



# Festivals and Events Strategy



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Reviewed by Events Unit, October 2010

## Executive Summary

Festivals and events are recognised universally as important to the economic and socio-cultural well being of a Community. Council's previous Events Strategy, adopted May 1998, has been reviewed with the following outcomes:

- There is strong community support for Council's involvement and funding of events.
- Lismore Lantern Parade and North Coast National Show are deemed to be Lismore LGA's "iconic" events and the community supports Council's funding for respective organising bodies.
- Cultural and sporting events are most popular within the community.
- Council to continue bidding for and foster tourism based events that create visitation to the Lismore local government area – Events bringing 200+ people for two or more nights are a specific target.
- However Council has a strong preference to sponsorship rather than promoting events due to the associated risks.
- The importance of the linkage of events and festivals with the Lismore CBD promotion program.
- Council to continue pursuing events for its major venues i.e.
  - i. Oakes Oval and Crozier Field – Rugby League, Rugby Union, Soccer, Cricket and AFL
  - ii. Albert Park – Baseball and Softball
  - iii. CBD – Lantern Parade
  - iv. Showground – 4WD Caravan, Camping and Marine Show
  - v. GSAC – Various
  - vi. City Hall – Trade Shows etc.

## Introduction

Festivals and special events recognised worldwide as being important to the economic, socio-cultural and environmental well being of a community. Some festivals have a singular focus; others offer a range of events; they can be small or very large, employ paid staff or engage voluntary staff, attract regional or national performers. Irrespective of the type of event, each will involve many hours of organisation.

The festivals and events offer different forms of value in communities:

- Festivals are / should be occasions for disruption, surprise and celebration.
- Festivals provide a community with marketing opportunities in terms of establishing an image, name, brand, and educating the wider population.
- They bring together people in large or small communities to form/clarify an identity.
- Festivals provide a stimulus for ongoing activity.
- During a festival works may be commissioned, ideas exchanged and groups formed to provide continuing infrastructure, amenities and events, developing a distinctive sense of place.
- They provide a framework for experimentation to be accepted and applauded.
- Festivals are a powerful tool for arts practice, audience and community development.

Note: Councils Incentives for Events Program specifically caters for events that provide a significant and quantifiable economic impact on the Lismore LGA.

i.e. Creation of bed nights, generation of local contacts, or shoppers drawn from outside of Lismore to the CBD. (see attached Policy and Application form for detail).

## Background

At the 8 December 2009 Council meeting it was resolved that:

1. *The current Festivals and Events Strategy be comprehensively reviewed and underpinned by market research;*
2. *Subsequent to (1) above that an Festivals and Events Sponsorship/Promoter Policy be developed.*

As a result of this resolution, a study reviewing the demand for events and the current supply of festivals and events in Lismore was undertaken, with a focus on the allocation of resources in the sourcing of such events. Community consultation was carried out including tourism events surveys and event strategy review workshops. 239 people responded to a survey (see appendices) and 52 people attended the strategy review workshops. The feedback and comments from all sources of consultation have informed the recommendations made within this report.

## Tourism and its relationship with special events

A destination's image and identity is influenced by ambient attractions such as climate, scenery, culture, landscape and community hospitality. Permanent attractions within the destination can enhance the visitor (and resident) experience. Amenities such as outdoor recreation facilities, parks, heritage sites, formal and informal cultural facilities, civic design and streetscapes, educational facilities, shopping facilities, a regular calendar of special events and opportunities to meet the locals are all "pull" or "drawing" factors for the visitor.

Festivals and events are animators of public and static urban spaces. They bring to life public facilities which may not be regularly associated with celebration and provide opportunities for markets and shopping. They provide a catalyst for urban renewal, as amenities and infrastructure can be required to successfully develop an event, and the site remains available for the host community at the event's end.

Probably the most attractive thing about festivals and events for those concerned with business and economic development is the fact that shows, festivals, conferences and events can:

- generate employment
- encourage increased spending from visitors through their longer stay in the region
- target high yield markets
- attract government grants; and
- trigger investment and sponsorship by commercial or individual benefactors and stimulate retail activity.

From a tourism investment perspective they enhance the infrastructure required for transport, accommodation, catering, recreation and entertainment.

It is recognised that numerous sporting and cultural events provide the city with audiences whose attention can be diverted to other pursuits, e.g. shopping, visiting friends and relatives. Any money spent by visitors on festivals benefits the community; expenditure may not only be on goods and services at the festivals but on souvenirs, food and beverage, accommodation and transport.

