

**QLDC Council**  
**26 February 2015**

**Report for Agenda Item: 5**

*Department:*

**CEO Office**

**Event Strategy Review**

**Purpose**

- 1 To undertake a 12 month review of the Events Strategy as agreed by Council in December 2013. The item was left lying on the table at the Council meeting held on 18 December 2014. Various amendments have been made in line with the Council's directives and the redrafted document is now presented for consideration.

**Recommendation**

- 2 *That Council:*
  - a. **Approve** recommended improvements to the QLDC Event Strategy.

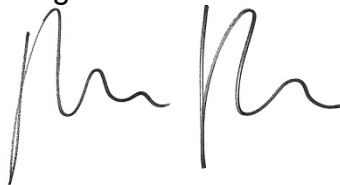
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Corporate Planning and Events  
Facilitation

18/02/2015

Reviewed and Authorised by:  
Meaghan Miller



General Manager, Corporate  
Services

18/02/2015

**Background**

- 3 Event Strategy was adopted in June 2013 with a target of direct incremental economic impact on the community of the Lakes District of \$50m. This was exceeded in 2013/14 with just over \$62m reported in regional benefit.
- 4 In December 2013 after a six month bedding in period, the Council agreed to: move to one funding round per annum; amend the panel structure; fund no more

than six major events in excess of \$30,000, that all panel recommendations of funding over \$30,000 be approved by Full Council and that the Events Strategy and structure be reviewed in 12 months' time, namely December 2014.

- 5 Note there are no material changes to the principles, funding or strategic goals (as review December 2014) of the QLDC Events Strategy.

### **Comment**

- 6 The Events Strategy outlines the purpose and intention of supporting events in the District, as well as direction for event organisers on the process, criteria and objectives of funding for events. The document was intended to launch the strategy and parts are no longer relevant.
- 7 Revisions have been made to operational information and where no longer relevant Event Office business case commentary. Funding rounds, panel structure, strategic goals, etc. have been amended to align with the agreed December 2013 recommendations.
- 8 The document has been reworked and reordered in a sequential format. This revised format creates a reference guide which can be used in discussions regarding funding opportunities, for organisers completing application forms and by the Events Office when preparing recommendations for funding.
- 9 In addition to this, based on industry feedback improvements have been made to the application form.

### **Financial Implications**

- 10 The Event Strategy commits an Events Fund budget of \$800,000 per annum. This assumption will be included in the 10 Year Plan.

### **Local Government Act 2002 Purpose Provisions**

- 11 The Events Office activity and funding, benefits both business and households (economically and culturally) under section 10(1)(b) of the LGA Amendment Act 2012.

### **Council Policies**

- 12 The following Council Policies were considered:

- Arts and Culture Policy – The recommended action is consistent with the Council's policy of 'supporting and encouraging the creative and performing and visual arts sector.'
- 10-Year Plan 2012-22 – The recommended action is consistent with Council's activities following Shaping Our Future and subsequent development of the 2013-17 Events Strategy.
- 2013-17 Events Strategy – The recommended action is consistent with the purpose and intention of this strategy.

## **Consultation**

13 To inform the strategy review the Events Office conducted a survey (Appendix B) of event organisers and undertook a review with the Funding Panel to gather feedback before undertaking a review of the Event Strategy document. Changes have been made to reflect the feedback.

## **Publicity**

14 The revised strategy will be distributed via email to the event organiser database and made publicly available on QLDC's website.

## **Attachments**

- A Event Strategy Revision Document
- B Schedule of Changes