
events@visitsunshinecoast.com

BUSINESS SUIT TO BOARDIES

Business events

We have a dedicated business events team to promote the Sunshine Coast as a destination for corporate events and conferences. It's a big market for the Sunshine Coast valued at over \$27 million.⁴

Our focus is on creating leads for members. We typically do this by networking with event planners across Australia and New Zealand at trade shows, roadshows, and other events.

We are also a big believer of the "tour of the factory floor" approach and throughout the year host event planners on itineraries across the Sunshine Coast to experience the destination first-hand. This gives these event planners the confidence they need to sell the Sunshine Coast to clients.

We have a dedicated membership for Business Events, which connects you with additional promotion and networking opportunities specific to the business events industry. This includes participation at roadshows and trade shows.

Top tip

Engage with our dedicated Business Events team to help promote your business and secure leads from event planners.

Benefits

- ✓ Receive relevant sales leads because of our targeted marketing activity.
- ✓ Join the regional stand at business events trade shows.
- ✓ Potential to be included in site inspections.
- ✓ Product inclusion in bid documents, itinerary ideas and promoted to Tourism Australia.

Please see page 26/27 (membership matrix) for a full list of membership levels, prices, benefits and conditions.

For more information email
businessevents@visitsunshinecoast.com

⁴ 2019/20 QBES Survey results and Business Events Council of Australia 'The Value of Business Events to Australia' DDR.

Service with a smile

Visitor servicing

VSC operates three accredited Visitor Information Centres (VICs) across the Sunshine Coast located at Glass House Mountains, Montville, and Sunshine Coast Airport.

Our 120 + dedicated team of VIC volunteer ambassadors are never short of a smile and provide travellers with a friendly welcome and local tourism information.

Top tip

Make sure our volunteer ambassadors know about your business, so they are providing guests with all the right details.

Benefits

- ✓ Our VICs are also a great place to display brochures, so make sure we have your latest promotional material to hand out to our visitors.
- ✓ Our ambassadors are thirsty for product knowledge. Show them what you do by offering to host a fam, drop in for a chat and/or offer an update for the team.

For more information email:
visit@visitsunshinecoast.com



Membership matters

Benefits to your business

Our membership program provides your tourism business with opportunities to access our programs and services and connects you with the Sunshine Coast's tourism industry. It also contributes towards VSC's ongoing efforts to promote the destination and support the sector.

It's easy to join as a member, with additional membership levels available for businesses looking to participate in the specialist areas of (1) Business Events or (2) Trade and International.

\$275
inc GST

VSC Membership

Your FY22/23 membership opportunities:

- ✓ Stay up to date with trends and opportunities via regular industry e-newsletter, The Sunny Insider.
- ✓ Access Team Sunshine Coast member portal including our extensive image library.
- ✓ Networking with the best - Invitation to our popular networking + Real Talks events.*
- ✓ Learn from the experts - access to training and workshops to lift your business performance.*
- ✓ Promote your brochure in VSC operated and accredited Visitor Information Centres (VICs).**
- ✓ Promotion through our website and campaigns via FREE submission of deals.
- ✓ Opportunity to participate in VSC co-operative marketing campaigns.*
- ✓ Access to our dedicated membership team to maximise your membership.
- ✓ Stand out from the crowd with a membership certificate and sticker.

* Additional costs may apply.
** Subject to suitability and availability of display at various VIC's.

\$275
inc GST

Trade and International add-on

Trade and International members receive additional promotion and networking opportunities specific to the inbound tourism sector.

Your FY22/23 membership opportunities:

- ✓ Invitation to participate in trade and international ready programs.*
- ✓ Your business listed in the International Travel Planner.
- ✓ Opportunities to showcase your business to travel trade familiarisation visits.
- ✓ Inclusion in relevant VSC tradeshow representation and trade training programs.**
- ✓ Invitation to participate in VSC led onshore/offshore sales missions.**
- ✓ Opportunity for inclusion in international marketing campaigns.**
- ✓ VSC team support and guidance on distribution and contracting.**

* Additional costs may apply.
** Access to trade and international benefits on provision of product suitability and operators agreement to pay required commission levels.

\$275
inc GST

Business Events add-on

Business Events members receive additional promotion and networking opportunities specific to the business events industry. They receive a directory listing and can participate in roadshows, trade shows and familiarisations targeted at event planners.

