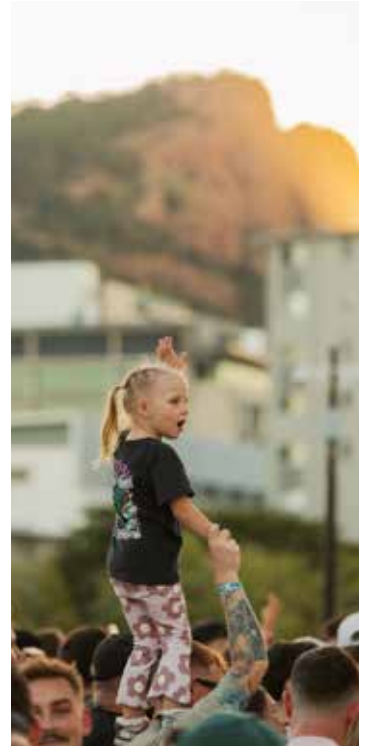




townsville
enterprise



Townsville North Queensland

MAJOR EVENTS STRATEGY

2026-2032



ACKNOWLEDGEMENT OF COUNTRY

Townsville Enterprise pays its deepest respects to Aboriginal and Torres Strait Islander peoples as the traditional custodians of the land in Australia, and recognise their continuing connection to land, water and culture.

We pay respects to Elders past, present and emerging. We acknowledge the stories, traditions and living cultures of Aboriginal and Torres Strait Islander peoples and commit to fostering a culture of learning from and working with First Nations people in the spirit of reconciliation.

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1.0

MAYOR & CEO WELCOME

MAYOR OF TOWNSVILLE



The Major Events Strategy 2026-2032 is an expansion of the previous plan that outlines the partnership between TEL and Council.

Significant success has been demonstrated over the past two years of the collaboration, with Townsville seeing events such as the P!nk concerts and the Australian Kart Championships (held in conjunction with the Townsville Supercars) providing examples of events that maximise return for the region, and instil community pride.

This plan represents the way forward for Major Events in Townsville, as we acquire, develop and support new and existing events under a clear model and funding method, with specific outcomes and benefits for Townsville.

It shows our commitment to being 'Australia's most agile and responsive event region', explaining how we have the systems in place to secure the events that create the outcomes we seek.

I'll see you at the next Major Event in Townsville!

A handwritten signature of Nick Dametto in blue ink.

Nick Dametto
Townsville City Mayor

CEO OF TOWNSVILLE ENTERPRISE



This strategy represents a long-term partnership between Townsville City Council and Townsville Enterprise to attract, secure and support major events.

Over the past four years, the region's capacity to host a wide range of events has grown significantly. This growth has delivered strong economic, reputational and community benefits for local residents.

The priority is not simply to attract more events, but to invest in events that align with the city's future plans and deliver the strongest possible return on ratepayer investment.

We look forward to the opportunities ahead as Townsville continues to strengthen its position as the "Event Capital of the North".

A handwritten signature of Claudia Brumme in blue ink.

Claudia Brumme
Chief Executive Officer





2.0

INTRODUCTION

INTRODUCTION

The Townsville 2026-2032 Major Event Strategy provides a seven-year framework for strategic decision making and coordinated action. Through a partnership between Townsville Enterprise and Townsville City Council, the region delivers one of Australia’s most responsive major events investment models, combining rapid funding decisions with intelligent connections between events, partners, and suppliers.

This plan is an update to the Townsville Events Strategy ‘blueprint’ (2023), highlighting growth and changes since 2023.

Townsville Enterprise, in partnership with Townsville City Council, will acquire, develop, manage and promote a unique Major Events Calendar for Townsville North Queensland, that positions the region as a nationally recognised and community celebrated events destination, enhancing regional profile, driving economic return, and deepening community pride and liveability through a diverse and strategic calendar of major events.

Townsville is Australia’s capital of Northern living - vibrant, tropical, and full of character.

Our approach centres on developing signature events that can only happen in Townsville, strengthening community pride through co-creation, and implementing commercial models that ensure long-term funding stability.

This strategy focuses on quality over quantity, ensuring each event authentically represents Townsville’s distinctive character while delivering measurable economic and social benefits.

