

Regional Events

It's time to reinvigorate!

Linda Tillman
MD, 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”

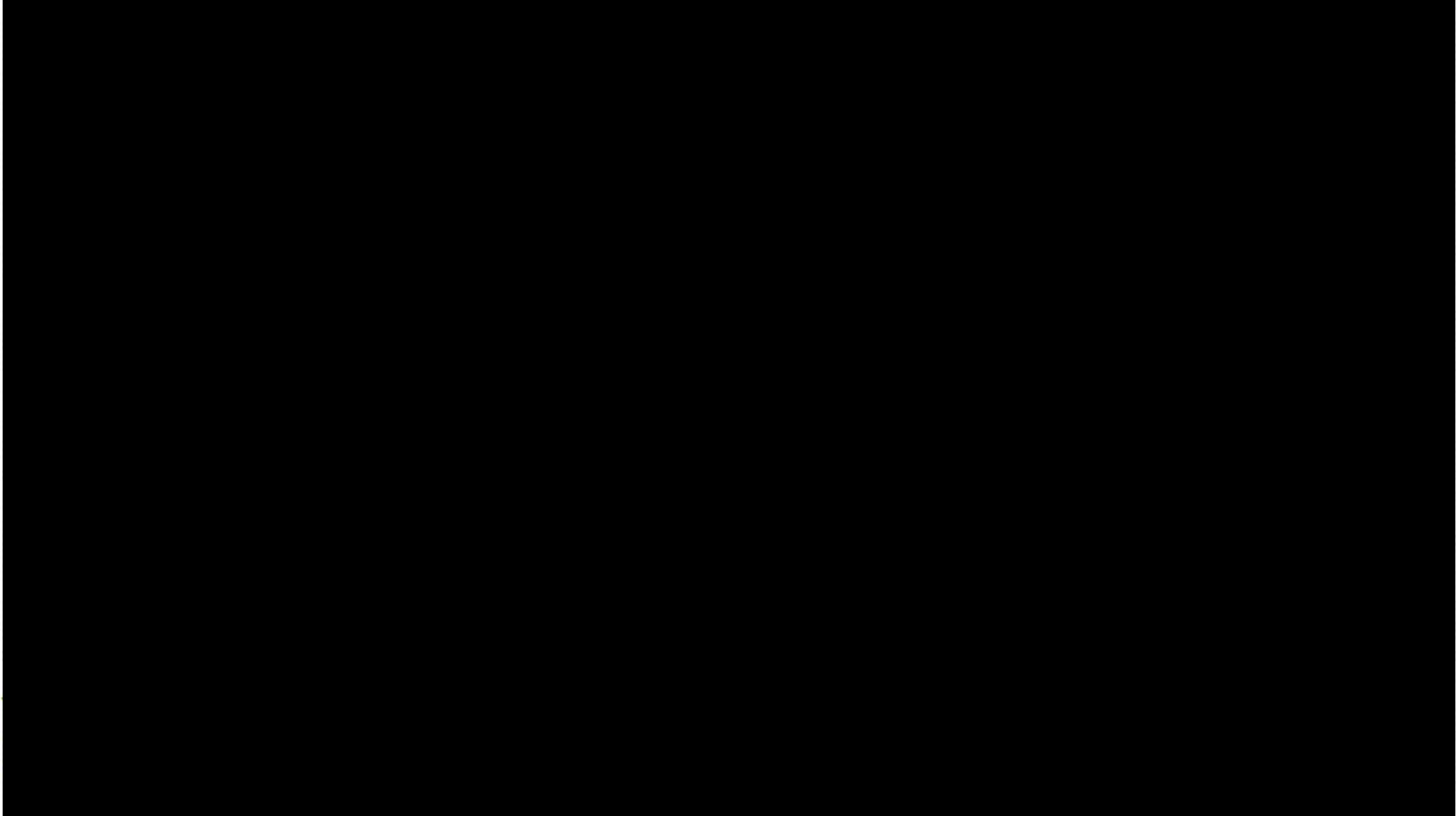
[Reinventing Rural Places, The extent and impact of festivals in rural and regional Australia | Uni of Wollongong].



