

*Kentish Council
Events Strategy
2016-2020*



The vision...

To develop a suite of distinctive major and minor events in Kentish that connect people to place, inspire people to visit Kentish, and provide economic and social benefits to the community

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BACKGROUND

Kentish Council identified in its Economic Development Strategy (2015-20), that tourism was the largest industry in the Kentish economy (ABS 2011, ABS 2014) as measured by business numbers, employment and income generation.

In recognising its importance, a specific Tourism Development Strategy was included in the broader Economic Development Strategy. That Tourism Strategy identified that events would be a very useful mechanism to achieve the Tourism Strategy's goals, and could have profound economic and social value to regional communities.

<i>Tourism Strategic Goals</i>	
Goal	Measure
Increase international, interstate, and intrastate visitor numbers to Kentish	Tourism Tasmania visitor data
Increase visitor expenditure and length of stay in the municipality	Tourism Tasmania visitor data
Increase the economic benefit to Kentish from tourism	ABS data on economic contribution per industry in Kentish
Raise Kentish's profile as a tourism destination	Brand recognition
Provide a vibrant and sustainable community that is attracts people to work, live and invest	Population growth, community satisfaction

This theory is supported by considerable evidence from the municipality's own experience, and case studies from Tasmania, Australia and overseas.

Festivals and events in small regional destinations often play an important role in tourism development and thereby in economic development (CRC Tourism, 2002).

The Kentish Tourism Development Strategy identified the following Actions as necessary to achieve the tourism stated above.

- ✓ Assist organisers to grow existing events
- ✓ Maximise sustainability of major events by working with organisers to build a 5-year development plan for each major event
- ✓ Develop new annual events
- ✓ Foster closer links between sport and recreation events and local businesses
- ✓ Assist community markets to grow and diversify

This Events Strategy is a blueprint to achieve those actions.

LINKS TO EXISTING STRATEGIES

Kentish Council Strategic Plan (2014-24)

This Strategy advances the vision, goals and actions of the Kentish Council Strategic Plan, including:

- *Vision: that Kentish is known as a distinctive place where people want to live; for its caring community that celebrates the arts, diversity, the awesome natural environment and Mount Roland its vibrant local economy.*
- Values: The numerous community values expressed in the Plan
- Economic and community development: *The range and quality of community services and events offered within the area plays a key role in making the Kentish area a special place to live by fostering community pride and involvement.*
- To identify, promote and support economic development opportunities in the Kentish Council area
- To promote, develop and support tourism
- Working with the community, to facilitate and celebrate festivals, events and culture.
- To provide a range of quality community facilities and engage and empower our community to participate.
- To provide leadership for the community and advocate on its behalf to improve the economic, social and environmental wellbeing of the Kentish Council area.
- To secure the long term financial viability of the municipality.

Kentish Council Economic Development Strategy (2015-20)

The Economic Development Strategy identified several pillars for achieving its objectives, of which events was one such pillar. The Economic Development Strategy identified that Kentish Council needed to assist organisers of existing events to grow those events, and to attract new major and minor events to Kentish, to achieve the goals of its Economic Strategy.

The Kentish Economic Development Strategy identified events as a primary means of achieving the following objectives:

- Increase visitation to Kentish
- Increase overnight stays and yields
- Increase the profile of Kentish as a tourism destination

Link to the Cradle Coast Events Strategy

The Kentish Events Strategy contributes to the following Cradle Coast Events Strategy's goals:

- *To maximise the economic, social and environmental benefits to the Cradle Coast Region directly from Events of Regional Significance and Regional Events*
- *To encourage new Events of Regional Significance which reinforce the brand proposition of the Cradle Coast region*
- *Encourage the retention and enhancement of already established Regional Events*

The Kentish Events Strategy contributes to the Cradle Coast Events Strategy's vision:

By 2020, the Cradle Coast region will be regarded as a region that has the capacity and infrastructure to host Events of Regional Significance and has a dynamic and diverse range of year round event activities contributing to the overall resilience, wellbeing and sustainability of the Cradle Coast economy, culture and community.

The Kentish Events Strategy addresses several challenges raised in the Cradle Coast Events Strategy:

- *The Cradle Coast region has limited Regional Events of Significance (Tier 1) and/or Regional Events (Tier 2)*
- *The greater majority of Regional Events are owned and/or managed by Local Government*
- *Within the Cradle Coast region there is limited Event Management – Coordination Expertise and Professionalism, inside or outside of Local Government*

- *There is limited (if any) coordinated promotion of regional events both inside and outside the region.*
- *The region has no coordinated approach to support the attraction and securing of new events for the region.*

Link to the Tasmanian Events Strategy 2015-2020

The Kentish Events Strategy addresses the following challenges raised in the Tasmanian Events Strategy:

- *Making Tasmania the Boutique events Capital of Australia*
- *Helps meet Tasmanian Government objective to attract 1.5 million visitors per annum by 2020*

We will work with the community, to facilitate and celebrate festivals, events and culture (Kentish Council)

GOALS

The goal of the Kentish Council Event Strategy is to create a framework for the development of new events, and expansion of existing events, and to create economic and community benefit.

