

Year 4 Progress Report: Hobsons Bay Events and Festivals Plan 2019

Summary

Through the Hobsons Bay Events and Festivals Plan 2016-21 (the plan), Council enables a diverse events program which showcases the city, entertains our community, and provides opportunities for participation, collaboration, connection and capacity building. This report highlights the achievements of the Plan during the period July 2019 – June 2020 with actions undertaken across a range of work in line with its goals, values and themes and notes the impact of the COVID 19 pandemic on activity and outcomes.

Background

Successful events can build cultural identity, social cohesion and connection and can enable a celebration of sense of place, providing a greater understanding of where we live. Investment in events can support the local economy, attract visitors and encourage their return, which can benefit local business and organisations.

Council has a number of roles in relation to events and festivals. These include the assessment and approvals of events that take place on public or Council-managed land, providing advice on requirements, appropriate use of land, compliance information and coordinating stakeholders and authority approvals. Council has an advisory and facilitation role, providing a central point of contact for event organisers, monitoring and evaluating event impacts and providing support and capacity building to the community. Council provides support through funding and in-kind contributions to events which help meet Council goals and is sometimes an event producer.

Discussion

Hobsons Bay is home to a diverse and expanding calendar of events that contribute to making the city a great place to live and visit. The Plan provides direction for the support, management and development of events and festivals in Hobsons Bay and is established across three 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 2019-20, Council provided funding assistance to event producers through application to the Local Events and Festivals Fund, Major Events Sponsorship and Special 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 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 2019-20, 35 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 major events that showcase the city and some of its defining characteristics. These included local initiatives such as the Baltic, Laverton and Vernon Street

Festivals and A Taste of Vietnam, a ten-day celebration of Vietnamese culture. Sponsorship was given to major events of national significance, such as the Gill Optimist Australian Sailing Championships and The Equality Project's Better Together 2020 Conference.

Events supported through the Major Events stream brought an estimated 35,000 people into the city in the pre COVID period, with visitors from throughout Victoria, interstate, and overseas. Most of these events enjoyed high profile media and social media coverage, promoting the city and encouraging visitation. An estimated 25,000 attended a variety of community led Local Events and Festivals events which were developed and produced by volunteers contributing around 3,000 hours of their time.

Restrictions imposed as a result of the COVID-19 pandemic had a direct impact on the city's events offering, resulting in the cancellation or postponement of 20 events. These included major State festivals such as the Melbourne Food and Wine Festival and the Australian Heritage Festival which impacted local content though the Eat Drink Westside and Heritage Hobsons Bay programs. Williamstown Literary Festival and Newport Folk Festival organisers developed an amended program which was delivered online free of charge. The Events and Festivals funding round closed just as restrictions commenced and assessment of the 41 applications temporarily paused. Applicants have been encouraged to keep in touch as their plans change or adapt.

Work in support of the plan included the production of 13 events, including Movies by the Bay and Summer Sounds events in Altona, Altona Meadows, Seabrook and Williamstown and a 3-day winter activation, Winter Arts in Nelson Place, Williamstown. Assistance was provided to organisers of Remembrance Day Commemoration services and the Unit coordinated the response to the New Year's Eve mass gathering in Williamstown and Newport.

During the reporting period, 62 events applicants were assessed and received permits. These included major or complex (level 3) events such as the Williamstown Open Water Challenge, Bay Classic Cycling and the Macedonian Cultural Festival.

Capacity building programs and workshops in events and risk management practice were postponed due to the pandemic.

See Appendix 1 for summary of events and festivals that helped deliver the Plan which were funded, supported, produced or issued with permits during the period June 2019 to July 2020.

Proposed actions for 2020-21

In 2020-21, we will continue to strengthen and support events, and build capacity of our community to adapt to COVID normal requirements will continue to work with emerging community event producers to build their capacity to deliver on opportunities that benefit their neighbourhoods and communities through, mentoring, information, and advocacy. A focus on building resilience into planning and programming and on sustainable events practice is planned.

