

BAW BAW SHIRE COUNCIL

Events Strategy

2026–2031



Acknowledgement of Traditional Custodians

Baw Baw Shire Council wishes to acknowledge the Traditional Custodians on the lands on which we come together to live, work, play and be a community.

We pay respect to the way they have cared for the lands and the waters, and we thank them for sharing their enduring culture and customs with us.

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VISION, VALUES, GOALS & STRATEGIC PRIORITIES.

Vision

Baw Baw Shire will have an accessible, sustainable, inclusive and exciting calendar of events that celebrate our assets and community, align strongly with our values, have an economic impact by driving visitation through positive experiences, and contribute to the liveability and sustainability of the region through community participation and leadership.

Values

The foundation of our work is our values, which give us purpose and guide our goals as well as the approach we take to reach them.

SOCIAL VALUES

- Create a sense of place and belonging, pride and social connectedness
- Promote collaboration, participation and volunteerism

BUILD RESILIENCE

- Build community cohesiveness
- Inspire and express creativity
- Foster appreciation of culture culture and heritage

BRAND AND REPUTATION

- Promote Baw Baw Shire as a great place to visit and live in
- Boost brand recognition and awareness of all regions within the Shire

ACCESSIBLE, INCLUSIVE AND WELCOMING FOR EVERYONE

- Create spaces accessible for people with disabilities and for those from lower socio-economic backgrounds
- Provide a safe and welcoming space for everyone regardless of their age, ethnicity, sex, sexual orientation or religion
- Host a diverse range of events appealing to different interests and audiences, including:
  - Art & Culture
  - Food & Drink
  - Sport
  - Music

ECONOMIC VALUES

- Drive and grow visitation by providing unique, exciting and positive experiences
- Extend length of stay
- Encourage shoulder or off-peak visitation
- Provide economic benefit to a diverse range of local businesses and the region. Every business can benefit from tourism

ENVIRONMENTALLY RESPONSIBLE AND SUSTAINABLE

- Promote and support active implementation of sustainable low waste practices at events
- Reduce the environmental impact of events in line with Council's Environmental Sustainability Strategy



Goals

Social and Community Benefits

We want to enable and support events that will have a significant positive impact on our community's wellbeing and social connectedness by:

- Generating pride and promoting participation
- Driving the sense of community and civic pride by bringing people together for a shared celebration or cause
- Contributing to, and promotion of, community cohesiveness, connectedness and volunteerism
- Providing ownership of the creation of healthy, thriving and sustainable communities, contributing to the liveability of Baw Baw Shire
- Contributing to a healthy and active lifestyle
- Increasing cultural and historical awareness, understanding and appreciation
- Fostering skills development through volunteer opportunities and engagement
- Fostering and developing leadership capacity in the community
- Inspiring and expressing creativity
- Activating public spaces, sporting, recreational and cultural venues and facilities

Visitor Spend

Through a diverse and unique calendar of events we will:

- Grow visitation (length of stay and overnight vs day visitation) and spend, particularly in the off-peak and shoulder seasons and dispersed across the Shire
- Provide a stimulus for the tourism and hospitality sectors, including accommodation, food and drink venues, groceries and producers, attractions and tours

Strategic Priorities



Strategic Priority 1:

ENABLE & SUPPORT:

Increase community and industry capacity by simplifying Council's event processes, approvals and requirements and providing a customer-focussed event support service.

Strategic Priority 2:

MEASURE & EMPOWER:

Build the capability of event organisers through training and upskilling to improve data usage and analysis, event evaluation and reporting processes.

Strategic Priority 3:

ATTRACT, PROMOTE & PARTNER:

Develop strategic partnerships and collaborations to increase destination promotion and awareness and attract a diverse range of events with robust social and economic benefits.

Strategic Priority 4:

SUSTAINABLE & RESILIENT:

Ensure event resilience and sustainability by supporting volunteerism and environmentally responsible event planning and delivery.

PURPOSE OF STRATEGY.

This Strategy guides Council's strategic decision-making and outlines its vision and objectives to encourage, support, and facilitate community and destination events, as well as civic and major events.

It provides a clear and realistic framework for Council to guide the future support and attraction of events that deliver social and economic benefits to the community and to the West Gippsland region, are delivered and supported by our community, and drive positive experiences for visitors.