Kentish Council places a particular priority on events:

- ✓ That attract significant numbers of interstate and/or international participants and spectators
- ✓ Outside the tourism peak season of Christmas Day to Good Friday;
- ✓ Increase the municipality's profile and branding;
- ✓ That are well-managed;
- ✓ That are relevant to Kentish's identified tourism strengths of: arts, wilderness, food & wine, history and sport/adventure
- ✓ In Railton and Wilmot;
- ✓ Have regional value.

It is not the objective of this strategy to:

1. Determine the measurements on which Council decides to support events, financial or otherwise;
2. Engage in issues related to risk management and other specific tasks of individual events;
3. Act as an Event Management Guide for event organisers

Supporting the overarching goal of the strategy is the following specific goals:

<i>Goal</i>	<i>Timeline</i>	<i>Measure</i>
Make Kentish recognised across Tasmania as a place where distinctive and interesting events happen	2020	Event patron survey
Raise Kentish's profile as a visitor destination through events	2020	Event patron survey
Increase number of visitors to Kentish per year, by attracting them to events	2018	Increase in visitor numbers (Tourism Tasmania visitor data)
Increase visitation in the tourism off-season, by hosting more events in the April-December period	2019	Number of events May-December
Grow current events	2018	Increase in visitor numbers to existing events
Attract new events	2018	Number of new events
Give particular priority to events that fit Kentish's strengths and assets, including art, wilderness, history and recreation	n/a	Number of events that fit these themes
Develop annual events of state significance at Railton and Wilmot that provide community and economic benefit	2019	Number of significant events hosted in Railton and Wilmot

OBJECTIVES

To achieve the goals, it is proposed to develop six major headline events per year, supported by a suite of smaller events that ensure there is something to attract people to Kentish every month, with a major event on average every two months.

The “major” events should:

- ✓ Attract 10,000 people or more to Kentish
- ✓ Have a national profile
- ✓ Attract interstate visitors as well as intrastate visitors
- ✓ Contribute to the objective that Kentish is a place where interesting things happen
- ✓ Be distinctive (if not unique) to Kentish
- ✓ Be of economic benefit to the Kentish business community

The “smaller” events should:

- ✓ Be of regional consequence
- ✓ Have a state-wide profile;
- ✓ Attract people from around Tasmania;
- ✓ Attract at least 1000 people from outside Kentish;
- ✓ Contribute to the objective that Kentish is a place where things happen;
- ✓ Be of economic benefit to the Kentish business community;

HOW EVENTS CAN ACHIEVE THE GOALS

The ability of Events to deliver the above strategies is proven by Kentish's own experience, and the considerable body of research.

Kentish Experience

Kentish retailers report that the busiest and most profitable week in the Kentish calendar is International Mural Fest week. Similarly, the busiest and most profitable weekend of the year is the SteamFest weekend.

It is proposed to double the number of significant events in the municipality to provide additional profitable weeks for Kentish businesses.

Literature Review

Getz (2008) notes that events can add value to a host region in a number of different ways including economic benefits, growth potential, market share, quality, image enhancement and community support.

Moscardo (2007) completed an analysis of 36 case studies in regional situations and found festivals and events could be effective in enhancing regional community development, through enhancing social capital, increasing community capacity through skill development and supporting non-tourism related services.

Events are strategically used to bring 'new' money into regions, promote economic development and to showcase destinations to potential visitors (CRC Tourism, 2002).

Event tourism is one of the fastest growing forms of tourism. It is becoming increasingly popular in rural areas as a means to revitalise local economies (CRC Tourism, 2002, p1).

They can also have a significant impact on community wellbeing and social cohesion. They develop entertainment and social opportunities; build community capacity, social capacity and local leadership; increase the sense of civic pride and a sense of place for residents.

Events have become less cultural in nature and more economic and strategic, particularly since the 1980s with local, state and federal governments now embracing events for their potential to drive big business; strengthen and maintain a destination's unique brand; drive urban renewal and event and tourism infrastructure development.

Tourism research reveals the "Visiting Friends and Relatives Market" (VFR) accounts for a minimum of 30% of visitation in Tasmania's North-West at any given time (Tourism Tasmania, 2014). This is more prevalent when based around events, therefore the opportunity exists to market events to locals to encourage visitation of friends and relatives encouraging a growth element.

Events often attract new visitors that would otherwise not experience that particular region. This extra exposure acts as an indirect form of marketing for the region as a whole, offering an opportunity to reach a previously untapped market. These new tourists bring with them new money, further diversifying the market and subsequently increasing both real and potential revenue generation (CRC Tourism, 2002). Visitors are likely to visit Kentish for an event and be sufficiently impressed with other local attractions and features that they are tempted to return at a later occasion to patronise these other attractions.

