



Once in a Lifetime..

THE ELTON EFFECT



Teona Cousin
Manager Economic Development & Tourism



INVEST MACKAY

EVENTS & CONFERENCE

ATTRACTION PROGRAM

★ PARTNERSHIPS



★ OVERVIEW

IT ALL BECAME A **REALITY** ON FEBRUARY 21 2017, THE QUEENSLAND PREMIER AND CHUGG ENTERTAINMENT ANNOUNCED MACKAY WAS TO HOST MUSIC ROYALTY **SIR ELTON JOHN** IN SEPTEMBER THAT YEAR.





★ NO 'I' IN THIS TEAM

THE OVERARCHING GOAL WAS TO DELIVER AN EXPERIENCE THAT BENEFITTED THE **LOCAL COMMUNITY** AND PROVIDED INCREASED BUSINESS AND TOURISM OPPORTUNITIES.

TO BE SUCCESSFUL, WE HAD
TO ENSURE THE **EXPERIENCE**
STARTED WELL BEFORE THE
SEPTEMBER 22 CONCERT.



Local businesses dressed up for the occasion

Meet Sunnie...



Hits of the Region Souvenir Tourist Guide



Hanging Street Banners



Elton attracted fans young and old



Shopfront decorations

★ PRE-EVENT ACTIVATIONS





★ PRE-EVENT ACTIVATIONS

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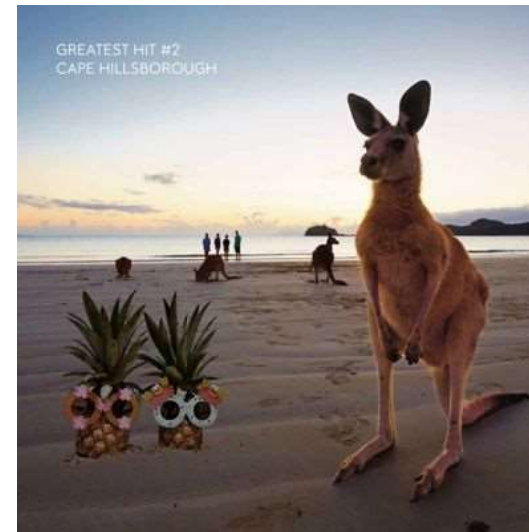


★ PRE-EVENT ACTIVATIONS



Enjoying the Elton John vibe at 9th Lane Grind are (from left) Cr Amanda Camm, Adele Maheno, owner Kristy Borg, Jolene Thompson and Elizabeth Fitos.

★ PRE-EVENT ACTIVATIONS





ONCE IN A LIFETIME
Behind the scenes


Special guest
Matthew Lazarus-Hall
CEO Uncommon Cord

Join us for lunch on the eve of the biggest concert ever held in Mackay, hear from tour promoter **Matthew Lazarus-Hall** and get behind the scenes look at BB Print Stadium as the Mackay region prepares to welcome **Sir Elton John and his band** for a once in a lifetime experience.

when:
Thursday, September 21,
12pm – 1.30pm

where:
Level 2, BB Print Stadium,
Casey Avenue Mackay

tickets:
\$30 per person
Until Tuesday, September 19, from
www.mackayregionchamber.com.au

★ PRE-EVENT ACTIVATIONS



★ PRE-EVENT ACTIVATIONS



★ **FINALLY THE BIG DAY ARRIVED**

★ **22ND SEPTEMBER 2017**



FEEL GOOD FRIDAY



SYD: PEDESTRIAN HIT AND KILLED AT ASQUITH

BRI 28°



7.54



★ EVENT LOGISTICS & TRANSPORT




ELTON JOHN EXPRESS

**FREE SHUTTLE BUS
TO AND FROM THE CONCERT**

**PARK YOUR CAR AND
HITCH A FREE BUS RIDE to and
from the Elton John and his Band
Concert at BB Print Stadium
FRIDAY, SEPTEMBER 22**

**FREE SHUTTLE BUSES WILL RUN FROM 4PM UNTIL 7.30PM
AT THE FOLLOWING SIX KEY LOCATIONS:**

BUS 1	• Caneland Central Shopping Centre*, Matsuura Drive Bus Stop
BUS 2	• MECC, Alfred Street Bus Stop and ; • Nebo Road, Coral Cay Resort Bus Stop
BUS 3	• Mackay Turf Club, Peak Downs Highway Ooralea Bus Stop
BUS 4	• Mount Pleasant Shopping Centre*, Malcomson Street Bus Stop
BUS 5	• Northern Beaches Central*, Northern Beaches Bus Stop Mackay-Bucasia Rd (near Bowls Club)

RETURN SHUTTLE BUSES WILL RUN FROM 10.30PM

*Please note the Centre takes no responsibility for any damages to your vehicle whilst parked here.







INVOLVING 16 DIFFERENT COUNCIL PROGRAMS, THE EXTENSIVE PREPARATION FOR THIS EVENT TOOK A WHOLE OF COUNCIL APPROACH TO CREATE THE **ONCE IN A LIFETIME** EXPERIENCE IN MACKAY.





