



# Central Goldfields Shire Council

Events Strategy  
2024 – 2028



**CENTRAL  
GOLDFIELDS**  
SHIRE COUNCIL

# CENTRAL GOLDFIELDS SHIRE COUNCIL EVENTS STRATEGY (2024-2028)

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## VISION AND STRATEGIC DIRECTIONS

The Events Strategy has been developed to ensure that Council's support for events aligns with the community's broader goals and contributes to social, economic and cultural priorities.

For the purposes of this Strategy an event is a planned public occasion of any size, ranging from small community gatherings to large-scale festivals, where people come together for a specific purpose, such as celebrating, educating, entertaining, or promoting a cause. Beyond their primary objective, events can play a significant role in fostering social, cultural and economic benefits. Events can facilitate community connectedness by creating occasions where individuals can interact, build relationships, and strengthen social networks. Events often contribute to the awareness and appreciation of shared histories, values and significant places within a community. They contribute to the local economy through creating more attractive places and drawing visitors to towns and communities.

This Strategy does not include weddings, conferences, private functions or regular user group activity such as sport.

The Strategy is designed to clarify and establish consistency across all areas of our support for events including planning and delivery.

### VISION

Our vision is to support a thriving community, cultural and visitor scene in Central Goldfields Shire. We will achieve this by sustaining a range of current events and encouraging and attracting new initiatives that complement the current offer.

We also aim to present and support diverse, inclusive events that celebrate our community's unique culture, fostering connection and shared experiences and promoting our strengths to visitors from across the region and beyond.

### STRATEGIC DIRECTIONS

Events are a central focus for our community and consistently emerge as a key priority through community engagement and planning processes. Our Community Township Plans demonstrate the importance of events to our residents, local groups and businesses who express a strong desire for diverse and inclusive events that celebrate local culture and foster social connections.

Our strategic focus on events reflects a commitment to enhancing the quality of life for our residents by providing vibrant, culturally rich experiences and contributing to our visitor economy.

By integrating the value of events as part of community planning, we commit to ensuring that these gatherings continue to be a cornerstone of community life, reinforcing the Shire's identity as a dynamic and connected place to live and visit.

- 1. A strategic approach to attracting and supporting high quality events across Central Goldfields**

Our shared vision, supported by effective partnerships, programs and policies, will help us attract external funding and resources to enhance our events.

- 2. A clear and consistent model for supporting community and tourism events**

We will strengthen the efficiency and effectiveness of our administration, support and advice for events provided by community and external presenters.

**3. Diverse and fit for purpose event infrastructure**

We will plan, provide and advocate for indoor and outdoor infrastructure which supports a range of indoor and outdoor community, cultural, and sporting events.

**OUR FOCUS**

**1. A strategic approach to facilitating high quality events across the Central Goldfields**

- 1.1 Provides a roadmap for how we can deliver on a shared vision for festivals and events across the Shire.
- 1.2 Identifies and capitalises on key opportunities to leverage regional partnerships for coordinated event development and promotion.
- 1.3 Addresses the gaps and opportunities in the events programme to support social, cultural, and economic priorities.
- 1.4 Explores and leverages alternative funding channels, partnerships, sponsorship and grants opportunities that can enhance event sustainability and growth.

**2. Clear and consistent model for supporting community events**

- 2.1 Optimises the allocation of our resources and support including direct delivery of significant civic events and the flagship Energy Breakthrough, while also fostering partnerships and providing assistance to events which are delivered by community and external presenters.
- 2.2 Explores and implements opportunities for streamlining and enhancing administrative and compliance processes with a focus on making these more user-friendly and efficient for external and community event presenters.
- 2.3 Establishes a comprehensive framework for measuring and evaluating the effectiveness of our support for and delivery of events.
- 2.4 Clarifies our role in marketing and promotion of externally presented events when these strongly align with our priorities.

**3. Diverse and fit for purpose event infrastructure**

- 3.1 Provides event organisers with a clear understanding of venue options and necessary regulatory considerations.

## SETTING THE SCENE

In recent years, our community has witnessed a surge in the diversity and scale of events presented by both the community and external organisers. These contribute significantly to the vibrancy and connectedness of our area, promoting local strengths and attracting visitors. Recognising the pivotal role that events play in fostering community spirit and boosting the visitor economy, the need for a comprehensive Events Strategy has become increasingly apparent.