Events not only attract new visitors; they also help to keep visitors in the region longer. This shows the importance of measuring not just the economic impact of those that come specifically for the event, but also

those that didn't but stayed longer because of the event. (CRC Tourism, 2002).

It is estimated that around 70,000 interstate and international visitors came to Tasmania specifically to attend one or more of the 80 government-supported events. Typically this type of visitor stays for seven days and spends approximately \$200 per day, equating to around \$100 million being injected into the Tasmanian economy as a result of supported events (Tasmanian Events Strategy, 2015).

90% of adult Tasmanians consider the hosting of major events in Tasmania as important or very important, and 79% attended at least one Tasmanian major event in the year ending March 2015 (Tasmanian Events Strategy, 2015).

Getz (2008) identified that a portfolio of events includes four distinct types: local events; regional events; hallmark events; and mega events. Event portfolios cover varying types of events including sports, festivals and cultural events. Each event type has a different purpose and adds value to the region in a distinct way. The value of the whole event calendar is far greater than the sum of the individual parts.

Within a portfolio, thought has to be given to the image and freshness of events appealing to specific market segments and the attractiveness of the overall mix of events.



SUMMARY OF BENEFITS OF EVENTS

Economic

- ✓ Direct economic benefit
- ✓ Foster indirect additional expenditure (by businesses who cater to visitors)
- ✓ Influence consumer behaviour
- ✓ Increase consumer demand
- ✓ Increase consumer confidence and business confidence
- ✓ Showcase local industries, thus acting as a catalyst for unconnected economic growth and tourism appeal
- ✓ Can lead to infrastructure and economic development
- ✓ Increased knowledge concerning the potential for investment and commercial activity in the region

Tourism

- ✓ Increase visitor numbers to region
- ✓ Attract visitors from outside region
- ✓ Increase length of visitor stay
- ✓ Increase visitor expenditure
- ✓ Enable residents and visitors to experience the region, which can lead to increased future visitation
- ✓ Increased exposure, as a result of events, can lead to increased future visitation
- ✓ Keep visitors in region for longer
- ✓ Can turn a long-term desire to visit a destination into actual visitation
- ✓ Attract patrons who then also support other attractions and accommodation

Marketing and branding

- ✓ Improve destination awareness
- ✓ Create brand awareness and strengthen a brand
- ✓ Showcase region to potential visitors
- ✓ Promote Kentish as a highly desirable place to live, to work, to invest and to play
- ✓ Markets region as a destination with interesting attraction (the event)
- ✓ Tourists want to have experiences and connect with people and places – events provide an experience that often connects producer directly with consumer
- ✓ Provide opportunity for destination to output newsworthy and timely marketing messages to keep the region front of mind in the market
- ✓ Assist to raise consumer awareness of Destination, brand and product offerings
- ✓ Create opportunities for collaborative, cost effective promotional and marketing strategies

Social

- ✓ Develop entertainment and social opportunities
- ✓ Strengthened social cohesion
- ✓ Increase sense of community wellbeing
- ✓ Increased community participation and involvement
- ✓ Drives urban renewal and improved infrastructure
- ✓ Build community capacity
- ✓ Build social capacity and local leadership
- ✓ Increase the sense of civic pride
- ✓ Increase sense of place for local residents
- ✓ Increase community capacity through skill development
- ✓ Offer opportunities to work together, share knowledge, information and resources
- ✓ Bring communities together
- ✓ Encourage more active lifestyles
- ✓ Enhance cultural connection
- ✓ Improve lifestyle and leisure
- ✓ Enhance cultural development

*“events contribute towards making Kentish an exciting place to live, visit and play”
(Kentish Council)*

WHY KENTISH HAS COMPETITIVE ADVANTAGES AS AN EVENT DESTINATION

Kentish enjoys six significant advantages in event development that ensure a strong strike rate of success:

1. it possesses an engaged, well-networked community that has a long proven record of supporting local community groups and events;
2. has the community capacity and experience to achieve events of regional and state significance;
3. has infrastructure, services and facilities adequate to meet the needs of existing events;
4. has a reputation for distinctive and unique events;
5. perceived quirkiness and a reputation where unusual things happen. This is created by its unusual towns with public art, its nomenclature, unusual commercial attractions and the community's distinctive characters; and
6. Has unrivalled natural assets setting it apart from other event venues.

A vibrant, resourceful and engaged local community has itself developed almost all of Kentish's major and minor events. This local enthusiasm is a significant asset which should be harnessed by the council and assisted where required.

Community support is demonstrated in a range of ways including involvement in event organisation, financial and "in-kind" support from local businesses, support from local government and the community (Molloy, 2002). For example, the International MuralFest organising committee raises \$60,000 from local businesses each year for prizemoney and organisation costs. The group has 41 volunteer members, all local residents.