★ POST-EVENT

TO ENSURE THE VIBE FROM FRIDAY NIGHT'S CONCERT KEPT ROCKING, THE **STILL STANDING STREET PARTY** WAS HELD IN THE CITY CENTRE SATURDAY, SEPTEMBER 23.





★ THE OUTCOME

THE CONCERT WAS AN
OUTSTANDING SUCCESS,
GENERATING \$3 MILLION FOR
THE LOCAL ECONOMY.

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Elton John kicks off Once In A Lifetime regional tour with first ever show in Mackay

ABC Tropical North By Sophie Meisner
Updated 22 Sep 2017, 6:29am



PHOTO: Elton John and his band will play a two-and-a-half hour show. (Reuters: Mike Segar, file)



SEPTEMBER 20 2017

Mackay goes all out for Elton John

Danielle McGrane

SHARE TWEET MORE

For a city of 124,000 people, Mackay in Queensland is punching above its weight this week, welcoming one of the world's biggest musical stars.

Elton John will kick off his tour of Australian regional areas there this Friday and everyone in Mackay knows about it.

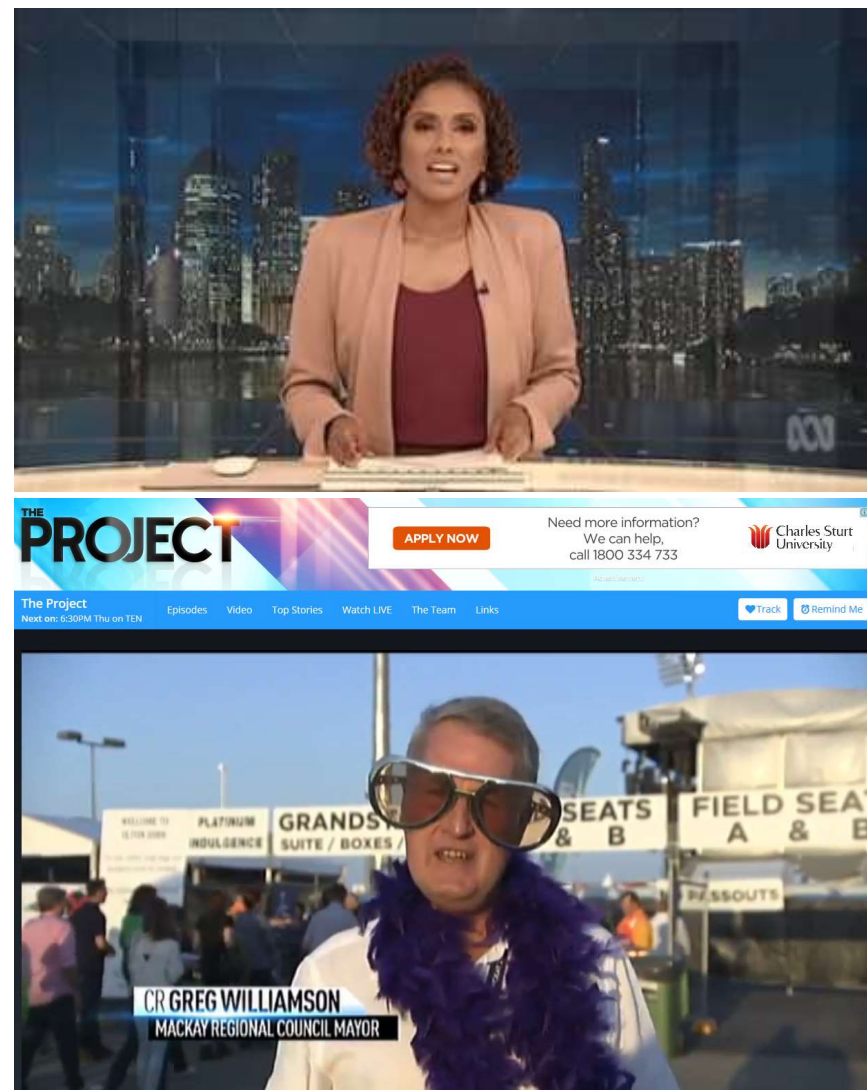


Mackay Mayor Greg Williamson dressed up in classic Elton John wardrobe pieces at Mackay City Centre's



★ THE ELTON EFFECT

★ THE ELTON EFFECT





Elton John is at BB Print Stadium Mackay.

23 September at 23:00 · Mackay · 🌐

A special surprise during last night's Australian show, as the mayor of Mackay named a street after Elton. #EltonTour 🇦🇺 🐼



👍 Like 💬 Comment ➦ Share 🧑🏿

👍❤️🐼 Shahli Wright, Nadine Barfield Connolly and 3.7k others Top comments ▾

189 shares

★ THE ELTON EFFECT

★ COMMUNITY SPIRIT



★ THE ELTON EFFECT



15,000 Tickets



200 International Visitors



4,800 Domestic Overnight Visitors



ECONOMIC RETURN
\$3Million+



International & National Exposure



2.5 Night Average Stay



Community Pride



Get in touch

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