It sets out key initiatives to facilitate capacity building, ownership and leadership in our community, supporting the region's diversity, uniqueness and creativity.

The Strategy will support the delivery of Council's key objectives to ready the Shire for the future and support a vibrant quality of life as our community grows.

Strategic Context

Events play an important role in contributing to the achievement of strategic objectives and initiatives of Council, including:

Council Plan 2025-2029

Our strategic objectives:







- Municipal Health and Wellbeing Plan 2025-2029
- Environmental Sustainability Strategy 2022-2030 and Circular Economy Strategy
- ANZAC Day and Remembrance Day Policy
- Creative Communities Strategy 2023-2029
- Economic Development and Visitor Economy Strategy 2026-2030
- Youth Strategy 2024-2028

This Strategy has been developed in the context of, and alignment with, the following regional and State plans:

REGIONAL PLANS

- Gippsland Regional Events Strategy 2020-2025
- Towards 2030: Gippsland Destination Management Plan
- Towards 2030: Food, Drink and Agritourism Strategy

STATE PLANS

- Experience Victoria 2030
- Visitor Economy Recovery & Reform Plan

DESTINATION GIPPSLAND PARTNERSHIP.

Destination Gippsland is Gippsland's regional tourism board (Visitor Economy Partnership), a not-for-profit public company governed by a skills-based board supported by staff and industry networks. Destination Gippsland's role is to grow and serve the Gippsland tourism sector and work in partnership with the industry and State and Federal Government, including Visit Victoria and Tourism Australia, to deliver rewarding and lasting economic, environmental and social outcomes.

Events Gippsland is a collaborative partnership and endorsed working group of Destination Gippsland, chaired by Destination Gippsland with representation from Gippsland's 6 local councils. It brings together the region's Local Government Areas (LGAs) to present a unified voice in attracting events to the region and supports a connected, capable events network.



ABOUT BAW BAW SHIRE.

Baw Baw Shire is approximately 100 kilometres east of Melbourne in the heart of West Gippsland.

As of 2024, 61,905 people call Baw Baw Shire home. The municipality is experiencing rapid residential growth and is expected to grow to 93,737 by 2046.

Our flourishing population presents many opportunities to shape a sustainable, healthy, and thriving region now and into the future, but also requires a consistent approach to understanding and meeting the needs of a changing community.

Snapshot

Baw Baw Shire is a vibrant, welcoming, and connected community. Ensuring our new residents develop a sense of pride of place and connection to the community is imperative. The liveability of a region is crucial to encourage investment, increase the local workforce and increase community well-being.

Changes in our community demographics include, but are not limited to, ancestry, religious beliefs, education, political affiliation, and health.

We have also seen an increase in new residents to Australia joining our community resulting in increased cultural diversity.

SHIRE DIVERSITY [2016-2021]

4.9%
speak a language other than English at home in the Shire.

12.1%
of people who were born overseas.

Detailed breakdown:
Source: This Strategy has been informed by data and insights from the Australian Bureau of Statistics, REMPLAN, .id, Tourism Research Australia and CommBank iQ.



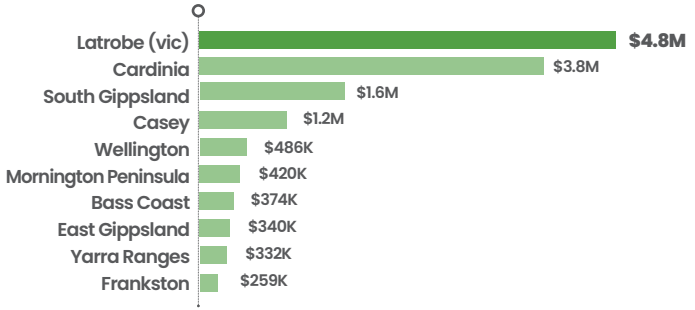
Visitors to Baw Baw Shire

Domestic visitors:
964,000
YE Dec 24

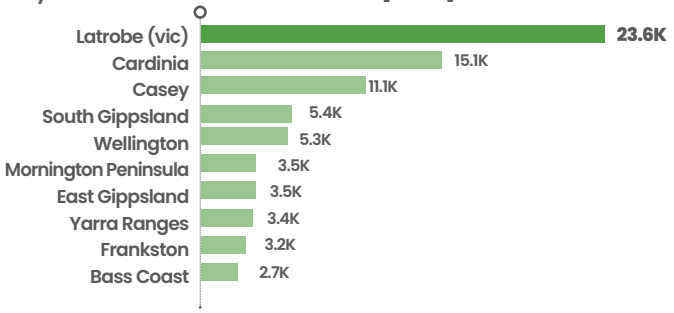
Domestic visitors to the Greater Gippsland region:
7.349M
YE June 24

