



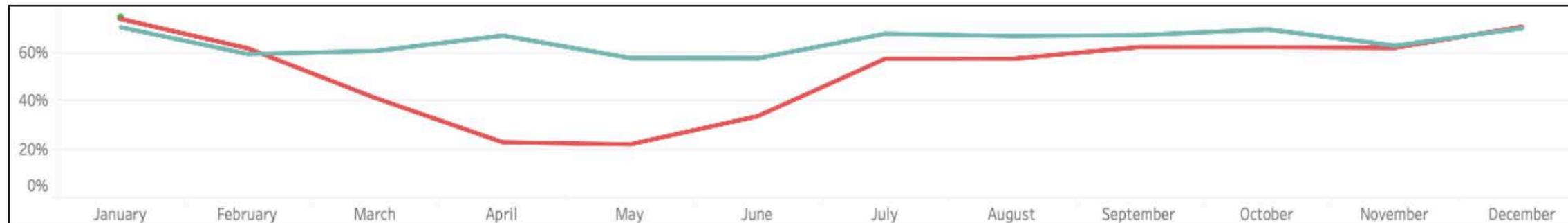
TOURISM

NOOSA

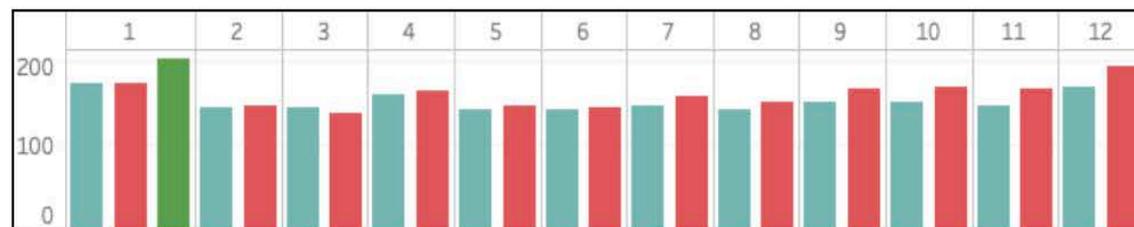
ACTIVITY REPORT 2020

Occupancy ⓘ

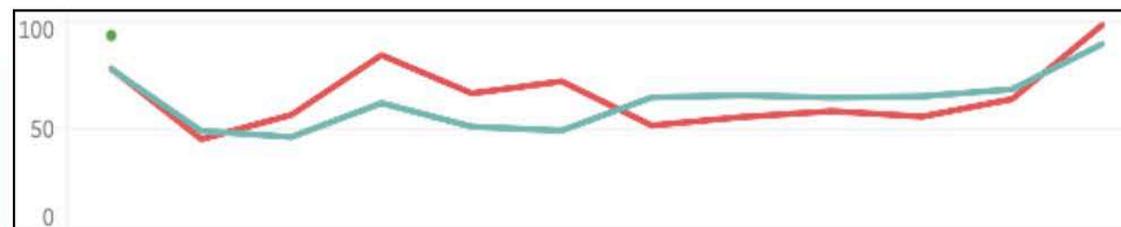
Year 2019 2020 2021



Average Daily Rate ⓘ



Reservation Window ⓘ



**2020 –the year
that no one could
have imagined...**

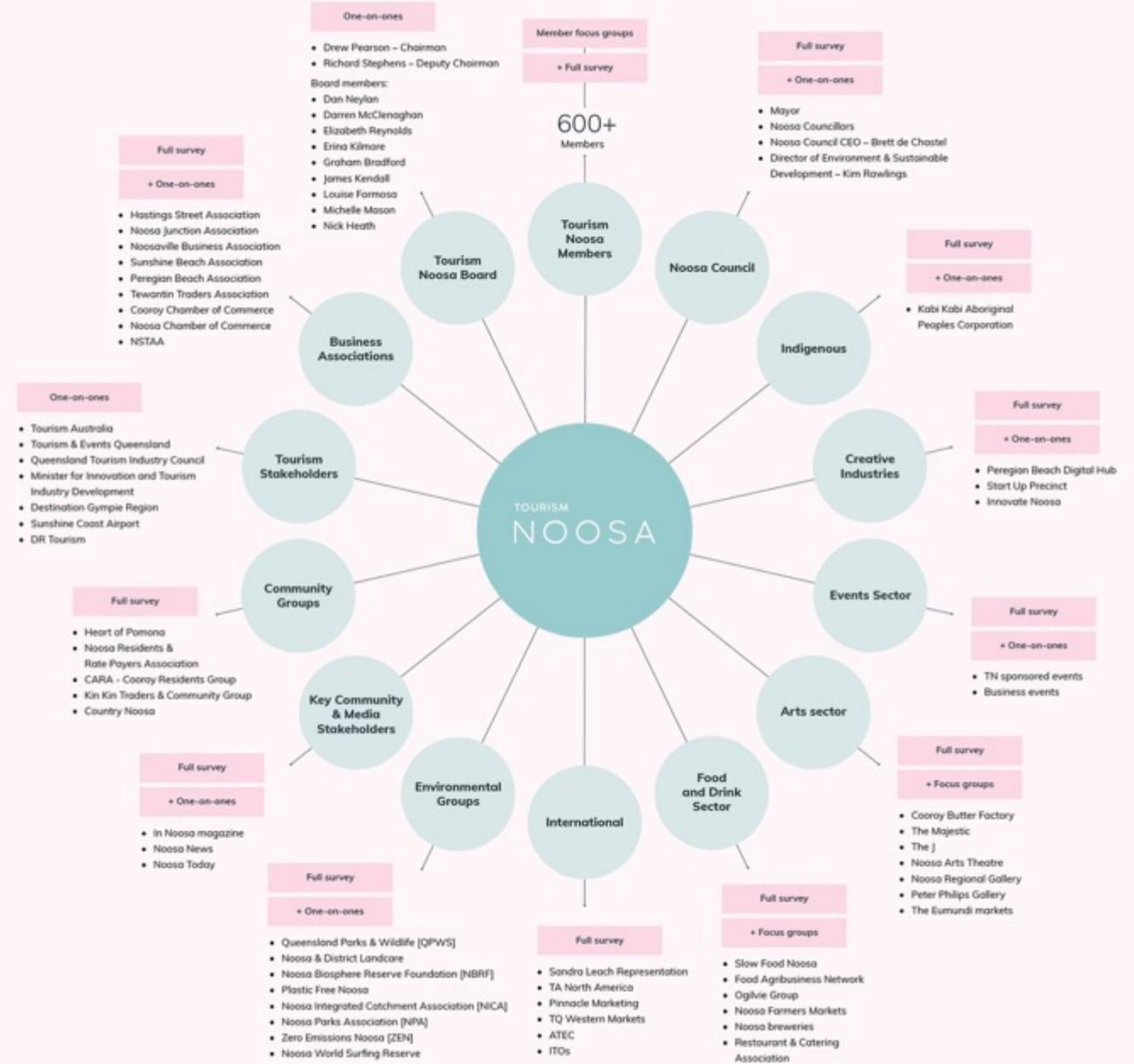
Bushfires, COVID-19, lockdowns, border closures and no international visitors, the Noosa Eat & Drink festival cancelled just 4 weeks out, launching the Enter the Biosphere campaign, and record membership ... these were just some of the challenges and achievements Tourism Noosa faced in 2020.

