Events Strategy
2014 - 2019

FINAL
October 2014
## Document Information

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Executive Summary

INTRODUCTION AND BACKGROUND

The Mildura Rural City Council's Events Strategy articulates Council’s role in supporting and facilitating major and community events. The strategy is aligned to Council’s vision - *Making this the most liveable, people friendly community in Australia.*

The strategy outlines the type of support Council provides to events, the criteria for supporting events and the expected outcomes from events that are supported and delivered by Council.

The strategy applies to all events that are approved, managed, supported or funded by Council. It recognises that Council is unable to financially support every event, and must prioritise support to events that align to the priorities outlined in the Council Plan.

STRATEGY VISION

*A leading events destination contributing to our lifestyle and achieving outstanding results for our community.*

STRATEGY MISSION

*In partnership with event organisers enable a vibrant events calendar that contributes to the economic and social well-being of our community.*

STRATEGY GOALS

1. Develop major events delivering economic, tourism and branding outcomes.
2. Support the development of community events that contribute to liveability and well-being.

STRATEGY OBJECTIVES

Key objectives to drive this approach:

1. Facilitate event growth, sustainability and development through building the capabilities and capacity of event organisers.
2. Facilitate the cooperation of stakeholders to maximise event marketing and development outcomes.
3. Implement efficient and effective processes to ensure Mildura is a user friendly event location.
KEY ACTIONS AND PRIORITIES

Key priorities and actions include:

- Implement a tiered support model that focuses 70% of resources towards supporting events that deliver major economic and tourism outcomes and 30% to events delivering community benefits.

- Support will be provided to assist event organisers focus on strategic planning initiatives, build their capacity, skills and long term sustainability.

- Systems will be implemented to develop consistency across Council with regard to processes and services provided to event organisers and the general community in relation to events.

COUNCIL’S ROLE IN EVENTS

Council’s roles and responsibilities include:

- Event support and development
- Event attraction
- Facilitation and information provision
- Approval and regulatory responsibilities
- Funding (grants and sponsorship) programs
- Event impact assessment, research and evaluation
- Facility provision
- Infrastructure support
- Building capacity and capability
- Facilitating partnerships
- Marketing
- Event management
1. Introduction

The Mildura Rural City Council’s Events Strategy articulates Council’s role in supporting and facilitating major and community events. The Strategy is aligned to Council’s vision - *Making this the most liveable people friendly community in Australia.*

Mildura and the region has a strong calendar of events contributing to Mildura being a great place to live, visit and invest. The Events Strategy will build on the successes achieved to date, strengthen Mildura’s reputation as a great event city and ensure events continue to make a positive contribution to the economy and community.

The Strategy outlines the direction and support of events including the type of support Council provides to events, the criteria for supporting events, and the expected outcomes from events that are supported and delivered by Council.

This Strategy takes a whole of Council approach, recognising that there are departments across Council who support, facilitate, regulate and manage events. The Strategy applies to all events that are approved, managed, supported or funded by Council. It recognises that Council is unable to financially support every event, and must prioritise support to events that align to the priorities outlined in the Council Plan.

The Events Strategy includes major and community events, however does not include business events facilitated by the Business Events and Conferencing Unit, or official openings or small civic events such as welcome receptions coordinated from the Mayor or CEO’s office.

2. Strategic Framework

2.1 Alignment to Strategic Objectives

The Events Strategy aligns to the strategic objectives identified in various Council plans:

- Council Plan 2013 - 2017
- Tourism/ Economic Development
- Community Futures/Development
- Community Health and Wellbeing
- Community Services
- Arts and Cultural Heritage
- Recreation and Sport
- Environmental Sustainability
- Community Access and Inclusion
- Cultural Diversity and Inclusion

The Strategy also links to the strategic objectives of Council community/business based organisations and state government including:

- Mildura Tourism
- Mildura City
- Mildura Development Corporation
- Murray Regional Tourism Board
- Tourism Victoria’s 10 Year Tourism and Events Industry Strategy
2.2 Policy Alignment

The Events Strategy will inform the development of a new Events and Festivals Grants Policy (CP010).

