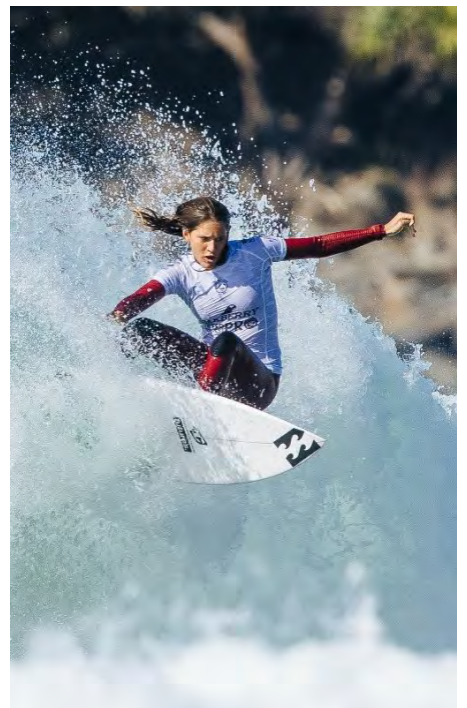


# The Tweed Events Strategy

2024-2028



What's on **THE TWEED**



THE **TWEED**



[whatsontweed.com.au](http://whatsontweed.com.au)

© Tweed Shire Council

Acknowledgement: The Tweed Events Strategy has been developed in collaboration with regional event specialist [Tilma Group](#). Council would like to acknowledge their significant input, development, and guidance to the final version of this Strategy.



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## ABORIGINAL ACKNOWLEDGEMENT

WE WISH TO ACKNOWLEDGE THE NGANDOWAL AND MINYUNGBAL SPEAKING PEOPLE OF THE BUNDJALUNG COUNTRY, IN PARTICULAR THE GOODJINBURRA, TUL-GI-GIN AND MOORUNG - MOOBAH CLANS, AS BEING THE TRADITIONAL OWNERS AND CUSTODIANS OF THE LAND AND WATERS WITHIN THE TWEED SHIRE BOUNDARIES. WE ALSO ACKNOWLEDGE AND RESPECT THE TWEED ABORIGINAL COMMUNITY'S RIGHT TO SPEAK FOR ITS COUNTRY AND TO CARE FOR ITS TRADITIONAL COUNTRY IN ACCORDANCE WITH ITS LORE, CUSTOMS AND TRADITIONS.



## EVENT ORGANISERS' PLEDGE

AS LOCAL EVENT ORGANISERS  
WE COMMIT TO DELIVERING  
SAFE, SUSTAINABLE AND  
UNIQUELY TWEED EVENTS THAT  
CARE FOR COUNTRY, SUPPORT  
OUR LOCAL ECONOMY, AND  
MAKE THE TWEED A GREAT  
PLACE TO LIVE AND VISIT.



# EVENTS STRATEGY SNAPSHOT

<b>Vision</b>	<p>To have a uniquely Tweed calendar of events that celebrates community, and showcases our natural, creative, and culinary strengths.</p>
<b>Event Organisers' Pledge</b>	<p>We commit to delivering safe, sustainable, and uniquely Tweed events that care for Country, support our local economy, and make the Tweed a great place to live and visit.</p>
<b>Aspirations for events</b>	<p>It is our collective aspiration that events held in the Tweed:</p> <ol style="list-style-type: none"> <li>1. Build a vibrant community that is a great place to live and visit.</li> <li>2. Contribute to achieving the Tweed's visitor economy goals of increasing visitor spend and average length of stay</li> <li>3. Position the Tweed as one of Australia's leading sustainable destinations, creating a clear identity for the Tweed in the minds of residents and guests.</li> <li>4. Showcase the Tweed's hero experiences.</li> <li>5. Achieve a balance between events, public amenity and protecting natural assets.</li> </ol>
<b>Guiding Principles for Event Organisers</b>	<p>Our collective guiding principles for event organisers are:</p> <ol style="list-style-type: none"> <li>1. The Tweed brand and value alignment</li> <li>2. Sustainable practices</li> <li>3. Social cohesion</li> <li>4. Contribution to the local economy</li> <li>5. Inclusive and accessible</li> <li>6. Safety and compliance</li> <li>7. Ethical practices</li> </ol>
<b>Goals</b>	<ol style="list-style-type: none"> <li>1. Attract, support, and deliver events that are safe, sustainable, and uniquely Tweed.</li> <li>2. Enable best practice events by improving capacity, skills and infrastructure.</li> <li>3. Build the Tweed brand and maximise event promotion.</li> </ol>
<b>Experiences We Celebrate and Events We Welcome</b>	 <p>The image shows seven red hexagonal icons arranged in two rows. The top row contains four icons: 'NATURE-BASED (land and water)' with a plant icon, 'OUTDOOR RECREATION' with a sun and trees icon, 'SPORTS EVENTS' with a person surfing icon, and 'CULINARY &amp; AGRITOURISM' with a chef's hat icon. The bottom row contains three icons: 'CREATIVE &amp; CULTURAL' with a paint palette icon, 'LIFESTYLE, HEALTH &amp; WELLBEING' with a sailboat icon, and 'BUSINESS EVENTS' with a calendar icon showing the number 25.</p>

# INTRODUCTION

Welcome to **The Tweed Events Strategy** that guides the sustainable growth, development, and delivery of events that are the right-fit for the region and uniquely Tweed. This means they celebrate our natural environment, lifestyle, and culture, align with our community values, and showcase the Tweed's hero experiences.