**Lismore's actual and potential investment of special events and festivals\*\***

<u>Financial Year</u>	<u>Potential Investment</u>	<u>Actual Investment</u>
2006 / 2007	\$693,800	\$3,133,580
2007 / 2008	\$1,160,670	\$5,010,972
2008 / 2009	\$*	\$4,319,718

\* Statistical data not supplied

\*\* Statistical data supplied by *Economic Development Unit Investment Summary FY 05-06 – FY 08-09*

**A snapshot of current festivals and events**

Lismore hosts a variety of special events and festivals including professional conferences, sporting events and music festivals as well as various social and cultural activities. These include the popular Lismore Lantern Parade and the North Coast National Exhibition. Lismore City Council's Events Unit has a long and successful history of hosting major sporting events and festivals within the City. The economic and social benefits of these events are manifest throughout the region, with increased visitation and expenditure in local business houses such as dining, accommodation and entertainment. Lismore's events calendar is designed to benefit the entire community.

*Lismore's special events and festivals*

<b>Event</b>	<b>Attendance</b>	<b>Economic Investment</b>	<b>Event Days</b>
Lismore Lantern Parade	> 15,000	\$582,750	1
Masters Games	> 2,000	\$835,989	3
North Coast National Show	> 32,000	\$934,000	3
NSW Waratahs Trial Match	> 5,500	\$748,000*	1
NSW Country Junior Rugby Union Championships	1,200	\$489,000*	2
National Baseball Championships	1,000	\$1,904,000*	11
4WD Caravan, Camping and Marine Show	> 10,000	\$670,000	3

\* Statistical averages of per night expenditure of domestic overnight visitors in regional NSW compiled by *Tourism New South Wales, Travel to Regional NSW, March, 2010*

In recent years Council has undertaken extensive development and beautification of the city's central business district. Its surrounding high quality sporting fields and complexes, supported by an increasing festivals and events calendar, overall asserts the City as the premier regional centre for major events and festivals.

## The value and economics of festivals and events

### *Existing festivals and special events*

Lismore's annual calendar of events brings significant numbers of visitors to the City and region. The number of visitors from outside the region varies with the type and focus of each festival or event. For example the Lismore Lantern Parade will attract the majority of its annual attendees of (15,000) from within the region, but events such as the Country Junior Rugby Union Championships attract 1,200 participants/visitors from throughout NSW.

The economic multiplier generated by festivals is regarded as substantial with domestic overnight visitors spending an estimated \$12.2 billion in NSW, approximately \$159 per person per night. Regional domestic overnight visitors spend approximately \$7.7 billion a year, up to \$136 per person per night (*Tourism New South Wales, March 2010*).

## Contribution to City Centre Revitalisation

Lismore City Council recently adopted the Lismore Business Promotion Plan, developed to foster the revitalisation of the Central Business District (CBD). In combination with staff implementing the Business Promotion Plan, Council's Events Unit will explore methods of engaging the CBD with significant events. Some events, i.e. Lantern Parade, are conducted within the CBD area making partnerships a straightforward process. Some events occur outside the CBD precinct i.e. sporting events, and engagement with the business community requires a strategic and constructive approach. Street parades, functions, greetings, competitions, in-store appearances are some engagement strategies for the local business community.

## Strategy Aims and Objectives

### Key aims to the Strategy:

To assert and maintain Lismore's position as the region's premier location for quality festivals and special events via an integrated, coordinated approach which utilises support systems.

### Key Objectives to the Strategy:

- To satisfy the interests and needs of residents whilst creating an economic impact on the Lismore business community.
- To encourage partnerships with the community, commercial sectors and regional agencies to enhance the attractiveness of Lismore as a destination renowned for special events.
- To increase awareness of the economic benefits accrued from festivals and special events, and increasing their value to the regional economy.
- To target high yield events (i.e. involving 200, extending for 2 nights or more).

### Specific Strategies / Future Actions

- Form a strategic industry group to help target festivals and special events. Note: The group is to be known as the "local community/sporting and major events sponsorship industry group." The group will comprise of the Events Unit Co-ordinator, Tourism Co-ordinator, City Centre Manager an appointed Councillor and three community representatives. Their role is to determine which events applying for funds \$5K or more should receive funding. (see page 3 of attached policy)
- Effectively liaise between the Events Unit and the Lismore Visitor Information Centre (VIC) and their stated goals.
- Compile an annual calendar of events.
- Increase awareness of the value of festivals and events to the local community.
- Develop tour packages and experiences in conjunction with events.
- Identify funding options for the Events Unit.