Visitors Local Spend:
$216.1M
12 months to May 26

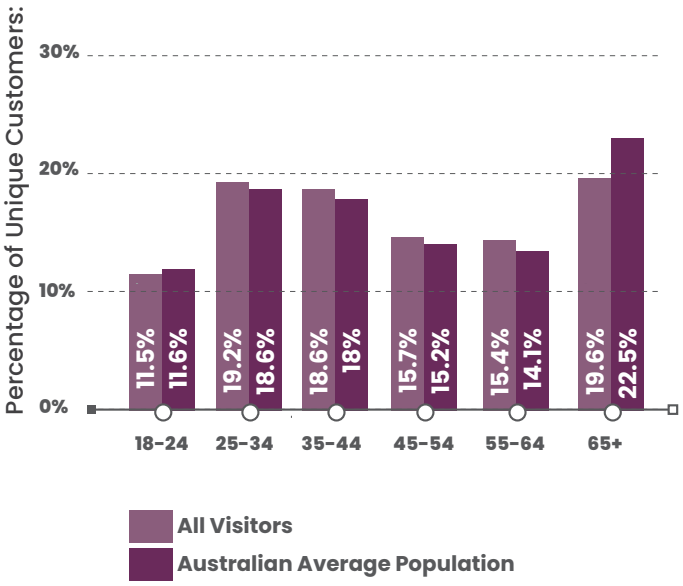
TOP 10 VISITOR SPEND [April 2026]
By Local Government Area [LGA]



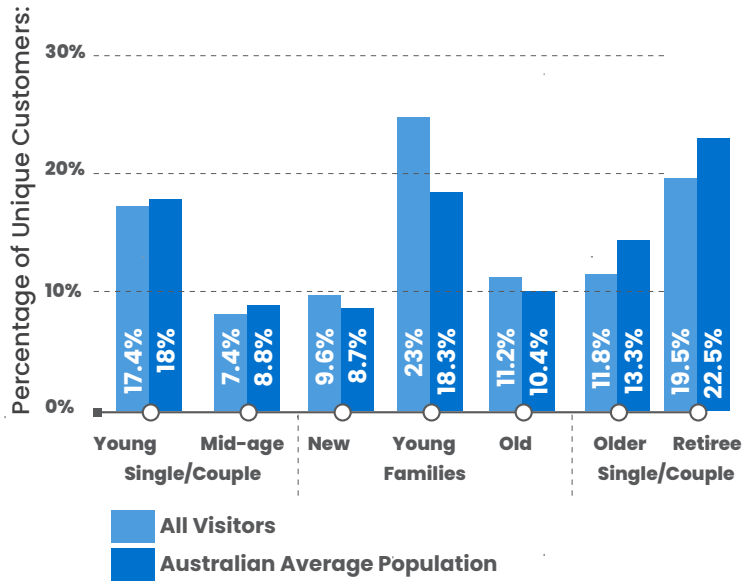
TOP 10 VISITORS [April 2026]
By Local Government Area [LGA]



AGE BAND



LIFESTAGE



TOP VISITOR DEMOGRAPHICS [April 2026]

23%
of visitors were YOUNG FAMILIES

19.6%
of visitors were 65+ years

Competitive Strengths

Our unique landscape provides an opportunity to experience accessible nature, featuring a diverse array of stunning natural attractions and breathtaking scenery - from rolling hills to impressive waterfalls. Adventure playgrounds include national parks and state forests, extensive walking trails, pristine Alpine environments such as Mount Baw Baw, Mount St Gwinear and Mount Erica, and scenic country roads. The region is also renowned for its high-quality agricultural produce.