2.3 Why Council supports events

Events, celebrations, commemorations and festivals play an important role in Mildura’s social and economic fabric. They can bring substantial new dollars into the economy, contributing to various sectors including tourism, retail, hospitality, service and professional sectors. This contributes to employment in the community and a strong local economy. Events can build Mildura’s profile and reputation as a great place to visit, live and invest.

Events can help to make Mildura a great place to live by bringing communities together, providing entertainment, and celebrating our heritage and special interests. They contribute to residents having a sense of pride in our community, developing skills and learning opportunities for volunteers. Events allow residents to share their pride and be great ambassadors for our region.

Arts and cultural events contribute to the creative fabric and cultural identify of our community, allowing for expression and creativity, as well as supporting the cultural industries.

Sporting events provide participation opportunities and can encourage people to become more active, healthy and socially engaged. They can also bring inspiration to many people and provide spectator opportunities not otherwise available.

Events are a mechanism to deliver important messages and information, and other outcomes including in the areas of environmental sustainability, youth, seniors, accessibility and inclusion.

Events utilise our built facilities, and often drive facility improvements creating long term legacies for the community.

2.4 Key factors informing the Events Strategy

Mildura has a diverse calendar of successful one-off and regular events delivered predominantly by volunteer event organisers. The Events Strategy will build on Mildura’s reputation, successes, key strengths and assets and will seek to support the challenges facing event organisers within the community.

The key strengths include:

- A diverse range of high quality event and sporting facilities, including a number of state and national level venues.
- A record of hosting successful regular and one-off events including in the areas of motor sport, river based events, food, wine, music and festivals.
• Excellent accommodation options, restaurants, cafes, retailers, recreation opportunities and wineries to support the visitor experience.

• Air access from Melbourne, Adelaide, Broken Hill and Sydney.

• Central to Melbourne, Sydney and Adelaide.

Key challenges the Strategy addresses include:

• The need for volunteer event organisers to continuously develop their skills and knowledge in event management, business and succession planning.

• Providing a streamlined process for event approvals and promoting good practice event management.

• Ensuring sustainability and development of the events calendar, given increasing costs, expectations and challenges associated with delivering successful events.

• Increasing competition and costs associated with attracting major events.

• The need to continuously develop, maintain and upgrade facilities suitable for events.
3. Council’s Roles

3.1 Council Roles

Council plays a number of roles in relation to events and recognises that a whole of Council approach, with user friendly processes is required to ensure Mildura is a preferred and high quality events destination. Council provides support and development opportunities to event organisers to enable them to deliver safe and successful events with beneficial community and economic outcomes.

Council has the following roles:

1. **Facilitation and information provision**
   - Central point of contact for event organisers to access and facilitate Council requirements.
   - Provision of advice and information to event organisers on requirements for responsible event management.
   - Provision of information on local issues, venues, services and providers.
   - Facilitate the involvement of emergency services and other authorities where required.

2. **Approval and regulatory**
   - Provide a streamlined and effective process for approvals, permissions, compliance and regulatory requirements.
   - Monitor events to ensure they are delivered safely and with minimal community negative impacts.
   - Obtain necessary information and undertake inspections in relation to compliance, risk and safety at events.
   - Implement an event approval process.

3. **Funding and support partnerships**
   - Provision of information and advice on:
     - Council funding and other support
     - Alternative funding sources
     - Potential partnerships

4. **Event attraction**
   - Identification, pre-event assessments and attraction of major events where significant economic and community benefits can be delivered.
5. Event impact assessment, research and evaluation

- Conduct research prior to supporting events to determine likely impact.
- Develop mechanisms and tools, in conjunction with event organisers, to measure the economic and community impacts of supported events.
- Implement mechanisms to share information and knowledge to create a continuous improvement culture.
- Where possible, work with Murray Regional Tourism to ensure consistency in the assessment and measurement of events.

6. Facilities provision

- Provision of Council venues, open spaces and recreation reserves for events.
- Work with relevant sections of Council and the community to identify facility improvements and opportunities.