DEFINING EVENT CATEGORIES

Event Type & Investment Model				
EVENT TYPE	MANAGED BY	FUNDING LEVEL	GOALS	EXAMPLES
Major Events	TEL	High, ROI-focused	Profile, economic impact, national / international	Supercars NTI Townsville 500, P!nk, Wallaby Test Match
Community Events	TCC	Small - moderate grants	Civic engagement, local celebration	International Women's Day Breakfast
Business Events	TEL	Targeted Investment	Coporate tourism, knowledge leadership and investment	Ivest Townsville North Queensland Summit
Strategic Sports Attraction Program	TCC*	Moderate, ROI focused	Legacy 2032, ROI and Community Benefit	Sporting events (National, State or School Championships), high performance camps and sports conferences
Created Major Events	TEL / Partners	Seed funding bespoke	Anchor events with a deep Townsville identity	

** TEL participates on the Sports Events Attraction Panel to ensure strategic alignment and leverage of the Townsville Major Events Strategy.*
***NAFA sits outside of this, managed by TCC.*
This Strategy focuses exclusively on Major Events Acquisition.



3.0

SEEKING NEW & ESTABLISHED MAJOR EVENTS

OUR ROLE

Through this roadmap, Townsville Enterprise will:

- **Attract** or Build major events that elevate Townsville's national profile.
- **Design and plan** a balanced, year-round calendar that reflects our region's strengths.
- **Grow** existing events through strategic partnerships, financially sustainable models, and improved programming.
- **Collaborate** with local industry and community groups to ensure events are community-led and place-driven.
- **Amplify** Townsville's reputation for liveability, tourism, and cultural vibrancy.
- **Support** nationally recognised signature events.
- **Seek** events by choosing quality over quantity, maintaining a standard of high quality, high impact on each partnership

EVENT TYPES WE WILL SEEK

We will engage with:

- **Spectator sporting events** – Showcasing elite sport and leveraging Queensland Country Bank Stadium.
- **Arts, Culture and Entertainment** – Highlighting the region's creativity, music, performance, and First Nations culture.
- **Mass participation and lifestyle events** – Creating personal challenge, community engagement, and shared achievement.

WE WILL SUPPORT EVENTS THAT DEMONSTRATE:

- **Quality over quantity** – Carefully curated events that align with our strategic pillars
- **Unique to Townsville** – Events that showcase the region, our natural assets and its opportunities
- **Longer-term base** – Events that make their home in Townsville
- **Economic partnerships** – Commercial models that generate multiple funding sources.
- **Strategic timing** – Calendar management that avoids saturation and maximises impact
- **Sustainability** - we seek events that are financially, environmentally and culturally responsible
- **Community impact** – Events designed through community insights

4.0

OUR VISION OUR PURPOSE OUR OBJECTIVES

OUR VISION

Townsville: Australia's most agile regional Major Events destination, delivering strategic partnerships that build national profile, create lasting economic impact, and strengthen community pride.

OUR PURPOSE

Major Events will elevate Townsville's profile and shape perceptions of the city as a place to live, visit, invest in, or relocate to. These events will foster community pride and connection while delivering long-term economic benefits to the City, including advancing the tourism, event, and small-business sectors.

OUR OBJECTIVES

Events supported under the Townsville Events Strategy will:

- 1 **Tell the story of Townsville** – celebrating our identity, heritage, and lifestyle in every experience.
- 2 **Deliver unique and compelling content** – events that stand out on the national stage and reflect our distinctive character.
- 3 **Contribute meaningfully to the long-term Townsville economy** – driving growth, future investment, employment, year-round visitation, and support for local industry
- 4 **Strengthen connections** between the community, local businesses and wider industry and Major Events

To achieve these outcomes, We will:

- 1 **Create homegrown events that define Townsville** – Develop distinctive, worldclass experiences that could only happen here.
- 2 **Maximise economic impact** – Extend visitation periods by delivering a balanced events calendar and year-round marketing that showcases events and tourism opportunities.
- 3 **Deepen community pride and participation** – Strengthen local ownership, inclusion, and connection through co-created events.
- 4 **Establish varied funding models** – Diversify sponsorship and revenue streams, leveraging partnerships and commercial opportunities

5.0

OUR REGION

OUR REGION

Townsville, North Queensland, is one of Australia's most diverse regional economies, with no single sector accounting for **more than 15%** of the region's GRP. The region is an emerging tourism destination with an unrivalled power to surprise and delight and a growing reputation as a place to discover the unexpected. At the heart of our region is the city of Townsville, the **largest population base** in Northern Australia, the capital of North Queensland, and the gateway to some of Australia's most sought-after landscapes – The Great Barrier Reef, The Queensland Outback, World Heritage Rainforests, Tropical Islands, and a thriving city.

