QPRC

DRAFT
EVENTS STRATEGY
2018 - 2025

QPRC Events

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EVENTS HAVE CLEARLY EVIDENCED LINKAGES TO ECONOMIC GROWTH, BUILDING COMMUNITY IDENTITY, ACTIVATING SPACES, AND FOSTERING PARTNERSHIPS BETWEEN BUSINESSES, THE COMMUNITY AND OTHER STAKEHOLDERS.

Overview

The Queanbeyan-Palerang Regional Council (QPRC) recognises the importance of events in its Tourism Plan 2017- 2025 and the Community Strategic Plan 2018-2028. Events have clearly evidenced linkages to economic growth, building community identity, activating spaces, and fostering partnerships between businesses, the community and other stakeholders.

The benefits of community and economic events, especially in terms of enhancing community cohesion and building social capital, have become even more vital since the amalgamation of the former Queanbeyan and Palerang councils. Events are a recognised means of identifying opportunities for greater collaboration and a platform to strengthen the community, the economy, and the region as a whole.

The festivals and events that occur in the QPRC region have attracted strong and increasing support and have contributed to a sense of community, cultural identity and pride. Events will continue to deliver these community outcomes through lifestyle and leisure enhancement, cultural development, increased tourism, volunteer participation, fundraising, infrastructure and economic development including the creation of local jobs.

The desirability of the Queanbeyan-Palerang region as an event destination is continuing to grow. This strategy seeks to establish a clear vision and roadmap to enable continuing success. It recognises the need for both fixed and flexible arrangements as the demand for Council assistance increases. Fixed responses, to build clarity around expectations and possibilities and flexible responses to enable Council to optimise unforeseen opportunities in this space.

Vision

The Queanbeyan-Palerang region is recognised across ACT and NSW as a destination of choice for events.

Mission

To work with community and industry to support and enhance the delivery of events in the region.

Goals

The goal of the QPRC Events Strategy is to create a framework that both informs and enables Council to:

- attract and develop new events,
- enhance and grow current events,
- create significant economic and community benefit, and
- align to the Community Strategic Plan and subsequent Strategic Pillars and key goals of Council.

QPRC places priority on events that:

- attract significant numbers of interstate and/or international participants and spectators,
- occur outside the tourism peak season of December–February,
- increase the event profile and branding of QPRC,
- increase the livability for residents of the Local Government Area,
- are reliable and well-managed,
- are relevant to QPRC's identified tourism strengths with an emphasis on: arts and creativity, nature and outdoors, food & wine, heritage and sport/adventure and have regional value; and
- promote diversity, accessibility and inclusion.

Summary of benefits of events

Economic benefits

Economic benefits refer to the total amount of additional expenditure generated as a direct consequence of staging the event.

- Visitor expenditure
- Additional expenditure (by businesses who cater to visitors or support the event)
- Increased consumer and business confidence
- Showcase local industries, acting as a catalyst for unconnected economic growth and tourism appeal
- Infrastructure and economic development
- Increased knowledge concerning the potential for investment and commercial activity in the region

Tourism benefits

Tourism benefits refer to increasing visitor numbers to the region.

- Attract new visitors from outside the region
- Increase the length of visitor stay
- Increase visitor expenditure
- Increase exposure leading to increased future visitation (from both residents and visitors)
- Convert a long-term desire to visit a destination into actual visitation and possibly relocation
- Attract patrons who then also support other attractions and accommodation

Marketing and branding benefits

Marketing and branding benefits refer to visibility, connection, community loyalty and trust.

- Creation and strengthening of QPRC brand awareness
- Showcase the region to potential visitors
- Promotion of the QPRC region as a highly-desirable place to live, to work, to invest and to play
- Market the region as a destination with interesting attractions (events)
- Connecting producers directly with consumers (meet the makers)
- Opportunities for newsworthy and timely marketing messages to keep the region front of mind
- Opportunities for collaborative, cost effective promotional and marketing strategies
- Increased profile of Council as a key part of the community

Social benefits

Social benefits refer to increased quality of life and community social cohesion.

- Entertainment and social opportunities
- Increased sense of community wellbeing
- Increased community participation and involvement
- Build community capacity through skill development
- Build social capacity and local leadership
- Increased sense of civic pride
- Increased sense of place for local residents
- Opportunities to work together, share knowledge, information and resources
- Bring communities together
- Encourage more active lifestyles
- Enhanced cultural connection and development
- Improved lifestyle and leisure
- Increase levels of accessibility and inclusion.

2017 Queanbeyan-Palerang Regional Council
Axis Youth Centre - LiquidFest

Competitive Advantage

The QPRC region enjoys a number of significant competitive advantages in event development and delivery. These advantages provide a strong platform for success and include:

- an engaged and well-networked community with an established record of supporting local community groups and events;
- the experience and community capacity to achieve events of regional and (growing) state significance;
- the required infrastructure, venues/ facilities and associated services to adequately meet the needs of existing and future events[1];
- a reputation for distinctive and unique food and wine and 'makers' industries;
- a positive reputation as a region where unique and unusual things happen[2];
- a rural setting, that benefits from close proximity to Canberra and Sydney[3].