Despite all of this, by the end of the year Noosa's visitation equalled the record levels of the previous year, with average daily rates higher than before.

DESTINATION NOOSA STRATEGY 2020 - 2023

Stakeholder engagement:

We released the findings of our stakeholder consultation which included meetings with dozens of groups across the tourism industry and wider community, business and community associations, indigenous representatives, creative industries, the arts and events sectors, food and drink focus groups, international and trade, environmental groups, media, our own members and Board, and the online consultation paper.

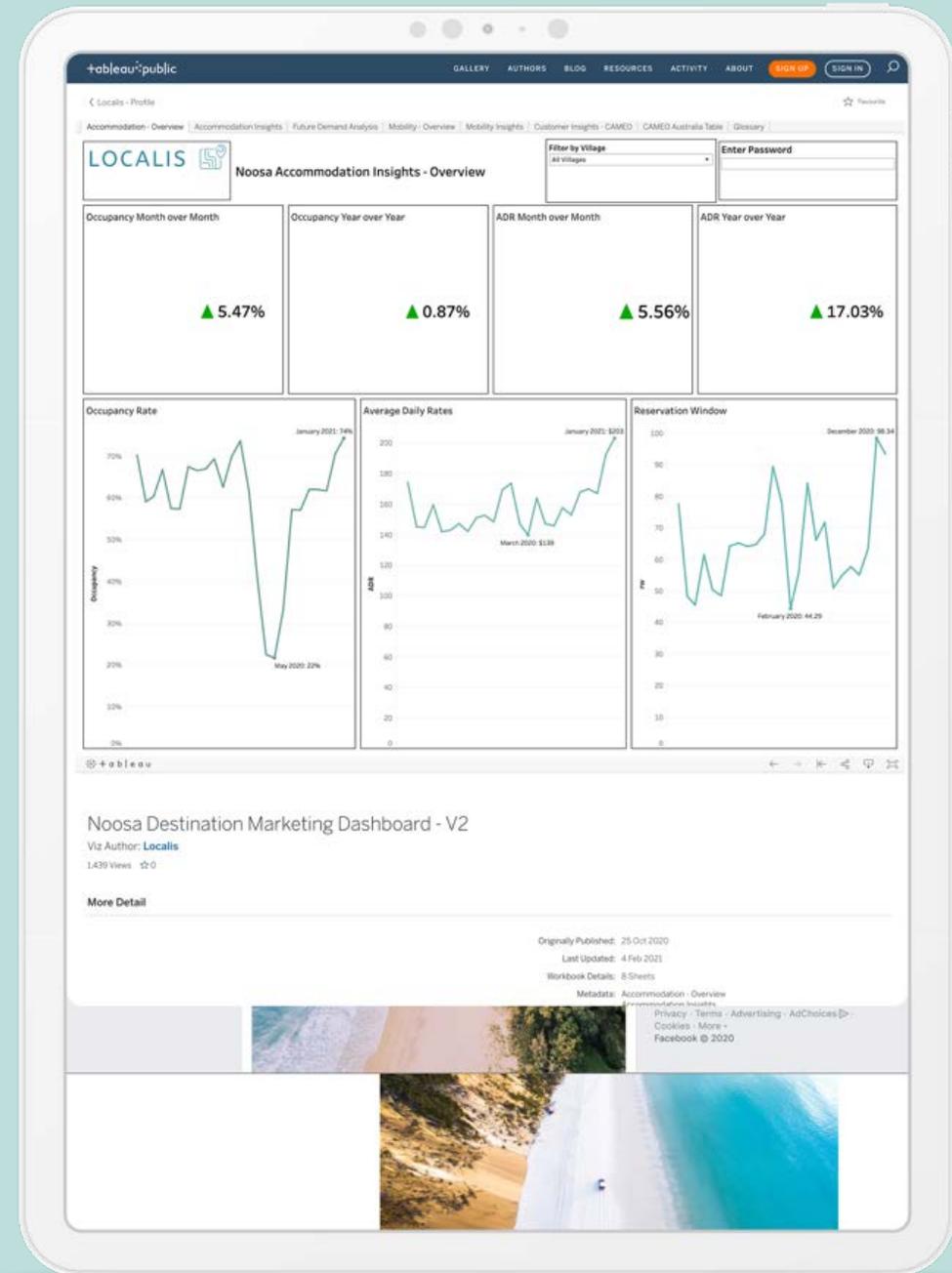


VISITOR STATS

Data dashboard:

To add depth to our visitor statistics reporting, we launched a reporting dashboard to provide current and forward-looking visitor and accommodation statistics, with information on occupancy, average daily rates, visitor mobility through villages, and more. It allows us to quickly identify peaks and troughs to adapt marketing schedules where and when needed to further even-out seasonal fluctuations and low bookings periods.

The sharing of data with members will also help with their business planning and enable more pro-active marketing decisions.

