

CAPACITY BUILDING PROGRAM FOR EMERGING EVENTS

The Bass Coast southeast of Melbourne includes Phillip Island, one of Australia's most-visited regional destinations, which draws 3.5 million visitors annually from around the world to watch fairy penguins and motorsports.

PROJECT PURPOSE

The development of a *Growing Off Peak Events* plan for Bass Coast Shire Council by Tilma Group identified an opportunity to increase the benefits for the region from its off peak, homegrown and authentically-Bass Coast events.

These events are run by community organisations who needed training to know how to leverage their events to increase visitor expenditure and other visitor benefits.



PROJECT OVERVIEW

Council asked Tilma Group to design and deliver a capacity building program that include components for all Bass Coast events to participate in and components to more intensively support its off-peak events to grow and develop.

A one-day event development bootcamp was held in the region for all the local event committees.

Three events held outside the peak tourism season with the potential to grow into significant events in terms of visitor economy benefits for the region then received intensive one-on-one monthly event coaching via webinar in a six-month customised and structured development program. This was a modified version of the [rEVENTS Academy Foundation Program](#) where the committees each selected five modules to make up a customised program.

The committees also received supporting tools and resources for each of the modules; access to a Q&A platform where all the participating events could ask questions, share knowledge and cross promote; and a wrap-up report with an action plan outlining the strategic and operational priorities for the event moving forward.

Lastly, an in-region half-day presentation and Q&A session was held for all of the Bass Coast event committees where the three events who had undertaken the intensive development program shared their learnings with the other Bass Coast committees.



When Council asked our committee to be part of the program, I was a little sceptical, thinking we know what we are doing, but we accepted their offer.

How wrong I was! While we had a successful event, the things Linda took us through made us realize we were not only missing out on opportunity but lacking real direction for the event's long term future.

One of the main lessons learned was the importance, but also the ease, in which planning can make things easier on a committee.

There are many things we took from the program which not only assisted with this year's event but has also given a head start to next year.

We found Linda to be very accommodating and easily understood through the online sessions - it was more of a discussion with purpose than a teacher-student scenario.

We recommend this program to any event committee regardless of what stage they are at or how long the event has been running, but would especially recommend it for new events at the start of planning.

- CRAIG EDMONDS, PRESIDENT, SAN REMO DISTRICT TOURISM & BUSINESS ASSOCIATION

REFEREE

Peter Francis

Manager, Economic Development and Tourism

Bass Coast Shire Council

0419 560 603
peter.francis@basscoast.vic.gov.au
www.basscoast.vic.gov.au

TILMA
GROUP

www.tilmagroup.com.au