WHAT WE WILL COVER

1. Setting the scene
 - a. Power of regional events
 - b. Regional Events Survey results
 - c. Event Lifecycle
 - d. What do event visitors want?
2. Pathway to Sustainability & Growth aka reinvigoration
 - a. Stage 1: Setting the scene & realizing the potential
 - b. Stage 4: Feedback & Refresh
 - c. When is it time for council to step in?
3. Discussion around the campfire
4. Stay in touch

POWER OF REGIONAL EVENTS



verb: invigorate

To give vigor to; fill with life and energy; energize.

REGIONAL EVENTS



85% OF EVENTS **DEPEND ON VOLUNTEERS**
TO REMAIN SUSTAINABLE

DO NOT HAVE A **STRATEGIC BUSINESS PLAN** **46%**

69% **RELY HEAVILY** ON SPONSORSHIP &
GRANT FUNDING TO RUN THEIR EVENT

ONLY **51%**

HAVE AN
UP TO DATE
OPERATIONS
MANUAL AND
PLANNING
TIMELINE

**FINANCE &
VOLUNTEERS**
ARE THE MOST
CHALLENGING
AREAS OF
EVENT
PLANNING



37%

DON'T HAVE
ENOUGH TIME
TO DO
**RISK
MANAGEMENT**
PROPERLY

72%

AGREED THAT
THE AMOUNT
OF WORK INVOLVED
IN RUNNING
AN EVENT IS

**OVER-
WHELMING**
AND WISH
THEY HAD A

**PAID
EVENT
MANAGER**

Tasmanian events live and die on the strength, satisfaction of their volunteer workforce

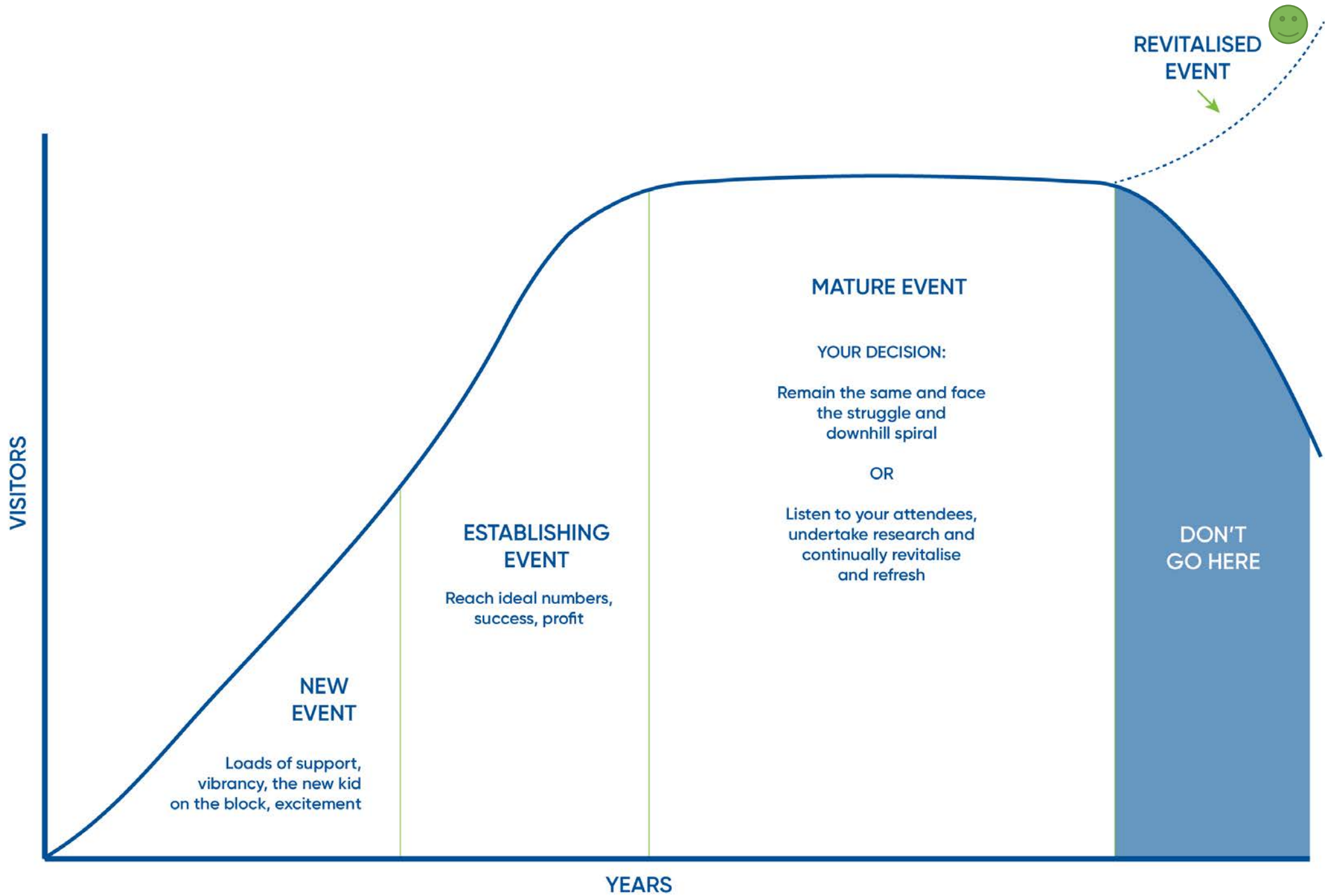
By [Laura Beavis](#)

