



Events Strategy 2011-2016

A community with great festivals and events

The Tweed is a dynamic and diverse community with many exciting festivals and special events held each year. These festivals and events showcase the area's unique natural environment and cultural heritage, create a sense of community and deliver a range of economic and social benefits. Council seeks to attract major events to the Tweed and to identify and develop local community events. Council will also provide assistance through financial support and/or professional development of event organisers to ensure the Tweed is a community with great festivals and events.

Council's role

Festival and events in the Tweed are a major asset and contribute to the objectives of the Tweed Community Strategic Plan 2011/2021. The Plan identifies Council's vision for the Tweed to be recognised for its desirable lifestyle, strong community, unique character and environment and the opportunities its residents enjoy. Events of all shapes and sizes contribute to achieving that vision and play a role in some, if not all, of the four themes of the Community Strategic Plan 2011/2021.

Council will show its **civic leadership** by supporting the development of events in the Tweed as well as hosting its own events to educate and create a sense of community. Events don't always create an economic benefit but they all **support community life** so Council provides financial and in kind support to a wide variety of small to medium community events. Attracting major events to the Tweed contributes to **strengthen the economy** through generating jobs, increasing visitor numbers and encouraging business investment. A key responsibility of Council and event organisers is **caring for the environment**, to ensure a sustainable and environmentally friendly approach to the operation of all events.

The Events Strategy aims to provide a framework to assist the community and Council develop and support festivals and events in the Tweed.

It outlines how Council will support the Tweed to be a community with great festivals and events from positioning the Tweed as an event friendly destination through to supporting small community events and infrastructure.

Objectives of the Strategy

- **To attract major events to the Tweed.**
- **To support the development of small to medium community events.**
- **To host Council events that educate and create a sense of community.**
- **To build and maintain Council's public assets to meet the needs of future events.**
- **To assist event organisers obtain permission to hold an event on public and/or private land.**

Relevant strategies, policy and legislation

Tweed Shire Council Festivals and Events Policy
Tweed Shire Council Donations Policy
Tweed Shire Council Sponsorship Policy
Community Strategic Plan 2011/2021
Local Government Act, 1993
Environmental Planning and Assessment Act, 1979



Challenges

- To continue the development of Tweed festivals and events in accordance with outcomes from audience and economic research and creative input from the community.
- Young people are looking for new, exciting events to engage with that meet their special interests.
- Sporting events are expanding with new regional, state and national competitions coming to the Tweed.
- The former *Wintersun* event on the NSW/Qld border is being replaced by a new, reinvigorated rock and roll nostalgia festival *Cooly Rocks On*. This festival is aiming to become a major international festival with an audience of approximately 100,000 including many interstate and overseas visitors.
- Business events such as state and national conferences are expanding at tourism resorts and clubs in Tweed Heads and along the Tweed Coast.
- Major growth is happening with many smaller community events across the Tweed.
- Tweed festivals and events all depend on the community for volunteers to successfully run their many activities, with more volunteers required each year.
- Tweed festivals and events operate in a dynamic environment of constant change and growth. There is a need to renew leadership every couple of years.
- Expanding opportunities are available for professional training locally with the development of Event Management Training Courses at Kingscliff TAFE and Southern Cross University Gold Coast/Tweed Heads.
- Need to improve the Event Management Planning of festivals and events to meet increasing expectations of audiences.
- Resources are limited within the community and there is increasing demand on Council to provide in-kind and funding assistance.
- Media coverage locally is excellent with support from various organisation, however there is still a need for more advanced information of what's happening. Many media outlets service the Tweed which has benefits, however also brings challenges with competing communication channels.
- Marketing cooperation and networking of festivals and events has started to happen and needs to be encouraged.
- Developing regional partnerships of Councils will eventually lead to more consistency in regulations for event suppliers across the region.
- Greater cooperation is needed between Tweed festivals and events and Destination Tweed to increase visitor numbers and enhance economic benefits.
- Engaging the community in creative developments will increase their sense of pride and ownership, and ultimately their enjoyment of Tweed festivals and events.