Baw Baw Shire offers:

- **A one-hour drive from Melbourne via the M1.**
- **Historic and former gold-mining villages.**
- **Iconic agricultural produce and fine dining experiences.**
- **Public transport connections to major towns in West Gippsland. Baw Baw Shire is easily accessible as a day trip and an ideal close weekend get-away.**
- **A collaborative relationship with the five other LGAs that make up Gippsland.**
- **The Baw Baw Culture & Connection Precinct (construction scheduled to begin in 2026).**
- **Lardner Park – a 300 acre event space with a 1,000 seat capacity Event Centre.**
- **Increasing cultural diversity.**
- **West Gippsland Arts Centre – a 750 seat theatre, performance and functions venue.**



Challenges:

- Increasing demand for accommodation for visitors.
- Public transport connectedness within the Shire to rural areas.
- Perceived threat of bushfires and extreme weather events in Gippsland and subsequent safety concerns.
- Volunteer fatigue in the community.

Opportunities:

- Location as an accessible overnight trip.
- Unique and authentic experiences via farm gates, on farm tours and experiences, educational opportunities and seasonal events.
- Home-grown events that offer a unique representation of the region: e.g. agriculture, snowfields, accessible nature, art & culture and historical towns.
- Sporting facilities and venues that can host State and National competitions.
- Increase awareness and understanding of Gippsland as a whole and its different destinations through Destination Gippsland's advocacy efforts and collaborative marketing campaigns.
- Increase industry skills for community groups needed to deliver events, including event coordination, marketing, website, promotions, PR, Traffic Management Plan implementation training, risk management, environmental sustainability and strategic planning.
- Identify opportunities with our local First Nations People for cultural events and experiences.
- Centralise events-related processes and functions within Council and assess resource allocations to streamline event support services and deliver events for the community.



Venues & Spaces

Council owns and manages a number of bookable outdoor and indoor venues including public halls and recreation reserves as well as open spaces such as public parks that are suitable for holding public events.

West Gippsland Arts Centre

Description: 750 seat theatre, function rooms, outdoor event space.

Usage: Theatre & music performances, exhibitions, conferences, expos, weddings & other private functions, award nights, citizenship ceremonies, film screenings, workshops & seminars, community events.

Public Parks: 25

Description: A range of small to large open spaces, facilities include public toilets, water fountains, parking and skate parks for some parks only. The main public parks are Warragul Civic Park and Drouin Civic Park.

Usage: Weddings, birthday parties, markets, community events and festivals, music festivals, tree planting events, fitness classes.

Keith Pretty Soundshell

Description: Partly undercover soundshell with access to power, located in Drouin Civic Park. **Usage:** Music performances, community events and festivals, fitness classes.

Recreation Reserves and Showground: 10

Usage: Sporting matches & events, community events & festivals, event camping, music festivals.

Public Halls and Community Spaces: 4

Description: The Goods Shed, Old Shire Hall, Drouin Community Hub & Trafalgar Community Centre.

Usage: Private hire, expos, shows & sales events, music performances, exhibitions, workshops and seminars.

Warragul Leisure Centre

Description: Indoor 25m swimming pool, outdoor 50m swimming pool, splash pools, 4x basketball courts, group fitness studio.

Usage: Swimming, basketball, group fitness classes.



Venues & Spaces cont.

Libraries – Myli

Description: Community hubs that combine physical books with digital tools, technology access, and collaborative spaces.

Usage: Library, school holiday programs, reading events, library and outdoor activations, meeting spaces.

Lardner Park

Description: Purpose-built indoor and outdoor events venue, managed by a private not-for profit organisation.

Usage: Music festivals (one- or multi-day), field days, exhibitions, conferences, expos, workshops and seminars, debutante balls, markets, motor events, specialised sporting events, weddings and other private functions, award nights and galas, equestrian events.

State Forests and Reserves

Description: Forest areas, roads, and reserves owned and managed by the State Government e.g. Mt Worth State Park, Mt Baw Baw Tourist Road and Rokeby to Noojee Rail Trail.

Usage: Car and motorcycle rallies, trail running events.

Open Roads

Description: Vast network of undulating and scenic country roads, owned and managed either by Council or by the Department of Transport and Planning.

Usage: Cycling events, running events, car rallies.

Water Bodies: 2

Description: Blue Rock Lake near Willow Grove and Tarago Reservoir in the Neerim District are the two most significant water bodies in the Shire, owned and managed by two different water authorities. Picnic, BBQ and public toilet facilities.

Usage: Blue Rock Lake - Recreational activities including fishing, kayaking, rowing, boating picnicking and events. Tarago Reservoir - walking and picnicking.