During the Pandemic from 2020 to 2022, the viability of events faced enormous challenges, including cancellations, loss of volunteers, significant increases in operational costs, and increasing compliance requirements. The impact on some events continues to be felt even though there has been widescale return to most activities.

Each year, between 50 and 60 events are presented in Central Goldfields. Since the end of the Pandemic, there has been a steady increase in key events which draw significant visitation to the region, with around 15 of these presented in 2023. These events are delivered by Council, local community groups and commercial event organisers, and range from small location-specific activations to significant events that attract thousands of visitors to key sites and destinations.

Despite a common perception that organising events is straightforward, the reality is that ensuring their success is a complex and multifaceted undertaking no matter the size of the event. This process demands careful planning, coordination, and management, involving numerous logistical challenges, such as securing permits, coordinating with vendors, managing budgets, and ensuring the safety and enjoyment of all participants.

The Strategy sets the stage for a comprehensive approach to strategic planning, recognising the capacity and resources available to sustain events over the longer term.

## STRATEGIC ALIGNMENT

### The importance of events to our community

We know that events are a top priority for our community because of the benefits that they bring. In particular, communities recognise the benefits of connection and social cohesion and the economic benefits that events deliver both in Maryborough and our smaller towns. Consequently, supporting events is strongly reflected in our strategic priorities:

	REGIONAL/COUNCIL STRATEGY AND PLANS	HOW THIS RELATES TO EVENTS STRATEGY
Economic	<ul style="list-style-type: none"><li>CGSC – Economic Development Strategy 2020-2025</li><li>Community Support Policy</li></ul>	Capitalise on tourism and the visitor economy through growth of events and promotion of unique local experiences
Tourism	<ul style="list-style-type: none"><li>CGSC - Tourism and Events Strategy 2020 -2025</li><li>Bendigo Region Destination Management Plan - Local Area</li></ul>	There is a need for more active promotion of existing events, and the development of new events which encourage community participation and draw visitors to the

	<p>Action Plan – Central Goldfields Shire Council (2024)</p> <ul style="list-style-type: none"> <li>• Central Goldfields Art Gallery Strategic Plan 2023-2026</li> <li>• Energy Breakthrough Strategic Plan 2019</li> </ul>	<p>Shire. Attracting and enhancing the right events should be a key consideration across the Shire, focused on events which align to the Shire’s existing strengths that appeal to potential future target markets.</p>
Social	<ul style="list-style-type: none"> <li>• Community Vision 2023</li> <li>• CGSC - Council Plan 2021 – 2025</li> <li>• Community Plans</li> <li>• Central Goldfields Reconciliation Action Plan 2024 (final draft for review)</li> <li>• CGSC - Volunteer Strategy and Action Plan 2021-2024</li> <li>• CG Waste Management Strategy 2020-2030</li> <li>• CGSC Positive Ageing Strategy 2021-2026</li> <li>• Active CG Recreation and Open Space Strategy 202-2029</li> <li>• Climate Action Plan 2022-2030</li> </ul>	<p>The Events Strategy will seek to align with these plans and strategies by strengthening community engagement and inclusivity, nurturing local talent, increasing volunteer participation, enhancing accessibility, and promoting sustainable practices in event planning and delivery</p>

## **BUILDING ON A STRONG FOUNDATION: Enhancing Events in Central Goldfields Shire**

Central Goldfields Shire is home to a variety of hallmark, regional, and community events that provide a range of social, economic, and cultural benefits. These events cover themes such as family, sports, recreation, arts, culture, heritage and community, and are held throughout the year. They reflect our regional strengths in economics, tourism, and community engagement, contributing significantly to the region's profile and identity.

In 2023, Central Goldfields was home to 24 events each of which drew over 100 attendees, alongside 32 smaller events across Council-managed land, buildings, and key event venues. Beyond these 56 events, our community also enjoys a diverse array of live music, literary, civic, cultural, and community events in non-council venues around the shire. The busiest period of our events calendar is during the warmer months from October to March, with a focus on outdoor events that attract a combined total of around 60,000 people annually.

This vibrant events landscape provides a strong foundation on which we can build and improve. By leveraging our existing strengths and successes, we aim to enhance our events offer even further, ensuring greater clarity in the roles of both the Council and the community.