Whilst this strategy outlines Council's approach and role in making the Tweed a community with great events, event organisers also have responsibilities when hosting an event in the Tweed.

Tweed festivals and events will endeavour to:

- Contribute to the sense of community, lifestyle and unique character and diversity of the Tweed;
- Consult with Destination Tweed to maximise tourism and economic benefits;
- Strengthen the Tweed economy through supporting local industries;
- Ensure acknowledgment of any financial or in-kind support from Council as outlined in Council's Festivals and Events Policy;
- Promote the event on Council's free Calendar of Events;
- Be a waste-wise event and take a sustainable approach to caring for environment in their operations;
- Plan carefully to ensure an accessible, safe and successful event including all insurance and traffic management requirements;
- Provide accurate information to Council and other authorities;
- Operate safely using best practice risk management;
- Cooperate on marketing with other events;
- Carefully manage staff and volunteers;
- Adhere to all conditions related to permits for use as issued by Council and other authorities;
- Operate ethically and honour all financial agreements;
- Respond appropriately to any complaints; and
- Undertake a review and evaluation post-event.



Definitions

Major Event attracts audience numbers and/or participation greater than 1500; are run by a professional event management organisation with a long-term business plan and bring significant economic and social benefits to the Tweed.

Small to Medium Community Events meet conditions such as less than 1500 reasonably expected participants and spectators; are run by a community organisation or club; operate between the hours of 8am and 10pm for less than seven days; does not involve loud noise impacts or road closures; has a community benefit. They are accessible to the general public; provide for the physical, cultural or intellectual well-being of the community; are primarily for community benefit and are consistent with the accepted use of the reserve or facility. There may be commercial elements to the activity but this must be incidental to the event.

Public land includes beaches, parks and local roads controlled by Council or another public authority.

Council administered land is public land controlled by Council.

Private land is land owned by individuals or companies.

In-kind support is goods and services donated to assist without cost to the recipient.

Financial support is funding provided through grants, sponsorship or donations.

Event organiser/organisation is the association or company legally responsible for the event.

Objective

To attract major events to the Tweed

Major events bring excitement and opportunities to locals ranging from economic benefits such as a creation of jobs, increased purchase of local goods and services, business opportunities and adding to the quality of life in the Tweed.

The major events that Council is involved with range from those where the Tweed is a host area of a state sponsored major event, major events organised by state or national sporting clubs through to major events organised by a private company.

Council's intention is to:

- Develop the Tweed as a destination of choice for sports-tourism events.
- Attract major events to the Tweed that ensures a balance of enhancing the lifestyle, social development, community values and economic development of the Tweed community.
- Attain economic goals including growing local businesses and creating jobs by attracting external revenue through tourists and visitors attending major events and in the longer term by attracting businesses and future investment in the Tweed.
- Ensure the environment and public infrastructure are not adversely affected by major events in the Tweed and that event organisers appropriately monitor and mitigate any identified negative impacts of the event.
- Achieve best practice in the event management of all major events held in the Tweed to ensure the health, safety and enjoyment of all participants and spectators.



- Provide financial and in-kind support options that provides a competitive edge over other similar areas competing for major events of national significance.
- Engage the community in the planning of major events in the Tweed and to create opportunities for the community to become involved in the running of these events.

Council will endeavour to:

- Provide financial and in-kind support to attract suitable major events to the Tweed, with Council approval.
- Provide an experienced Communications Officer – Events as part of its Communications and Marketing Unit.
- Work with Destination Tweed, the peak tourism and economic development authority, to attract major events to the Tweed.
- Provide a streamlined application process for events which take place on Council administered land.
- Ensure major events show environmentally friendly leadership in all aspects of event management.
- Encourage and assist with major event evaluations to assess the triple bottom line impacts and plan for strategic growth of events.
- Proactively provide expressions of interest and bids to secure long-term relationships with event organisations.
- Focus on attracting Tweed appropriate events by ensuring they have the backing of the Tweed community.
- Maintain and develop host sponsor arrangements to assist with positioning the Tweed as a sports tourism destination and venue of choice.
- Ensure major events have detailed risk management plans and strategies to meet the needs of people at their events.



