



**AUSTRALIAN
EVENT AWARDS
& SYMPOSIUM**

13 – 15 September 2017

The Events Centre

Caloundra QLD

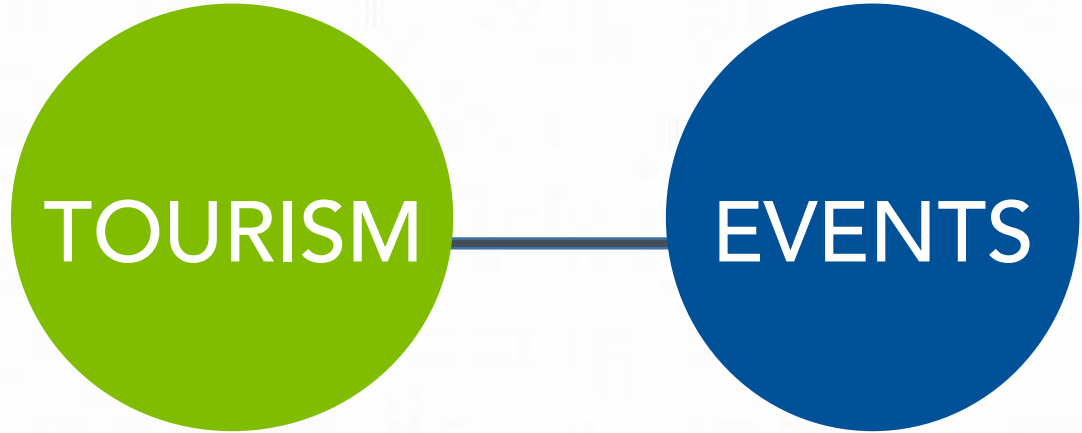
A Special Relationship: Events & Tourism

Linda Tillman

Managing Director, Tilma Group

Founder, rEVENTS Academy





EVENTS DRIVING TOURISM

“Research indicates three-quarters of event attendees would not have gone to a destination, if not for an event. In addition, for 57% of first-time visitors to the region, the event is the main reason for visiting and likewise for 69% of repeat visitors”

[Reinventing Rural Places, The extent and impact of festivals in rural and regional Australia | Uni of Wollongong].

ROLE OF EVENTS

BUILD
OPTIMISM

BUILD
RESILIENCE

BUILD
CITIZENS

WHAT DESTINATIONS ARE LOOKING FOR



WHAT EVENTS ARE LOOKING FOR





GROWING DESTINATION BRAND & VISITOR YIELD

SELF DRIVE & PACKAGED EXPERIENCES

Opportunities
to increase
length of stay
around an
event



INCREASING YIELD



FILMA
GROUP
The digital cinema specialists

REVENTS
ACADEMY



Who is driving to the Birdsville Big Red Bash this year? We have some handy travel guides for your journey to the Bash including places not to miss along the way!

Click on the link below to download and print the guides to take with you for an unforgettable road trip!

<http://www.bigredrun.com.au/bigredrun.com.au/big-red-bash-travel-guides>



Another great local event to consider putting on your outback adventure itinerary.

It's just up the road in Bedourie on the weekend before the Big Red Bash! If you've never been to Rodeo or Campdraft it could be a lot of fun!



SEE PREHISTORIC OUTBACK CREATURES !!

If you are heading to the Big Red Bash the Eromanga Natural History Museum is a short 50km detour to visit between Windorah and Quilpie. It's home to Australia's largest dinosaur Cooper!

There are guided tours daily from 9am-3pm. Well worth a visit!

For more information Ph: (07) 4656 3084.



GROWING THE OPPORTUNITY MARKET FOR OUTBACK QUEENSLAND

A wide-angle photograph of a large outdoor festival in a dry, open landscape. In the foreground, a person in a white t-shirt and shorts is performing a handstand on a sandy mound. The background is filled with a dense crowd of people, numerous tents, and parked vehicles under a clear sky. The overall scene conveys a sense of community and outdoor recreation in a remote area.