7. Capacity building

- Facilitate the delivery of programs to aid in building the skills and knowledge of event organisers to improve the quality of delivery and event outcomes.
- Provide networking opportunities to enable event organisers to share information, knowledge, ideas and create beneficial partnerships.

8. Partnerships

- Facilitate strategic partnerships to maximise community and/or economic outcomes of events.
- Facilitate partnerships to improve event delivery options, event impact, leveraging, marketing, community and media support.

9. Marketing

- Collate and distribute a Calendar of Events, and provide marketing support to selected events where there is a direct alignment to Council objectives.

10. Event Management

- Manage events where they can deliver specific Council corporate objectives and are part of the strategic plans of specific areas (e.g. Youth, Senior Citizens), are the responsibility of Council (e.g. Citizenship ceremonies and Civic receptions), or where there are significant community expectations or needs that cannot be delivered by other event organisers.
- Conduct regular reviews to determine the events Council manages, the outcomes delivered to the community, and the adherence to Council positions.
The Strategy recognises that Council supports events across several service units in addition to the Events Unit. The roles of specific areas of Council are detailed in Appendix A.

3.2 Partner Organisations

To achieve the strategy outcomes, the support and development of partnerships with a number of external organisations is required. The organisations below have a key role in delivering the Events Strategy. Council will work with these organisations to deliver beneficial community outcomes.

**Mildura Tourism Incorporated and Murray Regional Tourism Board** - marketing of events that have the capacity to attract visitors, particularly where they align to key tourism target markets.

**Mildura City** - promotion and leveraging of events, particularly events in Mildura’s central shopping precincts.

**Mildura Development Corporation** - identification of event opportunities that will create employment and economic impacts through major projects and infrastructure development.

**Arts Mildura** - promotion and delivery of arts events.

**Sporting, special interest and other event organisations** - attraction, management and evaluation of events.

**Commercial event organisers** - delivering commercial events which add to the lifestyle of residents living in the municipality.

**Event attraction/placement organisations** - identifying and attracting events to Mildura.
4. Strategic Plan

4.1 Vision, Mission, Goals and Objectives

VISION

A leading events destination contributing to our lifestyle and achieving outstanding results for our community.

MISSION

In partnership with event organisers enable a vibrant events calendar that contributes to the economic and social well-being of our community.

GOALS

1. Develop major events delivering economic, tourism and branding outcomes.

2. Support the development of community events that contribute to liveability and well-being.

OBJECTIVES

1. Facilitate event growth, sustainability and development through building the capabilities and capacity of event organisers.

2. Facilitate the cooperation of stakeholders to maximise event marketing and development outcomes.

3. Implement efficient and effective processes to ensure Mildura is a user friendly event location.

4.2 Council Support to Events

SUPPORT

Council will provide information to all public events as part of its obligation to ensure events are conducted safely in the community. It will support event organisers in obtaining the required Council permits, permissions and other requirements. Council may provide a range of other support to event organisers including:

- Support in building the capacity and capability of event organisers, particularly where it leads to growth and long term sustainability. This may include training and development, and support for business and strategic planning.
- Provision of Council infrastructure services on a fee for service basis.
- Event funding (up to 2 rounds per year).
Grants – financial support provided to an event organisation for a specific purpose and for a fixed length of time.

Sponsorship – financial and/or in-kind support provided in return for tangible rights or benefits associated with the event, including increasing brand awareness, communicating key Council messages or other outcomes aligned to Council’s objectives.

Event organisers may apply to Council to obtain support for venue hire, venue preparation and infrastructure services. Services will be charged in accordance with Council Fees and Charges Policy. Events must apply to Council for this component to be covered as part of the funding.

Council will allocate a proportion of its budget to build the capacity of event organisers. A condition of funding may include participation in programs designed to assist event organisers build their skills and knowledge in relation to the event.

Applicants can apply for funding to help deliver the event, or for long term strategic and business planning.