Objective

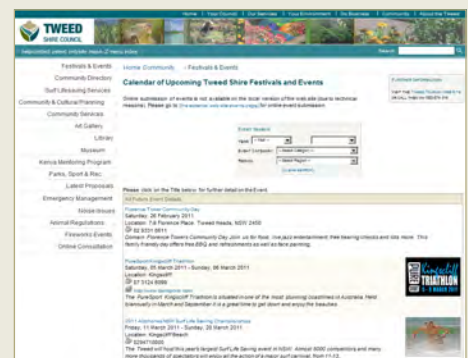
To support the development of small to medium community events

The Tweed hosts more than 50 small to medium community events each year. These smaller events are a lifeblood for the Tweed's unique and diverse communities. Whilst not always delivering significant financial benefits, these events create a sense of community well-being and highlight the Tweed's great lifestyle.

Small to medium community events are popular in the Tweed and range from arts and culture festivals, youth and seniors events, and celebrations across a wide range of special interest groups.

Council will endeavour to:

- Continue to provide financial support each year for eligible festivals and events and introduce options for multi-year funding.
- Provide advice from an experienced and dedicated Communications Officer – Events as part of Council's Communication and Marketing Unit.
- Provide a free online Calendar of Events on Council's website, with links to Destination Tweed. This resource is free to all event organisers including business, sport, special events, arts and culture and features the ability to load photographs, programs and links to websites. The Calendar of Events is also available through its smartphone mobile application solution at m.tweed.nsw.gov.au.
- Encourage professional development and best practice by providing an online Events Toolkit featuring a range of event management guides, templates and links to assist event planning. The toolkit will also feature other local information such as media contacts to assist event organisers plan and promote their event.
- Host workshops for event organisers on a range of event management topics.
- Provide advice on additional funding opportunities from local, state and federal governments.
- Work with Destination Tweed, the peak tourism and economic development authority, to jointly promote what's on in the Tweed and provide services and information to visitors.
- Enable festivals and events funded through Council's Festivals, Donations and Grants Policy to be eligible to advertise in the Tweed Link. The Tweed Link has a distribution of 38,500 households and a weekly readership of 79 per cent.
- Provide dedicated community notice boards in its customer service offices at Tweed Heads and Murwillumbah and at the libraries located at Tweed Heads, Murwillumbah and Kingscliff.
- Provide an online Community Directory to assist event organisers contact relevant community organisations and service providers.
- Provide waste-wise event information to the regional coordinating body.
- Provide advice on how to host events in a sustainable and environmentally friendly manner.
- Provide advice on how to ensure events are accessible to the community.
- Provide an easy application process for locals to celebrate special occasions in Council-owned open public space.
- Provide regulatory support and advice required for any licensing or permit applications.
- Provide advice and assistance to event organisers on traffic management and any requirements to develop detailed traffic management plans.



Council's online Calendar of Events

Objective

To host Council events that educate and create a sense of community

Council coordinates and hosts a range of special events that involve members of the community. They reflect Council's civic leadership role and responsibilities and help create a strong sense of community in the Tweed.

Council events can range from opportunities to meet with Councillors, to opening infrastructure upgrades and new facilities, hosting formal welcome events, producing community festivals to showcase caring for the environment, the broad role of local government or other special projects and coordinating various national and state community celebrations such as Australia Day.

Council will endeavour to:

- Program special events in Local Government Week, highlighting the broad role of local government in the Tweed community.
- Coordinate annual Australia Day celebrations across the Tweed.
- Host regular 'community cuppas' to welcome new residents and provide opportunities for the community to meet with Councillors.
- Collaborate with local media and sponsoring businesses to develop special community celebrations during the Christmas period.
- Host formal citizenship ceremonies and other civic events, Rotary exchange programs and friendship forces.
- Host educational events that showcase the environment and broaden the involvement in environmental awareness.
- Lead and participate in various national and state community events and project initiatives such as Seniors Week, Youth Week and national days of celebration.
- Participate in commemorative ceremonies and other significant community celebrations.
- Coordinate small community events to officially open new community assets and infrastructure and invite community participation in these events through the Tweed Link.
- Provide events that enhance cultural diversity in the Tweed building upon community services and programs at the Coolamon Cultural Centre, Tweed River Art Gallery, Tweed Libraries, Tweed Regional Museums and elsewhere.
- Provide an Acknowledgement to Country at Council-hosted events and a Welcome to Country by an Elder at major civic events.
- Ensure all Council hosted events adopt environmentally-friendly practices to minimise waste, maximise recycling and assist in sustainability programs.
- Invite suggestions on what new Council hosted events the community would like to see developed in the Tweed.



Objective

Build and maintain Council's public assets to meet the needs of future events

Council has a range of public assets available to the community to facilitate festivals and events. They include one of Australia's finest regional art galleries, Civic Centres with fully equipped auditoriums in Tweed Heads and Murwillumbah, community halls and community centres, three libraries, a range of sports fields and facilities, open spaces and reserves including many parks and gardens. Building and maintenance of Council's public assets is ongoing and is subject to budget and resource allocation as identified in Council's Delivery Program and Asset Management Plan.

Council will endeavour to:

- Maintain and develop community assets that can host and support events at a range of places across the Tweed inline with Council's works and asset management program.
- Develop management plans for key precincts in the Tweed, such as Jack Evans Boat Harbour.
- Maintain sporting facilities and develop new sporting facilities suitable for hosting state and national titles where appropriate.
- Develop an online directory of community halls and community facilities for hire, featuring photographs, details of the building, staging and seating capacities.
- Establish a hiring policy for Civic Centres and Council-managed community halls that is transparent and fair to all.
- Establish an online database of all open space, parks and gardens available for public use/hire.
- Inform the community of any planning for additions or long-term upgrades of community infrastructure.
- Maintain and upgrade the fully-equipped auditoriums in the Civic Centres at Tweed Heads and Murwillumbah.
- Maintain and develop spaces for public use and hire at Tweed River Art Gallery.
- Maintain the three libraries in Tweed Heads, Murwillumbah and Kingscliff.
- Develop plans for the new Tweed River Regional Museum.
- Maintain community halls and facilities managed by Council.



Objective

Assist event organisers obtain permission to hold an event on public and/or private land

Audiences expect a safe and environmentally-friendly approach by event organisers in planning and managing a community event in the Tweed. Council officers can provide advice on how event organisers must meet legislative and regulatory requirements to host events on public and or private land. However Council is unable to get involved in the process of completing applications as it also has the legislative role of the assessment and regulation of the use of land in the Tweed. The majority of events approved by Council to be held on Council administered land and road reserves do not require a Development Application, however must comply with the requirements of the 'Procedure for issuing temporary licences for events on Council administered land, including Road Reserves'.

Council will endeavour to:

- Provide assistance from Council officers on planning community events.
- Streamline the process of applying to hold events on Council administered land.
- Provide online application forms for casual hire, small to medium community events and major community events on Council administered land.
- Provide access to power and water for events on public land, where available, at a minimal cost.
- Encourage environmentally sustainable practice for all festivals and events held in the Tweed.
- Provide advice and contacts for other regulatory authorities such as police, maritime authorities and fire brigades.
- Provide advice and support for developing risk management plans.
- Provide advice on regulatory requirements for building temporary structures for events, provisions for food operations and handling and licences for selling alcohol.
- Require that all festivals and events in the Tweed have adequate public liability and other insurances.
- Provide advice on the requirements for lodging a Development Application for holding events on private land and where to go for further advice.
- Assess Development Applications in accordance with the Environmental Planning and Assessment Act 1979.
- Provide a Development Assessment Panel (DAP) Service for pre-lodgement advice of development applications.
- Develop tools for event organisers on the Event Toolkit to assist with understanding the development application process and how to apply for permits for events held on Council administered land.



Council provides support and advice on regulatory requirements for events and festivals including food handling, licences and temporary structures.