An indicative sample of some of the key event locations in Central Goldfields include:

Maryborough

- Station Domain,
- Princes Park,
- Phillips Gardens
- Skate Park

Carisbrook

- Market Reserve
- Harness Racing Club

Dunolly

- Gordon Gardens
- Broadway

Talbot

- Scandinavian Crescent/ Ballarat Street
- Talbot Recreation Reserve

## TYPES OF EVENTS

Most of the events held in Central Goldfields celebrate and promote culture, heritage, recreation and/or community . In many cases these events reflect regional economic, tourism and community strengths and help to profile the area to the broader region.

The following event categories provide a framework that enables a clear pathway to attract events that align with the community's priorities.

**Major Events:** Deliver significant economic community outcomes, enhance the profile of Central Goldfields Shire as a destination in key markets; demonstrate a quantifiable return on investment; meet or support tourism and event products, strengths and opportunities are clearly deliverable and have adopted event management and delivery best practice; have a capacity to stimulate investment.

**Regional events:** Deliver a spread of economic, social and cultural benefits/return to the community; profile assets and facilities; are complementary to existing events; have the opportunity to grow; can demonstrate a return on investment; support partnerships and collaboration with regional stakeholders.

**Local/community events:** These events are aimed at the local community to provide place-based activities in our towns. Characteristics include delivery of a spread of benefits across the community; encouraging participation and equitable access; demonstrating a level of return on investment commensurate with the size and nature of the event; supporting community groups and/or business participation; a level of sustainability and/or capacity to grow.

### **Civic Events & Commemorations:**

Civic events are an impartial, high calibre event of significance to our Shire where the Mayor, CEO, or representative is the invitee and host

We manage and fund a range of civic events as well as supporting the delivery of a number of ceremonies hosted in conjunction with local community groups including ANZAC Day services and other national service days.

Council also hosts citizenship ceremonies in accordance with Federal Government regulations and guidelines, as well as openings of art gallery exhibitions, minister visits and similar events.

We organise and host an annual Australia Day ceremony, bringing residents from all over the Shire to celebrate this National day. Some community groups also opt to hold their own localised Australia Day event within the smaller towns.

### **Future Directions**

We recognise the evolving community perspectives around Australia Day and take note of the changing trends surrounding this national observance and initiatives undertaken by other councils to implement adjustments. Once the Council adopts a Reconciliation Action Plan (RAP), we will evaluate our approach to Australia Day in consultation with the community to ensure that diverse voices and opinions are heard and respected.

### **Sustaining our community's events**

The level of community involvement in planning and delivery of events is significant. Almost all events delivered in Central Goldfields rely heavily on dedicated local volunteers to ensure their success. The enthusiasm and participation of community members contribute significantly to the vibrant and dynamic nature of these events, highlighting the importance of local involvement in their success.

However, the knowledge, complexities and skills required to organise and host events has increased substantially over the past decade, contributing to increased stress and fatigue across volunteer committees. Volunteers are often ageing, and groups may find themselves stretched to continue to deliver events.

Further, committee member succession planning has also been challenging, which has left some committees trying to achieve more with less, adding to the stress and fatigue. Bringing on the next generation of volunteers is more important than ever.

Together with Maryborough Volunteer Resource Centre we have been working together to inform a comprehensive Volunteer Strategy that will address key challenges, enhance support structures, and align with community needs that will help strengthen all community groups.

Valuable events such as the Tiny Towns Arts Trail have faced significant challenges in maintaining their operations over time. Despite their cultural and economic importance to the community, these events have struggled to sustain themselves primarily due to volunteer fatigue, and some have not been able to continue. Often events rely heavily on a dedicated yet limited pool of volunteers to organise and execute activities.

Despite these obstacles, the community remains dedicated and passionate in the delivery of their events.



## WHAT WE HEARD

Community feedback has helped us understand what our community is looking for when it comes to events and how we might tailor our future event offerings and support.

The following strengths and challenges were identified through community consultation and have helped to inform the vision and directions for this Strategy:

### OVERALL

Strengths	Challenges
<ul style="list-style-type: none"> <li>• Our community understands the value of events and continues to be committed to delivering a wide range of events.</li> </ul>	<ul style="list-style-type: none"> <li>• Attracting and retaining volunteers</li> <li>• Navigating and adhering to regulatory compliance</li> <li>• Long-term sustainability of events</li> <li>• The high level of effort and cost to plan and deliver events</li> <li>• Reflecting diversity and inclusivity</li> <li>• Meeting sustainability practices</li> </ul>

