

Hobsons Bay Events and Festivals Plan 2016-21 has three key goals:-

Goal One - To strengthen and support events that enhance our community

Goal Two – To strengthen tourism and economic outcomes

Goal Three – To effectively manage event impacts

During 2018-19, Council provided funding assistance to event producers through application to the Local Events and Festivals Fund and Major Events Sponsorship programs as well as an open round in support of Small Short Lead requests. Application details were promoted widely to cultural, community and sporting groups, recurrent producers and other interested groups. Applications were assessed by representatives of various areas across Council on criteria of capacity and capability, community benefits and outcomes, economic and tourism benefits and outcomes, dispersion (location and/or time of year) and contribution to a diverse events calendar for the city.

In 2018-19, 51 events were supported through these programs with support given to events and festivals that relate to the arts, cultural programming, community celebration, major sporting events, and special events that showcase the city and some of its defining characteristics. These included local initiatives such as the Vernon Street Festival, Vietnamese Moon Festival and Slow Fish Festival, to major events of regional and state significance such as the WOW Challenge and Open Water Swim, Bay Classic Series cycling, Miss Gay and Miss Transsexual Australia and the U15 Lacrosse National Championships.

Opportunities to leverage benefits from connections with state festivals such as the Melbourne Food and Wine Festival and National Trust Heritage Festival produced local programs through partnerships with special interest groups, local businesses and program development and delivered Eat Drink Westside and Heritage Hobsons Bay.

Work in support of the Events and Festivals plan included the production of 11 events, including Movies by the Bay and Summer Sounds events in Laverton, Seabrook, Altona and Williamstown and a 10 day winter activation, Neon Dog Park, in Nelson Place, Williamstown. The Unit provided assistance to 7 civic events of significance, supporting the organisers of Anzac and Remembrance Commemoration Services and coordinated the response to the New Year's Eve mass gathering in Williamstown and Newport.

During the reporting period, 70 events applicants were assessed and received permits. These included major or complex level 3 events such as the Williamstown Open Water Challenge, WSTC Girls Secondary Sport Triathlon, Surf Lifesaving Victoria Junior Carnival, Altona and Endemol Shine filming of Australian Ninja Warrior in Spotswood.

Workshops were held in Events and Risk Management Planning and Events Promotion and Marketing to help build the capacity of community events organisers to deliver events.

Hobsons Bay Events and Festivals Plan Year 3 Report – Table of funded or produced events by category and criteria.

July 2018 to June 2019				Benefits						
Month	Event	Location	Support including funding category	Com-munity	Cultural	Visitor, Tourism	Economic Impact	Heritage, History, Industrial	Enviro, Coastal, Maritime	Major Sport or Rec
July	Neon Dog Park	Williamstown	Produced		√	√	√			
August	Eid al Adha	Williamstown	Supported	√	√					
Sept	Ganpati Festival	Williamstown	Local	√	√					
	U15s Lacrosse National Championships	Altona	Major	√		√	√			√
Oct	ATAI Bathukamma Festival	Altona North	Local	√	√					
	The Last Night of the Proms	Williamstown	Local	√	√					
	MidAutumn Day Bringing Family Back To Feast	Newport	Local	√	√					
	Around the Bay in a Day	Altona	Local			√	√		√	√
	Irish Famine Orphans Commemoration/Talks	Williamstown	Local	√	√			√		
	Out On The Weekend	Williamstown	Major		√	√	√		√	
	Annual Greek Festival	Altona North	SSL	√	√					
Nov	The Jamaican Music & Food Festival	Williamstown	Major		√	√	√			
	Heritage Williamstown Beer & Cider Festival	Williamstown	Major			√	√	√		
	Art and Industry Festival	various	Partner	√	√	√	√	√		
	Macedonian Cultural Festival Williamstown	Williamstown	Major	√	√	√	√			
Dec	Laverton Carols by Candlelight	Laverton	Local	√	√					
	Altona Carols by Candlelight	Altona	Local	√	√					
	Immaculate Conception Festa	Altona	SSL	√	√			√		
	Altona Lifesaving Carnival Junior Carnival	Altona	Major	√		√	√		√	√
	Carols at the Substation	Newport	SSL	√	√					
	Carols by Candlelight	Altona Meadows	Local	√	√					
	Carols by Candlelight	Williamstown	Local	√	√					
	New Year's Eve	N/port, W/town	Produced	√		√	√			
Jan 19	Bay Classic Cycling	Williamstown	Major	√		√	√	√		√
	Essential Theatre	Williamstown	Major		√	√		√	√	
	Summer Sounds (3)	Williamstown	Produced	√	√	√	√		√	
	Summer Sounds In Your Neighbourhood	Laverton	Produced	√	√	√				
	Surf Lifesaving Victoria Senior Beach Carnival	Altona	Major	√		√	√		√	√
	Movies by the Bay (2)	Altona	Produced	√	√	√	√		√	
	Australia Day Slow Fish	Spotswood	SSL	√		√			√	