- Assist in locating funding opportunities for local event organisers.
- Encourage involvement by commercial sector for sponsorship (potential to offset "hosting fees").
- Encourage high standard maintenance of Council owned venues to encourage increased usage.
- Coordinate use of all services Council can provide to event organisers.
- Encourage the development of partnerships with private promoters for events, e.g. professional conference organisers or sporting event promoters.
- Achieve increased visitation to the Lismore local government area.
- Target events offering significant regional, state or national profiling opportunities for Lismore (i.e. financial, social).
- Results in a significant number of bed nights or opportunities for local businesses to benefit or business contracts to be drawn up between event organisers and businesses.
- Plan for partnerships involving key organisations and individuals such as Lismore City Council, Lismore Tourism, Southern Cross University, City Centre Manager, Lismore Chamber of Commerce, Lismore Workers Club, Department of Education, community groups etc.
- Event coordinators must increase sponsorship levels/partnerships with external funding groups.
- To ensure there is close alignment with the activities and events in the Lismore CBD promotion plan and regular liaison with the City Centre Manager (CCM).

NOTE 1: Where an event requests Council to be the promoter i.e. to carry all liability associated with it, then this must be reported to Council for consideration and resolution. The report must have a full cost/benefit assessment completed including the risk assessment around financial implications.

NOTE 2: Iconic Events - The Events Strategy establishes that the Lantern Parade and North Coast National Show are Lismore's iconic events . To ensure the continued success of these events Council will commit to a three year funding plan. This will be subject to a funding application and plan.

NOTE 3: Other events to receive priority for the next 3 years are:

- Tropical Fruits New Year's Eve
- Northern Rivers Food Show at the Lismore North Coast National Show
- Masters Games (subject to its ability to " break even " via fees and sponsorship generation)
- Nimbin Mardi Grass - Council funds, if allocated, are to be used on public safety / health issues such as rubbish removal and traffic control. Council resources will not be utilised to promote the event's 'law reform' message.

Appendix A



# Lismore City Council

## Events Unit

### Events Strategy Review September 2010

Please complete the feedback questions below.

1. Your thoughts on Council's aims and objectives relevant to fostering events in the Lismore LGA.

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2. Do you have any suggestions re: Events that Council should target in future years/budgets?

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3. Any other Comments for Council's consideration for Events in Lismore's LGA?

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*Please return to Leanne Clark by July 26, 2010 via email [leanne.clark@lismore.nsw.gov.au](mailto:leanne.clark@lismore.nsw.gov.au) of leave in the box provided at the back of the room.*

## Appendix B:

## Events Strategy Review – June 2010 Feedback from Stakeholders.

***Your thoughts on Council's aims and objectives relevant to fostering events in the Lismore LGA.***

- Bringing new people to the region
- Giving local people pleasure and enjoyment
- Building the profile and brand of the region
- Excellent
- Generally the approach is fine but suggest an attempt to synchronise more events and co-publicise. e.g. Arts shows or Norpa events in concert with sporting events, with orientation week for the University etc
- After points 1 and 2 below are done the aim and objectives can be done.
- They are fine as long as Council accepts that some events offered to them (at a price) do not necessarily fit Lismore in terms of the profile, infrastructure, budget etc and that it is entirely appropriate to say 'No' to promoters when this is the case. Council should not expect that all events should be 'chased' just so that they can say that 'Lismore is the region's premier location' without regard to the real cost in cash, resources, time and loss of 'better fit' opportunities.
- This is a fantastic initiative and needs to be supported in the budget to a much greater extent than \$20k.
- The best events are the ones that people can not only go and watch but can participate in. A mix of "locals" and visitors.

***Do you have any suggestions re: Events that Council should target in future years/budgets.***

- Something that fits with the "clean green" theme, food, tourism, also music – Blissmore "Great Garden" event.
- 2011 NSW Country Rugby Union Championships – last weekend in March 2011 in conjunction with a country dinner at the Workers Club for approximately 400 people.
- Re Above – "Package" experience more to create more than 1 reason for people to come for a weekend etc. e.g. a market, Norpa show and sporting event the same weekend as the Caravan Show.
- As discussed some basic research needs to be done to create a bullseye of what event elements Lismore should be aiming at (i.e. accommodation, numbers, time of year etc)
- It is not only existing events but new events that need to be on the radar. Need to create value (gap in the market).
- None specifically but consideration should be given to past experience and when losses are made, pressure should not be applied to do the same thing again just because someone likes the idea. Again, the total cost of staging events needs to be weighed up against the benefits of doing so. It should be made clear to Council that there are costs additional to the hosting fee that must be taken into consideration and it is often the more low-key events that bring the greatest benefits.
- The aged car industry has conferences, equipment expos, care expos numerous other types of community interaction and we should look at targeting some.
- Aquatic festival involving swimming, water polo, canoeing, rowing – is the river clean enough to run a swim in? A band festival – concert bands, brass band, jazz & pipe bands

***Any Comments for Council's consideration for Events in the Lismore's LGA.***

- The arts community could be showcased - film festival combined with arts and crafts – pull all existing arts content together under an umbrella event.
- What about events Byron doesn't want? Splendour for example.
- More emphasis on playing on the town strengths and trying to synchronise (rather than compete with) events in regional LGAs e.g. Blues Fest, Ballina Rivers Festival etc, perhaps NOROC could play a role.
- The \$20k budget is grossly insufficient. Don't believe all (or any) the event promoters tell them. You need to seriously negotiate with promoters in terms of fees, Council in-kind contributions, promoter's responsibilities and obligations etc and don't be afraid to walk away from events if they are too expensive, don't fit the Lismore profile etc.
- Back onto sport in the area and we have to continue to try and attract as many feature events and tournaments as practical as but more junior than senior.