### MAJOR EVENTS:

Strengths	Challenges
<ul style="list-style-type: none"> <li>• Strong hallmark events including Energy Breakthrough, Highland Gathering, and Talbot Markets.</li> <li>• Upgrades to Princes Park equipping the precinct to be attractive to events</li> <li>• Proximity of Central Goldfields to Ballarat and Bendigo</li> </ul>	<ul style="list-style-type: none"> <li>• Limited accommodation beds to support attendance at large events and maximise tourism yield.</li> <li>• Generating new ideas to keep an event fresh and different.</li> <li>• Securing and maintaining sponsorships and funding to support the event.</li> </ul>

### REGIONAL EVENTS:

Strengths	Challenges
<ul style="list-style-type: none"> <li>• Newly redeveloped Central Goldfields Art Gallery and Visitor Centre are leading a significant increase in visitation.</li> <li>• A heritage destination with prominent, historic goldfield townships</li> </ul>	<ul style="list-style-type: none"> <li>• Limited indoor venues with suitable technology for cultural and smaller events at night and suitable for all seasons</li> <li>• Identifying and promoting to 'target' audiences and attracting high yield visitation</li> <li>• Having a point of difference</li> <li>• Limited events for visitors between April and September</li> </ul>

### LOCAL/COMMUNITY EVENTS:

Strengths	Challenges
<ul style="list-style-type: none"> <li>• Positive collaboration among community groups for event success.</li> <li>• A broad range of events</li> </ul>	<ul style="list-style-type: none"> <li>• Reliance on Council support, grants and external funding for long-term sustainability</li> <li>• Effectively promoting and reaching a wide range of potential attendees</li> </ul>

### CIVIC EVENTS:

Strengths	Challenges
<ul style="list-style-type: none"> <li>• A committed community that understands the value of events</li> </ul>	<ul style="list-style-type: none"> <li>• Reliance on council funding / external funding for long-term sustainability</li> </ul>

# OUR ROLE AND THE ROLE OF COMMUNITY

## HOW ARE EVENTS CURRENTLY SUPPORTED?

Events within the Central Goldfields Shire are delivered by Council, community, and external presenters, on occasions these groups work in partnership with each other.

Community and external event presenters are responsible for planning and coordinating event logistics, securing necessary permits and approvals, and organising resources such as promotions, staffing and volunteers, venues, and funding.

Council plays a range of roles from presenter to promoter, partner, or supporter of events. While we have limited resources to present and support events, our Events team will continue to offer advice and information to event organisers at the planning stage. We remain committed to assisting with best practice in event planning and management, helping with permit applications and supporting venue bookings.

With the rise of new and emerging events, there is increased competition for funding and sponsorship dollars across the events sector, including for existing events. Therefore, Council funding and event support must be appropriately allocated and utilised.

We need to provide clear criteria, guidance and consistent processes for funding and in-kind support within available resources. Community events are currently eligible to apply for financial support from Council through the Community Grants Program. A tailored Events Funding Stream could establish a clear and transparent framework for event funding. This initiative will streamline the application process, ensure equitable distribution of resources, and prioritise events that align with our community's goals and values.

### Events and the environment

Council is increasingly incorporating sustainable practices to make events more environmentally sustainable including the implementation of waste reduction programs and the integration of recycling initiatives.

### Clarifying Roles and Building Better Events

<b>Council's role</b>	<b>Communities / commercial event organisers role</b>
Advice and information	Event organisation
Issuing Permits	Applying for and complying with permits
Facilitating venue bookings, etc	Sourcing funding and other resources
Guidance with sustainable practices	Volunteer participation
	Marketing and promotion

### Council run events

We partner with Country Education Partnership to deliver the annual Energy Breakthrough that attracts around 15,000 visitors from around the state and some interstate for the five-day event. 70% of Council's available support for events is committed to Energy Breakthrough

We also host the annual free Australia Day event in Maryborough with around 350 people attending each year. This event celebrates the annual award winners of the local Australia Day Awards, welcomes new citizens, and provides free food and activities.

More recently we have partnered with Committee for Maryborough to deliver the successful, free, and family friendly Goldfields Festival in Phillips Gardens, attracting around 1500 people in 2023 and 2024.

Council also delivers hundreds of smaller events and activations through its services including Library Services, Youth Services, Central Goldfields Art Gallery, Children's Services, and Waste Management.