Townsville, North Queensland, has direct air access from most major Australian metropolitan cities, including Brisbane, Sydney, Melbourne, Darwin, and Adelaide, and is a strong service hub for regional Queensland. Its international status is on the rise, opening the door for future charters and routes in and out of the region.

Townsville, North Queensland, attracts almost 3M visitors annually, with more than **1.1M overnight visitors** and **4.6M visitor nights**. The region has reached a record overnight visitor expenditure of over **\$1.2bn**. After the COVID pandemic, Townsville's visitor profile has strengthened in the leisure sector, with **39% of visitors** travelling for holiday.

The city and Magnetic Island have approximately **4,000 accommodation rooms**, with additional hotel development planned to launch in the next 48 months. Average year round occupancy is between **60% and 70%**, with major events significantly boosting occupancy across the hotel sector.

Townsville has demonstrated significant successes in establishing and staging major sporting, arts, and cultural events over many years. More recently, the introduction of dedicated events and training venues, such as the Queensland Country Bank Stadium and the high-performance centre of excellence, and upgrades to the Townsville sports reserve, has positioned Townsville as a prime candidate to become the regional events capital of Northern Australia.

Population growth is a high priority for Townsville, North Queensland. With almost **\$16 billion** in major infrastructure projects approved, committed to, or underway in the region, job projections suggest an **additional 50,000 jobs** will be needed over the next decade. Events will play an essential role in building the regional profile, supporting workforce/population attraction, and fostering community pride.

1. EVENT AUDIENCE

- Local Catchment of 700K people
- High disposable income
- Locals love events!

2. EVENT SUPPORT

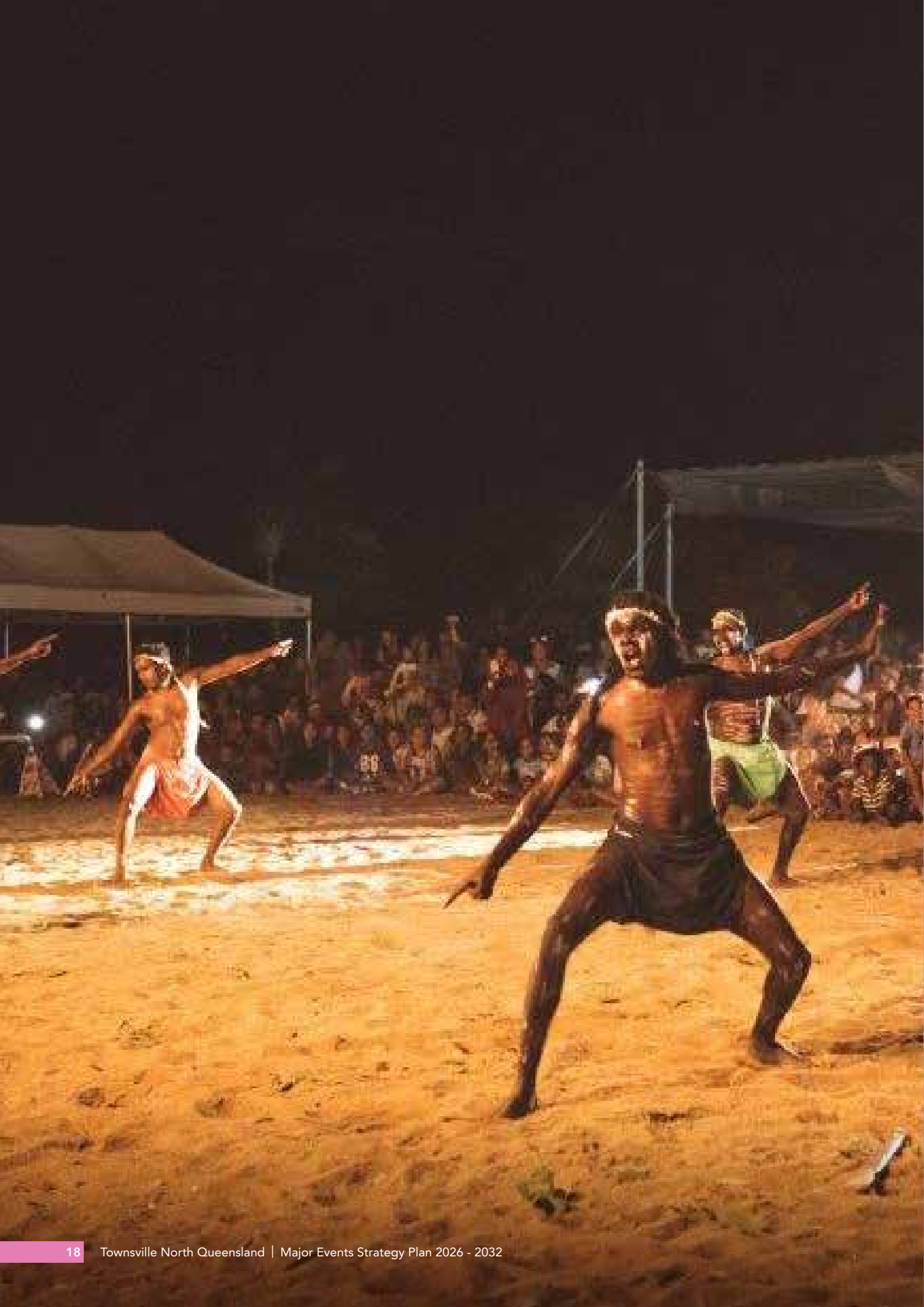
- Agile & responsive funding programs
- Streamlined systems
- Local business connections