The Tweed is at an exciting stage of maturity as an attractive and sustainable event destination, building on its natural strengths by attracting and supporting events that align with our community's and destination's values.

**UNIQUELY TWEED EVENTS CELEBRATE OUR NATURAL ENVIRONMENT, LIFESTYLE, AND CULTURE, ALIGN WITH OUR COMMUNITY VALUES, AND SHOWCASE THE TWEED'S HERO EXPERIENCES.**

The Strategy identifies three strategic goals to guide event attraction, support, and delivery; enable events and grow skills and capability; and provide an event experience framework that identifies the events we welcome and experiences we celebrate.

Linked to the Community Strategic Plan and Tweed Destination Management Plan, the strategy has shared goals and aspirations that balance visitation growth with protection of the natural environment and use of public places and spaces.

Council recognises the value of events for supporting a thriving community and local economy, while balancing the use of public places and spaces with the diverse needs and wants of residents. This approach ensures that events contribute positively to the community's wellbeing and social cohesion while maintaining the integrity of public spaces.



Image: Kinship Festival 2024  
© Tweed Shire Council

A photograph of an outdoor market scene, likely a farmers market, during autumn. The foreground is filled with fallen yellow and orange leaves. In the middle ground, several people are seated at tables under a large black tent. Some are eating, while others are talking. In the background, more tents are visible, including one with a sign that says "VIETNAMESE LOTUS" and another with "ATM". A tall banner for "Crimm" is also visible. The background is dominated by large, leafy trees under a bright sky.

# SECTION 1

# SETTING THE SCENE



## 1.1 THE PURPOSE

The purpose of **The Tweed Events Strategy** is to provide a strategic framework to sustainably grow, develop, and deliver events that are the right fit for the Tweed region that align with our brand and values. We aim to achieve this by:

1. Attracting, supporting and delivering events that are safe, sustainable, and uniquely Tweed.
2. Enable best practice events by improving capacity, skills and infrastructure.
3. Building the Tweed brand and maximising event promotion.

The Strategy is supported by Council's Event Sponsorship Policy which outlines the assessment framework for financial and resource support of events as the basis for increasing the value of events for the Tweed.



Image: Riverside Fair Tumbulgum 2022  
© Tweed Shire Council

## 1.2 STRATEGIC CONNECTIONS

Events can play a key role in supporting Council’s strategic objectives. **The Tweed Events Strategy** has been developed to align and connect with relevant national, state, regional and local strategies to ensure a coordinated approach, including the following.

NSW STATE STRATEGIES		
Strategy	Organisation	Connection
<b>Tweed Regional Economic Development Strategy 2023</b>	Department of Regional NSW	Increase the value of the visitor economy to the region in a culturally and environmentally sensitive way.
<b>Tweed Regional City Action Plan 2036</b>	NSW Department of Planning and Environment	Objective 16: Grow tourism, events, and visitor experiences in a culturally and environmentally sensitive way
<b>NSW Arts, Culture and Creative Industries Policy</b>	NSW Department of Enterprise, Investment and Trade Create NSW	Embrace the arts, culture, and creative industries.
<b>NSW Visitor Economy Strategy 2030</b>	Destination NSW	Pillar 4. Invest in World-Class Events
<b>North Coast Destination Management Plan 2022-2030</b>	Destination North Coast, Destination NSW	<p>Objective 4. Focus on World Class Events</p> <ul style="list-style-type: none"> <li>• Use events to encourage visitor dispersal.</li> <li>• Position North Coast NSW as the premier participative sporting event host in regional NSW.</li> </ul> <p>Encourage events that increase visitation across low and shoulder season.</p> <p>DNC Business Events Partnership Agreement to attract business events to the Tweed.</p>
LOCAL STRATEGIES		
Strategy	Organisation	Connection
<b>Community Strategic Plan 2022-2032</b>	Tweed Shire Council	Thriving: We want the Tweed’s people and places to thrive. 3.3 Goal: Build a vibrant community to be a great place to live and visit.
<b>The Tweed Destination Management Plan 2024-2030</b>	Tweed Shire Council and the Tweed Tourism Company	<p>Strategy 4: Invest in uniquely Tweed events.</p> <ul style="list-style-type: none"> <li>• Diverse Event Calendar</li> <li>• Sustainable Event Growth</li> <li>• Business Event Attraction</li> <li>• Efficient Approval Process</li> </ul>

# 1.3 THE TWEED BRAND

The Tweed’s destination brand is not tourism-specific; it is a whole of region brand.

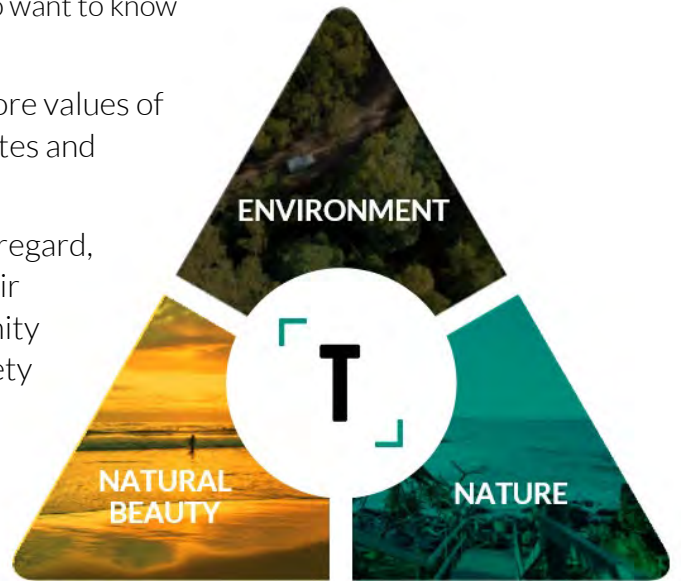
It is for locals who live in, love, and enjoy the Tweed, for businesses and industry who succeed in the Tweed, for guests, and for those who want to know what’s on in the Tweed.