### **Council support for community run events**

The community plays a vital role in organising and delivering community-led events. They are instrumental in activating our parks, gardens, and open spaces with a diverse range of events. These community-led events play a crucial role in shaping the identity and image of the Shire which brings together thousands of people whilst injecting vitality into the economy. These events help to foster a sense of belonging among residents and attract outside attention, highlighting the distinctiveness of the area and strengthening connections.

In 2023/24 financial year we provided in-kind support to the value of more than \$50,000 assisting community-led events with the following:

- Use of open spaces free of charge
- Ground preparation in open spaces via the Parks and Gardens department
- Reduced fees for our facilities and venues
- Zero cost for compliance requirements for non-profit groups
- Use of chairs, tables, bins etc.
- Promotional support through official channels including information on our Visitor Centre website, sharing updates on our social media platforms, and including details in our newsletters and through the community noticeboard in the local paper
- Illumination of Council offices in response to requests from residents or local community groups
- Installation of flags in Station Domain

Moving forward, we are committed to continuously improving our practices to better support our community.

In addition to the in-kind support, we allocate funds to event organisers that can be used to cover various costs associated with planning and executing events. Typically, these funds are distributed through the Community Grants Program and support the development of new events. However, there are currently some historical arrangements in place supporting annual events including Carols, Christmas Lunch, and New Years Eve. Through this strategy, we will provide greater clarity, transparency and consistency in the way that we support events across the community,

In recent years, we've noticed an increasing request for funding assistance to support the delivery of events through the Community Grants Program. The introduction of a dedicated Events Funding Stream with clear criteria for events addressing social, cultural and community priorities will assist in ensuring that Council's limited financial support is targeted to the greatest benefit.

### **Commercial events**

Council serves as the authority responsible for approving commercial or third-party events organised by event planners that occur in public areas. These events range from small gatherings to major events.

# **HOW WE WILL GET THERE**

## **A STRATEGIC APPROACH TO ATTRACTING AND SUPPORTING HIGH QUALITY EVENTS ACROSS CENTRAL GOLDFIELDS**

### **1. BUILD CAPACITY AND SUSTAINABILITY**

- 1.1. Explore opportunities to attract external resources to deliver initiatives and activities that support local event organisers to increase sustainability
- 1.2. Streamline Council's event permit and approval process by implementing more efficient and user-friendly procedures
- 1.3. Conduct workshops to educate on event compliance
- 1.4. Encourage and support environmentally friendly practices in event planning, such as waste reduction, recycling, and the use of renewable energy.
- 1.5. Develop a comprehensive approach to bolster community involvement in events by aligning with the forthcoming Volunteer Strategy.

### **2. BUILDING A REGIONAL PROFILE**

- 2.1. Identify and capitalise on key opportunities for the Council to form regional partnerships, enabling coordinated event development and promotion.
- 2.2. Encourage effective marketing and promotion of externally presented events that strongly align with Council's priorities.
- 2.3. Develop a clear strategy for proactively attracting and retaining key events which align with strategic priorities and address social, cultural and economic priorities.

## **CLEAR AND CONSISTENT MODEL FOR SUPPORTING COMMUNITY AND TOURISM EVENTS**

### **3. SUPPORT A DIVERSE CALENDAR OF EVENTS**

- 3.1 Develop and communicate clear rationale and criteria for Council's funding and in-kind support to community driven events.
- 3.2 Develop an evaluation framework for event organisers to assess the impact and outcomes for events receiving Council support.
- 3.3 Explore and utilise alternative funding channels, partnerships, and grant opportunities to enhance the sustainability and growth of events
- 3.4 Identify ways to incorporate First Nations events and cultural elements into civic events and local celebrations, ensuring they reflect and respect the histories and contributions of Indigenous Australians
- 3.5 Foster inclusivity and accessibility in events
- 3.6 Advocate for a Regional Calendar of Events

## **DIVERSE AND FIT FOR PURPOSE EVENT INFRASTRUCTURE**

### **4. PROVIDE FACILITIES AND INFRASTRUCTURE**

- 4.1 Plan and promote the development and activation of indoor and outdoor event infrastructure and precincts in key areas across the Shire.
- 4.2 Support the development of a one stop user friendly approach for booking facilities and venues.