These competitive advantages are becoming increasingly apparent and have resulted in the attraction of a range of new and relocated events. Further interest and growth is anticipated as the tourism options become integrated as part of an event, rather than the region simply offering a location for an event.

Local enthusiasm for events is also a significant asset and should be harnessed and built upon. Community support is demonstrated in a range of ways including;

- involvement in event organisation and delivery
- financial contribution
- 'in-kind' support
- volunteering and
- direct access to member networks and community members.

QPRC has a long history of hosting major events. For example, the region has hosted several national sporting championships in the past decade and is growing in popularity as a destination for national car, motorcycle and club rallies. The region also has a strong reputation as a creative hub for artists.

With this growing reputation, and identification of favorable competitive factors, it is necessary to apply a focused approach to the identification of new event options that complement and enhance the events that already exist.

1 This is particularly the case with respect to sporting and cultural events.
2 This is particularly relevant in the Braidwood and Bungendore regions where artists, outdoor recreation, and commercial attractions have established a distinct unique reputation for being quirky and different.
3 This is beneficial when attracting the visiting friends and relative (VFR) market.

Council's Role

Council plays numerous roles within the local events industry including;

- event provider
- event supporter
- event sponsor
- venue provider and/or
- event regulator.

This strategy outlines these roles and provides clarity and direction for both internal and external stakeholders. As events are a crucial element in activating the LGA, a successful and sustainable approach to events is essential. There is a growing trend for councils to assist and support events rather than owning and managing them internally. This strategy will present three categories, outlining the role Council plays in each.

Council's Events Team

The role of Council's Events Team is to;

- deliver Council's civic events and functions;
- deliver Council's 'signature' events; and
- support local event organisers and other branches of QPRC through strategies to; provide, partner, promote, deliver and evaluate.

Council's Service Branches

The role of Council's Service Branches is to;

- deliver targeted events specific to a service area e.g. NAIDOC Week;
- deliver associated services that support the compliant operation of all events e.g. regulator, subject matter expert or venue operator; and
- combine with Council's Events Team to ensure the delivery of strategic services - provide, partner, promote and evaluate to external event providers.

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2016 Queanbeyan-Palerang Regional Council - Community Christmas Party - Braidwood

Event Categories

Category One: Civic and Social Engagement

Events with the primary purpose of enhancing community inclusion and social engagement within the Local Government Area. They also include events that are undertaken by Council to meet civic responsibility. Category one events are delivered by QPRC.

Category One Objectives:

— Be undertaken to meet Council's civic responsibilities.

— Contribute to the enhancement of community inclusion and social justice.

— Contribute to the enhanced liveability of the LGA.

Category Two: Places, Spaces and Liveability

a. General: Events or festivals with the primary purpose of celebrating local culture and/or promoting the liveability of the Local Government Area.

b. Placemaking: Events or activities with the primary purpose of activating spaces and places in town and city centres that inspire creativity and vitality in the public realm and contribute to economic and social activity.

Category two events are a combination of QPRC and externally managed events.

Category Two Objectives:

— Attract people from around ACT/NSW.

— Contribute to the growing reputation of QPRC as a region where interesting things happen.

— Contribute to the enhanced livability of the LGA.

— Be distinctive, if not unique, to the QPRC region.

— Contribute positive economic benefits to the QPRC business community.

— Contribute to a positive social fabric and sense of community connection.

— Activate the various venues and landmarks of our LGA.

— Specifically activate town and city centres.

Category Three: Promoting QPRC (Be Here)

Events or festivals with the primary purpose of promoting visitor generation within the Local Government Area. Category three events are predominately externally managed.

Category Three Objectives:

— Have a state or national profile.

— Attract interstate visitors, as well as intrastate visitors.

— Be distinctive, if not unique, to the QPRC region.

— Contribute significant economic and/or visitor generation to the LGA.

— Contribute to the growing reputation of QPRC as a region where interesting things happen.

— Contribute to the enhanced livability of the LGA.

2016 Queanbeyan-Palerang Regional Council - Community Christmas Party - Bungendore

Category 1
Civic and Social Engagement

Events with the primary purpose of enhancing community inclusion and social engagement within the Local Government Area. They also include events that are undertaken by Council to meet civic responsibility.

	Ownership			Additional Event Links		
Examples:	Council Events Team	Council Service Branches	External Event	Council Venue	Council Sponsored	Regulatory Approvals
Australia Day (Civic)	✔			✔		
Seniors Week		✔				
Reconciliation Walk		✔				✔

Category 1 - Internal Events - are managed internally and are funded annually within the budget of the branch responsible for the event's delivery.