The Tweed destination brand centres around our core values of nature, environment and natural beauty and promotes and positions the Tweed region as ‘the natural choice’.

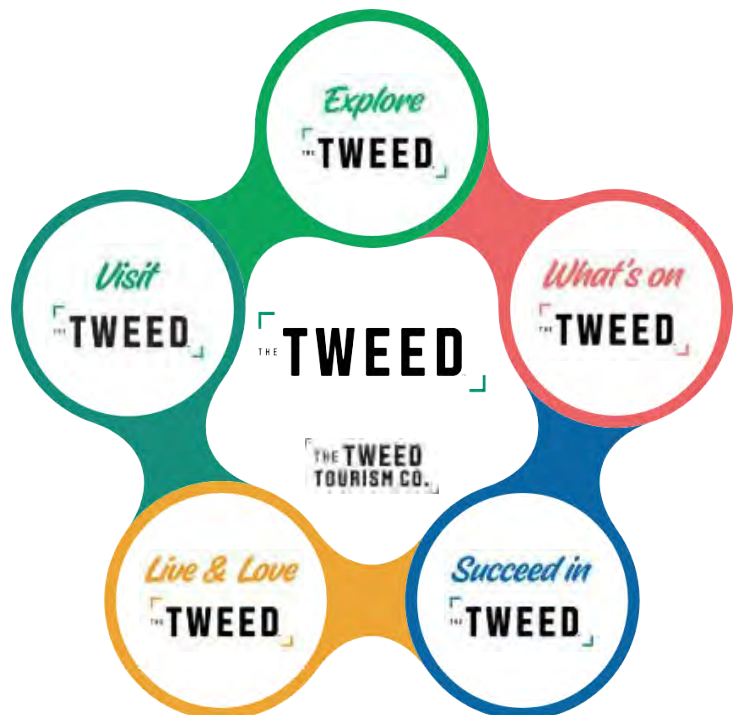
We hold our exquisite natural surroundings in high regard, honour the Tweed’s Traditional Custodians and their time-honored culture, cherish our sense of community and unique lifestyle, and enjoy the freedom and safety that define us.

We embody a spirit of creativity and innovation, embracing quirkiness, curiosity, and vitality. We are a resilient and proud community, dedicated to a healthy, active, and outdoor-oriented way of life.

We are deeply connected to the land, our environment, and each other. We are the Tweed.



Our destination brand is a simple and stylised frame that ‘captures’ the Tweed:



## 1.4 THE PEOPLE

**Residents:** The Tweed has 97,000 residents. We are and an older community, with a lower proportion of all ages than the state average except for residents aged older than 55. Almost a quarter of residents were born overseas, 7% speak a language other than English at home, and 4% identify as Aboriginal or Torres Strait Islander.

**Visitors:** The Tweed seeks to attract event guests. ‘Event guests’ refers to people who travel to the Tweed to participate in an event and otherwise would not have come. Event guests are high yield, low impact visitors who value the region’s sustainable ethos and its natural assets. We welcome guests who respect the Tweed and share our community’s values and protect and participate in caring for the environment.

The Tweed Destination Management Plan 2024-2030 identifies these ideal event guests:

Ideal Guests	Leisure Events	Business Events
<b>Growth opportunities</b>	<ul style="list-style-type: none"> <li>Brisbane and Southeast Queensland</li> <li>Northern NSW</li> <li>Greater Sydney</li> <li>Interstate (Queensland, Victoria, including Melbourne)</li> <li>Regional NSW</li> </ul>	<ul style="list-style-type: none"> <li>Intra-region</li> <li>Greater Sydney, Newcastle, Melbourne, and Southeast Queensland</li> </ul>
<b>Key experiences suited to this market</b>	<ul style="list-style-type: none"> <li>Nature based events</li> <li>Outdoor Recreation and Sports events</li> <li>Creative and Cultural events</li> <li>Local Food, Drink and Agritourism events</li> <li>Lifestyle, Health and Wellbeing events</li> </ul>	<ul style="list-style-type: none"> <li>Meeting offerings related to a range of industries with a focus on tourism, visitor economy, events, filming, health sector, and Government services.</li> <li>Incentive offerings related to food and wine, coast, nature, arts, and culture.</li> </ul>
<b>Ideal event market segments</b>	<ul style="list-style-type: none"> <li>Locals and their visiting friends and relatives</li> <li>Special interest groups (nature, arts, cultural, agritourism, and wellness)</li> <li>Sports participants and spectators</li> </ul>	<ul style="list-style-type: none"> <li>Smaller business day meetings from Gold Coast and Brisbane using smaller or niche facilities, places or spaces.</li> <li>Attracting industry associations, government departments, and conferences in the 50-150 delegate range, particularly business events that are aligned with the Tweed values, such as conferences with health, wellness, nature, and sustainability themes.</li> </ul>

## 1.5 EVENTS IN THE TWEED

### THE PLACE

Our unique identity and authentic experiences inspire pride amongst locals and attract visitors. The Tweed has a range of competitive advantages that position it as a vibrant community and the natural choice as an event destination.