Kentish already has the infrastructure and services, and a foundation of local event management experience, to host major events.

Kentish has a long history of hosting major events. In 1990 it hosted the World Rowing Championships. It has hosted several national cycling championships in the past decade, and every year is a major destination for Targa Tasmania, hosting more competitive stages than any other municipality. State rowing and waterski championships are held regularly at Lake Barrington and there are several new cycling and car annual events in recent years. Kentish is a popular destination for national car, motorcycle and club rallies.

With the key assets in place, Kentish now requires a focused "cherry-picking" of new event options to complement existing events and thus complete an annual event calendar with an appropriate and sustainable volume of major events, supported by a regular offering of smaller events, that provide community and economic benefit and achieve the Council's economic and community objectives.

Spectacular scenery is ideal for event marketing and for capturing the attention of potential event patrons. Images of Mt Roland and Cradle Mountain have already been used very effectively in driving interest in established and new events in Kentish. The Kentish environment has been the key asset in attracting three new and proposed events: Skyfields, the Newkind Festival and Peaks Challenge: Cradle Mountain. Kentish's event history and infrastructure is responsible for attracting the new Tasmanian Medieval Festival.

THE CURRENT EVENT SCHEDULE

In Kentish Municipality, a large number of diverse events take place each year ranging in size from small community social events with localised appeal, to major and iconic events attracting about 10,000 people.

Kentish also hosts three events of state significance: SteamFest in March, and International Mural Fest and Taste of the North-West the weekend after Easter each year.

In addition, Kentish hosts numerous smaller events that attract participants and spectators from around Tasmania, and small numbers from mainland states.

These include:

- ✓ Gowrie Park Rodeo
- ✓ Triple Top Mountain Run
- ✓ Peaks Challenge: Cradle Mountain and other one-day amateur cycling tours
- ✓ Kentish Arts Festival
- ✓ Ten Days on the Island events
- ✓ Lions Club Music Hall
- ✓ National Inspire Fest
- ✓ State and sometimes national rowing events at Lake Barrington
- ✓ State water-ski events at Laker Barrington
- ✓ Numerous annual cycling events including Mersey Valley Tour
- ✓ Some years, national road cycling championships
- ✓ Sheffield Criterium
- ✓ Daffodil & Spring Flower Show
- ✓ Kentish Endurance Ride
- ✓ Oss Foley Memorial

In Kentish, there is strong recognition of the value of events to the community and economy. There is also no shortage of event ideas. However, one significant difficulty is in finding individuals and groups to organise them and realise the potential of those ideas. Therefore, to achieve its aims, Council has to be supportive of ideas that include a group that can achieve them. Therefore, in determining which events to support, Council's best approach to achieve its aims is not to support event "ideas" but to support groups that come forward with ideas that meet Council's objectives, and themselves have the capacity to achieve them.

EXISTING EVENTS

This Events Strategy recognises that Council's role is not only about extending its events portfolio, but also retaining its current portfolio of events by protecting events as assets. It is important to the long-term retention and sustainability of each event that event organisers feel valued and supported by Council and the community.

Kentish presently hosts three events that draw more than 4000 patrons each year, at least some of which are from interstate or overseas. Each is produced by volunteer organisations of local residents. These events provide a significant economic and social benefit to Kentish and their continuation is important to the ongoing vitality of the community.

Existing events must continue to grow if they are to increase visitation and contribute to community outcomes such as economic benefit, community wellbeing and destination profile.

To do so, existing events need to evolve to retain interest and to remain relevant to their market. Each of the three existing "major" events has the potential to increase attendance year-on-year through refined offerings supported by improved marketing activities.

Steamfest

A three-day annual historic machinery event held at Redwater Creek Steam & Heritage Railway, Main St Sheffield, on the March long weekend. It attracts 10,000 people from Tasmania and interstate and has set attendance records in each of the past three years.



International Mural Fest

A week-long outdoor painting competition held in Mural Park, Sheffield, in the week after Easter each year. It is building an international reputation with several international artists among finalists in the past three years. Most years, more than half of the nine finalists are from interstate, and only 1-3 Tasmanians, illustrating the national and international profile this competition is developing. Judgment Day, on the final day of the festival, attracts about 8000 people, mostly from Tasmania but with a rapidly increasing number of national (24% in 2016) and international visitors (21% 2016) Mural Fest has set attendance records in each of the past three years.



Taste of the North-West

Held on the same day as the judging of International Mural Fest, across the Sheffield Main Street in King George V Park, this one-day food festival features about 30 stalls featuring gourmet produce, food, wine, cider, beer, seafood, meat, dairy, berries, fruit, desserts and condiments made exclusively of ingredients from the North-West Coast. It is the premier annual showcase of the region's produce on the annual calendar. The event attracts around 5000 people for the day.