Your FY22/23 membership opportunities:

- ✓ Promotion via 'Hot Deals' on businesseventssunshinecoast.com
- ✓ Join the regional stand at relevant business events trade shows.*
- ✓ Promotion to event planners and conference organisers.
- ✓ Product listing on incentivetravelsunshinecoast.com***
- ✓ Receive relevant sales leads from VSC's marketing activities.
- ✓ Showcase your product to hosted buyers on VSC familiarisations and in itinerary programs.****
- ✓ Inclusion in The Shortlist eMagazine.**
- ✓ Promotion of product or service to business event media partners for editorial and/or campaign inclusion (digital and print).

* Additional costs will apply.
** Subject to suitability.
*** Content must be loaded via ATDW.
**** Best of Queensland accredited product.
*****Access to international market on provision of product suitability.

Activity calendar 22/23

Category	Activity	Location	July	August
Marketing	Marketing campaigns	QLD, NSW & VIC	For Real	
	Trade campaigns	NSW, VIC		
	International campaigns	New Zealand		
	Special Interest activity	Australia & New Zealand	Craft Beer & Mountain Bike	
	Always on digital	Australia & New Zealand		
	Digital & social cooperative package	National		
PR & Content	Travel and leisure broadcast	National		
	Content partnerships	TBC		
	Famils			
	Media events	National		
	Insiders Guide		2022	
Industry & Trade Development	Real Talks / Networking events	Sunshine Coast		
	SCOUT23 - Big Day Out for Tourism	Sunshine Coast		
	Digital Ready / International Restart workshops	Sunshine Coast		
Trade & International	VSC New Product workshop	Brisbane		31
	VSC Roadshows	Australia & New Zealand		
	Australia Marketplace	North America		7-10
	Corroboree (TBC)	TBC		
	Australian Marketplace (TBC)	UK / Europe		
	ATEC Meeting Place (TBC)	Sydney		
	Australian Tourism Exchange	Gold Coast		
	Famils			
Business Events	VSC Sunshine Soiree event	Brisbane		
	Roadshows	National & International		
	Executive PA Summit	National	21 Sydney	
	Professional Conference Organisers Conference	Hobart		
	Asia Pacific Incentives and Meetings Expo	Melbourne		
	Get Local	Sydney		
	Famils			

September	October	November	December	January	February	March	April	May	June
					Sub Regional		For Real	For Real & Sub Regional	
		Craft Beer			Craft Beer		Mountain Bike & Craft Beer		
				Brisbane	Sydney	Melbourne			
						2023			
								TBC	
5-8 NZ									TBC Syd & Mel
	TBC								
		14-17							
		21-23							
							30 Apr - 5 May		
							ATE Pre Famils	ATE Post Famils	
	TBA								
TBC Sydney						TBC Melb		TBC NZ	
						16 Brisbane		11 Melb	
			11-13						
					13-15				
									22-23

* Events and dates are subject to change.

Key

- VSC activity.
- Members can participate. May be subject to additional cost or suitability of product.
- Trade and International members. May be subject to additional cost or suitability of product.
- Business Event members. May be subject to additional cost or suitability of product.



How to get involved

Join now

We invite you to become a member and be part of Team Sunshine Coast...For real!

For more information email:
members@visitsunshinecoast.com
or call us on (07) 5458 8800.

Join online: visitsc.au/membership



Scan here to join!

Working with our team

CEO | Matt Stoeckel
Executive Assistant | Anna Norelius
Finance and Administration Manager | Guy Williams
Finance and Administration Coordinator | Katrina Logan

Head of Industry and Trade Development | Andrew Fairbairn
Trade Manager (maternity leave) | Sonya Mroz
Industry and Trade Coordinator | Beth Mahoney
Membership Coordinator | vacant

Head of Marketing | Kelly Ryan
Brand & Campaign Manager | Samantha Dalla
Digital Project Manager | Justin Franks
Digital & Performance Media Manager | Allison Wallace
Public Relations Manager | Lauren Grounsell
Creative & Design Specialist | Deanna Byers
Marketing Coordinator | Darien Brown
Social Media Specialist | Tiarne Boys

Communications Manager | Liz Tuckett
Communications Consultant | Peter Hook

Business & Leisure Events Manager | Ali Thompson
Business Events Executive | Michelle Burgum



Scan here to join!

Visit
Sunshine
Coast