Appendix – Progress Report Hobsons Bay Events and Festivals Plan 2016-2021 Year Three

July 2018 to June 2019				Benefits						
Month	Event	Location	Support including funding category	Com-munity	Cultural	Visitor, Tourism	Economic Impact	Heritage, History, Industrial	Enviro, Coastal, Maritime	Major Sport or Rec
	Australian Open Tennis Final	Altona	Supported	√		√	√			
Feb	Go West/Midsumma	Various	Major	√	√	√	√			
	Summer Sounds	Altona	Produced	√	√	√	√		√	
	Summer Sounds In Your Neighbourhood	Seabrook	Produced	√	√	√				
	Movies by the Bay	Laverton	Produced	√	√	√	√		√	
	Miss Gay & Miss Transsexual Australia	Williamstown	Major	√	√	√				
	WOW Challenge and Vic Open Water Swim	Williamstown	Major	√		√	√		√	√
	Summer Sounds In Your Neighbourhood	Seabrook	Produced	√	√	√				
	30 th Annual Rotary's Jalna Big Bay Swim	Williamstown	SSL	√		√			√	√
	Men's Shed Custom Car and Bike Show	Altona	SSL	√		√				
	Vernon Street Festival	South Kingsville	Local	√		√	√			
	Triathlon – Girls Sport Victoria WSTC	Altona	Supported	√		√	√		√	√
	Laverton Festival	Laverton	Local	√	√					
Mar	Newport Bush Dance	Newport	Local	√	√				√	
	The Altona Truck and Trade Show	Laverton	Major			√	√	√		
	Eat Drink Westside	Various	Major	√	√	√	√			
	Shakespeare in the Gardens	Williamstown	Major		√	√		√	√	
	Slow Fish Festival	Spotswood	SSL	√		√			√	
Apr May	National Trust Heritage Hobsons Bay Fest	Various	Produced	√	√	√	√	√	√	
	Orange Tree Concert, Louis Joel	Altona	SSL	√	√					
June	Melbourne Intl Jazz Festival	Newport	Major		√	√				
	Williamstown Literary Festival	Williamstown	Major	√	√	√	√	√		
	Newport Folk Festival	Newport	Major	√	√	√				

Legend	
LEFF	Local Events and Festivals Fund
Major	Major Event Sponsorship
SSL	Small Short Lead Events fund
Supported	Community event provided with in kind support such as waste, cleansing, equipment, marketing
Produced	Event produced by Hobsons Bay City Council

Appendix – Progress Report Hobsons Bay Events and Festivals Plan 2016-2021 Year Three

