



Event strategy

2018-22



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Introduction

The City of Port Phillip municipality is historically recognised as Melbourne's playground; a natural gathering point for the city due to its unique places, people and cultural heritage. Never has this been more true than today, when the municipality, and particularly its foreshore, is highly sought after real estate for events. Port Phillip's assets, both natural and built – along with its proximity to the CBD and its renowned hospitality centres – make it one of Melbourne's innate gathering places. Council's own proud history of producing large scale, world class events with extraordinary levels of participation and engagement combine with the municipality's popularity as an event site to bring the City of Port Phillip an enviable position within metropolitan Melbourne.

This Events Strategy sets out Council's vision for events, as well as identifying key benefits to be prioritised through our events calendar, and key focuses for management of amenity and experience. It operates in tandem with the Outdoor Events Policy to govern event delivery and related decision making within the City of Port Phillip, to ensure an events calendar that provides maximum benefit and opportunity to our community.

Vision

To build an annual events calendar that is bold, engaging, welcoming and unique to the City of Port Phillip; connected to our people, places, businesses and culture. Our events will build community engagement, economic development and visitation while maintaining local liveability and amenity.

Council aims to be an events-ready municipality, with the ability and agility to sustain our visitors and a diverse calendar of events, while supporting the community and municipality as hosts and minimising any potential disruption.

Our events

An event is defined as a temporary organised sporting, recreational, cultural, commercial or social gathering of people, open to the general public. Events are generated in three key ways:

- Council events: produced directly by the City of Port Phillip. These can be held on public or private space. Examples may include major events, library and gallery events, and civic or commemorative events
- Permitted events: produced independently, but permitted by Council as they are held on public space or in public buildings. Examples include events held in parks and gardens, in town halls or community facilities
- Independent events; events produced independently of Council and held in spaces and places not managed by Council but in or near to the municipality. Examples include events in Albert Park, at the Palais, on school grounds or within business' premises

Council recognises that all of these event types contribute to delivery of this Events Strategy and our community's experience of events in the municipality.

Why events?

The City of Port Phillip aims to plan, attract and direct events to ensure our city is welcoming, healthy, safe and vibrant for all. It is commonly recognised and accepted that events bring a wealth of benefits to a community, from the health and wellbeing of residents through to economic development for local businesses, cultural vibrancy and social engagement.

Recognising these benefits, the City of Port Phillip events calendar must also strike a balance between a number of complexities:

- High visitation and demand in summer but a winter downturn
- Varying needs, character and visitation of each neighbourhood
- Maintaining a diverse range of event types
- Commercial demand with community activity and residential amenity
- Fragile but popular foreshore with the potential for overuse or environmental impact

Recognised benefits of a vibrant events calendar include:

For residents

- Opportunity to have a fun or enjoyable experience
- Opportunity to socialise with friends and the community
- Opportunity to see arts / culture / entertainment locally
- Opportunity to feel part of the local community
- Reduce need to travel to attend events
- Increase awareness of local artists, facilities or community groups
- Increased physical or mental health
- Fundraising opportunities

For businesses

- Opportunities for partnerships or joint marketing
- General increase of people in the area
- Make it a more vibrant place to visit
- Opportunity to feel part of the local community
- Increased customers / sales / business
- Make it a safer area to visit
- Broader customer reach or attract different customers
- Increased return visitations

For Port Phillip

- Support for local business and local economy
- Ability to provide an interesting place to live or visit
- Opportunities for the community to come together
- Provides a diverse range of activities
- Potential for increased reputation / popularity of the area
- Opportunities for local talent and artists
- Increased tourism
- Increased use of local parks and open spaces
- Showcase for local attractions
- Increased awareness of local charities and local issues
- Provide organised events to help maintain amenity

At the same time, holding events within busy parts of our municipality can impact on everyday life and amenity, at event sites and in nearby surrounding areas. Specific negative impacts that can occur and will be monitored and mitigated include:

- Increased litter
- Parking availability
- Road closures
- Noise
- Antisocial behaviour
- Too many people within an area
- Environmental impact or (lack of) sustainability
- Loss of access to local parks and public spaces
- Property damage
- Loss of access to local shops / facilities
- Change to daily routine
- Competition for local business

Our strategic objectives

These strategic objectives are the guiding principles for Council's events calendar, the benefits that we seek to draw from it and the priorities for monitoring and awareness. These objectives also form the criteria in the Outdoor Events Policy, to be applied when assessing event applications for public space.

1. Tourism, visitation and economic impact

- Use events to showcase and promote CoPP as a destination, providing economic growth through tourism and visitation
- Ensure that events activate neighbourhoods across all parts of our city and grow local businesses and industries
- Support, partner or leverage large events in the local area and within wider Melbourne to bring or retain visitors to the municipality

2. Community development, arts and social benefit

- Use events to engage, include and connect a range of people in our community, providing diverse opportunities for engagement and participation
- Encourage events that support the development of our communities to build capacity, foster local talent and recognise artistic and cultural strengths within our municipality
- Maintain and build on the mix of art, cultural, sporting and entertainment events to support the unique identity of different parts of our City
- Ongoing delivery of programs and events that celebrate our diverse communities, including multicultural and multifaith events, senior events, and the Pride March

3. Amenity, experience and public space

- Monitor our public spaces for negative impact or overuse
- Use events to promote a healthy, safe and welcoming experience
- Prioritise events that have a meaningful commitment to minimising their impact on the environment
- Prioritise events that can further initiatives from the Council Plan, while ensuring no permitted events contravene Council policy or resolution

How will we deliver our objectives?