Perfectly located in the Northern Rivers NSW, The Tweed is positioned between the Gold Coast and Queensland to our north, and Byron Bay and the Northern Rivers, NSW to our south.



## THE VALUE OF EVENTS

Events play an important role in making the Tweed a great place to live and visit. They keep the Tweed's towns and villages on the map and drive tourism into regional areas.

Events in the Tweed contribute to a range of social and economic benefits including:

- ✓ Achieving the community's vision and aspirations for the Tweed including wanting the Tweed's people and places to thrive (Community Strategic Plan).
- ✓ The Tweed being recognised as one of Australia's leading sustainable destinations celebrated for its nature and outdoor recreation, cultural, culinary and creative experiences (Destination Management Plan).
- ✓ Community and social cohesion and inclusion by extending networks and bringing people together from a range of demographics and subcultures.
- ✓ Contributing to a thriving local economy by supporting local businesses and creating local jobs. Including business events that have higher yielding guests with many taking pre and post event tours and bringing accompanying persons.
- ✓ Building the Tweed brand through promotion as attendees become destination advocates through word-of-mouth.

## EVENT PLACES AND SPACES

This Strategy aims to encourage events held on public land in the Tweed to provide value to the community, and events held on private land to be high quality and low impact.

Council and event organisers will strive to get the balance right between economic and social benefit, retaining public access to public space, protecting the environment, and creating vibrant communities.

Depending on the type, size and impact of an event, different rules will apply to events held on public or private land. Event organisers must comply with relevant laws, regulations, and industry standards.

## EVENTS SWOT

Whilst there are significant event opportunities for the Tweed, there are also challenges the region must address. The SWOT below identified the strengths, weaknesses, opportunities, and threats that have been identified for events in the Tweed.

---

### Strengths

- Authentically and uniquely Tweed, we're not trying to be anything else.
- The Tweed's unspoiled, scenic, and internationally significant natural environment and high biodiverse status.
- Creative communities, unique character, and desirable lifestyle.
- Widely regarded as one of the best surfing destinations in Australia.
- Diverse hero experiences including nature, culinary and creative industries.
- Location and access to international airports, national road networks and diverse accommodation and venue options.
- Desirable year-round climate to enjoy the Tweed.
- Access to fresh, local produce that can enhance food-related events.
- A rich First Nations cultural heritage to be showcased through events.

---

### Weaknesses

- Limited resources and budgets to grow existing and attract new events.
- Legislative and land-use restrictions that do not easily enable events.
- Insufficient large-scale event venues and supporting infrastructure.
- Inadequate public transport options, especially for late-night events.
- Capacity, capability, and consistency of event organisers in the region.

---

### Opportunities

- Activate the weekend and night-time economy, especially in business and entertainment precincts.
- Attraction of more business events, conferences and meetings.
- Enhance event infrastructure in Council owned spaces and places.
- Enhance accommodation stock and transport options.
- Strengthen promotion of the Tweed destination brand opportunities.
- Establish unique, recurring signature events that draw national and international attention.
- Identify and actively pursue funding opportunities to grow existing and attract new events to the region
- Foster partnerships with regional, national, and international organisations to co-host events.

---

### Threats

- Inappropriate, unsafe, and non-compliant events and activities.
  - Over-use or damage to our natural environment and places.
  - Over-use or disturbance of public amenity.
  - Economic downturns impacting funding and sponsorship for events.
  - Increasing competition from neighboring regions and event destinations.
  - Risks from natural disasters such as floods, bushfires, and cyclones.
  - Potential changes in regulations that could further restrict event planning and execution.
  - Potential opposition from residents concerned about noise, traffic, and environmental impact.
-

# SECTION 2

## VISION AND GUIDING PRINCIPLES





## 2.1 VISION AND MISSION

### VISION

**TO HAVE A UNIQUELY TWEED CALENDAR OF EVENTS THAT CELEBRATES COMMUNITY, AND SHOWCASES OUR NATURAL, CREATIVE, AND CULINARY STRENGTHS.**

### MISSION

**TO ENSURE EVENTS PROTECT OUR NATURAL ENVIRONMENT, SUPPORT OUR LOCAL ECONOMY, AND MAKE THE TWEED A GREAT PLACE TO LIVE AND VISIT.**

## 2.2 ASPIRATIONS FOR EVENTS

We want events to succeed in the Tweed.

It is our collective aspiration that events held in the Tweed:

1. Build a vibrant community that is a great place to live and visit.
2. Contribute to achieving the Tweed's visitor economy goals of increasing visitor spend and average length of stay.
3. Position the Tweed as one of Australia's leading sustainable destinations, creating a clear identity for the Tweed in the minds of residents and guests.
4. Showcase the Tweed's hero experiences.
5. Achieve a balance between events, public amenity and protecting natural assets.







Image: Momentum Youth Festival  
© Tweed Shire Council

## 2.3. GUIDING PRINCIPLES FOR EVENT ORGANISERS

The following guiding principles provide a framework for event organisers that not only meet the needs of attendees and stakeholders but contribute to the unique character of the Tweed.