Events
that help
activate the
destination
brand

A photograph of three people, two men and one woman, smiling and posing for a photo. They are all wearing cowboy hats and have mud smeared on their faces and clothing, suggesting they are participating in a mud-related event. The woman in the center is wearing a dark blue baseball cap with a logo that says "NEW TRAILS CITY". The background is slightly blurred, showing other people and what appears to be an outdoor event setting.

Infrastructure,
services and
facilities that
support the
event

EDWARD RIVER COUNCIL

LEVERAGING THE EVENT

THE ICONIC BLUE SINGLET

A large crowd of people is seen from behind, wearing blue singlets. The singlets feature the text 'SEALISCOE CITY BEER' and a graphic of a boat. The people are wearing various hats, including straw hats and baseball caps. The background is bright and slightly blurred, suggesting an outdoor festival setting.

Leverage event to build destination fans and digital advocates

COOPERATIVE MARKETING

OBJECTIVES

- Email Subscribers
- Social media fan base
- Remarketing database

TACTICS

- Activation at event
- #VisitDeni competition
- Promotion on Big Screen
- Remarketing

Bucket List:

- Take a family holiday on the Edward River

Uncover the Murray's BEST kept secret

How would you like to receive hot accommodation deals and offers from Visit Deni?

Plus go in the draw to win a \$30 Visit Deni prize pack!

LET'S GO

Deni | #visitdeni | facebook.com/VisitDeni | instagram.com/visitdeni



DIGITAL WORD OF MOUTH



4 days ago

When it comes to music, @jungles_luke only likes two types. Country and Western

4 days ago

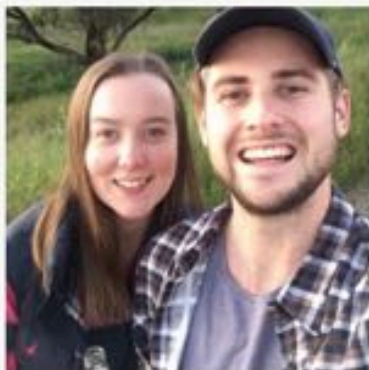
This afternoons stellar Deni-sunset is brought to you by @shell_face13 🇺🇸 Boy,

4 days ago

THANK YOU! 🙌🙌🙌🙌 TY to those who got amongst our World Record Blue

DeniLiquin.com

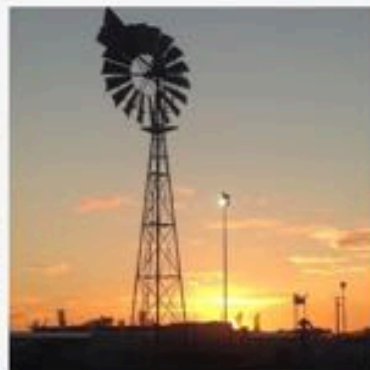
this weekend share your photos using **#visitdeni** for the chance to be featured on the big screen



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👍 1 🗨 1 🔄 Share



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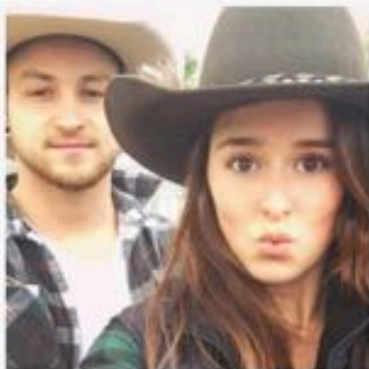
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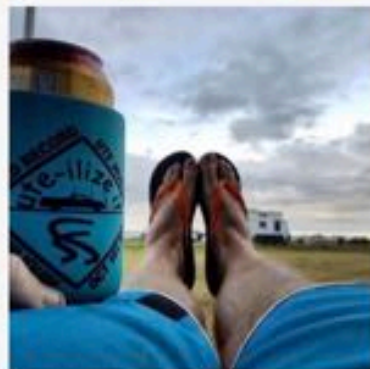
👍 12 🗨 1 🔄 Share