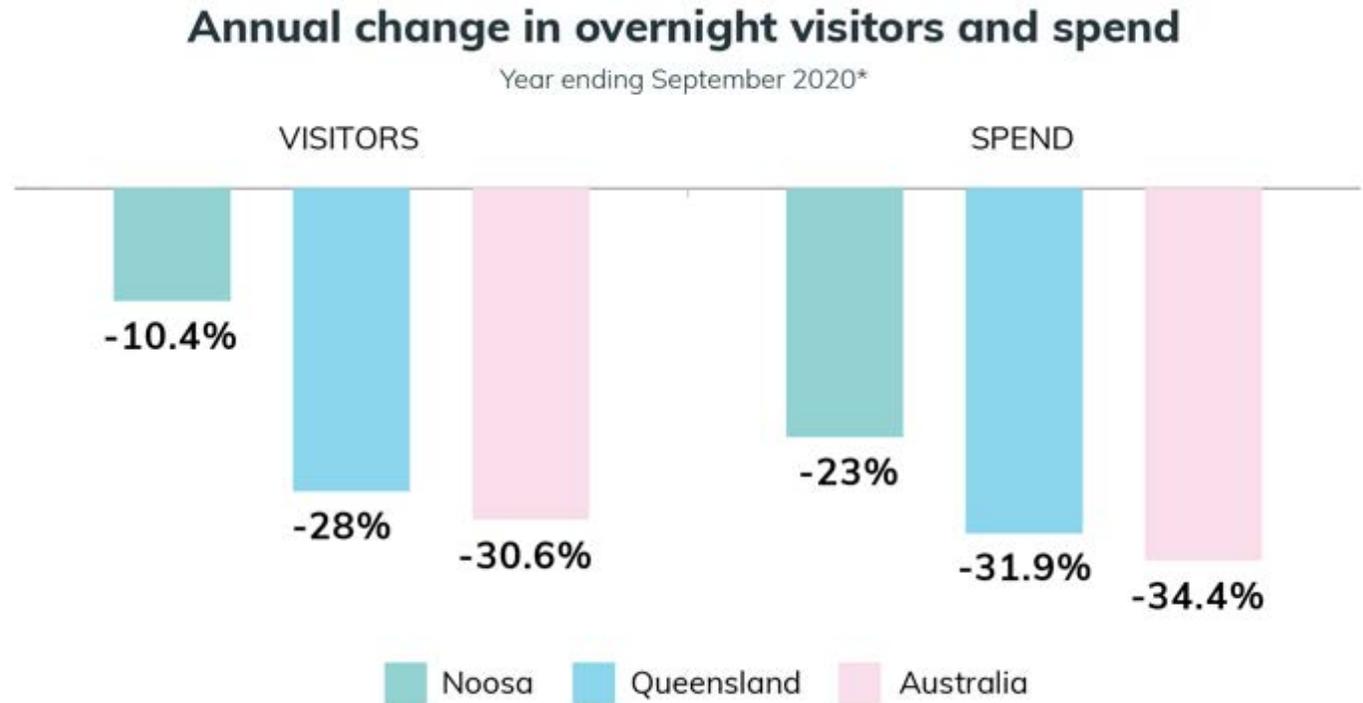


VISITOR STATS

Year ending September 2020:

The dashboard complements Tourism Research Australia's quarterly International and National Visitor Surveys that provide historic visitation and spend data for the Noosa region, which can be directly benchmarked against regional, state and national results.

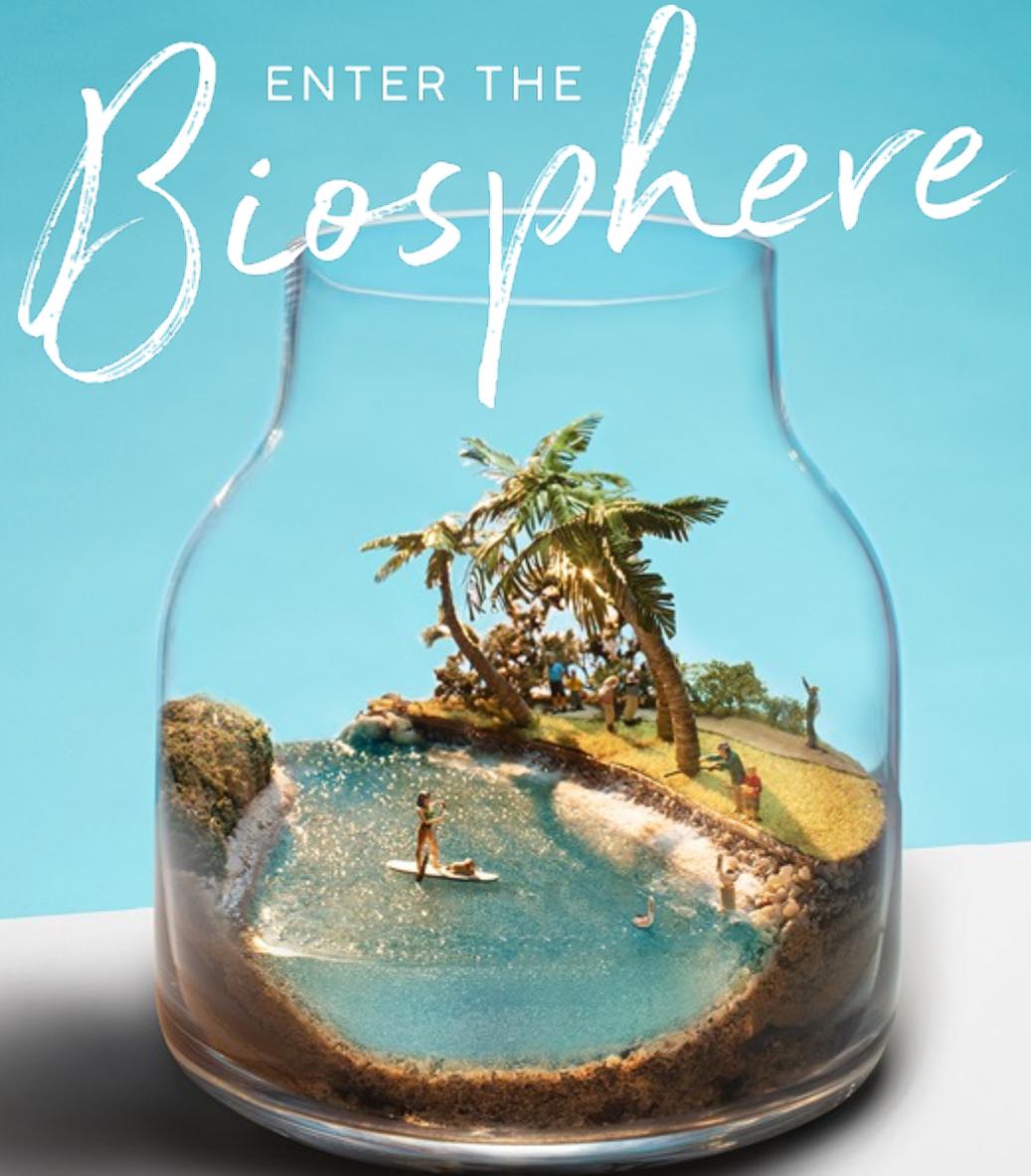
The Noosa region attracted 1.9 million domestic visitors in the year to September 2020, including overnights and day-trippers who spent almost \$800m. While the impact of COVID-19 restrictions continued to be felt across the tourism industry globally, in the year ending September 2020, Noosa's drop in overnight visitor numbers and spend was not as significant as regional, state and national impacts.



MARKETING THE NOOSA BRAND

Enter the Biosphere:

This new campaign featured a unique, animated style, designed to cut through a crowded domestic market. Based on consumer sentiment research that showed travellers were looking for clean and green environments, nature-based experiences, open space and fresh air, the content covered beaches, river life, natural wonders and hinterland, highlighting experiences across dining, shopping, tours, wellness, family and villages.