Image: Courtesy of the Advocate

CHALLENGES IDENTIFIED BY EVENTS ORGANISERS

Event organisers have reported the following challenges:

- ✘ Concerned at ever-increasing regulatory demands on volunteer event organisers
- ✘ Need money. This could be used to:
 - ✘ Procure significant acts (headline acts) or pay artist fees;
 - ✘ Assist with event concept development;
 - ✘ Assist with equipment hire and/or promotional costs;
 - ✘ Assist with volunteer training and support
 - ✘ Procure specialised services: e.g. curator to develop event concept or specific exhibition;
- ✘ Need a paid person to help develop event if it is going to expand, but don't have the money to pay a person. However, it is possible that if someone could pay that person for one year, the event could
- ✘ Be lifted to a level of profitability that it could afford to pay that person in future. This could be a collaborative role assisting all the major events in Kentish
- ✘ Help to apply for grants
- ✘ Assistance with marketing and promotions
- ✘ Need better co-operation/collaboration with retail businesses
- ✘ Need an annual event calendar and collaboration between groups to avoid events being scheduled at the same time
- ✘ Need to consider developing transport solutions from regional population centres for multi day events to increase accessibility and attendance.

There is a further issue of sustainability. While SteamFest has been held for more than 20 years, Mural Fest for almost 20, and Taste of the North-West soon to celebrate its 10th anniversary, all are run by small committees and there exists the common sustainability issues of succession planning and need for more volunteers.



NEW EVENTS

Kentish also has a significant opportunity to build on the foundations laid by the three major existing events, by expanding its events portfolio.

Numerous local community members have approached Council with a view to developing events. Council has shortlisted the four major events below as the foundation of our events strategy as they:

- ✓ have adequate organisational capacity and sustainability;
- ✓ achieve Council's stated goals

In addition, Council supports several other smaller events and will maintain a flexibility to support other new major and minor events as the opportunities emerge.

The following four new events are all in their first year of development and are expected to significantly increase its appeal and therefore attendance in the following years. An assessment of their economic impact has been conducted using the National Institute of Economic and Industry Research Economic Impact Tool.



Mount Roland Fire & Light Festival

This is proposed as a five-day festival headlined by the “Light Up Mount Roland” laser light show, supported by several smaller events in Kentish municipality and neighbouring areas that conform to the festival’s themes of fire and light.

Fire & Light would be a unique event – unknown anywhere else in the world for its headline laser show using a massive mountain as a canvas for a cutting edge themed laser light show, supported by a series of unique smaller events around the theme of fire and light.

It is organised by the local volunteer group Kentish Arts, Commerce and Tourism, which is responsible for developing a number of local events including the successful International Mural Fest.

It is targeted at Tasmanian and interstate residents of all ages and demographic profiles. The informal laser light concept trial drew 3000-5000 local residents to the rural roads around Kentish to view the lasers, even though it was not promoted. It is anticipated the actual show would attract at least three times that many.

The NIEIR economic impact analysis of Fire Light reveals the following:

Event: Mount Roland Fire & Light			Length: 5 days		
Est attendance: 15000	Avg daily spend: \$27.80		Event total spend: 420,000		
	Output (\$)	Value Added (\$)	Wages & salaries (\$)	Employment (annual fte)	Resident Jobs (annual fte)
Direct Impact	336,000	156,623	119,182	4.3	-
Industrial Impact	146,912	72,873	41,410	0.7	-
Consumption Impact	139,649	76,987	44,571	0.9	-
Total impact on Cradle Coast Region economy	622,561	306,482	205,163	6.0	4.7

The economic impact is based on the following assumptions:

- ✓ An event of state significance
- ✓ Modelled on 15,000 patrons across five days

- ✓ 1000 patrons from outside northern Tasmania, who spend an average \$100 a day (inc accommodation, fuel, food and incidental purchases)

Impact on output: Total visitor expenditure of \$420,000 would lead to a direct impact on output of \$336,000. This additional direct output from the economy would then lead to an increase in indirect demand for intermediate goods and services of \$146,912. There would be an additional economic contribution of \$139,649 through consumption effects as correspondingly more wages and salaries are spent in the local economy. The combination of all direct, industrial and consumption effects would result in total estimated rise in Output of \$622,561 in the Cradle Coast Region economy.

Impact on Gross Regional Product: The impact of an additional of \$1,040,000 spend to the local economy would lead to a corresponding direct increase in Value-added of \$156,623, plus \$72,873 in Value-added from related intermediate industries, plus an additional contribution of \$76,987 through consumption effects as correspondingly more wages and salaries are spent in the local economy.

The combination of all direct, industrial and consumption effects would result in an estimated addition in Value-added of \$306,482 in the Cradle Coast Region economy.