4 days ago

Akubra, check! Flanno, check! Seriously muddy-memories, triple check! 🇺🇸

👍 12 🗨 1 🔄 Share



4 days ago

THIS IS LMV! 🇺🇸 Stay dry Deniliquin! #VisitDeni

👍 11 🗨 1 🔄 Share



4 days ago

Fun times with the fam-barn at #deniutmuster 🇺🇸 Thank you for sharing

👍 12 🗨 0 🔄 Share



STATE EVENT CAMPAIGNS

DO FESTIVALS DO EVENTS 2017

JANUARY

- Ayers Rock Resort Daily Free Activities
- Fish and Markets (over-round)
- Perth Outdoor Markets (over-round)
- Antares Day Fun Run
- Royal Creek Markets (year-round)
- Hockey '76 in the World

FEBRUARY

- Imparja Cricket Cup
- Katherine Community Markets (year-round)
- MNSFC Anish Lee's Flying Classics
- Bombing of Darwin 75th Anniversary

MARCH

- Lasseter's Easter in the Alice MTB Master
- King John (returned to March 2018)
- Circle F Easter Tennis Competition
- Open Night M6 by the Sea

APRIL

- Tumpie Festival
- XXXX One After Spring Cup Carnival
- White Open Space Festival
- 100th Fish and Markets
- Midull Beach Sunset Markets begin
- Century's Taste Festival
- Katherine Beach Flying Competition

MAY

- Uranie Camel Cup
- APL Melbourne Demons V Gold Coast
- 100th Fish and Markets
- XXXX Gold In Stramond Classic
- Hollywood Queensland Festival
- BASSINTECRASS Music Festival

JUNE

- Tatla Finka Desert Race
- Aboriginal Beers Festival
- Brunette Races - ABC Amateur Race Club
- Bonnie Festival
- Pine Creek 2017 Annual Gallopah Festival
- Bonnie Show Day
- Aboriginal River Races
- VB Papermill Championship Series
- 100th Parramatta Gok VWH G.O.C. Cowboy Greek Cent

JULY

- Territory Day Fireworks Displays
- Australian Outback Marathon
- Alice Camel Cup
- Alice Springs Show
- Tropfest Creek Show
- Katherine District Show
- Walking with Sports
- Royal Darwin Show
- APL Melbourne Demons V Adelaide Crows
- Darwin Lions Brecken Regatta
- Carlton Hill Darwin Day Carnival

AUGUST

- Batory Henry on Todd Regatta
- Alice Springs Burning Festival
- The Redback
- Rock Legends
- Desert Harmony Festival
- Katherine Festival
- Game Festival
- Darwin Festival
- Darwin Aboriginal Art Fair
- Terrace National Aboriginal and Torres Strait Islander Art Award

SEPTEMBER

- Desert Mob
- Alice Desert Festival
- Red Centre M.T.B.
- Desert Song Festival
- Adrian Mottel Festival
- Red Centre Bird Festival
- Perthona Festival

OCTOBER

- ACO Uluru Festival
- Barrie Minter & Camp Draft
- Kakadu Bird Week
- John Jones Billie Challenge
- SAVCITY Outbackfest

NOVEMBER

- Gracie Eyewot British Competition
- Grove Game Classic
- Merrah! Munga Festival
- Royal Leagues World Cup Quarter Final

DECEMBER

- Alice Springs Christmas Carnival
- New Year's Eve at the Waterfront
- Top End Mud Racing (November to April)

For more information about these events, visit northernterritory.com/Things-to-do/Festivals-and-events

IT'S LIVE! in Queensland

Just the place to experience Australia's best live events

queensland.com/events

JAN 2017

MAR

MAY

JUL

SEP

NOV

FEB

APR

JUN

AUG

OCT

DEC

COMING IN 2018

IT'S ON!