# ACTION PLAN

## A STRATEGIC APPROACH TO ATTRACTING AND SUPPORTING HIGH QUALITY EVENTS ACROSS CENTRAL GOLDFIELDS

STATEGIC DIRECTIONS		ACTIONS	COUNCIL TEAM	TIME FRAME	MEASURES OF SUCCESS
<b>1. BUILD CAPACITY AND SUSTAINABILITY</b>	1.1 Explore opportunities to attract external resources to deliver initiatives and activities that support local event organisers to increase sustainability	<ul style="list-style-type: none"> <li>Identify funding opportunities to support the delivery of training programs</li> <li>Identify opportunities for event organisers to come together through networking events to strengthen event offerings and harness event committee expertise</li> </ul>	Events	Ongoing	<p>Successful application for grants/funding to deliver capacity building programs.</p> <p>Networking events for organisers.</p>
	1.2 Streamline Council's event permit and approval process by implementing more efficient and user-friendly procedures	<ul style="list-style-type: none"> <li>Develop comprehensive guidelines and checklists to help event organisers understand the requirements and steps involved in the permit process.</li> <li>Implement a permit process relative to the size and impact of the event.</li> <li>Improve communication and coordination between different Council departments involved in the permit approval process.</li> <li>Explore multi-year permits for events</li> <li>Develop an event toolkit to encourage best practice event management</li> <li>Seek user feedback for further improvement</li> </ul>	Events	2025  2026	New look and improved application forms and processes by June 2025
	1.3 Conduct workshops to educate on event compliance	<ul style="list-style-type: none"> <li>Provide training sessions and informational workshops for event organisers on the permit process and best practices</li> <li>Online or in person</li> </ul>	Events	Ongoing	Annual event training sessions
	1.4 Encourage and support environmentally friendly practices in event planning, such	<ul style="list-style-type: none"> <li>Incorporate waste minimisation strategies when planning events.</li> </ul>	Healthy Environments	Ongoing	A reduction in the volume of waste

	as waste reduction, recycling, and the use of renewable energy.	<ul style="list-style-type: none"> <li>• Provide bins to local event organisers to support our education for sorting and education on clean waste streams. To be reviewed in line with the develop of guidelines supporting community events, community groups and sporting groups in sustainability and waste management</li> <li>• Develop waste wise events policy to ensure Council events, festivals and meetings are ‘waste-wise’ and increase the use of local and environmentally friendly caterers, avoiding packaging waste and prioritising seasonal and plant rich cuisine.</li> </ul>			produced by events.  Development of a Waste Wise Events Policy
	1.5 Develop a comprehensive approach to bolster community involvement in events by aligning with the forthcoming volunteer strategy	<ul style="list-style-type: none"> <li>• Delivery as per the Central Goldfields Volunteer Strategy</li> </ul>	Community Development	Ongoing	Meet outcomes of Volunteer Strategy
<b>2. BUILDING A REGIONAL PROFILE</b>	2.1 Identify and capitalise on key opportunities for the Council to form regional partnerships, enabling coordinated event development and promotion	<ul style="list-style-type: none"> <li>• Collaborate with the Visitor Economy Partnerships in the immediate area to leverage regional events and promotions.</li> </ul>	Tourism, Events & Culture	Ongoing	Increase in the number of joint initiatives
	2.2 Encourage effective marketing and promotion of externally presented events that strongly align with Council’s priorities	<ul style="list-style-type: none"> <li>• Ensure events are integrated into strategic destination marketing initiatives.</li> <li>• Encourage co-promotion of events by events and local businesses to extend awareness and reach</li> <li>• Develop a marketing toolkit for event organisers</li> </ul>	Events	Ongoing  2025	Enhanced marketing and communication efforts that will maximise the ability of events to generate greater visitation.
	2.3 Develop a clear strategy for proactively attracting and retaining key events which align with strategic priorities and address social, cultural and economic priorities	<ul style="list-style-type: none"> <li>• Identify key opportunities</li> <li>• Create value propositions to attract targeted events.</li> <li>• Identify, build and maintain conditions for retention</li> </ul>	Events	2026	An attractive proposition that increases the number of events enquires.