Stakeholders

Our key partners include:

- Destination Gippsland
- Lardner Park
- Visit Victoria
- Victoria Tourism Industry Council (VTIC)
- Mt Baw Baw Alpine Resort
- Department of Energy, Environment and Climate Action (DEECA)
- Department of Jobs, Skills, Industry and Regions (DJSIR)
- Business Events Victoria
- Business Victoria
- Creative Victoria
- Food & Fibre Gippsland
- Tourism Australia



* including the Bunurong Land Council Aboriginal Corporation, Gunaikurnai Land and Aboriginal Waters Corporation, Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation and Kurnai Nations.

THE ROLE OF COUNCIL IN EVENTS.

The role of local government in events is multifaceted and largely defined by the Council's priorities, budget and resources.



The Role of Council in Events cont.

At Baw Baw Shire Council key roles and responsibilities currently include:

Event Support Services:

Managing Council's event approval process, event management and operation principles/ toolkits, provision of an Events Trailer and event equipment, advertising boards, flags and banners, online events calendar and facilitating connections to relevant stakeholders.

Supporting the event sector through funding and grant programs, training and support services.

Regulatory and Compliance:

Managing the process of obtaining necessary approvals, permits and licenses for events, ensuring compliance with local laws, regulations and event management practices.

Implementing and enforcing health and safety standards to protect attendees, staff, and participants during events.

Community Engagement and Inclusivity:

Encouraging and facilitating community participation in events, ensuring that events are inclusive and reflect the diversity of the local community.

Promotion and Marketing:

Developing and implementing marketing campaigns to promote events, increase attendance, and support local tourism, including promotion through online event calendars and Visit Gippsland's website and social media channels.

Cultural & Social Development:

A number of different Council teams support and organise cultural events that celebrate local heritage, arts, youth and traditions, fostering a sense of community pride.

Using events as a platform to bring diverse community members together, enhancing social cohesion and community spirit.

Environmental Sustainability:

Promoting and implementing sustainable practices in event planning and execution, such as waste reduction, recycling programs, and minimising environmental impact.

Economic Development:

Attracting and supporting events that drive economic activity, support local businesses, and attract visitors to the area.

Securing funding through grants, sponsorships, and partnerships to support event activities and infrastructure.

Emergency Management:

Preparing for and managing unexpected situations or emergencies during events, ensuring the safety and well-being of all involved.

Event Planning & Delivery:

Assisting and supporting with the planning and delivery of community events, festivals, and other local activities. This includes developing event concepts, timelines, and budgets, logistics coordination and stakeholder engagement.

STRATEGIC FRAMEWORK.

Why are events important?

They provide social, cultural and community benefits including:

- Contributing to the liveability of towns and the broader region by activating public spaces, sporting, recreational and cultural venues and facilities, and support local businesses.
- Bringing people together and providing opportunities for social connectedness.
- Fostering creativity, cultural expression, community pride, and opportunities for diverse communities to participate and celebrate.
- Strengthening social connectedness, inclusion and wellbeing through accessible and welcoming event experiences.

Strategic Framework cont.

Economic Impact

Events are one of the most important drivers of our local visitor economy. They are also one of the most important drivers of our local visitor economy. They:

- Provide a stimulus for the tourism and hospitality sectors, including accommodation, food and drink venues, groceries and producers, attractions and tours.
- Create jobs for local suppliers and contractors, e.g. traffic management, audio visual equipment, staging, waste management, food and beverage vendors, security, musicians and entertainers.
- Grow visitation (length of stay and overnight vs day visitation) and spend, particularly in the off-peak and shoulder seasons and dispersed across the Shire, and
- Have the potential to lead to investment and business growth through the promotion of Baw Baw Shire as a thriving and vibrant place to live, work and play.

Event Trends

Current trends suggest that people are seeking curated, local and environmentally responsible events that celebrate the local community, regions and produce.

What is the best fit for Baw Baw Shire?

To ensure events align with Council's goals and priorities, Council will seek and support events that are:

- Authentic local experiences that celebrate the region, its producers and produce
- Community-led activities that provide opportunities for the development of community skills and experience
- Health, wellness, and overall well-being focussed
- Environmentally responsible and sustainable
- Inclusive and welcoming (accessible and cultural)
- Curated event experiences
- First People's-led
- Arts and culture focused
- Nature based and inspired adventure.