The following criteria will be applied to determine the tier level of an event

**Tier 1 Major events – Eligible for 1 or 3 year funding of up to $50,000 per year**

Events with demonstrated capacity to attract over 6,000 attendees and generating significant tourism and economic outcomes including:

- Over 3,000 bed nights; or
- An economic impact of greater than $1 million; or
- A substantial national or international profile

**Tier 2 Major events – Eligible for 1 year funding of up to $15,000**

Events with demonstrated capacity to attract over 3,000 attendees and generating substantial tourism and economic impacts including:

- Over 1,000 bed nights; or
- An economic impact of greater than $0.5 million; or
- A substantial national or international profile

**Tier 3 Community Events – Eligible for 1 year funding of up to $5,000**

Community events delivered which are aligned to outcomes identified in Council and Community Plans or outcomes in the Events Strategy. Also includes support for small town Australia Day and Community Carols events.

A full list of event types and definitions are detailed in Appendix B.
The following are not eligible for support through Council’s Events and Festivals Funding Program:

- a) Organisations funded or sponsored for the event through other Mildura Rural City Council programs unless beneficial partnerships can be demonstrated which achieve strategic outcomes and broad community benefits.
- b) Organisations with outstanding debts to Council, or who have not previously acquitted a grant or sponsorship to the satisfaction of Council.
- c) Individuals.
- d) Political organisations, or events that have a political purpose.
- e) Events that exclude or may offend parts of the community.
- f) Organisations who have not previously complied with permit or other conditions of Council, or who fail to apply for required permits.
- g) Commercial events where they are ticketed, “for profit” and do not generate significant economic or community outcomes.
- h) Private events that are not broadly accessible to the local community.
- i) Prize money, awards or activities associated with prizes or awards (e.g. trophies).
- j) Events that are fully funded by Council.
- k) Fundraising and charity events where the majority of funds raised go outside the region.
- l) Education events including events organised by tertiary institutions, primary or secondary schools, or kindergartens.
- m) Events in conflict with or that accept sponsorship from organisations not aligned to Council’s vision, mission and values.
- n) Capital works projects, facility maintenance or the purchase of capital equipment.
- o) Expos, conferences, business events, civic events, markets, fetes, circuses and touring shows.
- p) Sporting, cultural, arts, education, special interest or other gatherings that take place on a regular weekly or monthly basis.

Council may consider providing support outside of the Events and Festivals Funding Program for one-off opportunities that meet tier 1 event criteria.

**PRINCIPLES**

The following general principles will be used to determine eligibility for event support:

- Major events may be supported where they stimulate the local economy and employment through increased visitation, spending in the local community or creating a significant positive profile for Mildura and the region.

- Community events may be supported where they create a sense of community, encourage the community to get involved, celebrate local culture or contribute to well-being and to making Mildura a great place to live.
**RESOURCE AND FUNDING ALLOCATIONS**

To maximise the economic outcomes for the community, approximately 70% of the available resources and funding will be provided to major events and 30% to community events.
5. Goals, Actions and Measures

5.1 Goal 1: Develop Major Events

- Develop major events delivering economic, tourism and branding outcomes.

**Summary of Actions**

1) Provide support to major events.
2) Actively seek to attract new major event opportunities.
3) Implement a funding program to support major events.
4) Conduct research to assess the likely impact of events, and evaluate major event impacts.
5) Conduct market research to evaluate events supported by Council.
6) Facilitate partnerships between event organisers and other organisations to maximise benefits.
7) Facilitate building the capacity and capabilities of event organisers.
8) Increase marketing and awareness of major events.

**Measures of Success**

- Establishment of event evaluation program baseline data, and on-going measurement of event impacts.
- Increase in economic, tourism and branding impact from major events.
- Creation of new partnerships resulting in increased economic/tourism outcomes from events.
- Improvement in the quality of events as a result of investment in skills training.
- Increased number of events on calendar, and increased marketing of major events.

5.2 Goal 2: Support and Develop Community Events

- Support the development of community events that contribute to liveability and wellbeing.