Posted 27 Sep 2018, 5:20am

*Tasmania says
farewell to
Derby River
Derby,
Devonport
Show...
What's next?!*



PHOTO: The Tasmanian Medieval Festival is thriving on the back of volunteer workers. (ABC News: Damian McIntyre)



WHAT DO EVENT VISITORS WANT?

Abundant
choice

Shared
experiences

The fringe at
the heart

Local
distinctiveness

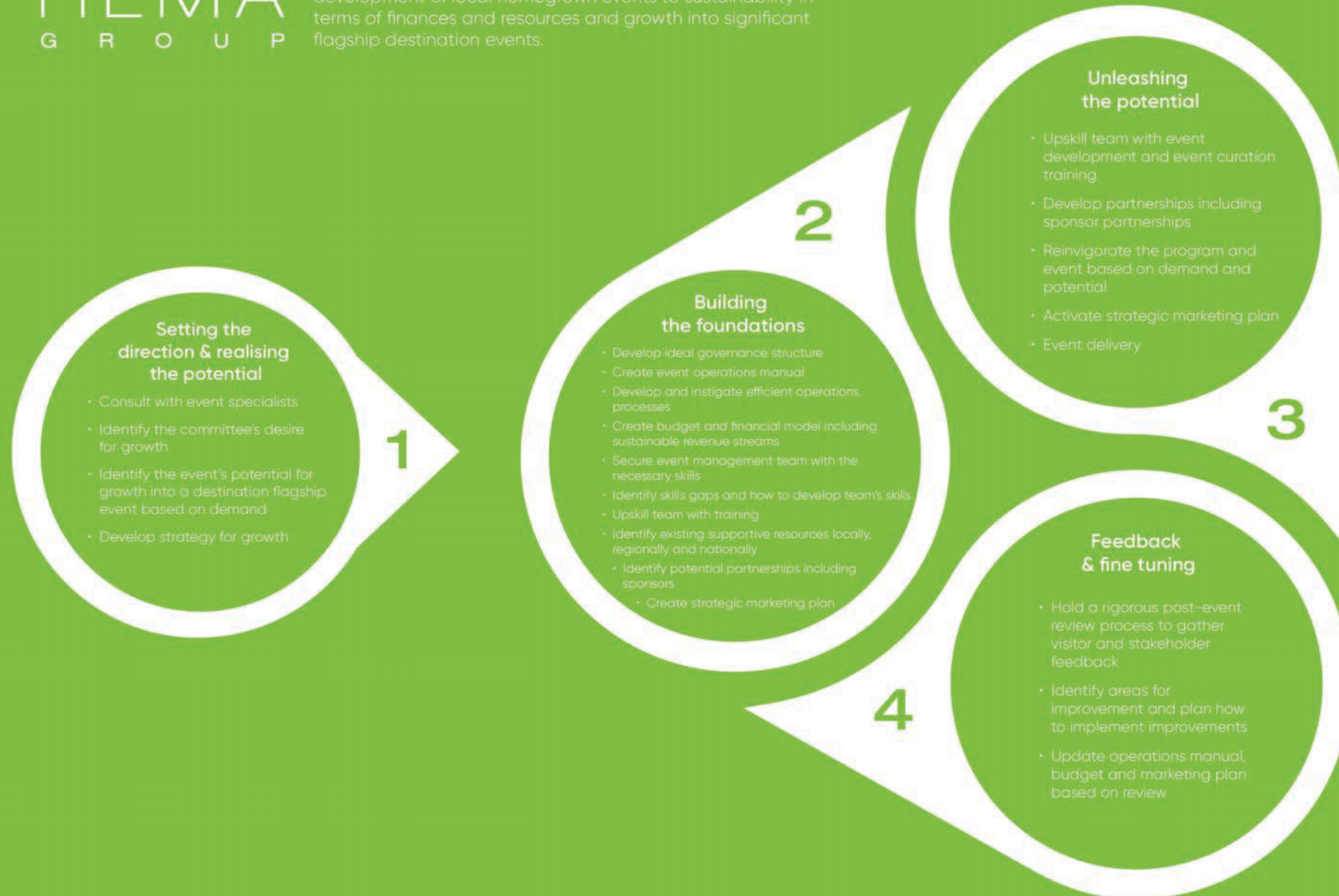
Moments of
amazement

Positive values



Pathway to Sustainability and Growth

The following three- to five-year pathway supports the development of local homegrown events to sustainability in terms of finances and resources and growth into significant flagship destination events.



STAGE 1: SETTING THE DIRECTION & REALISING THE POTENTIAL

Consult with
event
specialists

Identify the
team's desire
for growth

Identify the
event's
potential for
growth based
on visitor
demand

Develop
strategic
business plan
for growth



PUMPKIN



FUN & PARTICIPATION



COUNTRY LIFESTYLE & HOSPITALITY



'GOOMERIAN' REUNION



COMMUNITY COLLABORATION



LOCAL PRODUCE

VISION: Goomeri Pumpkin Festival is a multi-day self-sustaining event that puts Goomeri on the map, strengthens Goomeri's sense of community, and attracts overnight visitors to the region

PRIORITIES

KEY ACTIONS

Establish a foundation for operational efficiency

- Develop a sustainable event committee structure and supporting roles and responsibilities checklists and resources to support the efficiency of all committee and volunteer roles
- Set up an efficient meeting process to ensure regular communications and collaborations amongst the team
- Develop an event manual with operating processes, systems and policies
- Attract sufficient committed operating committee and delivery volunteers
- Approach Council for manual labour support for Friday and Monday
- Invest budget into prioritised resourcing needs e.g. labour for pull down, support to fill committee gaps in a community-minded way such as paying a local community group to do the role with KPIs to achieve
- Participate in Gympie Council's professional development to build