What is an event?

"An organised activity that is open to community, advertised to the general public and held in a public or accessible space for purposes such as entertainment, cultural expression, community engagement, education, or celebration."

Event categories

	Community and Civic Events	Home-Grown Regional Events	Sporting Events	Major Events	Business Events
Typically	• Family fun days or town celebrations • Multi-cultural festivals • Agricultural shows • Community Christmas Carols • Australia Day & ANZAC Day • Citizenship Ceremonies • Markets and Youth Events • Library Events • WGAC Performances • Community art shows	• Gippsland Snowfest • Thorpdale Potato Festival • Open Studios West Gippsland • Neerim Artsfest • Noojee Truffle Festival • Creative Harvest • Satellite events e.g. localised Melbourne Food & Wine Events	• State Championships: all sporting codes • Cycling Club Races • Cycling Events, e.g. Mt Baw Baw Classic, Tour of Gippsland • Motor Sport, e.g. Mt Baw Baw Sprint, car rallies • Adventure Racing, e.g. Spartan Race, Ninja Warrior	• Farm World • Gippsland Country Music Festival • AFL Pre-Season Game • Herald Sun Tour • A3 Festival • Meatstock Gippsland	• Conferences • Networking events • Public or trade shows • Product launches • Company general meetings, corporate retreats, study tours or training programs.
Bring together the community to celebrate occasions, achievements, values, traditions, culture, the arts, contribute to civic pride & duty & people's sense of self, place & community or a fundraiser for a particular cause.	✓	✓			
Contribute to social sustainability, capacity strengthening and building, and community education and participation.	✓	✓	✓		
Run by not-for-profit organisations or entities.	✓	✓			
Participation/Spectator: People attend and/or travel to participate in or watch the event.	✓	✓	✓	✓	
Large-scale, often multi-day events that provide positive brand exposure and brand awareness for the region.			✓	✓	
Ability to drive visitation from outside Baw Baw Shire and provide positive impact on local and visitor economy (extend length of stay and yield).		✓	✓	✓	✓
State or national media coverage.			✓	✓	
Not self-sustainable and highly dependent on external funding sources.	✓	✓			
Potential to be financially sustainable.		✓			
Partly or fully self-funded, e.g. through ticket sales or advertising.		✓	✓	✓	✓
Public or private activity with a common interest or vocation where the primary purpose is to engage in analytical, research or information-gathering activities or to conduct commercial activities.					✓

Strategic Priorities

Strategic Priority 1: Enable & Support

Provide a streamlined, customer-focused approach to event planning support that reduces barriers, improves access to Council support, and supports the delivery of high-quality, sustainable events. By simplifying processes, clarifying Council requirements, and providing practical guidance and tools, Council can create an event-friendly environment that enables organisers to confidently plan and deliver successful events.

Support local event organisers, volunteers, and community groups to plan and deliver events that celebrate local identity, strengthen community connections, and contribute to a vibrant and inclusive municipality.

Through practical guidance, accessible resources, and strong partnerships between Council and organisers, we build local capability and enable community-led events that reflect local values and aspirations to thrive.

Key Focus Areas

- Simplify event permitting and booking processes to improve the organiser experience and ensure safe and compliant events.
- Strengthen relationships between Council and event organisers through a customer-focused support model that establishes clear service standards and timeframes, ensuring consistency, transparency, and certainty in service delivery.
- Provide consistent guidance and support throughout the event lifecycle, connecting organisers with relevant Council services and expertise.
- Improve understanding of event impact classifications and associated requirements and clearly communicate relevant requirements and Council processes.
- Provide practical event planning resources, templates, toolkits and guidance materials to support event organisers.
- Review and enhance the Community Event Planning Guide to ensure it remains relevant, accessible and user-friendly.
- Develop and implement a Council Event Policy to provide clear direction, expectations, and support pathways for event organisers and Council teams delivering events.

Strategic Priorities

Strategic Priority 2: Measure & Empower

Invest in training, mentoring and capacity-building initiatives that empower local event organisers, volunteers and community groups to confidently plan, deliver and evaluate successful events. A strong focus on measurement, evaluation and reporting will support evidence-based decision-making, enabling organisers to understand impact, demonstrate value and continuously improve event outcomes through data-driven planning and knowledge sharing.