***General Comments***

- Replace the word assert with maintain in submission statement.

## Appendix C:



# Lismore City Council



## - Tourism Events – Survey

Lismore City Council is committed to the continued development and involvement in the staging of tourism events within Lismore. Council has developed various strategies to assert Lismore's position as the region's premier location for quality festivals and special events.

Events provide the City with much needed entertainment options, prestige and economic stimulus for local businesses and residents. In recent years Lismore City Council has had a major role in the management and staging of events such as:

- 2009 Festival of Cricket
- Gold Coast Rugby League Trial Game
- Various Conferences and Trade Shows
- 2010 Super 14 Rugby Union Trial Match
- Lismore Lantern Parade
- 2009 Masters Games
- Annual North Coast National Show

Research undertaken by NSW Tourism shows that throughout regional areas in NSW, tourism contributes \$11.5 billion revenue annually with approximately \$221 per person attributed to tourist expenditure at local businesses and accommodation houses.

## Questionnaire

1. In recent years Lismore has staged various types of events, which of these events interest you? Which of these events did you participate/attend and why? (tick as may as you wish)

- Sporting events/tournaments
- Cultural festivals
- Trade shows
- Charity events
- Fundraisers
- Conferences
- Community events

2. Did you attend/participate in any of these? (please tick)

- 2010 Super 14 Rugby Union Trial Match
- Lismore Lantern Parade
- 2009 Masters Games
- Annual North Coast National Show
- 4WD Caravan, Camping & Marine Show

3. What types of events and festivals would like see staged more in Lismore? And why? (please indicate 1 to 5 in preference)

- Sporting Events
- Cultural Festivals
- Community Events
- Trade Shows
- Charity Events
- Other  Please specify

4. Lismore City Council commits some of its resources to the management and operation of festivals and special events in the city. Do you agree with this allocation of Council Resources? (Which represents 0.4% of total Council’s Budget). (Please Tick)

Totally agree  Agree  Disagree  Strongly Disagree

5. Festivals and special events such as the Lismore Lantern Parade and the North Coast National Exhibition receive specific financial support from Council due to their ‘iconic’ status and importance to the community. Do you agree with annual allocation of resources to such events and why? (Approximately \$50,000 in total pa)

Totally agree  Agree  Disagree  Strongly Disagree

6. Should Lismore City Council pursue and bid to host various events and festivals for its major venues such as Oakes Oval, Lismore Showground, Goonellabah Sports and Aquatic Centre, CBD?

Yes  No  Unsure

Any other comments:

Please Indicate Your Age Range:

Male <input type="checkbox"/>	Female <input type="checkbox"/>
18 – 29 <input type="checkbox"/>	50 – 59 <input type="checkbox"/>
30 – 39 <input type="checkbox"/>	56 – 69 <input type="checkbox"/>
40 – 49 <input type="checkbox"/>	70 + <input type="checkbox"/>

Where do you live?

The Lismore rural area  The Lismore Urban Area   
 A Village in the Lismore LGA  Other \_\_\_\_\_

*Lismore City Council values the input of every member of the Lismore community and appreciated the time and effort you have taken to complete this survey.*



Please return your survey form via:  
 F: 66213237  
 E: [leanne.clark@lismore.nsw.gov.au](mailto:leanne.clark@lismore.nsw.gov.au) or  
 In person to  
 Council Chambers, 43 Oliver Ave, Goonellabah or  
 CBD Centre, Magellan Street, Lismore.



Appendix D:

## Lismore City Council - Tourism Events Survey –

*Event Suggestions:*

**Questions 1, 2 and 3**

**Q1.** In recent years Lismore has staged various types of events, which of these events interest you? Which of these events did you participate / attend and why?