We will continue to identify festival and event opportunities that will raise the profile of the city, bring visitation and economic benefit and collaborate with producers and stakeholders to develop events which celebrate and promote the unique characteristics of our city.

The Events and Festivals Plan is in its final year. Council will have an opportunity to consider the future strategic direction of the Plan during 2021

Strategic Alignment

This report specifically addresses the following priorities of the Hobsons Bay 2030 Community Vision:

Priority 2: Community wellbeing and inter-connection

This report specifically addresses the following goals and objectives of the Council Plan 2017-21:

Goal 2: A great place

2.4 Deliver, support and promote arts, cultural, heritage, recreational and sporting events and programs that foster a sense of belonging and contribute to the liveability of the city

Policy and Previous Council Reports

The Hobsons Bay Events and Festivals Plan 2016-21 was adopted at the Ordinary Council Meeting (OCM) 15 December 2015. A report on its first year was provided at the OCM 14 March 2017. A second-year report was provided at the OCM 12 June 2018. A third-year report as presented to Council on 9 July 2019.

Legal/Statutory Obligations/Risk

The plan helps Council meet regulatory and statutory roles in the assessment of events, through clarity of roles and coordination of specialist assessment.

Events provide opportunities for people to participate, and often include opportunities for volunteers. Many events are complex in nature and all require adherence to a number of legislative, statutory and Council requirements.

Through the plan, Council plays a lead role in helping build the capacity of event organisers.

Financial and Resource Implications

The 2019-20 Action Plan has been delivered in line with Council's annual budget. The number and diversity of events within Hobsons Bay is growing steadily and demand for Council support and funding is increasing. The funding process enables Council to better review and assess event needs and provides the opportunity for new events to emerge. Funding allocations are provided in Appendix 1. Council allocates \$190,000 across its three annual categories with \$15,000 available for additional operational support. Council supported an out-of-round application by the Williamstown Chamber of Commerce for the Seaport Festival which increased Major Events Sponsorship funds by \$20,000.

Environmental/Social/Economic Impacts

Events and festivals foster a strong sense of community and cultural identity, connect people and provide opportunities to experience and participate. Responses to a public survey as part of the development of the Plan, indicated that 97 per cent of respondents believe that Council should play a role in supporting events and festivals, with 95 per cent stating that events and festivals can be beneficial to the city, for its residents and visitors.

Some parts of the city have event locations in high demand at various times of the year, drawing event producers who can add value to the sector. Examples being Commonwealth Reserve Williamstown, Logan Reserve, Altona Beach and the Pier Street precinct in Altona, and Seaworks which has drawn approximately 100,000 visitors during the year to events, markets and programs. Advocating for use of public space for events-related activity resulted in a trial of a Farmers Market in Altona Meadows which has proved popular with the community. Council aims to influence and support events that enable dispersion of impacts and benefits throughout the city and throughout the year.

Consultation and Communication

Council promoted events through the production and distribution of five editions of the Hobsons Bay Events Booklet (around 3,500-5,000 copies of each edition are published), through listings on Council's events calendar, its communications channels, social media and regular Hobsons Bay arts and events e-newsletters.

Major events are regularly promoted through tourism channels and are pitched to a wide range of metropolitan publications and social media contacts. Council produced materials including e-flyers, short film, visitor services, information bags are provided to event organisers including conference producers.

The plan and its actions were developed following extensive community and event producer consultation.

Event organiser feedback is actively encouraged through a formal debrief process and through capacity building sessions for community organisers who have input into the workshop calendar.