4. GROWING REPUTATION

- A history of event success
 - Townsville Supercars
- New Events - P!nk needed an additional show to meet demand
- Connections to funding sources

3. EVENT VENUES

- Country Bank Stadium (25,000)
- Strand Park (beachfront)
- Riverway Stadium (Various)



6.0

TOWNSVILLE'S COMPETITIVE ADVANTAGE

THE MOST AGILE & RESPONSIVE MAJOR EVENT REGION IN QLD

Townsville has set itself the goal of being **Queensland's most agile and responsive major events destination**, a reputation built on rapid decision making on funding proposals, adaptive partnerships, and a proven track record of securing opportunities that other regions cannot match, while also ensuring strong assessment, ROI and governance.

STREAMLINED SYSTEMS & PARTNERSHIPS

The partnership between Townsville City Council and Townsville Enterprise has created a unique "one-stop-shop" model that eliminates the funding complexity event promoters typically face.

This integrated approach means event owners work with a single, coordinated team that delivers rapid, clear decisions on funding, venues, marketing, and operational support.

THE EVENTIFY ADVANTAGE

Townsville's innovative Eventify program demonstrates the region's commitment to maximising event impact through business engagement.

By connecting local businesses directly to major events through the Eventify portal, the region ensures events deliver broader economic benefits while enhancing the event-day experience for attendees through exclusive offers and ticket-holder discounts.

Eventify helps create a city-wide sense of celebration, where visitors and locals alike feel the energy of an event beyond the venue itself. This program not only strengthens the business case for event investment but also connects major events to the local economy and community, creating authentic local experiences and stronger, more sustainable event partnerships.

SPEED & DECISIVENESS IN ACTION

While other Queensland regions navigate lengthy approval processes, Townsville has demonstrated a clear system to make swift, confident commitments to major events.

When State of Origin required a rapid relocation in 2021, Townsville stepped up, delivering a world-class event under tight timelines (7 days). Similarly, when P!nk's 2024 tour required an additional show, Townsville's rapid response secured the support for the extension, demonstrating the region's capacity to adapt to evolving event requirements in real time.

COMMERCIAL ADAPTABILITY

The region can move quickly on co-investment opportunities, provide flexible support packages, and assist event owners in accessing additional State and private funding sources.

This commercial flexibility allows Townsville to host events where traditional government funding models struggle to meet these timelines, maintain ROI and governance.

A DESTINATION THAT MAKES THINGS HAPPEN

What truly sets Townsville apart is an organisational culture designed for possibility rather than process.

While maintaining appropriate governance and accountability, Townsville's approach prioritises finding solutions, moving quickly, and making commitments that give event owners confidence.

In an increasingly competitive national events landscape, this agility and responsiveness positions Townsville as the partner of choice for event owners seeking a destination that understands the commercial realities of major events and can deliver outcomes at the pace modern event planning requires.



TOWNSVILLE LOVES EVENTS

The Townsville community is highly engaged in events of all types, driving attendance and community engagement for organisers and participants.

The 2023 Townsville community sentiment and future event demand study demonstrates a clear appetite for bigger and better Live Performance and Sporting Events, alongside a greater variety of Nature, Science and education, Lifestyle, Arts and Culture Events. The community has indicated strong support for developing a vibrant, diverse event mix that promotes Townsville's diversity.