**Q2.** Did you attend / participate in any of these?

- 2010 Super 14 Rugby Union Trial Match
- Lismore Lantern Parade
- 2009 Masters Games
- Annual North Coast National Show
- 4WD Caravan, Camping and Marine Show

**Q3.** What Types of events and festivals would you like see staged in Lismore? And why?

*Event Suggestions:*

<ul style="list-style-type: none"> <li>• Touch Football</li> <li>• Super 15</li> <li>• Rugby</li> <li>• Cricket</li> <li>• Speedway</li> <li>• Movie in the park</li> <li>• Music</li> <li>• Events for the kids</li> <li>• Music Concerts</li> <li>• Music Festivals</li> <li>• More Family orientated events to increase community spirit.</li> <li>• Tropical Fruits</li> <li>• 4WD Expo</li> <li>• Folk Festival</li> <li>• Shows</li> <li>• Parades</li> <li>• Symphony Orchestra</li> <li>• Travelling exhibition of art</li> <li>• Splendour in the Grass</li> <li>• More concerts – rejected from Byron Bay</li> <li>• NRL</li> <li>• Soccer</li> <li>• Local produce markets</li> <li>• Mini music / film festivals</li> <li>• Kids and teenage events</li> <li>• Health and disability awareness</li> <li>• Events linking all the towns in the area</li> <li>• Elite Sports</li> </ul>	<ul style="list-style-type: none"> <li>• Rodeo</li> <li>• Music – jazz</li> <li>• Herb Festival</li> <li>• Environment</li> <li>• Live Bands</li> <li>• More cultural festivals</li> <li>• Art Exhibitions</li> <li>• Events on long weekends</li> <li>• Music and concerts</li> <li>• NRL trial games e.g. titans trial</li> <li>• University Games</li> <li>• Music festivals</li> <li>• More variety</li> <li>• Football (soccer)</li> <li>• Food events in CBD</li> <li>• Daryl Chapman Fun Run</li> <li>• Mardigrass</li> <li>• More sport at Oakes Oval</li> <li>• Environmental events, endangered species conference</li> <li>• Wires wildlife fundraisers</li> <li>• Opera at the Channon</li> <li>• Conferences</li> <li>• Environmental epos, set Lismore apart as a leader in this area</li> <li>• Arts and crafts</li> <li>• Family events</li> <li>• Street entertainment</li> <li>• Horse shows</li> <li>• More large events such as NRL and Super 15s</li> </ul>	<ul style="list-style-type: none"> <li>• Art exhibitions</li> <li>• Theatre</li> <li>• Sideshows to be better at the show</li> <li>• Craft shows</li> <li>• Music Festivals</li> <li>• Sustainable development displays</li> <li>• Community development events</li> <li>• Writers festival</li> <li>• Splendour in the grass</li> <li>• Developing the town, tidy it up a bit like developing shops</li> <li>• Car Shows</li> <li>• Shows and festivals, markets are too repetitive</li> <li>• Dance and music concerts</li> <li>• Floral festival</li> <li>• Enjoys markets and farmers market</li> <li>• Soccer (A League)</li> <li>• Film Festivals and Music</li> <li>• Markets – rainforest</li> <li>• Masters Games</li> <li>• Dairy spectacular, Primex</li> <li>• Christmas by the river</li> <li>• Music festivals and Concerts</li> <li>• Fundraisers – fun runs for the kids</li> <li>• More kids event</li> </ul>
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*Budget Allocation*

**Questions 4, 5 and 6**

**Q4.** Lismore City Council Commits some of its resources to the management and operation of festivals and special events in the city. Do you agree with this allocation of Council Resources? (which represents 0.4% of total Council's Budget).

**Q5.** Festivals and Special Events such as the Lismore Lantern Parade and the North Coast National Exhibition receive special financial support from Council due to their 'iconic' status and importance to the community. Do you agree with annual allocation of resources to such events and why? (Approximately \$50 000 in total p.a.)

**Q6.** Should Lismore City Council pursue and bid to host various events and festivals for its major venues such as Oakes Oval, Lismore Showground, Goonellabah Sport and Aquatic Centre, CBD?

*Budget Allocation:*

<ul style="list-style-type: none"> <li>• Depends on how much it will cost the community and who will benefit financially, not just restaurants and hotels.</li> <li>• More allocation of resources.</li> <li>• Business should fund majority.</li> <li>• More allocation needed.</li> <li>• Less money on tourism.</li> <li>• Too much for the Lantern Parade and the North Coast National Exhibition.</li> <li>• Needs more allocation.</li> <li>• Upgrade of roads and facilities.</li> <li>• More money allocated to show.</li> <li>• Does council audit performance? A best use of money?</li> <li>• Pending better drainage (flooding).</li> </ul>	<ul style="list-style-type: none"> <li>• More funds required to bid and host events.</li> <li>• Only if break even.</li> <li>• Totally agree with allocation to lantern parade but not as much for the show.</li> <li>• More allocation but not for sport.</li> <li>• Too much, more around the streets.</li> <li>• Fix the roads, garbage collection (Mt. top).</li> <li>• More budget allocation and less entry fees.</li> <li>• Not enough cut other funding.</li> <li>• Not enough need to upgrade Oakes Oval and Crozier Field.</li> <li>• Too much focus on tourism.</li> <li>• More budget allocation, 0.04% is not enough.</li> </ul>
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*Additional Comments on all Questions:*