Event organiser	Event Title	Month	Location	Description	Panel Recommendation /Investment	Funding Panel recommendation - in-kind support
Newport Islamic Society	Eid al Adha	August	Seaworks, Williamstown	Marking the end of the Festival of Sacrifice, an opportunity to meet with friends, family and the wider community and celebrate.	1,000	
West Melbourne Marathi	Ganpati Festival	September	Williamstown Town Hall	A Hindu celebration marking the birth of Ganesha, an opportunity to meet with friends, family and the wider community.	3,000	
Altona Lacrosse Club	U15s Lacrosse National Championships	September	Altona North	A week-long tournament for U15s from Australia and New Zealand.	4,000	Waste management, venue support and preparation.
Australia Telangana Association	ATAI Bathukamma Festival -	October	Westgate Sports & Leisure Complex Altona North	Bathukamma is a cultural floral festival celebrating women featuring cultural performances	3,000	
Western Region Concert Band	The Last Night of the Proms	October	Williamstown Town Hall	Concert which includes development opportunity for local musicians to perform with professional musicians.	3,200	
Vietnamese Association of Hobsons Bay	Mid-Autumn Day Bringing "Family" Back To "Feast"	October	Newport Community Hub	Mid-Autumn Day is the second most important date after Lunar New Year in the Vietnamese tradition. The event celebrates harvest, brings families together, with dishes that pass from generation to generation	1,000	
Irish Famine Orphans Committee	Irish Famine Orphans Commemoration	October	Williamstown foreshore	Commemorating the arrival of Irish orphans who first disembarked in Williamstown having left Ireland during the Great Famine, attended by international delegation from Ireland.	1,000	In kind support, provision of event infrastructure.
Love Police Touring	Out On The Weekend	October	Seaworks Williamstown	Americana music festival, drawing people to Williamstown, promoting the waterfront and including a ferry package built into tickets. Live broadcast from 3RRR and national media. Includes international artists.	6,000	
Greek Orthodox Parish of Altona	Hobsons Bay Annual Greek Festival		Altona North	Promoting Greek culture, food, music and heritage, offering opportunity for community celebration and connection	1,000	

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North and Districts						
The Edwards Trust/Stick Mareebo Productions	The Jamaican Music & Food Festival	November	Seaworks Williamstown	An Australian celebration of reggae, culture and music of Jamaican origin, attracting both international and interstate artists	6,000	
Williamstown Waterfront Events	Heritage Williamstown Beer & Cider Festival	November	Seaworks Williamstown	With a focus on promoting the history and heritage of pubs in Williamstown to locals and visitors from the Melbourne metropolitan area.	10,000	
Macedonian Australian Cultural Orthodox Association	Macedonian Cultural Festival Williamstown	November	Nelson Place (Com Res) Williamstown	Celebrating Macedonian culture through music, food and traditional activities and attended by people from throughout Victoria.	4,500	Provision of waste management, cleaning services and provision of seating.
Laverton Community Association	Laverton Carols by Candlelight	December	Laverton P-12 College, Laverton	Featuring performances from Laverton community members and groups	2,000	
Altona Laverton Council of Churches	Altona Carols by Candlelight	December	Logan Reserve, Altona	Opportunity for the local community to participate in and enjoy music and singing	2,500	
Altona Life Saving Club	State Life Saving Junior Carnival and Senior Carnival	December and February	Altona Beach	ALSC hosted the Lifesaving Victoria Carnival, which brought visitors from throughout the state to the city.	3,000	
Newport Fiddle and Folk Club	Carols at the Substation	December	The Substation	An opportunity to celebrate the festive season with family, friends and the wider community.	1,000	
Hobsons Bay Churches	Carols by Candlelight	December	Altona Meadows and Williamstown	An opportunity for the community to celebrate the meaning of Christmas and featuring performances by member of Hobsons Bay Churches.	2,000	
Cycling Events P/L	Bay Classic Cycling	January	Nelson Place, Williamstown	Cycling race for professional and amateur cyclists including visitors, local accommodation needs and national and international media coverage.	23,000	.