2017 Multicultural Festival - Carnivale!

Category 2
General: Places, Spaces and Liveability

Events or festivals with the primary purpose of celebrating local culture and/or promoting the liveability of the Local Government Area.

	Ownership			Additional Event Links		
Example Events:	Council Events Team	Council Service Branches	External Event	Council Venue	Council Sponsored	Regulatory Approvals
Community Christmas Parties*	✔			✔		✔
Multicultural Festival*	✔			✔		✔
Christmas in July Markets*	✔			✔		✔
Car Shows (Various)			✔	✔		✔
Liquidfest		✔		✔		✔
Bungendore Harvest Festival			✔			✔

* Signature Events

Southern Harvest Farmer's Market Queanbeyan

Category 2
Place making: Places, Spaces and Liveability

Events or activities with the primary purpose of activating spaces and places in town and city centres; that inspire creativity and vivacity in public realm and contribute to economic and social activity in central business districts.

	Ownership			Additional Event Links		
Example Events:	Council Events Team	Council Service Branches	External Event	Council Venue	Council Sponsored	Regulatory Approvals
Summer Activation		✔		✔		
Harvest Markets				✔		✔
Red Umbrella Markets		✔		✔		✔

Category 2 - General and/or Placemaking - Internal Events: are managed internally and are funded annually within the budget of the branch responsible for the event's delivery.

Category 2 – General and/or Placemaking - External Events: are managed by external organisations and operators.

Note: Category 2 events can evolve over time into Category 3 events, if they grow to a point where they attract significant attendees from outside the region.

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Category 3
Promoting QPRC (Be Here)

Events or festivals with a primary purpose to showcasing and attracting visitors to the region. These events focus on creating significant economic and/or visitor generation within the Local Government Area.

	Ownership			Additional Event Links		
Example Events:	Council Events Team	Council Service Branches	External Event	Council Venue	Council Sponsored	Regulatory Approvals
Canberra Symphony Orchestra*	✔			✔	✔	✔
Oktoberfest			✔	✔	✔	✔
Shakespeare on the River			✔	✔	✔	✔
Major Sporting Tournaments (e.g. Kanga Cup & The Gift)			✔	✔	✔	✔
Major Sporting Fixtures (e.g. Raiders)			✔	✔	✔	✔

Category 3 - Internal Events - are managed internally and are funded annually within the budget of the branch responsible for the event's delivery.

Category 3 - External Events – are managed by external organisations and operators.

Note: Category 2 events can evolve over time into category 3 events, if they grow to a point where they attract significant attendees from outside the region.

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Strategies and Objectives

Provide

Provide the local industry, being event organisers and associated suppliers, with professional connections and information to enhance their overall capacity to deliver high quality and sustainable events.

1.1 Establish a proactive local events network, with the goal of strengthening the event management capacity of local event organisers.

1.2 Provide local event organisers with a 'QPRC Event Tool Kit' to support organisers in their preparation, delivery and statutory requirements.

1.3 Provide a clear internal process for receiving and responding to event support requests.

1.4 Develop event frameworks that collect feedback, evaluate and measure the success of an event.

Partner

Partner with the local industry, being event organisers and associated providers, in the attraction, development and delivery of the regions event offerings.

2.1 Guide and support event organisers.

2.2 Establish a QPRC 'Event Assistance Scheme' for Category Two events.

2.3 Establish a QPRC 'Event Sponsorship Scheme' for Category Three events.

2.3 Establish links for event organisers to State and Federal Government initiatives and funding opportunities.

Promote

Promote the region's reputation as a premier event destination, demonstrating the capacity to attract, deliver and retain quality events.

3.1 Develop improved processes for QPRC to support and promote existing local events.

3.2 Promote and educate the broader community and local business community of the value events add to the region.

3.3 Develop a process to support and transition events from a dependent to an independent and sustainable state.

Deliver

Deliver Council events that engage the community and provide a sense of pride and ownership.

4.1 Plan and deliver Council's 'signature' events.

4.2 Plan and deliver Council's civic events and functions.

4.3 Plan and deliver Council's internal branch events.

Evaluate

Evaluate the ongoing balance, delivery and effectiveness of events to provide a holistic approach and to ensure the delivery of social, cultural and/or economic outcomes for the region.

5.1 Annually evaluate Council's 'signature' events to ensure they meet the agreed performance measures and therefore are delivering continued economic and social value to the community.

5.2 Bi-annually evaluate applications for the QPRC 'Event Assistance Scheme'.

5.3 Annually evaluate the 'return on investment' delivered by recipients of the QPRC 'Event Sponsorship Scheme'.

5.4 Review the region's event calendar to identify opportunities to address potential gaps, with priority given to ensuring a balanced calendar of events.

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