- Infrastructure needs to be improved.
- Great to bring community together.
- Great opportunity to bring people and money to the area.
- Events should breakeven or make a profit.
- Re sport - many wonderful photos of current and past sporting teams exist and should be displayed at an admin centre e.g. Oakes Oval – a link with our city's past.
- 5 stars for Lantern Parade and did enjoy Herb Festival when it was on.
- More security at Show due to alcohol fuelled violence.
- Events such as SONIC are necessary to showcase and promote the vast array of great local talent that emerges from the Northern Rivers region and to foster the professional development of our artists as well as bringing huge social, economic and cultural benefits to Lismore and the region.
- I believe that it is in the best interest if the Council and community to encourage the staging of such 'legal and safe' events and not to make it so difficult for such events to get off the ground with too many forced costs. It is completely normal for such events to take 3 – 4

years until they are self sustainable. If we went to slow and limit the larger illegal events taking place then you must offer alternative venues for such events and be more flexible with opening hours and noise limitations on Musical events.

- I am confused with the obvious two rule system when it comes to what is noise pollution and what is ok for the local residents to endure. It seems that monsters trucks, demolition cars, burn outs are all ok to subject the residents to, however it seems that good music from world class bands and musicians is too much pain for the neighbours of the Lismore Showground to handle??? So basically our next event should be very loud, lots of petrol, lots of smoke burning rubber and pollution, alcohol and idiots racing around the streets like hoons and then it's the perfect event for Lismore?.
- There are already quite a few sporting events; we need a few more music/art events e.g. a band festival.
- Great to have and exchange of ideas between community and workplace.
- Good to see a strong link to families and networking. Fairly weighted towards sporting events. Would be interested in other subjects e.g. Antiques Roadshow and lifestyle shows etc.
- What about a food/art/wine festival in Magellan Street and 'The Loft' laneway.
- More time and \$ needs to be put into events for the ratepayers.
- Too large portion is given to things like Tropical fruits where most attending are not ratepayers. Increase the \$ put into events like the Lantern Parade, things that bring the community together.
- Ask yourself why would anyone come to Lismore? We need life all year round. Locals don't come down town anymore, why would tourists?
- I am not pleased \$4.4 million went solely to the Woodlark St Upgrade when the parks and waterways (particularly Dawson Street Caravan Park area) which appears stagnate and brackish.
- More music festivals and Sunday music in the park.
- When local children and young adults are bored they wander the streets in gangs usually committing crimes if there were more activities and events this could help curve the boredom.
- Better advertisement – more signage.
- LCC need to put more dollars into the Lantern Parade and North Coast National. They truly are showcase events for Lismore at the moment. Build on what exists and do it better.
- Ensure fees for sporting grounds are not so great that fees to clubs participant memberships are not high and exclude low income people.
- Did enjoy cricket but bad timing and unfortunate conditions dust etc.
- More NRL games.
- More Disabled parking.
- Policies for more low cost housing.
- Establish magazine about Lismore, website, cultural integration.
- University to host more events and student art on display
- Backpacker's accommodation, cheaper accommodation for tourists.
- Wider range of sports.
- More Promotion, big bands and music festivals.
- Economical events. Affordable events. More long weekend events and more for teenage children.
- Free concert at conservatorium – first Saturday of every month.
- More promotion, concentrate on a few things and do well.
- Go kart derby into Lismore on Ballina Rd.
- Children's Sporting events.
- Redevelopment of a sporting trust, hands in community, give power back to the community and local organisations.
- Need to introduce the Sports Union.
- More youth targeted festivals and events 12 and upwards.
- More shuttle buses used during events.

- Have not seen any sporting events at GSAC, would like to see more events for GSAC and Oakes Oval.
- Music for young people at showground instead of clubs.
- International events, cultural, music and football (soccer).
- Better public transport – especially at night.
- More sporting events at Goonellabah Sport and Aquatic Centre.
- More Sports.
- Youth events with DJs and music.
- Music festivals, Lismore needs a lot more.
- Community involvement is important for many aspects of societies fine tuning.
- Taste of Ballina Bounty Festival – Bring to Lismore – charity, showcase and produce in one.
- Show is too expensive.
- Have not seen many events at Aquatic Centre.
- More dynamic music scene.
- Festivals and a variety of entertainment rather than just sport, or just art etc. cater for the masses. Trade shows.
- Progressive events great, low key, not so great.
- We need a reason for tourists to come here, at the moment there is not enough; Lismore needs a good strong reputation.
- More events needed for the showground.
- More widely advertised.
- No support between events and businesses.
- Improved parking at showground.
- Community organisation – council should support – not organise.
- More advertisement in the Northern Star.
- Less sporting events and more cultural.
- Good art gallery.
- Fix roads stop wasting money.
- Herb festival and Lantern Parade, get behind what we have.
- Update the show inc. sustainability. Get behind what we already have.
- Events bring in a large amount of money and tourism – whole area.
- Advertisement and promotion improved.
- Security better maintained.
- More entertainment and more for kids.
- Keep what we have, do them better.
- More eateries after 6pm.
- Enough events, more venues for accommodation.
- Events board outside town hall and better advertisement.
- Lantern Parade too cold/bad time of year.
- Fix up showground.