OCTOBER 2017

BARBARIANS TOUR 2017
24 and 28 October
Lismore and Sydney

ORANGE WINE FESTIVAL
13 - 22 October
Orange

JANUARY 2018

PARKES ELVIS™ FESTIVAL
10 - 14 January
Parkes

FEBRUARY 2018

HUSKISSON ULTIMATE TRIATHLON FESTIVAL
16 - 18 February
Huskisson

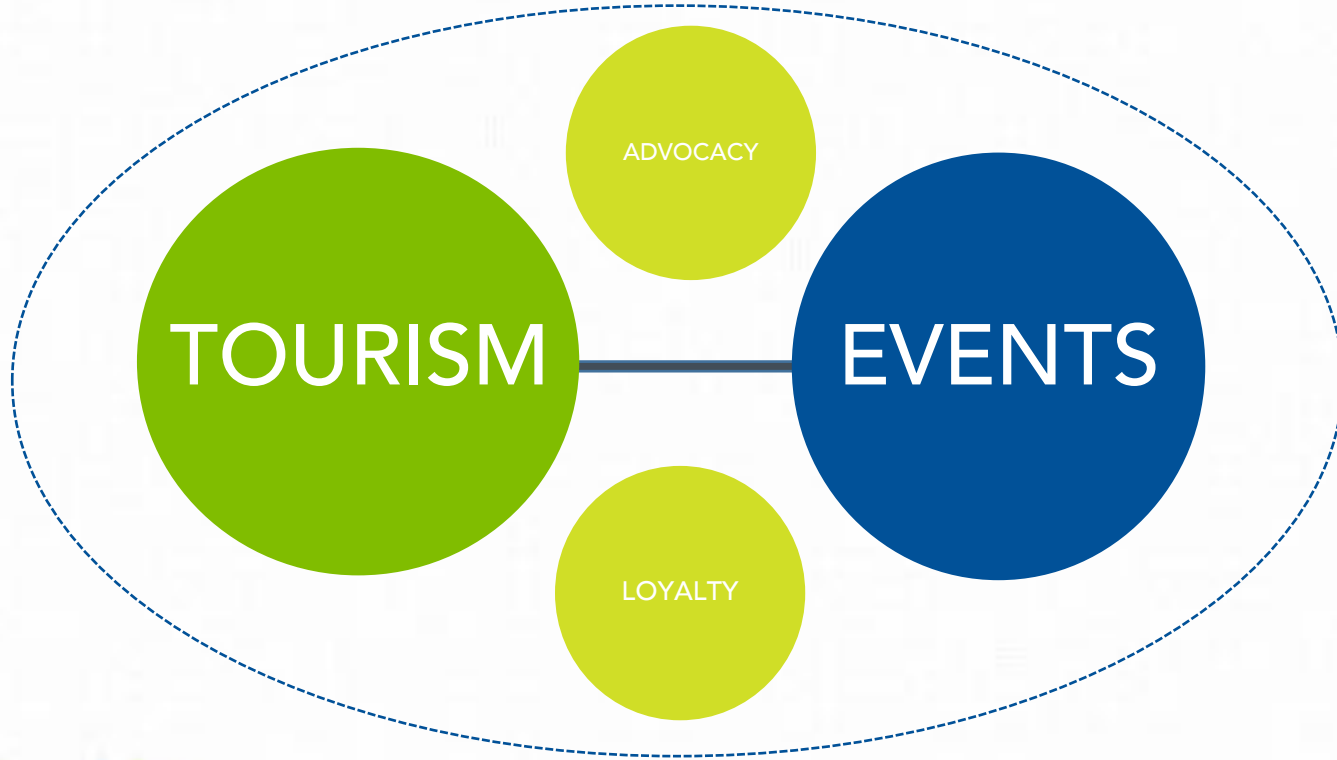
MAY 2018

VIVID SYDNEY
May - June
Various locations across Sydney

JUNE 2018

PEAK MUSIC FESTIVAL
8 - 11 June
Perisher

ADVOCACY + LOYALTY



KEEPING IT FRESH

Why?

Regularly re-visit business plans and event strategies

Regular consultation with tourism bodies

Reinvigorate or re-invention

Event systems and processes

Consumer feedback is gold

Tourism insights and trends

Volunteer engagement

What is happening in the industry?

Stay ahead of the crowd



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