## CLEAR AND CONSISTENT MODEL FOR SUPPORTING COMMUNITY AND TOURISM EVENTS

STRATEGIC DIRECTIONS		ACTIONS	PROJECT LEAD	TIME FRAME	MEASURES OF SUCCESS
<b>3. SUPPORT A DIVERSE CALENDAR OF EVENTS</b>	3.1 Develop and communicate clear rationale and criteria for Council's funding and in-kind support to community driven events.	<ul style="list-style-type: none"> <li>• Create an events funding program through the Community Grants Program and associated assessment criteria with the option for events to secure funding for a three-year period.</li> <li>• Update the Community Support Policy to support this</li> <li>• Update the Community Application Form to reflect in-kind support available</li> </ul>	Events	2025	<p>Funding programs open by July 2025</p> <p>Clear process for event organisers when applying for support</p>
	3.2 Develop an evaluation framework for event organisers to assess the impact and outcomes for events receiving Council support.	<ul style="list-style-type: none"> <li>• Establish clear criteria and metrics to measure the success and impact of supported events.</li> </ul>	Events	2025	The effective implementation and regular utilisation of the evaluation framework by event organisers to assess and demonstrate the events impact and outcomes
	3.3 Explore and utilise alternative funding channels, partnerships, and grant opportunities to enhance the sustainability and growth of events.	<ul style="list-style-type: none"> <li>• Encourage and provide advice to external event organisers</li> <li>• Identify and pursue opportunities for Council presented events</li> </ul>	Events	Ongoing	Grant opportunities are identified, and event organisers are encouraged to apply.
	3.4 Identify ways to incorporate First Nations events and cultural elements into civic events and local celebrations, ensuring they reflect and respect the histories	<ul style="list-style-type: none"> <li>• Delivery as per the Reconciliation Action Plan</li> </ul>	Communications and Tourism, Events & Culture	Ongoing	Meet outcomes of Reconciliation Action Plan

	and contributions of Indigenous Australians				
	3.5 Foster inclusivity and accessibility in events	<ul style="list-style-type: none"> <li>Integrate directions into the Central Goldfields Health and Wellbeing Plan</li> </ul>	Events	2025	Directions integrated and implemented
	3.6 Advocate for a Regional Calendar of Events	<ul style="list-style-type: none"> <li>Collaborate with other members of the regional Visitor Economy Partnership to identify and grow event opportunities.</li> </ul>	Tourism, Events & Culture	Ongoing	Cross promotion of regional events

#### **DIVERSE AND FIT FOR PURPOSE EVENT INFRASTRUCTURE**

<b>STATEGIC DIRECTIONS</b>		<b>ACTIONS</b>	<b>PROJECT LEAD</b>	<b>TIME FRAME</b>	<b>MEASURES OF SUCCESS</b>
<b>4. PROVIDE FACILITIES AND INFRASTRUCTURE</b>	4.1 Plan and promote the development and activation of indoor and outdoor event infrastructure and precincts in key areas across the Shire	<ul style="list-style-type: none"> <li>Undertake an audit of event sites and infrastructure to identify fit-for purpose event precincts and venues.</li> <li>Develop a prospectus for fit-for purpose event precincts and venues</li> <li>Identify potential for venue enhancements</li> <li>Provide a database of public event infrastructure and precincts on Council's website for external and internal use.</li> </ul>	Events	2026	Event venue and infrastructure information on Council's website
	4.2 Support the development of a one stop user friendly approach for booking facilities and venues	<ul style="list-style-type: none"> <li>Provide support to the Recreation department to implement an efficient booking system.</li> </ul>	Events	2025	A convenient and accessible system for booking venues that reduces processing times.



# APPENDIX ONE – STRATEGIC FRAMEWORK FOR EVENTS

The Events Strategy has been developed to align with relevant local plans and strategies

## Community Vision 2031

- Strengthen and create new social connections through community-based events, programs and activities that are welcoming, accessible for people of all abilities, inclusive and affordable.
- Embrace, celebrate support local talent and nurture creativity through arts, culture, activities, and events.
- Increase tourist activity throughout the Shire through events, festivals, activities, and experiences such as Energy Breakthrough, Agri-tourism, food, arts and culture, gold tourism and history and heritage tourism.

## CGSC - Council Plan 2021 – 2025

- Strengthen and build inclusion and community and intergenerational connections.
- Nurture and celebrate creativity.
- Capitalise on tourism opportunities.

## Central Goldfields Your Community 2030 – Community Plans

### CGSC - Tourism and Events Strategy 2020 -2025

Events play a pivotal role in the Central Goldfields Shire landscape and are highlighted as a key theme in the Central Goldfields Shire Council Tourism & Events Strategy 2020 – 2025:

**Theme Six: Develop and Enhance Events and Festivals** - There is a need for more active promotion of existing events, and the development of new events which encourage community participation and draw visitors to the Shire. Attracting and enhancing the right events should be a key consideration across the Shire, focused on events which align to the Shire's existing strengths that appeal to potential future target markets.