- 90% of Townsville Residents have attended a 'Major Event' in the last two years.
- On average, each Townsville resident has attended 4.5 Major Events.

7.0

INFRASTRUCTURE CAPACITY FOR MAJOR EVENTS

Townsville has a wide range of event venues, including indoor and outdoor facilities, purpose built sporting infrastructure, and unique public spaces.

PREMIER SPORTING & ENTERTAINMENT INFRASTRUCTURE

The Queensland Country Bank Stadium is the region’s flagship facility, with a capacity of approximately 25,000 and modern amenities centrally located in the city. This outdoor venue hosts major sporting events and large-scale concerts, providing the infrastructure needed to attract national touring acts and elite sporting competitions.

Complementing this is the Townsville Entertainment & Convention Centre, with capacity for approximately 5,200 attendees across multipurpose indoor spaces near the CBD, making it suitable for mid-scale concerts, conferences, exhibitions, and cultural performances.

Reid Park (~12,000 capacity) provides proven event infrastructure particularly suited to motorsport and festivals, while Riverway Stadium (~20,000 capacity outdoor) offers flexible, amordable space for cricket, ground-based sports, and festival-scale events.

UNIQUE PUBLIC SPACES & NATURAL ASSETS

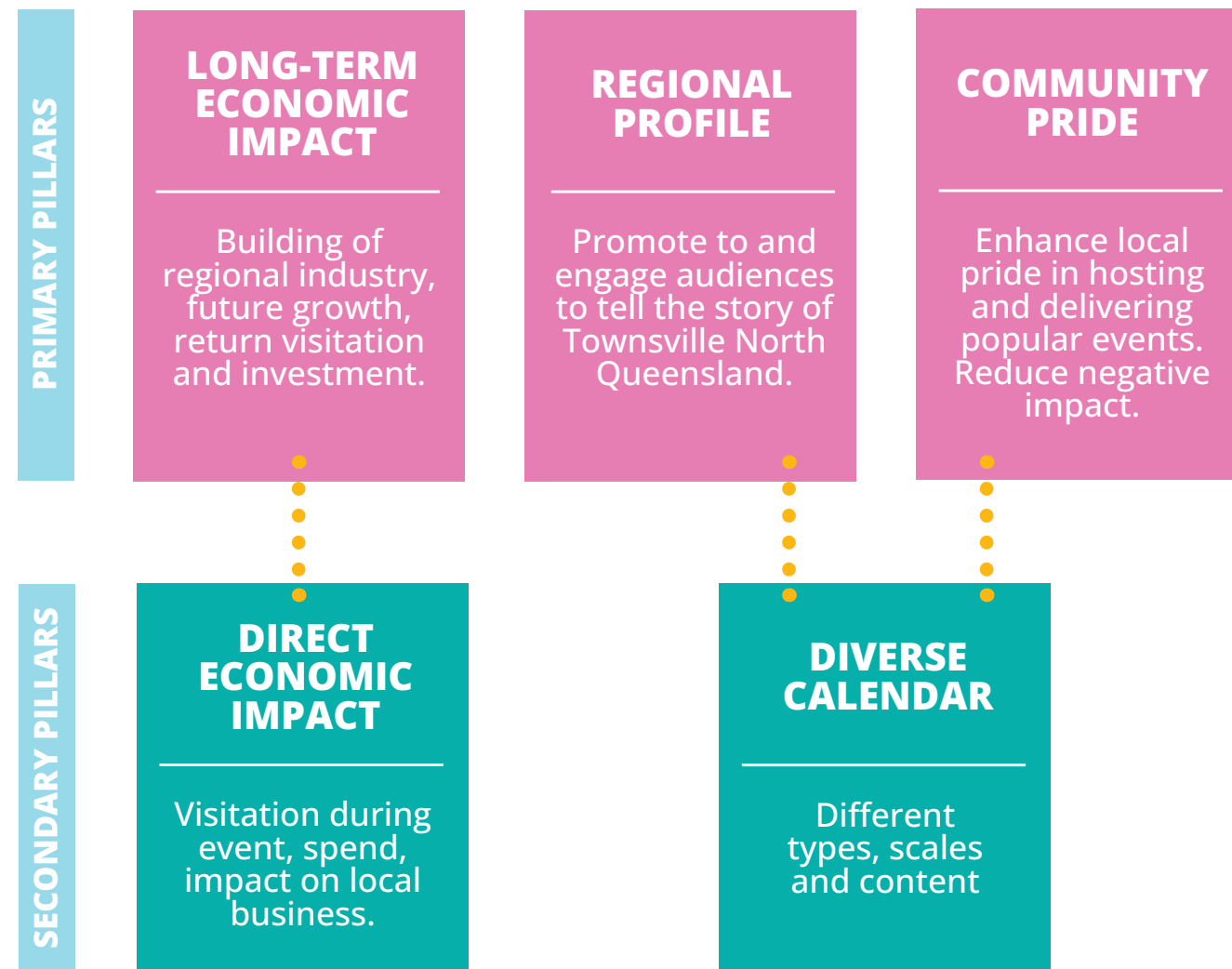
Townsville’s public spaces offer distinctive event options that set the region apart from metropolitan competitors. Central Park (~8,000-capacity outdoor venue) provides a central, open-air space ideal for festivals and concerts. Strand Park’s scenic foreshore location creates exceptional backdrops for beachfront cultural events and event facilities.