When event organisers are planning a community event, a conference, or a regional sport event these principles are designed to create events that leave a positive legacy so that the Tweed community is even better tomorrow than it is today. They are our event essentials.

Guiding principle	Description
<b>Brand and value alignment</b> 	<ul style="list-style-type: none"><li>• Events should align with the Tweed destination brand and core values of nature, environment, and natural beauty.</li><li>• Events should strive to position the Tweed as one of Australia's leading sustainable tourism destinations, recognised for its commitment to eco-friendly practices and unforgettable sustainable experiences.</li><li>• Events should activate the regions hero experiences (section 4.1).</li></ul>
<b>Sustainable practices</b> 	<ul style="list-style-type: none"><li>• Events should aim to obtain sustainable accreditation where possible.</li><li>• Events should adopt a 'Leave no trace' event philosophy and aim for zero waste and emissions.</li><li>• Event should prioritise sustainability in all aspects of event planning and delivery, including waste management, energy and water conservation, and resource usage.</li><li>• Events should aim to minimise the environmental footprint of the event by employing eco-friendly practices and technologies.</li><li>• Events should raise awareness about the importance of responsible choices with their participants, vendors, sponsors, and the community.</li><li>• Events should provide educational opportunities and resources to empower stakeholders to adopt sustainable and ethical practices.</li></ul>
<b>Social cohesion</b> 	<ul style="list-style-type: none"><li>• Events should engage with community and stakeholders throughout event planning, seeking input, feedback, and collaboration to align with community needs and values.</li><li>• Events should foster partnerships and relationships that benefit both the event and the broader community.</li><li>• Events should provide points of contact and genuine care in addressing and resolving resident and community concerns.</li></ul>
<b>Contribution to the local economy</b> 	<ul style="list-style-type: none"><li>• Events should aim to support the local economy and spend local with Tweed based or Northern Rivers businesses where practicable over vendors from interstate.</li><li>• Events should prioritise local vendors and suppliers, First Nation suppliers, artisans, and businesses whenever possible, thereby contributing to the economic vitality of the community.</li></ul>

Guiding principle	Description
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**Inclusive and accessible**



- Events should aim to create an inclusive and diverse environment where all participants feel welcome, valued, and safe regardless of their background, identity, or beliefs.
- Events should aim to provide facilities and support to accommodate diverse accessibility requirements.
- Events should promote diversity among attendees, speakers, and organisers to foster a rich and inclusive event experience.

**Safety and compliance**



- Events must ensure the safety of all participants.
- Events must meet requirements that prioritise the public health of our people and the natural health of our places.
- Events must collaborate with emergency services and implement measures to prevent accidents and respond to emergencies.
- Ensure must ensure full compliance with relevant laws, regulations, and industry standards in all aspects of event planning and delivery. This includes obtaining necessary permits and licenses, adhering to health and safety regulations, and following ethical guidelines.

**Ethical practices**



- Events should conduct all aspects of event management with integrity, honesty, and transparency.
- Events should uphold ethical standards in dealings with participants, vendors, sponsors, and other stakeholders.
- Events should avoid practices that compromise ethical principles or harm the reputation of the event or Council.
- Events must meet all animal welfare standards and must avoid exploitation or mistreatment of animals for entertainment.
- Events must adhere to legal guidelines for animal handling, transportation, and accommodation.
- Events should work with reputable suppliers to ensure the wellbeing of animals.
- Events must avoid political endorsements, statements, and influence to avoid any perception of bias.
- Events should be responsible citizens in relation to alcohol and gambling, with a focus on safe, legal, and ethical practices that minimise harm to individuals and communities.



# SECTION 3

## GOALS AND MEASURES

## GOALS

To capitalise on the Tweed's strengths and build the value of events for the community **The Tweed Events Strategy** aims to achieve the following goals.

**1 Attract, support and deliver events that are safe, sustainable, and uniquely Tweed.**

**2 Enable best practice events, by improving capacity, skills and infrastructure.**

**3 Build the Tweed brand and maximise event promotion.**



Image: Museum Street Party  
© Tweed Regional Museum

### **3.1 ATTRACT, SUPPORT AND DELIVER EVENTS THAT ARE SAFE, SUSTAINABLE, AND UNIQUELY TWEED**

The right-fit events will align with the vision of Council’s Community Strategic Plan 2022-2032 for the Tweed to be recognised for its desirable lifestyle, strong community, unique character and environment, and the opportunities its residents enjoy.

Uniquely Tweed events will activate The Tweed’s destination experience pillars and Destination North Coast’s experience platforms outlined in the Tweed Destination Management Plan and the Event Experiences in section 4.1 of this Strategy.

Uniquely Tweed events will provide vibrancy for residents and improve the Tweed’s appeal and competitiveness as a tourism destination, attract high yield and low impact guests, driving visitation and expenditure.

A focused and targeted approach towards events that are uniquely Tweed will help enhance return on investment from Council’s sponsorship. Effort is required to nurture and grow the outcomes and viability of existing events to increase visitation by, and yield from, event guests. Council provides guidelines and information to support event organisers to develop, deliver and market successful and financially sustainable events.

Actions related to this include but are not limited to:

- ✓ An Events Sponsorship Policy that guides financial and resource support.
- ✓ Event support and education to deliver safe and sustainable event operations.
- ✓ A calendar of uniquely Tweed events supported and/or delivered by Council.