**Summary of Actions**

1) Provide support to community events delivering community benefits.
2) Implement a new events funding program for community events delivering significant community benefits.
3) Undertake pre-event assessments and research to determine the likely impact of community events.
4) Implement a program to evaluate the impact of Council supported community events.
5) Facilitate partnerships between event organisers and community organisations to improve event and community outcomes.
6) Facilitate building the capacity and capabilities of event organisers, particularly in ensuring their on-going viability, community engagement and good event management practices.
7) Review and develop strategic plans for Council managed events.
8) Deliver community events where they align to Council objectives.
9) Create a sponsorship policy for accepting sponsorship for Council managed events.
Measures of Success

- Support provided to a diverse section of community events delivering community outcomes.
- Improvement in community outcomes achieved through events.
- Establishment of an event evaluation program including baseline data and on-going evaluation of Council supported community events.
- Establishment of new partnerships to improve community outcomes.
- Improvement in the quality of events as a result of investment in skills training.
- Review of Council managed events.
- Successful delivery of Council managed events.
- Creation of a sponsorship policy for Council managed events.

5.3 Goals applying to both Major and Community Events

1) Increased event registrations on Calendar and increased promotion of the Calendar of Events.
2) Facilitate the safe conduct of events including approvals, permits, provision of information to event organisers and liaison with external authorities.
3) Review and update of Council’s event approval process and due diligence measures.
5) Provide event input into infrastructure and service developments.
6) Obtain feedback from event organisers on Council event services.

Measures of Success

- Increased registrations and distribution of Calendar of events.
- Safe and compliant events conducted.
- Event approval process, venue hire agreements, supporting materials (Guide/Checklist) and risk processes updated.
- Contribution by Community Events Unit to the on-going facility and infrastructure improvement related to events.
- Event organisers’ satisfaction of Council services provided.

Refer to Appendix C for the full Action Plan.

6. Reporting and Review

The Events Strategy implementation and outcomes will be reported annually as part of the Council Plan. Reports will include events supported, level of investment and outcomes achieved against criteria.

The Events Strategy will be reviewed every two years to consider changing conditions and circumstances, with a full strategy review in 2019.
7. Resources

Resources to implement this strategy will be provided by Mildura Rural City Council. Financial, human and in-kind contributions may be required by the stakeholders listed throughout this strategy.
Appendix A: Council’s Event Roles

**Community Events Unit**

a) Coordination of event approval process to ensure the safe delivery of events.
b) Deliver the Events and Festivals Funding Program.
c) Collate and distribute a Calendar of Events, provide advice on suitable event dates and where possible avoid date clashes.
d) Provide advice and information to community and major event organisers on venues, good event management, funding opportunities and Council and other authority requirements.
e) Conduct research to determine events to support, and work across Council and with relevant organisations to assess the likely impact of events.
f) Provide support to build the capacity and capabilities of event organisers.
g) Attract major events that generate substantial economic outcomes.
h) Support other areas of Council to deliver successful events.
i) Produce key community events where there is an alignment with Council objectives.
j) Facilitate organisations to work together to maximise the benefits of events.
k) Provision of event advice into the upgrade or development of event related facilities.
l) Provide leadership and foster partnerships that set parameters for evaluation, benchmarking and reporting on the economic impact of events.

**Economic Development Unit**

a) Business event attraction and support.
b) Coordination of special projects including the Motor Sports Strategy and other projects supporting the Events Strategy.
c) Provision of support and identification of opportunities to maximise the benefits of major events.

**Recreation Planning and Development Unit**

a) Hiring and venue hire applications and agreements for Council open spaces, parks, and sport and recreation facilities.
b) Provision of guidelines and advice on the safe use of Council facilities.
c) Assessment and consultation to determine event needs in the development of existing and new facilities.
d) Risk and safety management associated with Council facilities.