VENUE	CAPACITY	TYPE	USE
QLD Country Bank Stadium	~25,000	Outdoor	Major Sports / Concerts
Townsville Entertainment & Convention Centre	~5,200	Indoor	Mid-scale concerts, conferences
Townsville Stadium (Murray Lyons)	~2,500	Indoor	Community sport, expo’s
Central Park	~8,000	Outdoor	Festivals, concerts
Strand Park	Variable	Outdoor	Beachfront cultural events
Reid Park	~12,000	Outdoor	Motorsport, festivals
Riveryway Stadium	~20,000	Outdoor	Cricket ground and festivals

8.0

OUR PILLARS

THE PILLARS THAT DEFINE THE STRATEGY



PRIMARY PILLAR 1: LONG-TERM ECONOMIC IMPACT

Major events in Townsville are strategically chosen to deliver sustained economic benefits that extend well beyond the immediate event period.

Events create opportunities to showcase Townsville's capabilities to national audiences, establish relationships with potential investors and corporate partners, and build the skills and capacity of local event related industries.

PRIMARY PILLAR 2: REGIONAL PROFILE

Building Townsville's reputation as a destination of opportunity and appeal remains a key focus of the events strategy. Supported Major Events will showcase Townsville and attract audiences with engaging stories about the region, reaching individuals who might not have previously considered it a place to visit, work, invest in, or relocate to.

PRIMARY PILLAR 3: COMMUNITY PRIDE

Major Events are essential in boosting local pride by hosting popular events for Townsville residents. Our goal is to help the community see the real benefits of investing in these events, while also minimising any negative effects that might weaken community support.

Community pride develops when residents see their city hosting major national and international events, offering experiences typically available only in capital cities, and observing their region benefiting from positive external recognition.

SECONDARY DRIVER 1: DIRECT ECONOMIC IMPACT

Supporting the achievement of the three primary pillars is the direct economic impact generated by Major Events, including increased visitation during the event period, visitor spending across accommodation, hospitality, retail, and transport sectors, and the immediate boost to local businesses. This direct economic impact remains a key indicator of an event's overall value.

SECONDARY DRIVER 2: DIVERSE CALENDAR

The second supporting driver understands that reaching the main pillars requires a calendar featuring various event types, scales, and content that attract different audiences and spread benefits across the year. A varied calendar promotes ongoing community engagement, minimises audience fatigue from repetitive content, and supports year-round employment in event related industries.

We prioritise high-profile, perception-shifting events that maximise impact, strengthen regional industry and visitation, celebrate community pride, and reinforce Townsville's strategic positioning.

THE STRATEGIC FRAMEWORK FOR MAJOR EVENTS SUCCESS

Townsville's Major Events strategy is built on three primary pillars that drive all event investment and support decisions. These pillars represent the core outcomes the region seeks to achieve through its major events program, supported by two secondary drivers that drive their delivery.



9.0

DEFINING SUCCESS



DEFINING SUCCESS

- ▶ Townsville is recognised nationally as the most agile and responsive events region in Queensland
- ▶ The supported events together will deliver an annual return on investment of 1:30.
- ▶ The profile of Townsville is raised by an annual calendar of 10 successful events
- ▶ Development of 2 nationally recognised signature events by 2030.
- ▶ 85%+ resident satisfaction with the events calendar.
- ▶ 40% more local businesses are actively involved in providing event services
- ▶ A minimum of 3 Events each year delivered in partnership with TEQ
- ▶ 3 Events with external funding sources (aside from Council and TEQ)
- ▶ Investment results in Major Events to be annually reported and publicly available

Collectively, these measures reinforce Townsville’s position as the Events Capital of the North, showcasing our capability to deliver diverse, high-quality events that benefit the community and the region’s economy.