Attract through promotion, procurement and partnerships:

- Widely promote opportunities for events within the municipality, to attract a diverse range of high quality events
- Develop a communications plan that promotes our city as a year round events destination – for audiences as well as for event producers
- Maintain and develop opportunities and support for community, cultural and commercial events

Assess and approve:

- Utilise our strategic objectives as criteria in order to consider event applications in the context of our overall goals, calendar and Council Plan delivery
- Apply our fee policy to divert revenue to assisting community events, mitigating negative impacts on our environment or amenity where possible, and maximising returns on use of peak space at peak times
- Monitor key public spaces and areas for overuse or negative impact on environment or amenity, and limit use where required

Produce:

- Produce high quality events that meet community needs and lead by example, committing to best practice in event management
- Continually assess internal events against strategic objectives to ensure validity, relevance and community benefit
- Identify opportunities for new internal events where gaps are not met through our partners and stakeholders

Overall:

- Govern and curate an events calendar that is locally relevant, ensuring our community are attending and engaged with local events
- Continually monitor our events calendar for balance, gaps and opportunities, and identify opportunities for new internal events if gaps are not met through our partners and stakeholders, where possible
- Seek opportunities for events that support business and the community and activate key areas, including shopping strips
- Ensure new or renewed public areas are event ready, having the ability to host events with minimal impact on surrounding areas, and maximum onsite services and facilities to reduce temporary builds and installations
- Develop consistent measures for event evaluation, including economic benefit, against our strategic objectives

- Commit to community consultation every four years, to monitor implementation, measure progress and re-evaluate priorities

How can we tell?

Action	Measure	Baseline	Target 2022
Widely promote opportunities for events within the municipality, to attract a diverse range of high quality events and a diversity of attendees	Number of attendees at events produced or permitted by Council (annually)	1.34m	1.47
	Residents who agree they have the opportunity to participate in affordable local community events and activities	92%	95%
	Events that target a range of age groups	Not measured	All age groups represented
Develop a communications plan that promotes our city as a year round events destination – for audiences as well as for event producers	Percentage of residents that are aware of events having been on in the past 12 months	75%	90%
	Number of EOI submissions annually	36	40
Continually monitor our events calendar for balance, gaps and opportunities, and identify opportunities for new internal events if gaps are not met through our partners and stakeholders Continually monitor our events calendar for balance, gaps and opportunities, and identify opportunities for new internal events if gaps are not met through our partners and stakeholders, where possible	Percentage of events held in winter months annually	21%	25%
	Percentage of events held outside of St Kilda annually	51%	60%

Action	Measure	Baseline	Target 2022
Maintain and develop opportunities and support for community, cultural and commercial events	Number of events funded through the Local Festivals Fund	14	16
	Number of events on public space permitted annually	400 (includes markets)	430
Use our strategic objectives as criteria to consider event applications in the context of our overall goals, calendar and Council Plan delivery	Percentage of residents who identify at least one personal benefit from attending events	98%	98%
	Percentage of businesses who identify at least one benefit from events being held locally	71%	80%
	Percentage of external events that work with, partner or promote local business	70%	80%
	Percentage of events that partner with local culture and talent	100%	100%
Apply our fee policy to divert revenue to assisting community events, mitigating negative impacts on our environment or amenity where possible, and maximising returns on use of peak space at peak times	Percentage of residents and businesses that feel the amount of events held is "about right"	Residents 47% Businesses 36%	Residents 50% Businesses 40%
	Variance from annual budget target	Budget target met	Budget target met
Monitor key public spaces and areas for overuse or negative impact on environment or amenity, and limit use where required	Percentage of events found to have caused no damage to public space	95%	98%
	Percentage of residents and businesses concerned about top three reported impacts of events	45% (average)	42.5%

Action	Measure	Baseline	Target 2022
Produce high quality events that meet community needs and lead by example, committing to best practice in event management	Develop event guidelines for all Council events	No guidelines in place	Guidelines developed
	Percentage of Council events compliant with guidelines	Not measured	100%
Continually assess internal events against strategic objectives to ensure validity, relevance and community benefit	Percentage of major events produced by Council that meet event criteria and strategic objectives	Not measured	100%
Govern an events calendar that is locally relevant, ensuring our community are attending and engaged with local events	Percentage of residents that have attended events within the previous 12 month period	57%	70%
	Percentage of residents that attend local events at least every 3-4 months	52%	55%
Seek opportunities for events that support business and the community and activate key areas, including shopping strips	Number of events permitted within shopping strips	14	18
	Percentage of (visiting) event attendees that conduct other local activities while here for their event	74%	80%
Ensure new or renewed public areas are event ready, having the ability to host events with minimal impact on surrounding areas, and maximum onsite services and facilities to reduce temporary builds and installations	Number of new or renewed public sites that have event infrastructure installed	Not measured	80%
Develop consistent measures for event evaluation, including economic benefit, against our strategic objectives	Consistent measurement and evaluation tool	No method in place	Method in place and widely used
	Annual estimated economic benefit to the municipality from events	Not measured	\$30m

Action	Measure	Baseline	Target 2022
Commit to community consultation every four years, to monitor implementation, measure progress and re-evaluate priorities	Community consultation undertaken every four years	Undertaken 2017	Undertaken 2021

Appendix

Our Priorities

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Community consultation undertaken in 2017 indicated the following key priority areas for future years of event calendars. While these will be taken into account in evaluation of all event applications and proposals and prioritised where possible, this will not necessarily be at the exclusion of alternatives times, locations and event types.

Category	Key Focus
Event times	Primary focus on June, July and August each year
Event locations	Primary focus on East St Kilda, Balaclava, Elwood and Port Melbourne
Event types	Primary focus on music, arts, entertainment, food & beverage events