MARKETING THE NOOSA BRAND

The multi-layered campaign provided booking opportunities for those who could travel, holiday inspiration for those who could not yet, and educated the public about Noosa's globally recognised UNESCO Biosphere Reserve status.

Launched to a national audience on the Today Show, the digital and social media elements were initially targeted at the drive market and had the flexibility to quickly respond to changing border openings as interstate markets again opened.

Members were given access to marketing material and resources including newsletter templates, imagery and cooperative marketing opportunities.

The ongoing campaign:

- Reached more than 600,000 people
- Ads were seen 2.3 million times on social media
- Dedicated campaign website attracted more than 45,000 unique visits
- Continually out-performed industry benchmarks:

CLICK THROUGH RATE		COST PER CLICK	
Enter the Biosphere	Industry average	Enter the Biosphere	Industry average
2.67%	0.63%	\$0.33	\$1.10

- Visit Noosa's Facebook fan growth was +67% in the 5 months since launch
- Page engagement was +88%
- Instagram follower growth was +2,200

Publication partners including The Weekend Edition, Gourmet Traveller, Courier Mail, Australian Traveller, as well as activity through Tourism and Events Queensland and Visit Sunshine Coast.

MARKETING THE NOOSA BRAND

Cooperative marketing:

We offered members targeted, affordable cooperative marketing opportunities across print, digital and social media in national markets, and on the www.visitnoosa.com.au website, driving visitation during low seasons.

BLOGS / ITINERARIES		eDM	
	Discover the Noosa River		River Life
Unique views	198	Open rate	18.1%
	Put some adventure back in your life...		Welcome back to Noosa
Unique views	36	Open rate	19%

THE WEEKEND EDITION			
	Stumble Guide		MREC Banner Ad
Views	1,167	Impressions	17,139
Unique views	979	Clicks	6
	Facebook posts		Thursday eNews (large inclusion)
Impressions	13,292	Open rate	42.57%
Clicks	550	Clicks	292
	Solus Noosa eDM		
Open rate	42.57%		
Clicks	510		

ENTER THE Biosphere
Noosa's UNESCO Biosphere Reserve – the balanced way to get away.

THE ISLANDER NOOSA RESORT
Currently positioned among lush, tropical gardens, The Islander Noosa Resort is the perfect spot for a getaway.

ACCOM NOOSA
Exclusive beautiful apartments, boutique hotel suites, waterfront villas and stylish homes to suit all – bring your dream holiday to life.

THE RETREAT BEACH HOUSES
Disconnect from life, reconnect with nature, relax in beach houses nestled on the sand-dunes of Peregian Beach.

CREATIVE TOURS
Join us on a tour through the Noosa Hinterland to discover where Noosa's local produce to plate story comes alive.

NOOSA
DISCOVER MORE ABOUT THE NOOSA BIOSPHERE RESERVE

ENTER THE Biosphere
Noosa's UNESCO Biosphere Reserve – the balanced way to get away.

CALLULA NOOSA
2000 SHELBY HOME ON NOOSA WATERFRONT
Positioned on the Noosa waterfront, Callula is just 200m from Hastings Street and Noosa Main Beach. The four house sleep 10, feature an infinity edge pool and premium's kitchen.

THE RISE
20 TO 200 SQM - TWO CHAMBERS AND CLOSET!
The Rise Noosa is positioned within walking distance from the iconic Hastings Street, Noosa Main Beach and Noosa National Park. It is the perfect base for your Noosa getaway!

SEANRYEN NOOSA RESORT
100-1000 ACCOMMODATION
Seanyren Noosa Resort is absolute beachfront luxury, right on Noosa's Main Beach with direct access to the iconic Hastings Street and a 100m view from Noosa National Park.

THE ISLANDER NOOSA RESORT
Currently positioned among lush, tropical gardens, The Islander Noosa Resort is the perfect spot for a getaway.

ACCOM NOOSA
Exclusive beautiful apartments, boutique hotel suites, waterfront villas and stylish homes to suit all – bring your dream holiday to life.

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NOOSA
DISCOVER MORE ABOUT THE NOOSA BIOSPHERE RESERVE

MARKETING THE NOOSA BRAND

Noosa Holiday Guide:

Noosa Holiday Guide: The 2021 Noosa Holiday Guide, the official brochure for the Noosa region and a key planner for anyone thinking of a Noosa holiday, was delivered to Visitor Information Centres, key tourist stops, accommodation properties and available online just in time for Christmas 2020. It is a record 120 pages and advertising was offered to members at a greatly discounted rates, thanks to a government grant. 50,000 copies were printed.



AVIATION PARTNERSHIP

We work with Sunshine Coast Airport and Visit Sunshine Coast to attract direct flights to the Sunshine Coast from key markets, and support flights with marketing activity in those areas, as well as media familiarisations. We joined airport activations to welcome the first passengers and new routes:

- Inaugural direct flights between the Sunshine Coast and Canberra with Alliance Airlines, with 2 services per week expected to boost the region's economy by \$3m
- The recommencement of daily Qantas services from Melbourne to the Sunshine Coast, delivering more than 6000 seats a month in and out of the region
- A new direct Canberra service with Qantas, flying 3 times a week, providing more than 2,600 seats each month and expected to contribute more than \$4.5m to the coast's tourism economy



- Resumption of direct flights between Sunshine Coast Airport and Adelaide, with Jetstar operating 3 services each week, providing 4300 seats each month
- The announcement of a new direct Newcastle service with Fly Pelican to commence in January 2021, flying 3 times a week and reaching a new source market with a population of over 1 million
- Domestic passenger flights between Sydney and the Sunshine Coast resuming with Jetstar's daily flights and Virgin Australia's 5 weekly services.

We also joined our partners in Cairns at a travel trade training event to promote direct flights and ran a competition with StarFM in Cairns to win a trip to the Sunshine Coast.

A marketing campaign with the Canberra Times was delivered to increase the awareness of the new route.

TRADE TRAINING

DOMESTIC AND INTERNATIONAL

We delivered virtual one-on-one appointments with trade specialists to keep Noosa top of mind in our key international markets, sharing product and destination updates with key media and trade partners at Marketplace North America and Marketplace UK/Europe (organised by Tourism Australia).

Domestically, we delivered appointments for ATEC Meeting Place with Australian-based Inbound Tour Operators who book holidays for Australian consumers, Flight Centre, Allogio Travel, Qantas, Ticketmates and held a trade event in Cairns.

We confirmed a month-long campaign with Ignite Travel, who work with major newspapers, Flight Centre retail, NRMA and the Flybuys database, to drive bookings in shoulder periods for 2021.