Hobsons Bay Events and Festivals Plan Year 4 Report – Table of funded, supported or produced events by category and criteria

July 2019 to June 2020				Benefits						
Month	Event	Location	Support including funding category	Communi ty	Cultural	Visitor, Tourism	Economic Impact	Heritage, History, Industrial	Enviro, Coastal, Maritime	Major Sport or Rec
July 2019	Winter Arts	Williamstown	Produced		√	√	√			
August	Eid El-Adha Festival	Williamstown	Local	√	√					
Sept	Ganpati Festival	Williamstown	Local	√	√					
	West of the Blues	Newport	Local	√	√					
Oct	Walk a Mile in My Shoes	Williamstown	SSL	√						
	The Baltic Festival	Altona	Local	√	√					
	Out on The Weekend	Williamstown	Major		√	√	√		√	
Nov	The Jamaican Music & Food Festival	Williamstown	Major		√	√	√			
	Irish Famine Orphans Commemoration/Talks	Williamstown	Local	√	√			√		
	Heritage Williamstown Beer & Cider Festival	Williamstown	Major			√	√	√		
	Phar Lap Run Race	Altona	SSL	√						
	Macedonian Cultural Festival Williamstown	Williamstown	Major	√	√	√	√			
Dec	Laverton Community Carols	Laverton	Local	√	√					
	Altona Carols in the Park	Altona	Local	√	√					
	Carols by Candlelight	Altona Meadows	Local	√	√					
	Carols by Candlelight	Williamstown	Local	√	√					
	Williamstown Christmas Festival	Williamstown	Major	√	√	√				
	WOW Challenge and the Victorian Open Water Swimming Championships	Williamstown	Major			√	√		√	√
	Impulse National Titles national sailing championships	Altona	Supported			√		√	√	
	New Year's Eve	Newport, Williamstown	Produced	√		√	√			
	Essential Theatre	Williamstown	Major		√	√		√	√	
Jan 2020	Bay Classic Cycling	Williamstown	Major	√		√	√			√
	RYCV Gill Optimist Australian Championship	Williamstown	Major				√		√	√

July 2019 to June 2020				Benefits						
Month	Event	Location	Support including funding category	Community	Cultural	Visitor, Tourism	Economic Impact	Heritage, History, Industrial	Enviro, Coastal, Maritime	Major Sport or Rec
	Better Together 2020 Conference	Williamstown	Major	√		√	√			
	Hobsons Bay Men's Shed Australia Day Custom, Classic Car & Bike Show	Altona	Major	√		√				
	Summer Sounds (4)	Williamstown	Produced	√	√	√	√		√	
	Movies by the Bay	Altona	Produced	√	√	√	√		√	
	Movies by the Bay	Altona Meadows	Produced	√	√					
Feb	Miss Gay & Miss Transsexual Australia Intl	Williamstown	Major	√	√	√				
	Taste of Vietnam	Altona	Local	√	√					
	Vernon Street Festival	South Kingsville	Local	√		√	√			
	Laverton Festival	Laverton	Local	√	√					
	Williamstown Seaport Festival	Williamstown	Major			√	√	√	√	
	Summer Sounds	Altona	Produced	√	√	√				
	Newport Lakes Bush Dance	Newport	Local	√	√				√	
	Multicultural Celebration Day	South Kingsville	Local	√	√					
	Movies by the Bay	Williamstown	Produced	√	√	√	√		√	
Apr	Westside Rhythm* Rescheduled	Williamstown	Local	√	√					
	Shakespeare in the Gardens* Cancelled	Williamstown	Major		√	√		√		
June	Williamstown Literary Festival 2020 online*	Online	Major	√	√	√	√			
	Newport Folk Festival Online*	Online	Major	√	√	√				

Legend	Detail
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

- * Events impacted or cancelled due to COVID 19 restrictions
- √ Expected benefits of support
- √ Potential benefits impacted due to COVID 19 restrictions

Events and Festivals Plan Year 4 Progress Report – Table of Funded Events 2019-20 including Event Description and Funding Details