Skyfields

This is proposed to be, at first, a one-day festival featuring a national or international significant headline act supported by several smaller national and Tasmanian acts. In its first year, in 2015, it attracted about 4000 people and was headlined by Missy Higgins supported by the Tasmanian Symphony Orchestra.

The Skyfields plan is to expand to a two-day festival, each year headlined by a major international act, supported by the Tasmanian Symphony Orchestra in a unique and visually spectacular setting at the foot of Mount Roland.

Skyfields meets the modern music festival format. The past model of mega-events at capital city stadiums has declined and been replaced by consumer demand for boutique festivals in spectacular regional settings, such as The Falls Festival, Splendour in the Grass and the Hanging Rock music festival.

Skyfields is organised by Skyfields Entertainment, a commercial professional entertainment promotion company headed by Tasmanian resident David Sykes, who has 30 years' experience in musical events including MS Fest in Launceston, and who has unparalleled connections in the Australian music and promotions industry. It is targeted at the over-30 age demographic including Tasmanians, interstate residents and international visitors. It will be held in March each year.

The NIEIR economic impact analysis of Fire Light reveals the following economic benefits:

Event: Skyfields				Length 2 days	
Est attendance: 5000	Avg daily spend: \$56		Event total spend: \$650,000		
	Output (\$)	Value Added (\$)	Wages & salaries (\$)	Employment (annual fte)	Resident Jobs (annual fte)
Direct Impact	520000	242393	184448	6.6	-
Industrial Impact	227364	112779	64086	1.1	-
Consumption Impact	216123	119146	68980	1.5	-
Total impact on Cradle Coast Region economy	963487	474318	317514	9.2	7.3

Modelled on 10,000 patrons across two days, 1000 of whom are from outside northern Tasmania:

The combination of all direct, industrial and consumption effects would result in total estimated rise in Output of \$963,487 in the Cradle Coast Region economy. GRP in the Cradle Coast Region is estimated to increase by \$474,318. The combination of all direct, industrial and consumption effects would result in a total estimated increase of employment equivalent to 9.2 annual FTE jobs located in the Cradle Coast Region.



Photo: courtesy of The Advocate

Tasmanian Medieval Festival

A two-day medieval festival held at Redwater Creek, in the Main St of Sheffield, each September. This event was formerly hosted by this group at Oldina, near Wynyard, but has outgrown that site. It attracted about 4000 people in each of those years. The organisers moved it to Sheffield due to the availability of an ideal new venue, the venue's capacity to cater for a major expansion, due to the larger population in the Sheffield area, and the support of the local council.

The event has so far been an exhibition of medieval skills, such as jousting, horse riding, swordsmanship, armour making and old-world skills and trades typical of that era. It has a significant place on the national medieval enthusiasts' calendar and has the potential to be one of the two biggest medieval events in Australia each year.

It is organised by the Sovereign Military Order of the Knights Templar Tasmania (SMOKTT), which is a North-West based group of medieval enthusiasts

While it may appear an event for medieval enthusiasts, almost 100% of attendees at past events have been the general public, and primarily residents of Tasmania. It is proposed to grow and diversify the event so it not only appeals to Tasmanians who are interested in experiencing a medieval event, but will be of significant interest to medieval enthusiasts from across Australia for its size, professionalism and inclusion of national medieval championship events such as swordsmanship and jousting.

Modelled on 4000 patrons across two days, 500 of whom are from outside northern Tasmania:

The combination of all direct, industrial and consumption effects would result in total estimated rise in Output of \$332.033 in the Regional

economy.

Gross Regional Product in the Cradle Coast Region is estimated to increase by \$163,457. The combination of all direct, industrial and consumption effects would result in a total estimated increase of employment equivalent to 2.5 annual FTE jobs located in the Cradle Coast Region.

Event: Medieval Festival				Length 2 days	
Est attendance: 2000	Avg daily spend: \$56		Event total spend: \$224,000		
	Output (\$)	Value Added (\$)	Wages & salaries (\$)	Employment (annual fte)	Resident Jobs (annual fte)
Direct Impact	179200	83532	63564	2.3	-
Industrial Impact	78353	38865	22085	0.4	-
Consumption Impact	74479	41059	23771	0.5	-
Total impact on Cradle Coast Region economy	332033	163457	109420	3.2	2.5



Newkind Festival, Wilmot

Newkind is a two-day festival, proposed for Wilmot, south of Devonport. It focuses on sustainability issues such as renewable energy, energy efficiency, farming practices, climate change, urban planning, residential construction techniques, waste management and numerous other sustainability issues. The festival involves a series of workshops, presentations and stalls by eminent industry professionals.

It is likely to attract about 2000 people to its first year, growing to about 5000. It is expected about 80% of participants will be from interstate and overseas. A small sustainability festival in Wilmot in 2016 (as a practice run) attracted almost 1000 people. More than half were from interstate and more than 10% from overseas.

It is organised by a group of sustainability professionals who have hosted similar events in Queensland in the past.