## POLICY MANUAL

<b>POLICY NO:</b>	<b>Festivals and Events Contributions Policy</b>
<b>OBJECTIVES;</b>	<ul style="list-style-type: none"> <li>• To assert Lismore's position as the region's premier location for quality festivals and special events.</li> <li>• Provide an integrated, coordinated approach to utilise support systems already in place and maximise opportunities.</li> <li>• To ensure 'Incentives for Events' funds are allocated to a range of events that meet specified criteria.</li> </ul>
<b>LINK TO STRATEGIC PLAN:</b>	Develop and support art, cultural, sporting and tourism activities
<b>PROGRAM:</b>	Arts, Tourism and Leisure
<b>AUTHORISED:</b>	<b>REVIEWED:</b> November 2010

### Scope

This policy covers all events Council provides funding for except those managed by the Lismore Business Promotion Panel ( LBPP ) under the special rate , ceremonial / symbolic events eg Australia Day / ANZAC Day and community services events eg NAIDOC week

### Definitions

#### Iconic Events

An iconic event is synonymous with Lismore and is an event that has at least regional significance and is generally recognised by the local community as very important to the sense of place and pride in the area. For funding purposes, the Council will adopt the Lantern Parade and North Coast National Show as its iconic events.

#### Local Community/Sporting and Major Events

These events range from major events with national participation, wide media coverage and over several days through to community or sporting events of regional nature e.g. 4WD Caravan, Camping and Marine Show, North Coast National Food Show and Tropical Fruits New Year's Eve Party. Conferences may also be considering under this definition

#### Sponsorship

Where Council provides a fixed amount of funding to an event but does not take on the risks associated with that event i.e. financial costs etc.

#### Promoter Status

This is where Council is the principal organiser of the event and takes on all the risks associated with the event.

**The Aim:**

- To ensure that this policy is in line with the Council's Festivals and Events Strategy.
  - To ensure a clear Council decision-making role with respect to requests for Council to be promoter of an event.
  - To identify Council's iconic events as per the Festivals and Events Strategy.
  - To satisfy the interests and needs of residents to celebrate their culture, heritage, environment, recreational pursuits and lifestyle.
- 
- To encourage and invest in partnerships with the community, commercial sectors and regional agencies to enhance the attractiveness of Lismore as a destination known for festivals and special events.
  - To increase awareness of the economic benefits generated from festivals and special events and increase the value to the regional economy afforded by hosting such events.
  - To obtain value from Council's investment in festivals, events and like activities.
  - A transparent process is used in allocating "Incentives for events" funds.
  - To develop and retain a range of events that maximise economic and social benefits to the Lismore local government area.
  - To ensure alignment of this Policy with the Lismore promotion program and in particular the CBD promotion/events focus.

**1 Council as a "Promoter"**

Where an event requests Council to be the promoter i.e. to carry all liability associated with it, then this must be reported to Council for consideration and resolution. The report must have a full cost/benefit assessment completed including the risk assessment around financial implications. This applies to existing Council events where Council is the promoter.

**2 Iconic Events Sponsorship Funding**

The Festivals and Events Strategy establishes the Lantern Parade and the North Coast National Show as the City's iconic events. As such Council's financial contribution is considered annually as part of the budget round or for a longer period. To ensure the continued growth and development of these events Council will commit to a three year funding of these events. This commitment will be subject to the Council approval of a funding application and plan.

**3 Local Community/Sporting and Major Events Sponsorship Funding Types of Sponsorship Assistance**

The Lismore Incentives for Events program provides a range of incentives, primarily focused at local authority fees and charges associated with events and offsetting critical costs i.e. logistics, promotion etc. The primary aim is to minimise initial cost impediments event organisers face when establishing or expanding their activity/event. The level of funding is set annually by Council as part of its budget process. The types of cash and non cash assistance are as follows: Conferences may also be funded via this avenue

***Event Facilitation***

Assistance with writing Development Applications (DA), providing advice on DA processes, Section 68 Approvals, venue arrangements, introduction to local suppliers.