Noosa has been highlighted as a destination that consumers are eager to visit as soon as they can due to our environmental offering, wide open spaces and perception of being a safe, regional town.

The travel trade work a year ahead in their planning, so keeping Noosa engaged through trade and media is important to be ready as border openings are announced domestically and internationally.

MEDIA HIGHLIGHTS

Media famils:

Our visiting journalists program brings relevant media to Noosa to experience a variety of our members' product offering. We hosted 25 media visits (many connected to the Enter the Biosphere campaign), with highlights including:

- The Today Show weather crosses over 3 days, media value of nearly \$5m, mentioning almost 30 members and showcasing beach, Noosa National Park, Kabi Kabi, Noosa River, Noosa Biosphere Reserve, hinterland produce, Noosa North Shore, campaign and more
- Biosphere editorials in WHO Magazine, Q Weekend Magazine, Escape, Gold Coast Bulletin, The Travelling Tribe, Eat Drink and Be Kerry, Get Out With Kids, and The Travel Bug Within



MEDIA HIGHLIGHTS

Media interviews:

We also responded to dozens of request for local and national media interviews including the Australian Financial Review, local newspapers and television, the Rudy Maxa Travel Show (USA), Brisbane TV and radio.



SOCIAL MEDIA

DIGITAL GROWTH JAN - DEC 2020, COMPARING YEAR-ON-YEAR

	Followers at Dec 2020	Annual follow growth	Annual engagement growth	Growth on click-through to website	Annual impressions	Annual reach
Instagram	122,432	8.71%	6.20%	71.02%	8.5m	5m
Facebook	56,315	18.42%	86.47%	40.85%	9.3m	7.6m



Social media channels have seen strong growth in following and engagement, and Instagram has seen a 10% growth in clicks through to a website link. We strengthened our partnerships with other popular pages including @Australia and @Queensland who regularly shared our content to their audiences.

We cemented our reputation as among industry leaders in the use of new technology, with our Visit Noosa and Noosa Eat & Drink pages on Instagram among the first destinations to take up the

new Guides feature which highlights itineraries and local products.

Tourism Australia’s social media team invited us to share our insights after trying out Instagram’s new “Reels” feature. This sharing of insights sees Noosa appear in social media conversations nationally and internationally. Our first Instagram Reel generated over 44,000 views.

SUPPORT FOR SEGMENTS

Weddings: We worked with the Noosa Weddings Organisation to promote Noosa as a premier wedding and honeymoon destination. We developed a Noosa weddings image style guide to help operators capture and collect on-brand imagery.

Adventure: Our Adventure Cluster has 90 active members and meets regularly to promote Noosa's adventure offerings –

- Radio and print advertising campaign encouraged locals to book a local tour, to bolster the sector in the absence of international and youth booking tours
- Supported the sector through the Schoolies program, with promotion of adventure deals



EVENTS

- Support for events took a new direction as major festivals that traditionally form part of our events strategy, were cancelled.
- Provided marketing support for smaller events and for the virtual Wellness Tourism Summit.
- New **Noosa Villages Tourism Funding Boost** program supported village communities and business associations to encourage dispersal. The first two events were Noosa Junction's Sounds Like Summer Fest and the Hastings Street Association's 12 Days of Christmas Magic.
- The program complemented our new **Community Event Tourism Funding Boost** to help smaller event committees and groups stage events across the region to boost local communities and enhance the visitor experience, and a solid calendar for 2021 was started.



EVENTS

- **Noosa Eat & Drink Festival:** With large-scale events not able to be held in 2020, our festival team reimagined the event to offer “more events more often”. Working with festival partners, stakeholders and the local food industry, we delivered a sell-out Summer Celebration across 24 venues throughout the region, that was the only Australian food and wine festival event to be held in 2020 during COVID-19. We also announced dates for further events in 2021.



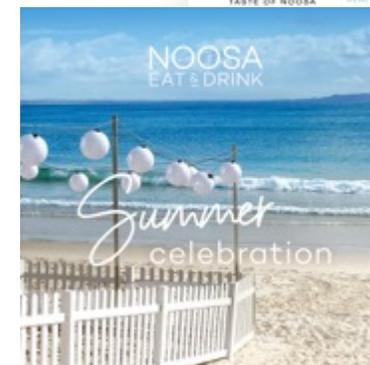
NOOSA EAT & DRINK
4-6 DEC 2020

Summer celebration

Program

FRIDAY 4	SATURDAY 5	SUNDAY 6
SUNSET FRAME AND PROSECCO NOOSA RIVER CRUISE Noosa Permas \$100	LA VIDA PRIVATO LUNCH La Vida \$100	NOOSA PIONEER Wandering Life Permas Settings \$100
LA VIDA PRIVATO DINNER La Vida \$100	LOUIS ROEDERER CHAMPAGNE LUNCH Franches Brasserie \$100	PALLA FIESTA Cabrera Barrios \$100
CHERRY TO BEERS SUMMER DINNER Noosa Springs \$100	LOCAL SEAFOOD TASTE OF NOOSA LUNCH Gusto \$75	LA VIDA PRIVATO LUNCH La Vida \$100
WU WU TO NOOSA - A TROPICAL SOUTH EAST ASIAN TREAT Join Nick Maloney at Ocean \$100	LA VIDA PRIVATO LUNCH La Vida \$100	MARY VALLEY FOOD TRAIL AND RAIL Mary Valley Rattler \$100
LOUIS ROEDERER CHAMPAGNE LUNCH Franches Brasserie \$100	THE PERFECT PERCH DINNER View by Matt Gibbins \$100	LA VIDA PRIVATO DINNER La Vida \$100
SUMMER HARVEST LUNCH Noosa General Store \$80	LOCAL SEAFOOD TASTE OF NOOSA \$75	BEERQUETATION DINNER Hearts of Noosa \$100
LA VIDA PRIVATO LUNCH La Vida \$100	WELCOME TO SUMMER PARTY Cafe in Motion \$100	SAPOU PUDJISI LUNCH Will Cooper, Otto Williams, joins the team at Louisa Restaurant \$100
LA VIDA PRIVATO DINNER La Vida \$100	NORTH MEETS SOUTH DINNER Noosa Waterfront \$100	WELCOME TO SUMMER PARTY Cafe in Motion \$100
LA VIDA PRIVATO LUNCH La Vida \$100	LA VIDA PRIVATO LUNCH La Vida \$100	VANILLA FOOD THE COOKBOOK LAUNCH AND LUNCH Vanilla Food \$100
LA VIDA PRIVATO DINNER La Vida \$100	LA VIDA PRIVATO DINNER La Vida \$100	LA VIDA PRIVATO DINNER La Vida \$100

To book visit noosaeatdrink.com.au

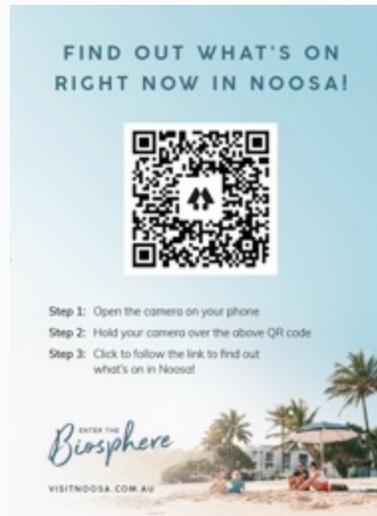


MEMBERSHIP

We waived the base membership fee for the 2020-2021 financial year to help members through the impacts of COVID-19 and provide a chance for other businesses to join our organisation and access marketing and industry development opportunities. There was significant take-up, with membership increasing more than 50% to more than 900 at the end of 2020.