Increase visitor length of stay and spend in Goomeri and wider region

- Refresh the festival brand and website and add inspirational destination content
- Use the 2018 marketing plan as a blueprint to develop strategic marketing plans for each year focused on achieving this goal
- Encourage temporary accommodation in the community (Air BnB, Youcamp, Glamping, etc)
- Promote accommodation in nearby towns
- Encourage nearby accommodations to promote the festival and their nearby attractions, and to develop festival packages and itineraries
- Develop partnerships to develop events for Saturday and pre-festival program
- Develop and promote itineraries and packages with partners
- Capture visitor data to support strategic marketing and grant funding applications
- Measure effectiveness of marketing activities and adjust activity accordingly
- Develop an email database for remarketing and encourage repeat visitation and word of mouth
- Promote repeat visitation to the region

Ensure risk is effectively managed

- Appoint a Risk Management Coordinator on the committee
- Work with a professional traffic management firm and RMS to develop a traffic management plan
- Consolidate the festival site to centralise activities and reduce risk from traffic
- Develop a risk management plan and emergency response plan (include governance risks)
- Annually review the risk management plan

Increase community and business engagement with the festival

- Report on event at volunteer/ sponsor thank you BBQ so that the community understand the benefits of the festival and to thank volunteers and stakeholders (and provide media with press release of event outcomes)
- Encourage shopkeepers and local businesses to contribute to festival planning (they benefit from the festival, but they are not helping the festival) (either their time or a financial contribution to hire labour)
- Encourage community groups to volunteer at the event as a fundraising opportunity
- Invite local businesses to develop and host events
- Encourage AirBnB/YouCamp and glamping village hosting
- Support the formation of a business redevelopment group of local businesses
- Invest festival profits in community projects providing

Ensure the festival remains financially self-sustaining

- Develop a long-term budget forecast for infrastructure and event development plans
- Maintain the sound financial practices established in 2018
- Maintain reserve fund as a 'buffer'
- Invest in infrastructure and community engagement projects
- Develop a festival precinct master plan including layout, flow, signage and communication means and long-term infrastructure development to help reduce hire costs
- Use master plan to source grant funding for infrastructure
- Increase revenue streams and reduce expenses

STAGE 4: FEEDBACK, FINE TUNING, REFRESH

Hold a
rigorous post
event review
process

Listen to your
tribe!

Identify areas
for
improvement

Update ops
manual,
budget +
marketing
plan

TALKING POST EVENT WITH CATHY AT PARKES ELVIS FESTIVAL

1. Measure of success is more than economic impact and repeat visitation, it is also measure on level of community and business engagement
2. Feedback is categorized into portfolio areas and discussed with portfolio managers
3. Takes 3 months to complete the post event review process
4. Community feedback is critical – Listen, Act and Steer
5. Ensure research methods are consistent each year
6. You do not always get inspiration or an idea from one place

'Don't let anyone tell you that you can't unless you have investigated it for yourself!'



PARKES ELVIS FESTIVAL

'We cannot rest on our success and sit back thinking that everything is fine as it is. Keeping fresh and listening to our visitors is critical to the events success'

Cathy Treasure



WHEN IS IT TIME FOR COUNCIL TO STEP IN?

- Has the event outgrown the skills and capacity of the volunteer management committee?
- Has the event grown into an iconic destination event that requires closer alignment to the destination brand and marketing?
- Is there a need to make the event more inclusive of the community?



A campfire is burning brightly in the center of the image, with flames and glowing embers. The fire is set on a rocky shore next to a calm lake. In the background, dark mountains rise against a night sky with some clouds illuminated by the fire's light. The overall scene is dark and atmospheric.

DISCUSSION AROUND THE CAMPFIRE

A person is sitting on a log by a campfire at sunset. The fire is bright and glowing, illuminating the person's face and the surrounding area. The background shows a calm lake reflecting the sunset sky, with dark mountains in the distance. The overall scene is peaceful and serene.

What are your primary event challenges?



How can we ensure regional and rural events remain sustainable & successful, and continue to drive the visitor economy?

STAY IN TOUCH...

Join our Regional Festivals & Events Community

www.reventsacademy.com

linda@reventsacademy.com

0439 192 193



Download tools and resources at www.reventsacademy.com today!