Key Focus Areas

- Build the capability of local event organisers, volunteers and community groups through training, mentoring and networking opportunities to strengthen confidence and skills in event planning and delivery, including marketing and promotion, risk and safety management (OH&S, traffic management), budgeting and finance, waste management, and event evaluation.
- Foster a culture of continuous improvement through data-driven event planning, evaluation and knowledge sharing.
- Provide event measurement templates and tools to enable organisers to collect, analyse and report event data, including attendance, participation, visitor satisfaction and social outcomes.
- Deliver post-event reporting and insights for events to understand event performance, economic impact, demographics and other key metrics.
- Utilise event data and evaluation findings to inform future planning, investment and event development.

Strategic Priorities

Strategic Priority 3: Attract, Promote & Partner

Attract, promote and partner with events that enhance the profile of Baw Baw Shire as a vibrant destination that encourages repeat visitation. Promoting a diverse, year-round calendar of events across seasons, locations and event types will increase participation opportunities, support local businesses and showcase the region's unique natural assets, sporting opportunities, food and produce, arts and culture, and heritage.

Strategic partnerships, targeted event attraction and ongoing investment will support events that deliver meaningful economic, social and cultural outcomes for the Shire. Collaborating with key organisations and industry bodies will strengthen event promotion, extend reach beyond the local area, and increase visitation, destination awareness and economic impact.

Key Focus Areas

- Develop and prioritise a targeted event attraction approach that attracts event organisers aligned with Council's strategic priorities, strengthens the annual events calendar and delivers economic, social and cultural benefits.
- Prioritise long-term event partnerships and investment (funding, sponsorship, in-kind support, venue subsidies and event attraction) for best-fit events that align with Council's strategic objectives and deliver measurable economic, social and cultural outcomes through increased tourism, visitation and destination awareness.
- Support a diverse mix of major, regional and community events across nature-based, sporting, food & produce, arts & culture, heritage and community sectors to strengthen and diversify the events calendar.
- Leverage the strategic partnership with Lardner Park to attract, grow and deliver major events that create shared economic, tourism and community outcomes for the region, including strategically placed signature events.
- Partner with key stakeholders and collaborate with strategic commercial partners to increase destination awareness and attract visitation.
- Support development of event spaces and infrastructure throughout the Shire.
- Develop Event Business Support toolkits to assist local businesses to leverage event opportunities.

Strategic Priorities

Strategic Priority 4: Sustainable & Resilient

Strengthening capacity in our event organisers to maintain and deliver sustainable and financially resilient events requires embedding principles throughout event planning, delivery, and evaluation to improve resource efficiency and ensure long-term viability. A strong focus will be placed on educating and supporting event organisers to deliver events that are environmentally responsible, financially sustainable, inclusive, and adaptable to changing conditions.

Key Focus Areas

- Celebrate volunteerism within our Shire by recognising and appreciating the contribution of volunteers.
- Support event organisers to develop financially resilient and sustainable events that deliver long-term community benefit.
- Increase environmentally sustainable practices at events in line with the Environmental Sustainability Strategy 2022–2030 by embedding environmentally sustainable practices into event planning, delivery, and evaluation processes.
- Promote and support events that align with environmental sustainability objectives and contribute to positive environmental outcomes.
- Promote responsible event management by considering environmental impacts throughout the event lifecycle, including sustainable catering, waste reduction and recycling initiatives, resource conservation, and the minimisation of single-use products.
- Promote and implement the Subsidised Community Event Bin Guidelines, supported by the application of best-practice waste management practices.

IMPLEMENTATION AND MEASURING SUCCESS.



The Key Priorities will be implemented over the duration of the strategy with annual reporting published to ensure transparency of activities and outcomes.

The initiatives will be measured against Key Performance Indicators (KPIs) that utilise Specific, Measurable, Achievable, Relevant and Timebound (SMART) metrics of success.

Implementation of this strategy will be staged and prioritised to align with available Council resources. Where additional funding is required, Council will seek external funding and partnership opportunities as they arise.