We continued to support members with a range of opportunities including:

- Local deals advertising to help business during border closures
- New SMS messaging with event and announcement reminders
- Updated photo and video library for members to use in their own marketing
- QR code on reception cards for accommodation providers to enhance the guest experience and promote operators

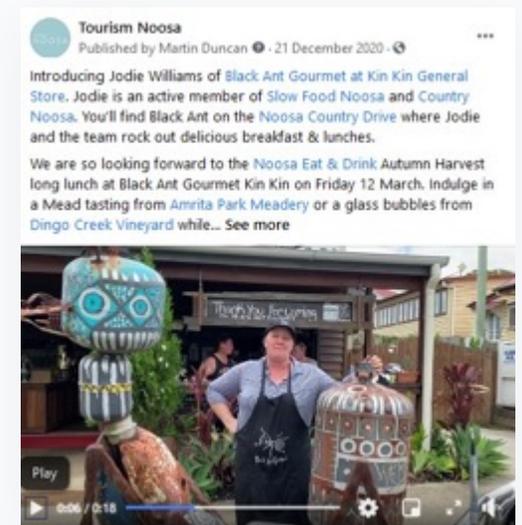


Networking events:

Restarted networking with a sold-out breakfast and the members' Christmas party which helped us go another step towards a plastic-free and zero-waste event, thanks to support from Green My Plate and Express Recycling Noosa

Free member Facebook videos:

New project to create short videos of members talking about their business, posted on our industry Facebook page, to encourage 'buy local' – teamed up with Sunshine Coast Foodie Martin Duncan.



MEMBERSHIP

Member training and events:

We restarted our membership training calendar, offering members free and subsidised training, increasing participation from 57% pre-COVID to 70% in the 6 months to December 2020. Topics included:



- Inaugural Partnering with Operators session, delivered virtually to support accommodation and tour operators
- Facebook updates: 2 November
- New member morning tea
- Creating social media content - images
- Creating social media content - video
- Google Analytics for beginners
- Coming out of COVID
- FireUp training
- Group training for our online Welcome To Noosa and Noosa Eco Check programs
- Attracting the domestic traveller
- LinkedIn
- Understanding Instagram
- Supported training sessions offered by other partners including Queensland Tourism Industry Council, Visit Sunshine Coast, Tourism Australia, Tourism and Events Queensland and the Australian Tourism Export Council

COVID-19 SUPPORT FOR MEMBERS

- Provide regular communication to members through EDMs, corporate Facebook page and the website, with news, updates, information on grants, industry training, resources and more to help their business through COVID-19
- Participated in Noosa Council's Business Roundtable discussions, advocating for the tourism industry
- Regular contact with Tourism and Events Queensland, Government departments and relevant authorities to ensure our industry's concerns were heard
- Exposure for businesses through consumer social media channels, and promoting 'buy local'



Hi Leonie,

As we all face a new way of life this week, we've been so saddened to see the temporary closure of some of our wonderful businesses and with that, the loss of jobs. We're looking to help where we can, keep you all updated on financial help from Governments at all levels, and we look forward to being there when our communities rebound and doors open again.

This is undoubtedly the biggest challenge we've all faced in modern times. We are a strong and resilient community and Tourism Noosa will be here for you all as we work through these hard times.

A reminder to you all to please respect the social distancing rules, stay as close to home as you can and observe the restrictions on non-essential travel - this is the best way our community can stop the spread of COVID-19.

COVID-19 NEWS AND UPDATES FOR MEMBERS

We have a dedicated page on our Members' Toolkit with updates, news, information on financial support and links to all the latest on COVID-19 to help members. See:

- Government announcements
- Tax and financial help and business relief
- Tips for the tourism industry
- Customer communication and templates
- Frequently asked questions and more.

We also urge you to read as much information as you can to explore all the support and help available for your situation.

[PLEASE SEE OUR SPECIAL CORONAVIRUS NEWS PAGES HERE](#)

SUPPORT FOR COMMUNITY

Our villages approach extended to strengthening ties with local business associations, following on from the strategy stakeholder engagement.

- Instigated monthly breakfast catch-ups to further open lines of communication
- Partnered with the Noosa Biosphere Reserve Foundation on a video project to showcase the work of UNESCO's Man in the Biosphere program in Noosa
- Support for Noosa Integration Catchment Association video project
- Partnered with IN Noosa Magazine on a guide to showcase Noosa's villages
- Presented to school classes on Welcome to Noosa and marketing insights
- Provided marketing support, staff and member participation, and honorary membership for community organisations and initiatives (many are mentioned elsewhere in this report)



PARTNERSHIPS

Partnerships with regional neighbours, other industry bodies and local groups became increasingly important for a united effort to support Noosa's economy. We strengthened connections with many including:

- Noosa Council (attended Business Roundtable meetings)
- Visit Sunshine Coast, Destination Gympie Region, Fraser Coast Tourism, Sunshine Coast Airport
- Tourism and Events Queensland and Tourism Australia
- Queensland Tourism Industry Council

Ensured stronger community support through partnerships with groups including Buy Local Noosa, Eat Local Noosa and Slow Food Noosa.



Partnerships: Tourism Noosa CEO with TEQ CEO Leanne Coddington, Sunshine Coast Airport CEO Andrew Brodie, Alliance Airlines Chair Steve Padgett OAM and Andrew Fairbairn from VSC.