Event organiser	Event title	Month	Location	Description	Panel Recommendation /Investment	Funding Panel Recommendation – in-kind support
Newport Islamic Society	Eid El-Adha Festival	August	Seaworks, Williamstown	This event marked the end of the Festival of Sacrifice, an opportunity to meet with friends, family and the wider community and celebrate.	5,000	
West Melbourne Marathi	Ganpati Festival	September	Williamstown Town Hall	This event showcased the culture and tradition of Maharashtra, a state of India.	2,500	Applicant was provided cash sponsorship as well as waiving of Town Hall hire fees
Tues Blues	West of the Blues	September	Substation, Newport	A modestly priced music event to discover more about the Blues. This group was auspiced by the Newport Fiddle and Folk Club.	2,500	
TreeHaus Williamstown	Walk a Mile in My Shoes	October	Commonwealth Reserve, Williamstown	A walk to raise local awareness for mental health issues for people with diagnosed mental illness, their families and carers.	1,000	
The Finnish Society of Melbourne	The Baltic Festival	October	The Finnish Hall, Altona	The event was a one-day concert celebrating the rich Finnish, Estonian, Latvian and Lithuanian culture through traditional music and dance.	1,400	
Love Police Touring	Out On The Weekend	October	Seaworks, Williamstown	An Americana music festival which promoted the waterfront and included a ferry package. There was live broadcast and national	8,000	

Event organiser	Event title	Month	Location	Description	Panel Recommendation /Investment	Funding Panel Recommendation – in-kind support
				media interest as well as performances by international artists.		
Hobsons Bay Running Club	Phar Lap Run Race	November	Altona Coastal Park	Held on Melbourne Cup day, this was a fun run event for the whole community at the Old Williamstown Racecourse.	1,000	
Irish Famine Orphans Committee	Irish Famine Orphans Commemoration Service	November	Williamstown foreshore	This event commemorated 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	Provided seating and access to power for the event.
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, which attracted both international and interstate artists.	6,000	
Waterfront West Group	Heritage Williamstown Beer & Cider Festival	November	Seaworks, Williamstown	The festival had a focus on promoting the history and heritage of pubs in Williamstown to locals and visitors from the Melbourne metropolitan area.	5,000	
Macedonian Australian Cultural	Macedonian Cultural Festival Williamstown	November	Nelson Place (Commonwealth Reserve)	This event celebrated Macedonian culture through music, food and traditional activities and was	6,000	Provided seating and additional waste services to the event.

Event organiser	Event title	Month	Location	Description	Panel Recommendation /Investment	Funding Panel Recommendation – in-kind support
Orthodox Association			Williamstown	attended by people from all over Victoria.		
Laverton Community Association	Laverton Community Carols	December	Laverton P-12 College, Laverton	This event featured performances from Laverton community members and groups.	2,000	
Altona Laverton Council of Churches	Altona Carols in the Park	December	Logan Reserve, Altona	This event gave the local community an opportunity to participate in and enjoy music and singing in celebration of Christmas.	2,500	
Hobsons Bay Churches	Carols by Candlelight	December	Commonwealth Reserve, Williamstown and Trafalgar Reserve, Altona Meadows	This event was an opportunity for the community to celebrate the meaning of Christmas and featured performances by member of Hobsons Bay Churches. An event was held at each location.	5,000	
Williamstown Chamber of Commerce	Williamstown Christmas Festival	December	Douglas Parade, Ferguson Street, Williamstown	A destination event for the Williamstown community, which attracted visitors from Western Melbourne, Inner North and Melbourne city and presented Williamstown as a place to eat, work, play and stay.	6,000	
Williamstown Swimming and	WOW Challenge and the Victorian Open Water	December	Williamstown Beach	This was a significant state sporting event and promoted recreational swimming amongst the community.	10,000	