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Trans Angels Victoria	Miss Gay & Miss Transsexual Australia International	February	Williamstown	Australian based international pageant for female impersonators and transgender women promoting diversity, inclusion and equality for LGBTIQ+ people	5,000	Community rate for hire of Williamstown Town Hall.
Williamstown Swimming & Lifesaving Club	WOW Challenge	February	Williamstown Beach	Major state event, largest multi-distance, all abilities, open water swim event in Melbourne which brings together peak sporting bodies being Life Saving Victoria, Swimming Victoria, Triathlon Victoria, Masters Swimming Victoria and the Great Victorian Swim Series, all at the iconic Williamstown Beach.	10,000	Operational support for beach cleaning, waste and cleansing services.
Rotary Club of Point Gellibrand	Big Bay Swim	February	Commonwealth Reserve Williamstown	Providing welcome activities and celebration for participants of the Big Bay Swim	1,000	
Hobsons Bay Mens Shed Network Inc	Hobsons Bay Men's Shed Classic Custom Car and Bike Show	February	Apex Park Queen St Altona	An opportunity for car and motorcycle enthusiasts to display their vehicles to visitors and vehicle lovers alike.	400	Waste management, assistance from parks team to prepare location
Vernon Street, South Kingsville/ South Kingsville Community Centre	Vernon Street Festival	February	Vernon Street, South Kingsville	Opportunity Street, for the community to come together and support all that Vernon Street has to offer.	7,625	In kind support, cleansing and waste management.
Western Suburbs Triathlon Club	Triathlon Girls Sport Victoria	February	Altona, Esplanade	Triathlon event for Victorian secondary school girls – first time in Altona		In kind support for waste and cleansing services.
Laverton Traders Association	Laverton Festival	February	Aviation Road and Neville Avenue Laverton	Laverton Festival is a low cost opportunity for community celebration featuring performances, activities, a market and food.	10,000	Provision of traffic, waste management and cleaning services and marketing support.

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Newport Fiddle and Folk Club	Newport Bush Dance	March	Newport Lakes	Music performed by local musicians in a priority outdoor location with free participation, dancing, displays.	2,000	Promotion and marketing support. Site planning.
Australian Custom Trucks Magazine and Truckfest Marketing	Altona Truck and Trade Show	March	Melbourne Ball Park, Merton Street, Laverton	A combination of family event and trade show for truck enthusiasts and transport sector throughout Victoria, provides fundraising opportunities for local community organisations. Priority events location.	15,000	
Ozact	Shakespeare in the Gardens	March	Williamstown Botanic Gardens	Outdoor Shakespeare, The Tempest, with regional promotion.		In-kind support, provision of venue and support staff.
Slow Food Melbourne	Slow Fish Festival	March	Spotswood RSL	Showcasing sustainable seafood and local producers.	1,000	
Louis Joel Arts and Community Centre	Orange Tree Concert	April	Altona	Showcasing the poetry of John Shaw Nelson, who had connections to Altona and the western suburbs.	1,000	
The Substation Inc	Melbourne International Jazz Festival	June	The Substation, Newport	Bringing the Melbourne International Jazz Festival to Hobsons Bay and leveraging major event program.	5,000	
Williamstown Literary Festival	Williamstown Literary Festival	June	Williamstown Town Hall and Library	A weekend of literature, with talks, workshops and storytelling. Extensive metropolitan promotion.	18,000	In-kind support venue hire, ticketing, promotion and marketing assistance.
NFFC	Newport Folk Festival	June	various, Newport	Festival with a wide range of musical performances, opportunities for skills building, attracting people from throughout Victoria.	14,500	In kind support for marketing and promotion.

Legend
LEFF
Major
SSL

Hobsons Bay Events and Festivals Plan Year 3 Report**List of permit applications - Council managed public land or public space impacts
Events assessed and permits issued July 2018 – June 2019**