KEEPING OUR COMMUNITY SUSTAINABLE

Sustainability initiatives aimed at protecting and enhancing Noosa's green attributes were implemented through partnerships with local events and organisations including:

- **Community Environment Sustainability Forum** – presenting to 60 attendees from local environmental groups
- **Invitation to sit on Noosa Council working group committees** –
 - Walk & Cycling Strategy Group
 - Transport Steering Group
 - Teewah Cooloola Working Group
- **Sunshine Coast Indigenous Tourism Group** – invitation to sit on the committee
- **Black and Glossy Gala lunch** – Tourism Noosa and Plastic Free Noosa sponsored the event, hosted by the Noosa Biosphere Reserve Foundation and In Noosa Magazine to raise funds to protect this iconic, endangered species



TOURISM NOOSA STEPS UP – GRANT FUNDING

We successfully applied for several grants to bolster our reduced income (due to the cancellation of the Noosa Eat & Drink Festival, and the waiving of membership fees). The funds are being used across a range of activities and outcomes will be reported:

- Queensland Government Marketing Support \$250k
- COVID-19 Small Business Adaption Grants Scheme \$10k
- Business Events Australia Boost Program \$30k
- Go Local Campaign \$100k
- Regional Tourism Bushfire Recovery \$45k
- Department of Infrastructure - Leadership Program
- Tourism & Events Queensland for Noosa Eat & Drink



VISITOR INFORMATION CENTRE

The Hastings Street Visitor Information Centre reopened under COVID-safe practices. In addition to digital marketing opportunities, brochure displays and merchandise sales, members were invited to showcase their product at the Operator Expo and update volunteers. 38 operators were on display for 53 volunteers.

Travel bookings:

After receiving requests from accommodation, tour and activity providers, we partnered with tourism consultancy company The Tourism Co on a three-month trial of a travel desk at the centre. The booking service is available to all members who are bookable on Bookeasy, and operated 7 days a week over the busy Christmas holidays.



PLASTIC FREE NOOSA

Champions:

Increased Champion Member numbers by 10 (now 65) - they have successfully eliminated all 6 of the single-use plastic target items from the hospitality criteria

Website:

Started building new consumer and member website for plastic free messaging and content, showcasing partners, how individuals can help (eg: become a waste warrior), interactive vlogs on best practice, feature suppliers and partners

Branding:

Completed a full review to refresh, redesign and upgrade all logos, branding and collateral.



PLASTIC FREE NOOSA

Community clean-ups:

Coordinated 2 successful community clean-ups at Noosa Foreshore and Sunshine Beach, with the Plastic Free Noosa Waste Warriors program, Tourism Noosa Adventure Cluster, Traders Associations and other environmental groups.

Events:

Worked with TN Events Manager to implement the PFN and Trees For Tourism requirements as part of eventfunding agreements for Wild Women Adventure Race and Great Noosa Country Trail Walk, minimising environmental impacts by reducing waste.



PLASTIC FREE NOOSA

Water bottle strategy:

Eliminated 30,000+ single-use plastic water bottles in just under 4 months with the new, infinitely recyclable Noosa aluminium water bottles, available for accommodation houses, restaurants, cafes and retailers to sell at a similar profit margin to plastic. The bottles are filled with Cooroy Mountain Spring Water, bottled by Bluesky Beverages. Launched the Noosa Art Series bottles at the Glossy Black-Cockatoo fundraising gala to celebrate International Day for Biosphere Reserves.



PLASTIC FREE NOOSA

Party plates:

Worked with Green My Plate to reduce waste and plastics at the Tourism Noosa members Christmas party, washing and reusing 1,032 plates and over 1,000 pieces of cutlery and eliminating 5 wheelie bins of single-use food packaging. All food scraps were sent to a local composter and bottles were taken to Express Recycling Noosa, with money from this cash for containers initiative donated to the host venue, Dolphins Rugby Union Club.

Social media:

Increased engagement across Facebook and Instagram; launched Plastic Free July campaign in collaboration with local PFN members and Tourism Noosa; promoted member achievements on social media.



HINTERLAND ROADSHOW

We updated country communities on projects affecting their towns with the hinterland roadshow, in partnership with Noosa Council, visiting Kin Kin, Pomona and Cooroy. They heard about our new strategic plan, the Noosa Trail Masterplan, events, Noosa Country Drive, our marketing campaign, membership and business support, along with Council's Noosa Plan 2020 and Business Support and Response to COVID-19. More than 100 people attended the updates, which also included a visit to Eumundi.



TOURISM NOOSA COMMUNITY EVENT FUNDING 2020-2021

Background:

Tourism Noosa's Community Event Funding is aimed at supporting smaller events within the Noosa region that attract both local and interstate visitors. Community events are a key feature of the Noosa event landscape and supporting these will positively impact the regional economy and strengthen both the business and local communities.

This funding is a one-off, competitive opportunity from Tourism Noosa for the region's smaller events that align with our overall strategy, focusing on enhancing our locals' and visitors' experience. Tourism Noosa is aware in the current COVID economic climate that many smaller events may struggle to find sponsorship from local businesses to help stage their event and we often receive funding requests from smaller community events that may normally fall outside our regular signature event sponsorship program. This one-off funding allocation has been made possible as we have not been able to host larger events that are usually eligible for event funding.

Tourism Noosa has allocated a total funding pool of \$20,000 for this initiative. Each event may request up to \$3,000 application per event. Tourism Noosa will assess each prop outlined below.

Tourism Noosa does not provide funding for any ongoing or ad hoc loss of funds in relation to event funding.

APPLICATION FORM
TOURISM NOOSA COMMUNITY EVENT FUNDING

1. Today's date
DD MM YYYY

2. Applicant name

3. Name of committee, registered association or business

4. Trading as:

5. Is your organisation a not-for-profit?
 Yes No Other

6. ABN / ACN

7. Preferred contact - Email

8. Preferred contact - Mobile

9. Registered business address

Suburb State Postcode

A scenic landscape photograph showing two cyclists riding on a dirt trail. The cyclists are in the foreground, leaning forward in a racing posture. They are wearing black cycling gear with orange and white accents. The trail is surrounded by tall grass and some trees. In the background, a vast valley stretches out, leading to a prominent, rounded mountain peak under a blue sky with scattered white clouds. The overall scene is bright and sunny, suggesting a clear day.

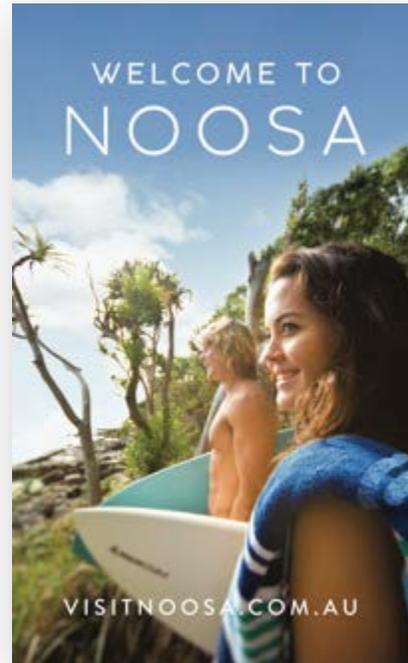
FUNDING TO IMPROVE TRAIL

- Following the delivery of the Noosa Trail Masterplan, worked with Noosa Council's Trails Team to action the masterplan key recommendations
- Assisted in achieving \$1.6m State Government grant funding to progress the Pomona-Cooran trail, including the Mt Cooroora Loop

SCHOOLIES INFORMATION FOR OPERATORS

In response to accommodation operator feedback regarding a high number of Schoolies bookings, we presented a briefing session with relevant agencies. The aim was to help manage community expectations and maximise benefits for operators, and the session involved Red Frogs, Noosa Police, Noosa Council and the Hastings Street Association.