STRATEGIC PRIORITY 1: ENABLE & SUPPORT

What we'll do	How we'll do it	Provide	Partner	Promote	How we'll measure it
Improve Council processes for event organisers.	Simplify event application processes.	✓	✓		• Number of event applications. • Event organiser surveys. • Utilisation of Council resources. • Length of event application processing time. • Develop a Council Event Policy.
Strengthen relationships between Council and event organisers.	Deliver a customer-focused support model that establishes clear service standards and timeframes.	✓			
Provide consistent guidance and support throughout the event lifecycle.	Connect organisers with relevant Council services and expertise.	✓	✓	✓	
Improve understanding of event impact classifications.	Clearly communicate relevant requirements and Council processes.	✓	✓	✓	
Support compliance with event requirements.	Provide practical event planning resources. Review and enhance the Community Event Planning Guide.	✓			
Develop and implement a Council Event Policy.	Develop and implement a Council Event Policy to provide clear direction, expectations, and support pathways for event organisers and Council teams delivering events.	✓	✓	✓	

STRATEGIC PRIORITY 2: MEASURE & EMPOWER

What we'll do	How we'll do it	Provide	Partner	Promote	How we'll measure it
Build capability of local event organisers, volunteers and community groups.	Provide training, mentoring and networking opportunities to strengthen confidence and skills in event planning and delivery, including marketing and promotion, risk and safety management, budgeting and finance, waste management, and event evaluation.	✓	✓	✓	• Number of workshops delivered. • Number of workshop attendees. • Number of events (recurring, new and supported). • Event organiser surveys. • Utilisation of Council resources.
Foster a culture of continuous improvement.	Provide data-driven event planning, evaluation and knowledge sharing.	✓	✓		
Enable event organisers to collect, analyse and report event data, including attendance, participation, visitor satisfaction and social outcomes.	Provide event measurement templates and tools.	✓	✓		
Assist event organisers with understanding and utilising event success and economic impact to inform future planning, investment and event development.	Deliver post-event reporting and insights including demographics and other key metrics.	✓	✓	✓	

STRATEGIC PRIORITY 3: ATTRACT, PROMOTE & PARTNER

What we'll do	How we'll do it	Provide	Partner	Promote	How we'll measure it
Prioritise a targeted event attraction.	Develop a targeted event attraction approach that attracts event organisers aligned with Council's strategic priorities.	✓	✓	✓	• Number of annual events that deliver economic, social and cultural benefits. • Event diversity. • Increased tourism, visitation and destination awareness. • Number of events at Lardner Park. • Utilisation of Event Business Support Toolkit. • Local business participation (as reported via event organiser surveys). • Economic impact data collection for major and regionally significant events.
Prioritise long-term event partnerships and investment.	Prioritise funding, sponsorship, in-kind support, venue subsidies and event attraction for best-fit events.	✓	✓		
Strengthen and diversify the Shire's events calendar.	Support a diverse mix of major, regional and community events across nature-based, sporting, food & produce, arts, culture, and heritage events.	✓	✓	✓	
Continue to strengthen our strategic partnership with Lardner Park.	Attract, grow and deliver major events that create shared economic, tourism and community outcomes for the region, including strategically placed signature events. Support Lardner Park in advocating to other levels of Government for investment and growth to better deliver on the attraction of events.	✓	✓	✓	
Increase event and destination awareness and attract visitation.	Partner with key stakeholders, including Destination Gippsland, and collaborate with strategic commercial partners. Enhance Council promotion of key events.	✓	✓	✓	
Support development of event spaces and infrastructure throughout the Shire.	Advocate for development of event spaces and infrastructure throughout the Shire.	✓	✓	✓	
Assist local businesses to leverage event opportunities.	Develop an Event Business Support Toolkit.	✓	✓	✓	

STRATEGIC PRIORITY 4: SUSTAINABLE & RESILIENT

What we'll do	How we'll do it	Provide	Partner	Promote	How we'll measure it
Celebrate and promote volunteerism within our Shire	Increase opportunities for event volunteers to be recognised and appreciated.	✓	✓	✓	• Number of opportunities to recognise volunteers. • Event organiser surveys. • Number of events receiving the Subsidised Community Event Bins. • Number of events promoted with best practice waste management activities.
Develop financially resilient and sustainable events	Increase event organisers' understanding of financially resilient and sustainable event practices.	✓	✓	✓	
Encourage and promote environmentally sustainable events	Embed environmentally sustainable practices into event planning, delivery, and evaluation processes. Promote and implement the Subsidised Community Event Bin Guidelines. Promote and support events that align with best practice waste management activities.	✓	✓	✓	