10.0

OUR MAJOR
EVENTS PROCESS





MAJOR EVENT INVESTMENT PIPELINE & LIFECYCLE

Townsville Enterprise manages a streamlined process for major event acquisition, partnership development, and performance evaluation that balances thorough assessment with the speed event owners require.



PHASE 1

EVENT AQUISION & ASSESSMENT

Through ongoing relationship development with event organisers and proactive market engagement, TEL both sources new event opportunities and responds to inbound proposals. Each opportunity is assessed by the Major Events Acquisition Department stam against strategic criteria, including audience attraction, tourism impact, regional alignment, and economic return. We assess budget viability, consult with key stakeholders, and conduct performance based scoring to determine the fit with our objectives.



PHASE 2

CONSULTATION & APPROVAL

For events that progress beyond the initial assessment, we develop comprehensive investment business cases that detail benefit modelling, risk assessment, marketing opportunities, and operational requirements. The Major Events Advisory Panel— comprising TEL, Council, community and industry representatives—provides an independent review before final governance approvals. Throughout this phase, we maintain regular communication with event proponents to ensure transparency and address questions emiciently.



PHASE 3

ENGAGEMENT

Following approval, we finalise the contracts that define partnership terms, investment milestones, and performance expectations. Our Marketing team collaborates with event proponents to develop integrated promotional plans that maximise event success and enhance destination profiling. We drive connections between event owners and local suppliers, venues, and partners.



PHASE 4

IMPLEMENTATION (EVENT PERIOD)

During lead-up and delivery, TEL maintains active support, coordinating across departments and stakeholders to address operational issues and ensure contracted deliverables are met. In conjunction with the event owner, we conduct real-time visitor surveys, economic impact measurement, and media monitoring to capture comprehensive performance data. Destination promotional initiatives and community engagement programs are activated to maximise regional benefits.



PHASE 5

POST EVENT EVALUATION

We will measure the success and outputs of Major Events through comprehensive postevent reporting, participant surveys, and community feedback. The findings will inform ongoing partnership decisions and identify areas for improvement or adaptation, with events nearing contract conclusion reassessed based on demonstrated performance and strategic alignment. We drive connections between event owners and local suppliers, venues, and partners.

11.0

OUR PARTNERS

TOWNSVILLE CITY COUNCIL

Townsville Enterprise works in conjunction with Townsville City Council to deliver all aspects of this plan.

THE COLLABORATION INCLUDES:

- Activation of the City during Major Events
- Driving Community engagement and celebration
- Assistance in securing commercial venue hire agreements
- Coordination of other event operational requirements (road closures, waste, use of existing resources)
- Value-based in-kind local marketing initiatives



In addition, all Major Events work is undertaken under the guidance of the Council's existing Plans, including:

TOWNSVILLE CORPORATE PLAN 2025 - 2029

TCC's Corporate Plan outlines the region's approach to driving economic and environmental sustainability, supporting community programs and events, and developing Townsville as an event destination for residents and visitors.

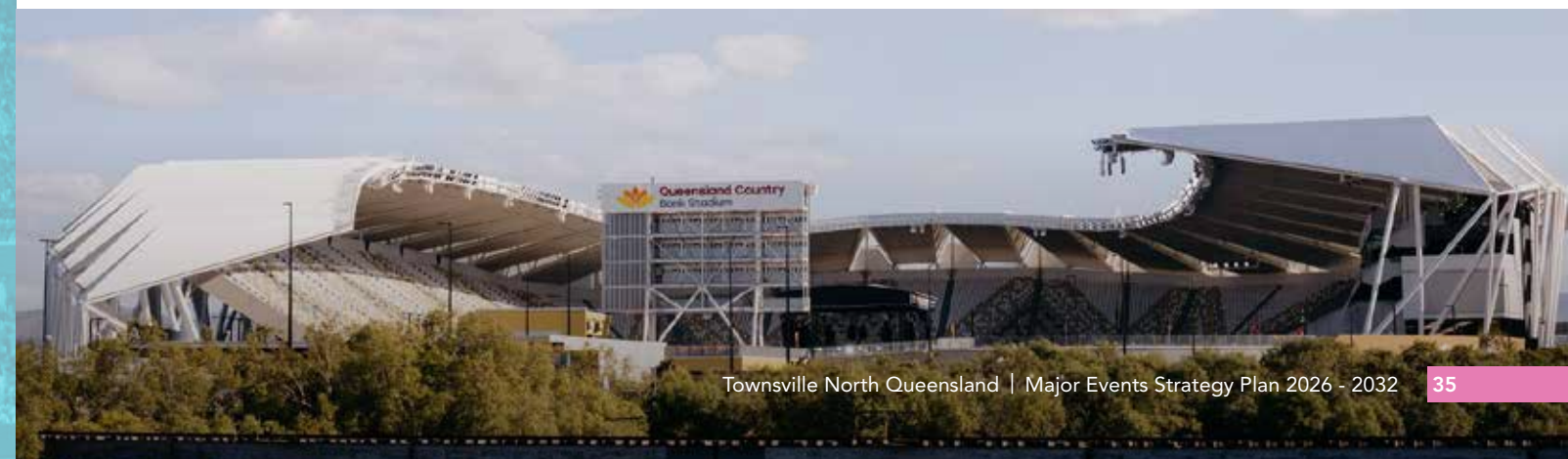
This Major Events Strategy aligns closely with the Council's wider goals: [Click Here](#)