Event organiser	Event title	Month	Location	Description	Panel Recommendation /Investment	Funding Panel Recommendation – in-kind support
Lifesaving Club	Swimming Championships					
Royal Yacht Club of Victoria	Gill Optimist Australian Championship	January	Williamstown waterfront, Nelson Place, Williamstown	Australia's biggest junior sailing event. The championship was held in conjunction with the Australian International Optimist Dinghy Association. The event provided opportunities to activate Commonwealth Reserve and Nelson Place.	4,000	
Cycling Events P/L	Bay Classic Cycling	January	Nelson Place, Williamstown	Criterion race for professional and amateur cyclists with local accommodation needs and national and international media coverage.	10,000	
The Equality Project	Better Together 2020 Conference	January	Williamstown Town Hall	A two-day conference/networking opportunity for LGBTQIA+ organisations, individuals and allies to come together, share stories, network and learn from each other.	15,000	Provided sponsorship for the event as well as in-kind support of the Williamstown Town Hall.
Hobsons Bay Men's Shed	Hobsons Bay Men's Shed Australia Day Custom, Classic Car & Bike Show	January	Apex Park, Doug Grant Reserve, Queen St, Altona	A collection of veteran, vintage and classic vehicles from across the state.	5,000	

Event organiser	Event title	Month	Location	Description	Panel Recommendation /Investment	Funding Panel Recommendation – in-kind support
Trans Angels Victoria	Miss Gay & Miss Transsexual Australia International	February	Williamstown Town Hall	Part of the Midsumma Festival and to promote inclusion, diversity and equality for the LGBTQIA+ community in Australia.	5,000	As well as cash sponsorship, waiving of Town Hall hire fees (community rate)
Vietnamese Association of Hobsons Bay	Taste of Vietnam	February	Louis Joel Art Centre, Altona	A journey that revealed the best of Vietnam, the food, the arts and literature and a sense of a beautiful country with a long and rich history.	6,000	
South Kingsville Community Centre	Vernon Street Festival	February	Vernon Street, South Kingsville	A local festival for the community to come together and support local traders and all that Vernon Street has to offer.	8,000	
Laverton Traders Association	Laverton Festival	February	Aviation Road and Neville Avenue, Laverton	This festival was a low-cost opportunity for community celebration, featuring performances, activities, a market and food stalls.	10,000	As well as the cash sponsorship, Council assists with the costs of traffic management and waste management and cleansing for the event.
Williamstown Chamber of Commerce	Williamstown Seaport Festival	February and March	Williamstown waterfront, Seaworks, Nelson Place, The Strand.	An opportunity to celebrate, understand and engage with Williamstown's unique Maritime history, industry and lifestyle.	20,000	In kind support for festival related activations on Commonwealth and Morley Reserves.

Event organiser	Event title	Month	Location	Description	Panel Recommendation /Investment	Funding Panel Recommendation – in-kind support
Newport Fiddle and Folk Club	Newport Lakes Bush Dance	March	Newport Lakes	Music performed by local musicians in a priority outdoor location with free participation, dancing and displays.	2,300	
Gateways Community Services	Multicultural Celebration Day – COVID CANCELLED	March	South Kingsville Community Centre	This event was to coincide with Cultural Diversity Week in 2019. Participants were treated with transport, lunch, entertainment, guest speakers and cultural exhibitions.	2,000	
NBM International	11th Annual Melbourne Latin Festival – COVID CANCELLED	March	Seaworks, Williamstown	A community led two-day 'Fiesta' celebrating all things Latin, created to celebrate the diversity of the Latin American culture through music, dance and food.	10,000	
Finding Figaro	Westside Rhythm – COVID CANCELLED	April	Seaworks, Williamstown	A live dance music event aimed at 18-25 year-olds; the event showcased local talented musicians as well as a range of larger headliner acts.	5,000	
Williamstown Literary Festival	Williamstown Literary Festival 2020 Online programme	May and June	Online	A series of free online sessions with key authors and speakers to keep engagement and reach new audiences in light of COVID event restrictions.	20,000	

Event organiser	Event title	Month	Location	Description	Panel Recommendation /Investment	Funding Panel Recommendation – in-kind support
Newport Fiddle and Folk Club	Newport Folk Festival Online programme	June	Online	An online program with 10 performances to be heard in your lounge room. Performances are free and accessible through the Facebook Live format.	5,000	

Legend

Local Events and Festivals Fund

Major Event Sponsorship

Small Short Lead Events

Hobsons Bay Events and Festivals Plan Year 4 Report

List of permit applications - Council managed public land or public space impacts

