



Kirby Anderson

Subject: PREMIER AND TREASURER - Announcement of Major Event for Regional Queensland cities (Mackay and Cairns)
Location: Premier in Mackay (BB Print Stadium) and Treasurer in Cairns (Cazalys Stadium)
Start: Tue 21/02/2017 10:30 AM
End: Tue 21/02/2017 11:00 AM
Show Time As: Tentative
Recurrence: (none)
Meeting Status: Not yet responded
Organizer: Emma Clarey
Required Attendees: Media Advisor Calendar; Scott Forbes

Hi Kerryn and Kirby,

I believe this gig already in the Premier and Treasurer's diary. I have received an event pack from the Department to pass on to you, but I will provide these (including speaking points and draft MR) in a separate email, because the details are strictly confidential at the request of the promotor (Chugg Entertainment).

Kind regards,
Emma

Released under RTIP - DPC

EVENT BACKGROUND

Once in a Lifetime Tour: Elton John

Event dates:	22 (Mackay) & 30 (Cairns) September 2017
Event location:	BB print Stadium Mackay Cazalys Stadium Cairns
Event description:	International music icon Sir Elton John will travel to Australia to stage his 'Once in a Lifetime' Tour. The tour will visit two regional Queensland Cities– Mackay and Cairns.
Event frequency:	One-off event.
Event history:	Through developing a strong relationship with the promoter – Chugg Entertainment, TEQ has been able to secure two shows in regional Cities as part of the upcoming Elton John Tour.
Does the event rotate to other cities?	Yes. Wollongong and Hobart will be the other two cities included within the Tour.
Number of participants including growth/decline (state source)	It is expected that the Elton John tour will sell out both stadiums. Exact ticket numbers are still being negotiated between the promoter and each stadium however the minimum expected audience is: BB Print Stadium Mackay – 12,000 Cazalys Stadium Cairns – 12,000
Number of volunteers	N/A
Number of visitors/visitor nights (state source)	Confidential It is estimated the Tour will attract approximately 5,000 unique interstate and international attendees across both shows.
Direct and Incremental (D&I) Spend (state source)	N/A
Broadcast details	N/A

Highlights/Notable Facts	<ul style="list-style-type: none"> • Queensland is the only state to secure two performances. • The two performances were secured in partnership with the Mackay and Cairns Regional Councils. • Hosting events of this calibre will attract visitors to two of Queensland's key tourism destinations. • Queensland is the first state to announce the tour. • Elton John will open and close his 'Once in a Lifetime' tour in Queensland.
Event Social Media	TBA



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Q & A: Elton John Regional Farewell Tour

Q: What is this event?

International music icon Sir Elton John will tour Australia visiting only regional locations as part of his *Once in a Lifetime Tour*.

Q: Where and when is the event being held?

Elton John will open and close his *Once in a Lifetime Tour* in Queensland:

- Mackay at the BB Print Stadium Mackay on 22 September 2017; and
- Cairns at Cazalys Stadium on 30 September 2017.

Q: Why is the Queensland Government supporting this event?

The event is expected to deliver significant tourism and economic outcomes for both host regions. The two performances combined are expected to attract up to 5,000 visitors to Queensland.

Q: Why is the event so significant?

Sir Elton John is one of the most highly acclaimed and successful solo artists of all time. Securing two performances by an international artist of his calibre is a significant win for the state.

Hosting artists like Sir Elton John showcase Queensland as a world-class events and holiday destination.

Q: Has Tourism and Events Queensland ever supported an Elton John performance or similar?

No.

Q: What is the combined benefit of the event being held in Mackay and Cairns?

Combined, the event is expected to deliver approximately 5,000 interstate and international attendees.

Q: How many people are expected to attend the event?

It is anticipated that a crowd of more than 24,000 will attend both events combined. We anticipate both shows will sell-out.

Q: How did the Queensland Government and partners secure the event?

Through a strong relationship developed between Tourism and Events Queensland and Chugg Entertainment.

Q: What is the agreement worth?

sch.4/3/2, 4/3/17

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sch.4/3/2, 4/3/17

Q: How did you predict the tourism outcomes for the event?

Multiple factors are considered in assessing the direct and incremental economic impact, including visitor origins and event benchmarks.

Q: Who are the event partners?

The Queensland Government through Tourism and Events Queensland in partnership with the Mackay Regional Council and the Cairns Regional Council are partners for the event.

Q: Who is the event proponent?

Chugg Entertainment.

Q: Where else will Elton John perform?

Commercial in confidence – Yet to be announced

The Once in a Lifetime Tour will travel to the following regional centres:

- Hobart, Tasmania
- Wollongong, New South Wales

Q: When was the last time Elton John performed in Australia?

Sir Elton John's most recent performance in Australia was at the Sydney Entertainment Centre (the venue's last show before it was demolished) in December 2015.

- This will be the first time that Elton has played any of the locations included within the Tour.
- These venues have never housed music events of this scale previously.
- Elton will be touring with his full band and will be performing his greatest hits set spanning a career of 50 years.

Q: What are some of Sir Elton John's career highlights?

Achievements

- First popular Western singer to perform in USSR, 1979
- Made Commander of the Order of the British Empire, 1996
- Received Knighthood from HM Queen Elizabeth II, February 24, 1998
- Released biggest selling single of all time, **Candle In The Wind 1997** (over 33,000,000 copies sold), 1997
- Received Honorary Doctorate, Royal Academy of Music, 2002
- Became Fellow of the British Academy of Songwriters and Composers, 2004
- Founder of the Rocket Music Entertainment Group, a music company with its core business focused in artist management, 2011

Industry Awards:

- 12 Ivor Novello Awards, 1973-2000
- Best British Male Artist BRIT Award, 1991
- Inducted into Rock 'n Roll Hall of Fame, 1994
- Five Grammy Awards: 1986, 1991, 1994, 1997, 2000
- Oscar Award, 1995
- Polar Music Prize, 1995
- Tony Award, 2000
- Grammy Legend Award, 2001
- Kennedy Center Honor, 2004
- SHoF Johnny Mercer Award, 2013
- BRITs Icon Award, 2013