#### Strategies:

1. Coordinate events effort regionally
2. Develop an effective event procurement approach
3. Better leverage from existing events and festivals

#### Key Target Markets

- Creative Opinion Leaders
- Food and Wine Lifestylers
- Inspired by Nature
- Enriched Wellbeing

## Bendigo Regional Tourism Local Area Action Plan – Central Goldfields Shire Council (2024)

### Pillar One

#### 1.3 Regional Events Development

Significant, participatory sporting and cultural events are driving demand year-round, with focus on mid-week, longer stays and regional dispersal.

Local and community events are bringing the destination experience strengths to life, connecting visitors to destination values, and stories of people and place.

**Central Goldfields Art Gallery Strategic Plan 2023 -2026**

**Central Goldfields Reconciliation Action Plan 2024 (final draft for review)**

**Central Goldfields Volunteer Strategy and Action Plan 2021-2024**

**Energy Breakthrough Strategic Plan 2019**

**Community Support Policy**

**Central Goldfields Climate Action Plan 2022-2030**

**Central Goldfields Waste Management Strategy 2020-2030**

## **APPENDIX TWO – CONSULTATION**

Consultation for this strategy is being undertaken in two stages.

Stage 1 consultation was undertaken to help inform the draft strategy. This included:

- A Council briefing session to explain the Event Strategy development process and learn Council views on support for tourism and community events
- Two facilitated workshops with council staff from departments including Community Partnerships, Compliance, Communications, Emergency Management, Building, Environmental Health, OH&S, Waste, Sustainability and Visitor Services.
- One-to-one meetings with key event stakeholders to gain their views and priorities related to the development of events in the region
- An Online Event Survey distributed directly to 42 local event stakeholders and promoted to the community across Central Goldfields Shire, with 59 responses received.

Stage 2 consultation will seek feedback on the draft strategy from the broader community. Feedback gained through this process will be considered to inform the final strategy.

## APPENDIX THREE – SAMPLE OF EVENTS HOSTED IN CENTRAL GOLDFIELDS

Central Goldfields is a community delivering a range of culture, heritage, and recreational activities. The following table highlights a sample of events that showcase the range of events in our region.

EVENT	TYPE	TOWNSHIP	MONTH	ESTIMATED ATTENDANCE	
Energy Breakthrough	Educational	Maryborough	November	15000	Major event
Maryborough Highland Gathering	History & Heritage	Maryborough	January	3000	Major event
Chopped	Sport & Recreation	Carisbrook	October	3000	Major event
Talbot Farmers Market	Market	Talbot	Monthly	1500	Major event
Talbot Town Hall Community Market	Market	Talbot	Monthly	1500	Major event
Redwood Carnival	Sport & Recreation	Carisbrook	October	1500	Regional event
Goldfields Festival	Social Community	Maryborough	March/April	1500	Regional event
Maryborough Antique Bottle and Collection Fair	History & Heritage	Carisbrook	August	1000	Regional event
Maryborough Gold Cup	Sport & Recreation	Carisbrook	March	1000	Regional event
Dunolly Gold Rush	History & Heritage	Dunolly	October	1000	Regional event
Words in Winter	Arts & Culture	Shire wide	June	1000	Regional event
Christmas Market	Market	Carisbrook	December	600	Local / community event
Light up Talbot	Arts & Culture	Talbot	December	500	Local / community event
Dunolly Country Market	Market	Dunolly	Monthly	200	Local / community event

## **APPENDIX THREE – EVENT VENUES**

An expanded sample of event venues in Central Goldfields Shire:

### Indoor venues

- Adelaide Lead Hall
- Bull & Mouth Maryborough
- Bealiba Town Hall
- Dunolly Town Hall
- Maryborough Golf Club
- Maryborough Highland Society
- Maryborough Harness Racing Club (250 people)
- Maryborough Town hall (450 people)
- Railway Café
- Talbot Town Hall
- Bowenvale Hall

### Outdoor venues

- Carisbrook Recreation Reserve
- Deledio Reserve
- Gordon Gardens
- Maryborough Harness Racing Club (5000 people)
- Market Reserve
- Princes Park Precinct
- Station Domain
- Streets of Dunolly and Talbot
- Rene Fox Gardens
- Talbot Recreation Reserve

### Specialty venues

- Central Goldfields Art Gallery
- Maryborough Railway Station – Creative Space and Courtyard