Modelled on 5000 patrons across two days, 1500 of who are from outside northern Tasmania (accommodation on site so accommodation cost will not be included in this calculation):

- ✓ The combination of all direct, industrial and consumption effects would result in total estimated rise in Output of \$371,928 in the Cradle Coast Region economy.

- ✓ Gross Regional Product in the Cradle Coast Region is estimated to increase by \$189,220.
- ✓ The combination of all direct, industrial and consumption effects would result in a total estimated increase of employment equivalent to 3.5 annual FTE jobs located in the Cradle Coast Region.

Event: Newkind Festival				Length: 2 days	
Est attendance: 2500	Avg daily spend: \$50		Event total spend(\$):250,000		
	Output (\$)	Value Added (\$)	Wages & salaries (\$)	Employment (annual fte)	Resident Jobs (annual fte)
Direct Impact	2000	99389	74086	2.5	-
Industrial Impact	86987	43022	24223	0.4	-
Consumption Impact	84942	46809	27106	0.6	-
Total impact on Cradle Coast Region economy	371928	189220	125414	3.5	2.8

Smaller events

These four major events will be supported by a swathe of new events that have started in the past year or are planned for the future. These include:

- an expanded Kentish Arts Festival including music, performing arts, singing, writing and poetry offerings to complement the existing painting and sculpture events;
- Peaks Challenge Cradle Mountain (cycling event that attracted 800 competitors in its first year in 2015, almost 90% from interstate);
- A series of annual mountain bike events at the proposed Wild Mersey mountain bike development that would attract an average 400 competitors each, plus about 400 officials and spectators. Some events would attract about 30% of participants from interstate.

COUNCIL'S ROLE

Kentish Council has been in recent years a participatory stakeholder in local events, delivering some (e.g. Australia Day ceremony), financially supporting others (e.g. International Mural Fest), in-kind support, promoter, regulator, coordinator, negotiator, incubator, researcher, risk manager and evaluator, to name a few.

As part of this Strategy, Kentish Council has the opportunity to provide greater clarity and to strengthen its role in the support and provision of festivals and events.

Council will assist established event organisers and events to maximise the success of their event, and assist organisers of new events to establish their event, and maximise its benefit to Kentish and the region by:

- ✓ Provide information and guidance on quality event management standards (including providing a copy of Kentish Events Management Guide)
- ✓ Provide event organisers with clear understanding of event compliance requirements
- ✓ Assist event organisers to comply with regulatory compliance obligations
- ✓ Circulate information on event funding opportunities
- ✓ Consider joint marketing initiatives that connects promotion of Kentish generally to promotion of the event
- ✓ Provide in-kind and other forms of support to event organisers
- ✓ When required, provide venues, facilities and equipment to event organisers
- ✓ Work with organising committees to undertake event evaluation that provides data on the primary and secondary markets for that event, popularity of existing event elements, success of marketing activities, feedback on patrons' satisfaction with that event; opportunities for growth
- ✓ Support external funding applications for events which meet Kentish Council's strategic event objectives volunteers and organisers
- ✓ Ensure Council-owned facilities and infrastructure is suitable for user events' ongoing needs
- ✓ Encourage cooperation between event organiser groups to provide synergies and efficiencies, and to eliminate points of potential conflict such as event timing and demand for public facilities
- ✓ Promote Kentish events through the Council's website and social media channels
- ✓ Assist to "seed" new events that advance the objectives of this Strategy
- ✓ Assist to promote Kentish events by providing information to external traditional and digital media outlets such as radio-based events reports, newspaper event listings and tourism and events websites, visitor centres and through government channels
- ✓ Assist local businesses to identify ways to benefit from Kentish events
- ✓ Identify local infrastructure, facility and service gaps
- ✓ Align Council promotion and other tourism activities with events
- ✓ Identify opportunities for professional development for
- ✓ Assist to build networks and collaboration for event organisers

- ✓ Foster a culture of continuous improvement and innovation among event organisers
- ✓ Direct deliverer of events, e.g. Australia Day
- ✓ Coordinator (responses within Council), e.g. Environmental Health Officer role
- ✓ Promoter, e.g. Economic Development Officer
- ✓ Facilitator (e.g. Youth Week)
- ✓ Funder (cash and in-kind support)
- ✓ Advocate, broker, mediator

- ✓ Strategic leader (setting priorities)
- ✓ Incubator/attractor
- ✓ Researcher
- ✓ Regulator
- ✓ Risk manager
- ✓ Service provider
- ✓ Capacity builder
- ✓ Reviewer/evaluator
- ✓ Partner/participant

Funding

Events funding is an important element for Council to achieve its objectives of maintaining and growing its events portfolio. Currently Council funds events through:

- ✓ Small Grants Program (less than \$500, applications open all year)
- ✓ Large Grants Program (\$500-\$2500, applications open twice a year)
- ✓ In-kind assistance
- ✓ Individual annual budget applications (no set amount)
- ✓ Supporting applications to state and federal funding streams (no set amount)