Month	Event Title	Location	Level
2018			
July	Western Suburbs Triathlon Club - Duathlon	Altona	2
August	Level Crossing Removal Authority	Altona	1
	Western Suburbs Triathlon Club - Duathlon	Altona	2
	Williamstown Primary Colour Fun Run	Williamstown	1
September	Footscray Cycling Club 18/19 Criterium	Altona	2
	Duathlon State Championship event	Altona	2
	Hunger Project Fun Run	Williamstown	1
October	Around the Bay in a Day	Williamstown	2
	Hobsons Bay Sport and Game Fishing Club	Altona	2
	Lacrosse U15 Championships	Altona North	2
	Auskick Williamstown	Williamstown	1
	Lumineer Academy Open Day	Williamstown	2
	Rotary Williamstown Halloween Party	Newport	2
	Tuckonie Orienteering Club 2018-19 season	Various	1
	Williamstown CYMS Grand Final Lunch	Williamstown	1
	Irish Famine Orphans Commemoration	Williamstown	1
	Walk a Mile in My Shoes	Williamstown	2
November	Altona Junior Lifesaving Carnival	Altona	2
	Westgate Bridge 40th Anniversary	Spotswood/ Newport	1
	Australasian Scooter Association	Newport	1
	Endemol Shine Filming (Ninja Warrior)	Spotswood	2
	Ethiopian Sport and Culture Federation	Altona North	1
	Hobsons Bay Band - Rotunda	Williamstown	1
	Macedonian Cultural Festival	Williamstown	3
	Remembrance Service Altona	Altona	2
	Remembrance Service Williamstown	Williamstown	2
	St Mary's Family Fabulous Fair	Williamstown	3
	Lifesaving Victoria Junior Carnival	Altona	3
	WSTC Summer Triathlon Series 2018-19	Altona	2
December	Altona Carols in the Park	Altona	1
	Sri Chinmoy Cherry Lake Run	Altona	1
	Williamstown Chamber Christmas Festival	Williamstown	1
	Carols by Candlelight	Altona Meadows	1
	Carols by Candlelight	Williamstown	1
	Immaculate Conception Social Club Procession	Altona	2

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2019			
January	Essential Theatre's - Twelfth Night	Williamstown	1
	Bay Cycling Crits	Williamstown	3
	Rock and Reel	Altona	1
	Surf Lifesaving Victoria Senior Beach Carnival	Altona	2
	National Jockeys Trust T20 Cricket Match	Williamstown	2
	Australia Day Slow Food Farmers Market	Spotswood	2
	Bendigo Community Bank Sandcastle Competition	Altona	1
	Australian Open - Men's tennis final on the big screen	Altona	1
	Western Suburbs Triathlon Club - Senior and Junior	Altona	2
Jan/Feb	Sunset Cinema, Thursdays-Sundays	Williamstown	2
February	WOW Challenge (Reschedule date from Dec)	Williamstown	2
	30th Annual Rotary Jalna Big Bay Swim	Williamstown	2
	Vernon Street Festival	South Kingsville	2
	Girls Sport Victoria/Western Suburbs Triathlon Club	Altona	2
	Hobsons Bay Mens Shed Custom Car and Bike Show	Altona	2
	Laverton Festival	Laverton	2
March	Silvers Circus	Altona	2
	The Altona Truck and Trade Show	Altona	2
	Slow Fish Festival	Spotswood	1
	Pink Picnic Day in the Park	Williamstown	2
	Newport Lakes Bush Dance	Newport	1
	Westbourne Grammar Fete	Newport	2
	MS Melbourne Cycle	Williamstown	3
	Sri Chinmoy Williamstown Foreshore Run	Williamstown	2
April	Easter Festival	Altona	2
	Anzac Day Commemoration Services Dawn Service	Altona	3
	Anzac Day Commemoration Services Dawn Service	Williamstown	3
	Anzac Day Dawn Service	Altona	3
	Anzac Day Commemoration Service	Newport	3
	Bob Robson Memorial Criterion	Williamstown	2
May	Vic Fish Kids	Williamstown	2
	AV Jennings / Waterline Place launch	Williamstown	2
	Western Metro Orienteering Championships	Altona Meadows	2
June	Northern Veteran Cycling Criterium	Altona	2
	Newport Folk Festival	Newport	2

Level 1	Low Impact Events with an attendance up to 500 people, no road closures or public transport impacts, in a single location, no trading.
Level 2	Medium Impact Attendance of 500-3000 people, road closures, public transport disruptions, some infrastructure, food and beverage trading.
Level 3	High Impact Attendance over 3000 people, multiple road closures and event sites, infrastructure including marquees, stages, amusement devices and trading.