

# CoPP Events Strategy



## Our commitment to CoPP Events:

Port Phillip is a thriving city and that its health is intimately related to the strength of its cultural life.

Events whether they are “icon” events, major events, and community events, commercial and fundraising events, competitive, celebratory or civic in nature are key ingredients of this cultural life within our city.

These events among many others should contribute to the quality of life of City of Port Phillip residents, improve capacity for promotion of destination, invoke a sense of community pride and ownership and help drive the local economy.

Council’s commitment is to supporting the delivery of high calibre, safe and sustainable events, synonymous with the city, in a manner that minimises any negative impact on the residents of our community.

## What is an ‘Event’?

For the purposes of the Event Strategy an event is defined as:

*“Occurrences of public gathering that occur as a one-off activity or regularly. These occurrences are in the public domain or space and can be for the purposes of commemoration, competition, celebration or cultural expression. The occurrence may be targeted and exclusive or open to the general public”.*



## Why is a strategy important?

The CoPP Event Strategy aims to responses to two main issues arising from the Community Plan;

- *Improving event management to reduce environmental impact and better manage the effect on the community;*
- *Developing safe and affordable cultural events and entertainment opportunities, involving people across age and interest groups, providing alternatives to licensed venues.*

## The Current Events Picture?

The past ten years have seen growth in the activation of a variety of community and commercial events within the city. Around 300 events took place over the last calendar year alone of which 32 were directly delivered by Council, with numerous more interfacing with Council through permit approval, traffic management etc. These are over 20,000 people, or equivalent to one-quarter of the City's population, that participate these events every year.

Within Council there is a diversity of roles and functions related to the accommodation of, and support for, events. These include that of permitting authority; responsibility for the City's infrastructure; traffic management; economic health; waste management; beach cleaning; cultural and recreational activities; statutory functions in health and safety; a source of funding; marketing and expertise on specific event functions; landlord; environmental monitor and the democratic representative of the City's residents.

The coordination of events has grown organically and resulted in an inconsistent approach; there an urgent need of reform and centralisation in order to meet the increase in councils events workload and maintain our high standard of service delivery.

The strategy aims to increase our ability to manage risk, reduce impact on amenity and communicate event activity to our residents, meet our high standards of environmental care and maximise community benefit that events can provide.

## How will we get there?

The Event Strategy aspires to make a difference to the participants in events, as well as the community of City of Port Phillip by implementing key strategies that:

### *Improve governance processes and systems*

- ✚ Aligning the findings in the community plan with the support of events by demonstrating to the community a proactive approach towards concerns over reducing/managing event impact;
- ✚ Implementing a 'community impact' assessment that will assess and implement strategies to minimise impact on community;
- ✚ Implement a 'community benefit' model that ensures that events are clearly aligned with the strategic objectives of the City and community;
- ✚ Adoption of a post-event evaluation process that measures and monitors compliances and satisfaction from both events participants and effected community.

### *Improve communication*

- ✚ Improve penetration of event marketing and communication into the community keeping them informed and empowered;
- ✚ Establish an Events Helpline for community events.
- ✚ Establishing a web presence for events across the city that provides easier access to and understanding of the range of events across the City.

### *Develop capacity within the workforce and community*

- ✚ To position council as being event ready and responsive to community concerns via a community events workforce that will act as a one-stop shop for external events.
- ✚ Develop internal processes and procedures that mitigate risk and lessen impact on the environment through better compliance procedures and communication;

- ✚ Provide more dedicated resources, support and time to events organized by the local community for the local community.

### *Invest in events and infrastructure*

- ✚ Identify key preferred sites for events and plan for the infrastructure needs of that area so as to minimize impact and deliver greatest community benefit.



### **What will success look like?**

- Retaining participation in major and community events at current levels or better.
- 85% satisfaction rates of participants.
- 85% community satisfaction rating with management of events
- Demonstrating that a net community benefit (value for money) from events