“we will work with event organisers to deliver benefits for our community” (Kentish Council)

OUTCOMES

The following are the proposed outcomes by which the success of this strategy will be measured:

<i>Outcome</i>	<i>Timeline</i>	<i>Measure</i>
At least 6 major events per year that attract more than 200 interstate or overseas visitors	2018	Number of major events per year that attract 200 interstate visitors
More events in May-December	2017	Number of major events May-Dec
Multiple large or small events every month that attract visitors from outside the municipality	2017	Number of events per month
One annual event in Railton of regional consequence	2018	Major event established in Railton
Multiple smaller events in Railton	2018	Number of smaller events in Railton
Ensure facilities suitable to host mountain bike events are established at the Railton trailhead and the Sheffield trailhead of the <i>Wild Mersey</i> mountain bike park.	2019	Establishment of infrastructure
Establishment of a profile and reputation within Tasmania and interstate as a destination for distinctive and interesting events	2019	Results from event patron surveys
Closer engagement with event organiser groups to maximise the economic and social benefit of events to Kentish (particularly cycling, rowing, mountain biking and multi-sport)	2017	Results business surveys
Increased promotional and marketing opportunities leveraged off events.	2018	Volume and efficacy of event promotional activities
Increased economic yield	2018	Economic yield: Tourism Tasmania data
Increased length of stay by visitors	2019	Length of stay:: Tourism Tasmania data
Committees are supported with adequate and clear information, tools and resources to support them to meet their obligations and grow their events	2017	Results of event organiser surveys

ACTION PLAN



- Focuses on developing Tier 1 & 2 events, though outcomes and other elements of this Strategy have relevance to Tier 3 & 4 events.
- Ensure a diverse, vibrant and balanced year round event calendar
- Identify events that are major economic drivers for the Cradle Coast region
- Be reflective of the Kentish community
- Support Kentish destination branding
- Develop commercial and community partnership to increase investment in and support for events
- Provide specific direction and guidance on how key partners will achieve this vision and in doing so, assist to deliver key visitor economy targets

- The continued sustainability of the event;
- Potential growth pathway;
- Succession planning;
- Regulatory compliance;
- Forward funding;
- Event governance standards;
- Providing intrastate and interstate promotion of Kentish;
- Improves the profile and reputation of Kentish as a place where distinctive events happen;
- Improved event measurement

- Identify new events opportunities;
- Identify opportunities for expansion of existing events;
- Assist commercial and community volunteer groups to develop new events and expand existing events;
- Assist in promotion of events;
- Assist event organisers to procure grants and other assistance;
- Assist in funding, only where the event is deemed to be of significant value to the Kentish municipality

DEFINITIONS

Tier 1 - Events of Regional Significance - Events which have a strong resonance with the image and brand of the Cradle Coast, generate support from local organisations and may have the potential to become a hallmark/signature event in the future. These events, whilst appealing to the local community will target audiences predominantly from outside the region and will bring new visitor, spectators, competitors, participants to the event from outside the Cradle Coast region.

Tier 2 - Regional Event: Events which will attract significant numbers of visitors, participants or media from outside the region, resulting in measurable economic, media, social and community benefits for the Cradle Coast region. These events will be supported primarily by the local community but will have the ability (is promoted appropriately) to draw people to the region/community.

Tier 3 - Local Event: Events that are planned and staged primarily for the local community but may be of appeal to visitors. The primary role of these events is to address the needs of the local communities and they are not designed as specific drawcards for the region. Media coverage and promotion of the event is often local only. Whilst these events do not target the visitor market the remaining appealing to visitors already in the region or the community.

Tier 4 - Local Community Activity: Events that are planned and staged for the local community only. The primary role of these events is to provide activities of interest to members of the local community and they are primary of little or any interest to visitors and are unlikely to appeal to these markets

METHODOLOGY

1. Define purpose and objectives of municipal events strategy and present to focus group (Kentish Council Economic Development Committee) for approval;
2. Desktop analysis to identify national best-practice in event development and to develop insights into practises of successful event destinations;
3. Identification and analysis of best-practice event strategies;
4. Consultation with main street businesses on value of events;
5. Engage organisers of key existing events to determine their needs and expectations, strengths, weaknesses, opportunities and threats;
6. Engagement with organisers of potential events, to determine their needs and expectations, strengths, weaknesses, opportunities and threats;
7. Develop a short list of actions Council can conduct and facilitate that assist existing and new events to maximise their benefit to the Kentish community;
8. This short list of actions was presented to a focus group (Kentish Council economic Development Committee) for review and feedback;
9. Identify actions, resources, roles and timelines required to enable the identified events to achieve the Council's event objectives;
10. Finalise the strategy for adoption and communication to relevant stakeholders.

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