**Visitor Information**

a) Provision and distribution of event related information to visitors.
b) Support in collation and distribution of the Calendar of Events.
c) Support events in the promotion of events.
Service delivery and regulatory roles

The following Units have specific responsibilities relating to events:

a) Infrastructure Maintenance and Construction  
b) Parks and Gardens  
c) Waste Management  
d) Building Maintenance  
e) Building Surveying  
f) Environmental Health  
g) Local Laws  
h) Risk Management

Event delivery roles

The following Units of Council deliver events as part of their core operations, or utilise Council or community delivered events to promote their services:

a) Aged and Disability Services  
b) Maternal and Child Health  
c) Family Day Care  
d) Healthy Together Mildura  
e) Youth Services  
f) Arts and Culture  
g) Community Development  
h) Recreation Planning and Development
Appendix B: Event types and definitions

- **Major Events and Festivals (tier 1 and 2)** – Regular or one-off events that provide significant economic, tourism and community outcomes and enhance the branding of Mildura. Major events may include events of regional, national or international significance.

- **Community Events and Festivals (tier 3)** – Regular or one-off events that bring the community together to celebrate, entertain or provide participation opportunities.

**Event types:**

- **Business Events** - corporate and government meetings, conferences, workshops, forums, launches, retreats, exhibitions, conventions and incentive travel reward programs.
- **Celebratory events** - events celebrating a special occasion, holiday or religious occasion e.g. Christmas, Chinese New Year, Ramadan, Diwali, New Year’s Eve.
- **Charity and fundraising events** - events generally run by not-for-profit organisations for fundraising or awareness generating purposes.
- **Circuses and touring shows** - one off events that take place in multiple locations.
- **Civic events** – events conducted by Council to recognise, celebrate or commemorate special occasions or people e.g. citizenship ceremony, welcomes, receptions.
- **Commercial Events** - events conducted by organisations for a profit or financial gain, or to promote a commercial product.
- **Cultural events** - arts, cultural or creative events including music, theatre, dance, performance, exhibitions and displays.
- **Days/events of national significance** - Remembrance, commemorative or celebratory days of national significance including Australia Day, Anzac Day and Remembrance Day.
- **Education events** - events organised by educational institutions primarily for students or the educational institution’s stakeholders.
- **Food, wine or lifestyle events** - primary focus is food, wine or activities associated with lifestyle.
- **Markets and fetes** - regular or one-off gathering of people for the purchase and sale of provisions, livestock and other commodities.
- **Multicultural events** - events celebrating the contribution that migrants make to the community.
- **Political events** – events held by a political group or party to promote their views or position on a range of topics
- **Private events** - events not open to the public e.g. weddings.
- **Recognition events** - events recognising or celebrating specific occasions or issues e.g. NAIDOC Week, Harmony Day.
- **Special interest events** - events sharing or celebrating a special interest e.g. agricultural shows, collector’s displays, show and shines, annual general meetings of clubs/associations with a public celebration/event attached.
- **Sporting events** - one-off or special sporting participation or spectator events.

*The Strategy acknowledges that some events will have a “business event” component, as well as a community and major event element. Where this occurs, responsibility for overall coordination will be managed on a case by case basis, with specific roles to be determined at the commencement of the event.*