Image: Murwillumbah Farmers Market  
© Sally Singh

## 3.2 ENABLE BEST PRACTICE EVENTS BY IMPROVING CAPACITY, SKILLS, AND INFRASTRUCTURE

An important element of attracting, supporting, and delivering events is enabling suitable events by improving event capacity, skills, and infrastructure.

Enabling best practice events sits within a legislative framework that determines the types of events permitted in certain places and spaces depending on being private or public facilities or community or commercial use. The regulatory process for event approvals ensures they are licensed and insured correctly, maintain public health, and keep the public and guests safe.

Private and public entities contribute to the region's event infrastructure for both community and commercial use. Council and its various services play an important role in delivering and maintaining community use event spaces and places and will continue to deliver infrastructure upgrades and facilities for event-ready spaces to enable the staging of right-fit events.

This includes maintaining Council owned venues, community halls, and public places and spaces so they are more accessible, sustainable and event friendly. It also means collaborating with private and commercial operators that provide these services to assist promote suitable event capacity options.

Council has and will continue to make significant effort to enable best practice events and make it easier to do business with Council by streamlining event application, approval, and permit processes to reduce the workload for organisers and minimise the time required for approvals.

Council will continue to develop its online events hub and toolkits with user-friendly resources and provide opportunities for event organisers to grow skills and develop capacity.

Actions related to this include but are not limited to:

- ✓ Deliver efficient and streamlined event application, compliance, and permit processes.
- ✓ Maintain and improve event infrastructure in Council owned venues and facilities.
- ✓ Deliver and enhance an online event hub and resource toolkit to support events.
- ✓ Host skill development workshops and networking events for event organisers.





Image: Destination North Coast Industry Conference  
© Destination North Coast

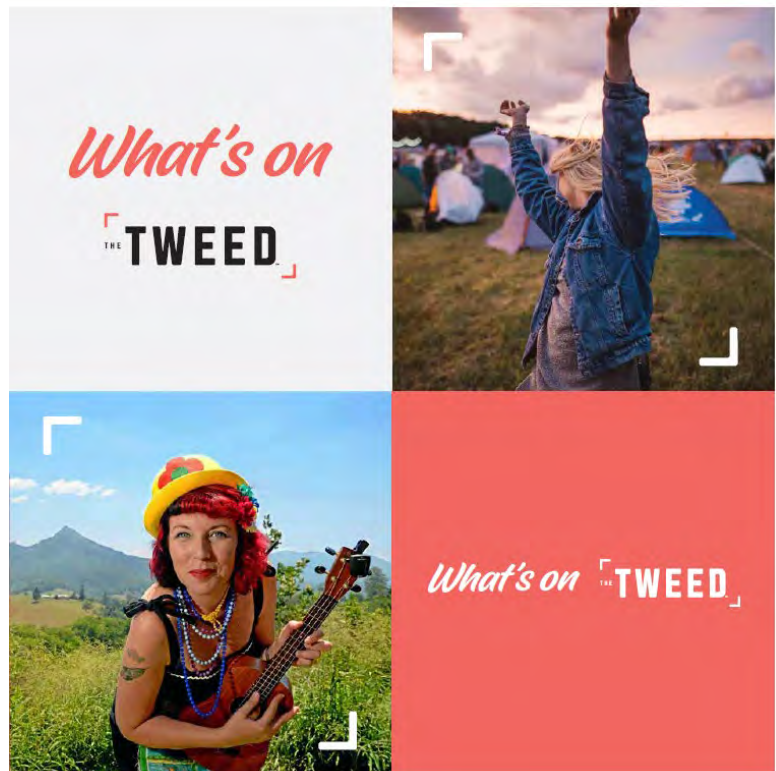
### 3.3 BUILD THE TWEED BRAND AND MAXIMISE EVENT PROMOTION

Ensuring the Tweed maximises benefits from all events held in the region is an efficient use of resources. Council can support an increase in benefits from events through its destination marketing, and by helping event organisers promote the destination effectively.

Events build the Tweed’s reputation and activate its brand as a sustainably managed destination, as they provide opportunities to inspire and educate residents and guests on sustainable choices.

Actions related to this include but are not limited to:

- ✓ Growth and enhancement of the [What’s On Tweed](#) event calendar and social channels.
- ✓ Increasing the uptake of events using The Tweed destination brand.
- ✓ Increasing positive media relationships and event exposure and promotion.
- ✓ Cross collaboration and event promotion support between event organisers, Tweed Shire Council and The Tweed Tourism Company.



## 3.4 ACTIONS AND MEASURES OF SUCCESS

Council's Delivery Program and Operational Plan and the Tweed Destination Management Plan (DMP) capture and report on the specific actions that deliver the goals of this strategy. Tweed Shire Council, in partnership with the Tweed Tourism Company is responsible for the delivering the DMP and event promotion for the Tweed. Projects are funded and committed to through a range of sources including Council's general fund and grants.

The following measures will determine the success of the goals of The Tweed Events Strategy.