***Advice with Event Planning***

Attendance at planning meetings, site inspections.

***Partial or full payment of Council charges***

Development Application fee, Section 68, garbage removal, venue set-up.

**Contribution towards Event Expenses**

Contribution towards expenses associated with critical services, promotion or equipment.

**Assistance with event promotion**

Event planning, implementing marketing strategies.

**Management assistance**

Direct management of certain aspects of the event or the entire event, if appropriate.

**Local Community/Sporting and Major Events/Conferences Sponsorship Industry Group**

The Industry Group comprises three members with event industry background: Events Unit Coordinator (Chair), Tourism Coordinator, an appointed Councillor and City Centre Manager. Their role is to determine which events applying for funds of \$5,000 or more should receive funding. Membership of the Industry Group will be reviewed every four years. The group will:

- Assess and determine each application based on the criteria listed below.
- Provide objectivity in allocating funds for applications of \$5,000 or above
- Offer experience and expertise in specific areas such as marketing, approvals, financial, business and strategic planning.

**Fund Allocation Process**

The application process will be publicly advertised annually in July and fund allocations will be determined in August. The total funding availability is determined as part of Council's annual budget process.

**Assessment Criteria***Accommodation/bed nights created*

Significant amount of bed nights created and the likely sustainability of this visitation (e.g. one off event vs recurring event).

- *Showcasing other sectors*  
The ability of the event to showcase our industries, culture, sports, lifestyle and produce.
- *Multiplier effects to other existing sectors*  
The positive flow on effects an event creates for existing industries in the region and the economic and employment multiplier factor/level.
- *Revenue generation for the region*  
The amount of revenue the event will bring to the region in dollar terms. This includes cost of promotion and logistics.
- *Tourism Visitation*  
The ability of the event to attract tourist visitation from outside the city/region.
- *Environmental issues*  
Compatibility with the environment and assessment of any positive or negative environmental impacts. This includes compatibility with Council's Community Strategic Plan and associated planning requirements.
- *Social issues*  
The impact on the social environment and any positive or negative results of a proposal. Events that will enhance the social character of the city will be considered desirable.
- *Sense of pride and place*  
Events that engender a strong sense of pride and place will be well regarded.
- *Use of Council facilities*

Events that make use of Council facilities particularly its regional facilities will be given priority in allocating funding in order to maximise their utilisation given the huge community investment in them.

- *Lismore CBD connection*

Events that are close to the CBD that have plans to make a strong connection to it will be given priority i.e. supported by those businesses in terms of cafes etc (where possible) and holding some activity in the CBD itself.



# Funding Application

## Lismore Incentives for Events Program (Year 2011 - 2012)

The Events that create a significant economic impact on the Lismore LGA area are to be targeted by this program.

Before completing this form, you should read the attached policy guidelines to ensure that your project meets the objectives and specific criteria. You are encouraged to consult with the Lismore City Council Events Unit before commencing the application.

Your organisation's name:

Organisation's ABN:

Contact details: Your name:

Your Phone No. ( )	Mobile:	Email address:
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**1. Project Name:**

**2. Project description:** briefly describe your project (bullet points permitted) AND attach succinct cover letter or any additional material which helps explain its scope and benefits.

**3.a) Anticipated Start Date** \_\_/\_\_/20\_\_

**3. b) Anticipated Finish Date** \_\_/\_\_/20\_\_

**4. Budget Information for whole of project:** provide 'rounded out' figures only

	Funds -GST Exclusive	CASH or IN-KIND?	Name of other funding source
a) LCC Events funding sought			
b) Funds provided by self			
c) Funds-other source			
<b>TOTAL Project Cost</b>			

**5. Specific breakdown of LCC Event’s funds requested:** refer to Funding Guidelines (as an example - advertising with media, posters and flyers, radio ad-production costs, traffic control and rubbish removal, etc)

**6. List at least THREE anticipated outcome from the project which will benefit Lismore businesses AND describe how the project will be evaluated**

Outcomes / Benefits	Evaluation / Performance Measure
<i>Examples:</i> a) increased numbers of visitors with postcodes other than 2480 shopping here b) x% increase in visitors from SE Queensland visiting the Lismore area c) details of local contracts let	<i>Including:</i> a) how outcomes will be measured, eg. survey of accommodation houses b) by whom c) how they will be reported back to LCC Events Unit

7. Please tell us a little about your organisation and its ability to deliver on this project. What experience have you had with this type of project in the past?

8. I have read, acknowledge and understand LCC’s Event Policy. I certify that the information provided in and supporting this application is true and correct and that I am legally authorised to sign this application for and on behalf of the organisation I represent.

Signed: ..... Date: .....