Events assessed and permits issued July 2019 – June 2020

Month	Event Title	Location	Level
2019			
July	Western Suburbs Triathlon Club – Duathlon series	Altona	2
August	Williamstown Auskick presentation	Williamstown	1
	Western Suburbs Triathlon Club – Duathlon series	Altona	2
September	Victorian Fishing Authority kids' clinic	Williamstown	2
	WSTC Duathlon Series Combined Tri Vic Series Race	Altona	2
October	Around the Bay	Williamstown / Altona	3
	Sacred Heart Primary Fete	Newport	2
	Walk a Mile in My Shoes	Williamstown	1
	Footscray Cycling Summer Criterium Series	Altona	2
	Western Suburbs Triathlon Club – Duathlon series	Altona	2
	Tuckonie Orienteering Club - Summer Series	Williamstown	1
	Community Halloween Party	Newport	2
November	Phar Lap Run Race	Altona	1
	WSTC Summer Triathlon Series	Altona	2
	Footscray Cycling Summer Criterium Series	Altona	2
	Tuckonie Orienteering Club - Summer Series	Altona Meadows	1
	Mobil 70 Anniversary Celebrations	Altona	2
	Williamstown Primary Seaside Fair	Williamstown	2
	Irish Famine Orphans Girls Commemoration Service	Williamstown	1
	Macedonian Cultural Festival	Williamstown	3
	Hubcap Launch The Outdoor Gallery	Newport	1
	Walk Together for Brain Injury – POSTPONED	Altona	1
December	Footscray Cycling Summer Criterium Series	Altona	2
	WSTC Summer Triathlon Series	Altona	2
	Tuckonie Orienteering Club - Summer Series	Williamstown	1
	WOW Challenge & Vic Open Water Championships	Williamstown	3
	Sri Chinmoy Cherry Lake Run	Altona	1
	Christmas Fair in Newport	Newport	2
	Laverton Community Carols	Laverton	1
	Carols by Candlelight	Altona Meadows	1
	Carols by Candlelight	Williamstown	1
	Altona Carols in the Park	Altona	1

2020			
January	Bay Classic Cycling	Williamstown	3
	Footscray Cycling Summer Criterium Series	Altona	2
	Tuckonie Orienteering Club - Summer Series	Newport	1
	Potterhouse Christian Centre Rock and Reel	Williamstown	2
	Hobsons Bay Men's Shed Australia Day Custom, Classic Car & Bike Show	Altona	2
February	Footscray Cycling Summer Criterium Series	Altona	2
	WSTC Summer Triathlon Series	Altona	2
	WSTC Summer Triathlon Series – closed road	Altona	2
	Tuckonie Orienteering Club - Summer Series	Altona	1
	The Big Swim	Williamstown	2
	Parley Foundation Altona Beach clean-up	Altona	1
	Vernon Street Festival	South Kingsville	2
	Laverton Festival	Laverton	2
	Taste of Vietnam	Altona	1
March	Footscray Cycling Summer Criterium Series	Altona	2
	WSTC Triathlon with Girls Secondary	Altona	2
	Tuckonie Orienteering Club - Summer Series	Altona North	1
	Newport Lakes Bush Dance	Newport	1
	WSTC Summer Triathlon Series	Altona	2
	MS Melbourne Cycle*	Altona	3
	Altona Green Primary fete*	Altona	2
	Sri Chinmoy Williamstown Foreshore Run*	Williamstown	1
April	WSTC Summer Triathlon Series cancelled*	Altona	2
	Tuckonie Orienteering Club - Autumn Series*	Williamstown	1
	Footscray Cycling Summer Criterium*	Altona	2
	Footscray Cycling Bob Robson Memorial Criterium*	Altona	2
	Good Friday Ecumenical gathering- COVID*	Altona	1
May	Tuckonie Orienteering Club - Autumn Series*	Newport	1
	Flynn's Walk*	Williamstown	1

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.

* Event did not take place due to COVID 19 restrictions – permits previously issued)