Goal	Measure	Means of measurement
<b>Attract, support, and deliver events that are safe, sustainable, and uniquely Tweed.</b>	Number of events supported by Councils Event Sponsorship Policy.	Event sponsorship recipients / categories.
	Number of events with sustainability accreditation or acquitted as having satisfactory sustainable practices and plans.	EarthCheck / EcoTourism Australia Accreditation Strive 4 Sustainability Scorecard. Event Sustainability Plans.
	Number of business events, delegate nights and economic impact from DNC Business Partnership.	DNC Business Events Partnership Agreement reporting.
	Economic impact of events.	Funding acquittal reports.
	Attendee / guest satisfaction.	Attendee surveys.
	Community satisfaction with Council's destination and events service > 75%	Be Our Best Resident Survey.
<b>Enable best practice events, grow skills, and develop capacity.</b>	Growth in attendees at event skill building workshops.	Workshop attendee numbers.
	Enhancement of events hub and toolkit to provide clear guidelines, templates and resources for good event management planning and delivery.	Undertake feedback surveys to gauge satisfaction and areas for improvement.
<b>Build the Tweed brand and maximise event promotion.</b>	Growth in visitation to What's On Tweed website.	Google and Site Analytics.
	Growth in engagement and followers to What's On Tweed Facebook page.	Facebook Insights.
	100% of event sponsorship agreements meeting brand promotion requirements.	Sponsorship Agreement Audits.
	Referrals from event websites to <a href="#">visitthetweed</a> or <a href="#">whatsontweed</a> .	Google Analytics.



# SECTION 4

# EVENT EXPERIENCES

## 4.1 EXPERIENCES WE CELEBRATE AND EVENTS WE WELCOME

Events that leverage and promote the Tweed's hero experiences are instrumental in creating a vibrant community and driving year-round tourism, offering reasons to visit, attracting new visitor markets, and driving off-peak season visitation. Council takes a balanced approach to the approval, scheduling and frequency of events so they consider and minimise environmental and public amenity impacts. The region's 'hero' experiences are:

### NATURE BASED (LAND AND WATER), OUTDOOR RECREATION AND SPORTS EVENTS

We live in an extraordinarily beautiful place. The Tweed's natural tapestry is unparalleled, encompassing the lush subtropical volcanic caldera, vibrant riverine and estuarine ecosystems, and an extensive coastline of immaculate beaches and nature distinguishes the Tweed as a destination of choice. Our emphasis on eco-friendly and sustainable tourism practices enhances the commitment to preserve and showcase this natural heritage for generations to come.

Events we welcome:

- Marathons, triathlons, running, trail events
- Cycling events (road and trail)
- Surfing and surf lifesaving
- Water-based non-motorised participation events: ocean swims, kayak, rowing events.
- Organised sporting events including national and regional championships



### CREATIVE AND CULTURAL EVENTS

With an abundance of creatives in the Tweed and our rich cultural heritage we have the capacity to offer extraordinary cultural experiences that provide an insight into the characters and creativity that brings our community to life and honours our heritage and history that makes us uniquely Tweed.

Events we welcome:

- Events that celebrate our depth and breadth of artistic talent and creative industries.
- Cultural and community events that have a strong link to the character and identity of the local community, including those with a social purpose.
- Events that honour and celebrate our First Nations people, Bundjalung communities and connection to Country.
- Fine arts and exhibitions, art trails and public art displays.
- Small to medium scale live music events and gigs which embrace and leverage the personalities of our towns and lifestyles of our coastal and hinterland villages.
- Performing arts and entertainment shows.



## CULINARY AND AGRITOURISM EVENTS

The region's lush subtropical climate and volcanic landscape produces an abundance of divine fresh produce. Local farmers, chefs, distillers, brewers, butchers, and bakers are proactive in offering first class culinary experiences.

Events we welcome:

- Quality food events which promote and celebrate the region as a clean, green and sustainable food bowl.
- Boutique food, drink, produce and provenance events.
- Farmers' markets and paddock-to-plate events.
- Long tables, food festivals, and progressive dinners/picnics.



## LIFESTYLE, HEALTH AND WELLBEING EVENTS

Facilitating growth in wellness is an opportunity to meet growing customer expectations. To ensure the North Coast region lives up to expectations, it must deliver on lifestyle, health and wellness opportunities.

Events we welcome:

- Events that promote the sustainability and protection of the natural environment.
- Events that celebrate the region's lifestyle, history and heritage.
- Wellness events, yoga festivals, health and nutrition summits, and fitness competitions.
- Self-improvement retreats and conferences.



## BUSINESS EVENTS

The Tweed is an ideal location for business events with four conference venues, and more than 30 boutique and bespoke business event venues.

The Tweed is the strongest performer in the Destination North Coast Business Events Partnership. Destination North Coast deliver around 35 leads per year valued at around \$5 million with a conversion ratio of around one-quarter. Further, three largest business event venues book around \$7 million worth of business events each year. Business event bookings are consistent from February through until November, with peaks in February-March and September-November.

Events we welcome:

- Smaller business day meetings, team off-sites, excursions and incentive groups using smaller community halls and spaces.
- Industry associations, government departments, services sector and conferences in the 50-150 delegate range, with a focus on business events that are aligned with the Tweed values, such as conferences with health, wellness, nature, and sustainability themes.
- Professional development summits and leadership seminars.