TOWNSVILLE 2032 OLYMPIC & PARALYMPIC GAMES ACTION PLAN

Townsville City Council has formed a Townsville 2032 Legacy Working Group, which through a whole of community approach, will maximise the opportunities for the region and broader city in the lead up to, and decades after the Games.

The plan continues with a legacy vision that:

- Creates a highly united, integrated, and liveable city that is accessible to members of our community.
 - Maximises the opportunity for our young people to participate in sport and provide a genuine opportunity to excel and participate in the 2032 Games and beyond.
 - Develops new or enhanced infrastructure that is sustainable and resilient.
 - Provides opportunities to train and compete on the doorstep of the Great Barrier Reef.
- TEL sits on the Townsville 2032 Legacy Working Group, ensuring that opportunities and funding are discussed throughout the next 7 years in alignment with this strategy



TOWNSVILLE ENTERPRISE VISITOR ECONOMY & MARKETING DEPARTMENT

Major Events are powerful tourism attractions and destination marketing tools.

Both strategies prioritise increasing overnight visitor expenditure and total visitation to the region, extending the average length of stay, and attracting new audience segments to Townsville North Queensland.

Major Events stimulate economic growth by driving spending across the hospitality, retail, accommodation, and transport sectors. Strategic event scheduling helps balance seasonal demand, reducing reliance on traditional tourism peaks by attracting visitors during shoulder and om-peak periods. Events deliver powerful brand amplification through earned media coverage, broadcast exposure, and digital engagement.

TEL's Marketing Department will assist with marketing the event (through new or existing channels). It will play a role in the development of event packaging to maximise the benefits for both Event organisers and the wider Townsville region.

TOURISM & EVENTS QUEENSLAND (TEQ)

Tourism and Events Queensland (TEQ) is a key strategic partner for Townsville's Major Events program. By aligning with TEQ's priorities and joint opportunities, Townsville can access state-level funding, promotional support, and strategic networks for specific events.

QUEENSLAND GOVERNMENT'S DESTINATION 2045

TEQ'S STRATEGIC DIRECTION

'Destination 2045' aims to establish Queensland as Australia's leading event destination by capitalising on the 2032 Brisbane Olympic and Paralympic Games. The plan features a \$100 million New Events Fund starting in 2025-26, designed to attract and develop new events. TEQ has pledged that at least 50% of Queensland's growing event portfolio will be in regional areas, emphasising regional heritage, First Nations culture, creativity, and natural resources.

TOWNSVILLE'S ALIGNMENT

Townsville's Major Events Strategy naturally aligns with several TEQ priorities. Our regional scale, infrastructure capacity, and diverse event portfolio position Townsville as a significant anchor destination for TEQ's regional event objectives. The region's genuine cultural connections, unique natural settings, and established event delivery capabilities directly support TEQ's goal to highlight Queensland's distinctive assets to both national and international audiences.

TARGETED PARTNERSHIP APPROACH

Not every event funded by Townsville Enterprise under this plan will qualify for investment from Tourism and Events Queensland. Townsville will strategically target TEQ funding for events that clearly align with our local strategy and TEQ's strategic objectives. Aligned with Townsville City Council, Tourism and Events Queensland and broader Townsville Enterprise objectives, we seek events that are financially, environmentally and culturally sustainable, ensuring meaningful and long-term benefits for the region.





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