We invited adventure operators to offer 'Schoolies deals' which were promoted through an in-room Welcome to Schoolies flyer to promote active, healthy things to see and do in Noosa, along with safety information.



CONGRATULATIONS
2020 GRADUATES!

To celebrate, here's some of the top things to do in Noosa (with a few little discounts too) so you can make the most of our Schoolies Week.

Scan me for deals!

NOOSA UPDATE

Schoolies briefing to members: 11 November

Welcome.

Noosa will see school leavers staying in the region for their annual end-of-year celebrations in late November, with higher numbers than usual expected due to interstate and international border closures. While Tourism Noosa has not marketed to school leavers to book in Noosa, we have taken the initiative to work with key stakeholders to provide a platform so our members can hear relevant information and prepare for this period.

We invite members to attend a Schoolies briefing session on 11 November.

Hear from local agencies including Noosa Police, Red Frogs, Noosa Council, Hastings Street Association and us about preparations that are under way to manage this period in line with community expectations where possible, while making it a welcoming, safe and enjoyable time for school leavers.

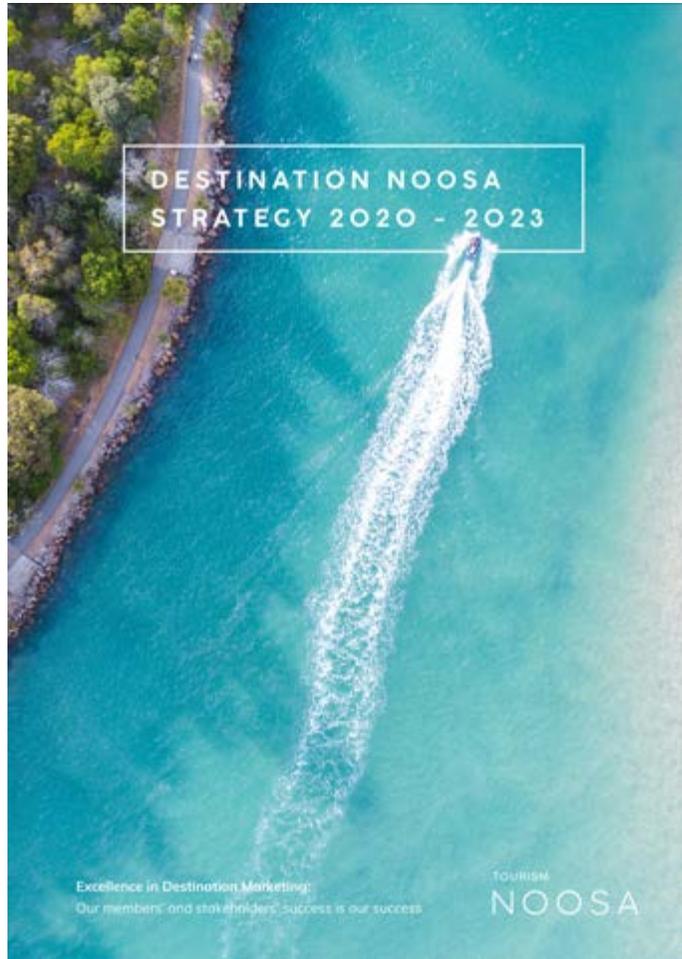
The briefing aims to support our members and help them prepare for this period while maximising benefits for businesses by offering experiences and activities to school leavers.

SCHOOLIES BRIEFING:
DATE: Wednesday 11 November
TIME: 9:30am – 10:30am
VENUE: Noosa Heads Surf Club

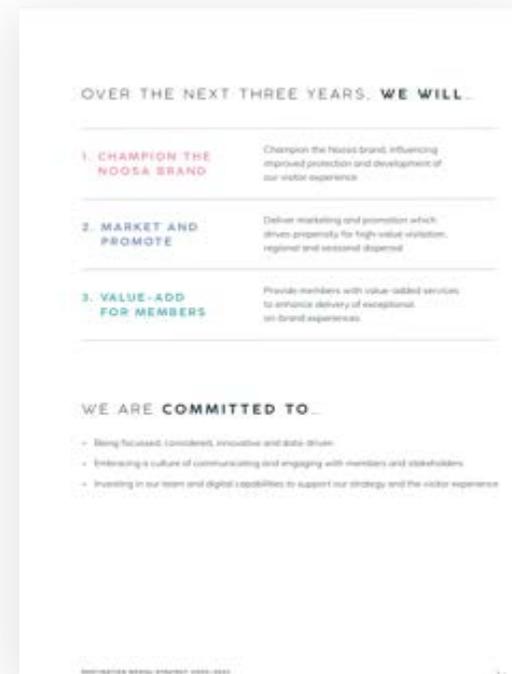
[PLEASE RSVP HERE](#)

2021-2023 STEERING THE INDUSTRY FORWARD:

DESTINATION NOOSA STRATEGY 2020 - 2023



Tourism Noosa's new strategic plan sets a clear vision for the future leadership and management of the tourism industry in our community. Following the most extensive industry, stakeholder and community consultation yet undertaken, the strategy will steer our industry through COVID recovery and beyond.



OVER THE NEXT THREE YEARS, **WE WILL...**

1. CHAMPION THE NOOSA BRAND

Champion the Noosa brand, influencing improved protection and development of our visitor experience

2. MARKET AND PROMOTE

Deliver marketing and promotion which drives propensity for high-value visitation, regional and seasonal dispersal

3. VALUE-ADD FOR MEMBERS

Provide members with value-added services to enhance delivery of exceptional, on-brand experiences

WE ARE **COMMITTED TO...**

- Being focussed, considered, innovative and data-driven
- Embracing a culture of communicating and engaging with members and stakeholders
- Investing in our team and digital capabilities to support our strategy and the visitor experience

A scenic view of a beach at sunset. The sky is a mix of blue, purple, and pink. The ocean is calm with gentle waves. A paved walkway runs along the beach, lined with palm trees and other tropical plants. A person is walking on the beach in the distance.

THANK YOU
QUESTIONS?