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<td>Implement a <strong>funding program</strong> (guidelines, application process, agreements and acquittal process) to support existing and new events that generate economic and tourism outcomes.</td>
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<td>1.3</td>
<td>Economy – Tourism &amp; Events</td>
<td>Implement an <strong>event evaluation program</strong> (where possible, with Murray Regional Tourism Board and local organisations) to establish baseline impact criteria and assess the impact of major events supported.</td>
<td>Baseline data established</td>
<td>Community Events Unit</td>
<td>Tourism bodies</td>
<td>Mildura Development Corp</td>
<td>X</td>
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<td>Evaluation and assessment process developed</td>
<td>Community Events Unit</td>
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<td>Evaluation and assessment process implemented</td>
<td>Community Events Unit</td>
<td>X</td>
<td>X</td>
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<tr>
<td>1.4</td>
<td>Economy – Tourism &amp; Events</td>
<td>Undertake <strong>pre-event assessments and research</strong> to determine likely impact of major events to be supported.</td>
<td>All eligible major events pre-assessed</td>
<td>Community Events Unit</td>
<td>Tourism</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>1.5</td>
<td>Economy – Tourism &amp; Events</td>
<td>Identify, <strong>attract and support new major</strong> events aligned to Mildura strengths, in association with relevant local, state and national associations and organisations.</td>
<td>1 event (economic impact over $1M*) identified and supported</td>
<td>Community Events Unit</td>
<td>X</td>
<td>X</td>
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<tr>
<td>1.6</td>
<td>Economy – Tourism &amp; Events</td>
<td><strong>Facilitate partnerships</strong> between event organisers and other organisations to maximise the benefits of major events, increase marketing and leveraging. Partners to include: Mildura Tourism, Mildura Development Corporation, Mildura City and Murray Regional Tourism Board.</td>
<td>2 partnerships established</td>
<td>Community Events Unit Tourism Mildura City City Development</td>
<td>X</td>
<td>X</td>
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<tr>
<td>1.7</td>
<td>Economy &amp; Community Development</td>
<td>Facilitate the <strong>building of skill, knowledge and capacity</strong> of major event organisers, particularly in the areas of event development, business and strategic planning, event delivery, marketing, financial management/new revenue opportunities and partnerships with other organisations.</td>
<td>2 workshops held</td>
<td>Community Events Unit Community Development</td>
<td>X</td>
<td>X</td>
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<tr>
<td>1.8</td>
<td>Economy – Tourism &amp; Events</td>
<td><strong>Increase marketing and awareness</strong> of major events through collation of Calendar of Events and liaision with Mildura Tourism, Murray Regional Tourism, other local organisations, Tourism Victoria and other state/national organisations.</td>
<td>Up to date calendar of events maintained</td>
<td>Community Events Unit Tourism Mildura City City Development</td>
<td>X</td>
<td>X</td>
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*Economic impact to be reviewed after year 1 after base line data has been obtained.*
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<td>Goal 2: Support the development of community events that contribute to liveability and well-being.</td>
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<tr>
<td>2.1</td>
<td>Events Community Development</td>
<td>Provide support a range of existing and new community events that achieve outcomes aligned with Events Strategy.</td>
<td>2 new events supported</td>
<td>Community Events Unit</td>
<td>X</td>
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<td>Minimum 10 existing events supported</td>
<td>Community Events Unit</td>
<td>X</td>
<td>X</td>
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<td>2.2</td>
<td>Events Community Development</td>
<td>Implement an <strong>Event Funding program</strong> (guidelines, application process, agreements and acquittal process) for community events</td>
<td>Program developed</td>
<td>Community Events Unit</td>
<td>X</td>
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<td></td>
<td></td>
<td></td>
<td>Program implemented</td>
<td>Community Events Unit</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>2.3</td>
<td>Events Community Development</td>
<td>Implement new funding program to support business and strategic planning.</td>
<td>Funding program developed</td>
<td>Community Events Unit</td>
<td>X</td>
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<td></td>
<td></td>
<td></td>
<td>Funding program implemented</td>
<td>Community Events Unit</td>
<td>X</td>
<td>X</td>
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<tr>
<td>2.4</td>
<td>Events Community Development</td>
<td>Undertake <strong>pre-event assessments and research</strong> to determine likely impact of Council supported community events.</td>
<td>All eligible community events pre-assessed</td>
<td>Community Events Unit</td>
<td>X</td>
<td>X</td>
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<tr>
<td>2.5</td>
<td>Events Community Development</td>
<td>Implement an <strong>event evaluation program</strong> to assess the impact of events supported (year 1 – establish baseline data).</td>
<td>Baseline data established</td>
<td>Community Events Unit</td>
<td>X</td>
<td>X</td>
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<td></td>
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<td></td>
<td>Event evaluation program developed</td>
<td>Community Events Unit</td>
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<td>Event evaluation program implemented</td>
<td>Community Events Unit</td>
<td>X</td>
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<tr>
<td>2.6</td>
<td>Events Community Development</td>
<td><strong>Facilitate partnerships</strong> between event organisers and other organisations to maximise the benefits of community events and support event organisers in event planning and delivery.</td>
<td>2 partnerships established</td>
<td>Community Events Unit</td>
<td>X</td>
<td>X</td>
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Facilitate the building of **skills and knowledge of community event organisers**, particularly in the areas business and strategic planning, succession planning, event delivery, marketing and financial management (including new revenue source). Work with external organisations*/Council Units with similar objectives to build capacity of event organisers.