## 4.2 EVENT CATEGORY

Category	Description	Examples
<b>Signature Events</b>	<ul style="list-style-type: none"> <li>• Events that have a significant positive impact on the visitor economy and community and perfectly activates the Tweed brand.</li> <li>• Events that disperse across the Tweed, are held over an extended period and encourage overnight visitation.</li> </ul>	<ul style="list-style-type: none"> <li>• Regional food and provenance festivals</li> <li>• Regional arts festivals</li> </ul>
<b>Destination Events</b>	<ul style="list-style-type: none"> <li>• Events that attract guests from outside the region.</li> <li>• Events that reach a wider audience, enhancing brand awareness of the Tweed</li> <li>• Events that attract sponsorship from corporations, tourism and government organisations.</li> <li>• Events that deliver economic impact.</li> <li>• Events that are typically managed by external event professionals.</li> </ul>	<ul style="list-style-type: none"> <li>• National- and state-level sports and outdoor recreation events</li> <li>• Business events</li> <li>• Triathlons</li> <li>• Surfing festivals</li> <li>• Food events</li> <li>• Musical events (low impact)</li> </ul>
<b>Homegrown Events</b>	<ul style="list-style-type: none"> <li>• Events delivered by locals such as community groups, sports clubs, charities, and schools.</li> <li>• Events that celebrate the community.</li> <li>• Events that support a community need, deliver social value and enrichment, and are primarily for local audiences.</li> <li>• Events that add to the liveability and vibrancy of the Tweed.</li> <li>• Events that are free or low cost.</li> </ul>	<ul style="list-style-type: none"> <li>• Theatre performances</li> <li>• Cultural and environmental festivals</li> <li>• Hobbyist activities</li> <li>• Markets</li> </ul>
<b>Places and Spaces Activations</b>	<ul style="list-style-type: none"> <li>• Activations that bring life to spaces and places such as town centres, laneways, precincts, and parks with immersive experiences to ignite the weekend and night-time economy.</li> <li>• Activations that create memorable experiences, revitalise public spaces, and facilitate engagement with the built environment.</li> <li>• Activations are under 1,500 attendees.</li> </ul>	<ul style="list-style-type: none"> <li>• Pop-up art installations</li> <li>• Interactive exhibitions</li> <li>• Street performances</li> </ul>

## 4.3 EVENT SUPPORT AND PROMOTION

### Event Sponsorship

Council's **Event Sponsorship Policy** will provide the framework to support event organisers to deliver events that are safe, sustainable, and uniquely Tweed. Council will support, Council will use a set of criteria that is based on the guiding principles in this Strategy to determine the events it will support.

### Event Hub and Toolkit

Council provides an [events hub and toolkit](#) on its website providing information and links to event support including:

- ✓ What's On Tweed calendar of events
- ✓ Hosting and promoting events
- ✓ Links to approval, application, and permit requirements
- ✓ Council owned venues and facility hire and use
- ✓ Council hosted events

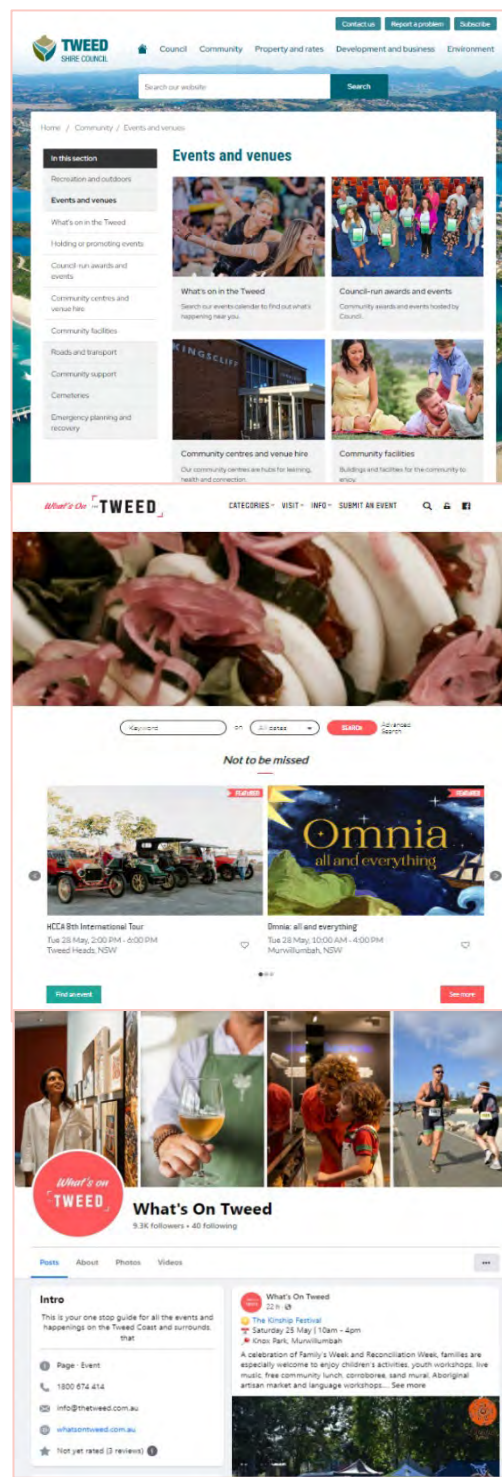
### What's On Tweed Event Calendar

[What's On Tweed](#) is the official events calendar, showcasing the Tweed as a unique and diverse destination with something for everyone. It is a collaborative effort between [Tweed Shire Council](#) and [The Tweed Tourism Company](#) to support event organisers and local business.

The What's on Tweed website is supported by What's On Tweed social media channels including [Facebook](#).

### Destination Promotion

[The Tweed Tourism Company \(TTC\)](#) is the official tourism development and destination marketing agency for the Tweed, and an initiative of Tweed Shire Council. They promote the Tweed's experiences and work in partnership with businesses and the community in welcoming guests to the Tweed.





## CONTACT AND CONNECT

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