| 2.7 | Events Community Development | 2 workshops held | Community Events Unit |

**Council Managed Events**

| 2.8 | Events Community Development | Undertake comprehensive **review and create strategic plans for Council managed events** - Australia Day and New Year’s Eve. | Review conducted by June 2015 | Community Events Unit Corporate Services Community Development |
| 2.9 | Events Community Development | Deliver and manage community events where they align to Council objectives. | All events delivered and managed in alignment with Council objectives | Relevant Department/Unit (liaison with Events Unit) |
| 2.10 | Events Community Development | Ensure Council managed events follow the same procedures as required by external event organisers. | Event procedure developed | Community Events Unit |
| 2.11 | Events Financial Sustainability | Develop a **sponsorship policy** for accepting sponsorship for Council managed events. | Sponsorship Policy developed | Community Events Unit |

* Potential partners: Mallee District Aboriginal Services, Sunraysia Mallee Ethnic Communities Council, Sunraysia Community Health Services
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<tr>
<td>3.1</td>
<td>Economy - Tourism &amp; Events</td>
<td>Coordinate the Calendar of Events including managing event dates (where possible) to maximise benefits and avoid clashes.</td>
<td>Calendar managed</td>
<td>Community Events Unit Marketing &amp; Communications</td>
<td>X</td>
<td>X</td>
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<tr>
<td>3.2</td>
<td>Economy - Tourism &amp; Events</td>
<td>Increase marketing of calendar and specific events aligned to Strategy.</td>
<td>Increased number of registrations on Calendar</td>
<td>Community Events Unit Marketing &amp; Communications</td>
<td>X</td>
<td>X</td>
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<td>3.3</td>
<td>Events Community Safety</td>
<td>Facilitate the safe conduct of events including: - facilitation of permits, regulatory and compliance requirements, Council services and approvals - regular information to event organisers on requirements - liaison with external authorities (emergency services and others) to ensure community safety</td>
<td>Safe events conducted</td>
<td>Community Events Unit Community Safety WasteParks Infrastructure Recreation Environmental Sustainability</td>
<td>X</td>
<td>X</td>
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<td>3.4</td>
<td>Events Community Development</td>
<td>Review and update Council’s process for approvals and due diligence measures for all events that involve Council</td>
<td>Hire agreements reviewed and updated</td>
<td>Recreation</td>
<td>X</td>
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<td>Updated hire agreements implemented</td>
<td>Recreation</td>
<td>X</td>
<td>X</td>
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<td></td>
<td>Approval and due diligence process reviewed and developed</td>
<td>Community Events Unit</td>
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<td>Approval and due diligence process implemented</td>
<td>Community Events Unit</td>
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<td>3.5</td>
<td>Events Community Development</td>
<td><strong>Review and update</strong> Events Guide and Checklist</td>
<td>Events Guide and checklist reviewed and updated</td>
<td>Community Events Unit</td>
<td>X</td>
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<td>Events Guide and checklist implemented</td>
<td>Community Events Unit</td>
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<td>3.6</td>
<td>Economy - Tourism &amp; Events Community Development</td>
<td>Liaise with relevant sections of Council &amp; other organisations to incorporate event requirements into existing and new <strong>infrastructure and services</strong>.</td>
<td>Input provided into new infrastructure and services</td>
<td>Community Events Unit</td>
<td>X X X X X X</td>
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<tr>
<td>3.7</td>
<td>Events Community Development</td>
<td>Obtain <strong>feedback</strong> from event organisers on satisfaction with Council event services.</td>
<td>Satisfaction of Council event services obtained through evaluation reports for all supported events</td>
<td>Community Events Unit</td>
<td>X X X X</td>
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