

# Events and Festivals Plan

2016 - 2021

**HOBSONS**  
**BAY CITY**  
COUNCIL



The Council acknowledges the Kulin Nation as the traditional owners of these municipal lands.

**Published October 2015**

This Plan was compiled by the Hobsons Bay Culture and Economic Development Department as a whole of Council Events and Festivals Plan. The Plan was developed following consultation with residents, event organisers, venues, businesses, tourism organisations and traders.

For further information contact Hobsons Bay City Council on 03 9932 1000 or visit the website [www.hobsonsbay.vic.gov.au](http://www.hobsonsbay.vic.gov.au)

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## Message from the Mayor

At the heart of all of our events and festivals is our local community and when delivered well they should define us. Our events and festivals are a big part of how we come together to celebrate our cultural riches in things such as arts, music, diversity and also in stimulating our local economy and tourism.

Hobsons Bay City Council funds, produces or supports a number of events, festivals and cultural programs that form the basis of our annual events and festivals calendar. This role is critical and aligns with our community's values and priorities for health and wellbeing.

Hobsons Bay is well known for its festivals and events programs and we want to build on that reputation of strong community based events into the future.

Why do we need an events and festivals plan? What are the opportunities and how to best manage for the enjoyment and amenity of all while still delivering fun and impactful festival and events? These are all questions that this plan clearly addresses and explains.

The plan sets an aspiration path for the future and identifies community based themes to both showcase our wonderful city and entertain our diverse community.

The plan also importantly sets strong standards around best practice service that will ensure all event organisers are able to meet the expectations of our community.

Lastly, this plan represents a tremendous amount of work from our officers and input from the community. Those involved should be proud, and I'm confident that the pathway set out in this plan will ensure our festivals and events will remain at the high quality our community expects long into the future.



Cr Peter Hemphill

Mayor of Hobsons Bay

## **Definitions**

**Local and or community events** – local public events organised for the community by local groups including not-for-profit, special interest or trader organisations. They can generate social, community and cultural benefits, and some have economic benefits as well. The majority of event visitors are local.

**Major or special events** – public events that attract both locals and visitors from outside the city. They can generate significant economic, tourism, social, community and cultural benefits. These events may have a regional, state, national or international profile. Special events differ from major events in their tendency to be one-off opportunities which can showcase the municipality, for example international sporting events.

**Civic events** – events that are ceremonial, remembrance, advocacy or celebratory which recognise national days and events of significance. Examples include Australia Day, Citizenship ceremonies, ANZAC Day, NAIDOC Week, Remembrance Day.

**Festivals** – a series of events or programs linked around a particular theme or place. Festivals are important to a local audience as well as visitors. People can be drawn by a location, its context or a special interest or cultural experience.

## **1. Introduction**

Hobsons Bay City Council (Council) has a rich history of supporting arts, cultural, community, sporting, tourism and special interest events. From neighbourhood initiatives to major events, Hobsons Bay supports a diverse and expanding calendar of events that create vibrancy and contribute to making the city a great place to live and to visit.

Events are a valued part of our community. Events and festivals can:

- Foster a strong sense of community, local pride and cultural identity
- Provide a greater understanding and appreciation of where we live, a sense of place
- Connect people and provide opportunities to enable creative expression, and celebration of our cultural diversity
- Provide opportunities for active participation and contribute to the wellbeing of our community.
- Utilise and support the development of event related venues and spaces
- Create mechanism for charity, fundraising and awareness campaigns
- Generate a range of tourism and economic benefits, help build the profile of our city and showcase its key attributes
- Enable recognition, remembrance, celebration and commemoration of significant occasions

The Hobsons Bay Events and Festivals Plan (the Plan) provides a strategic direction for the development of events and festivals in Hobsons Bay. It provides a framework for decision making and planning, including Council's roles, why and how it supports events and the key priority areas for Council's support. The Plan will guide the direction for Council supported and managed events, the development of policies and procedures related to assessment of events and inform the allocation of resources.

The Plan has been developed to support the sustainability of the events program, and to ensure events and festivals can continue to evolve and meet the needs of the community, visitors and the economic sector. Recognising it is not financially possible to support all events, Council will prioritise its support to events that deliver key priorities within the Council Plan.

### **About the Events and Festivals Plan**

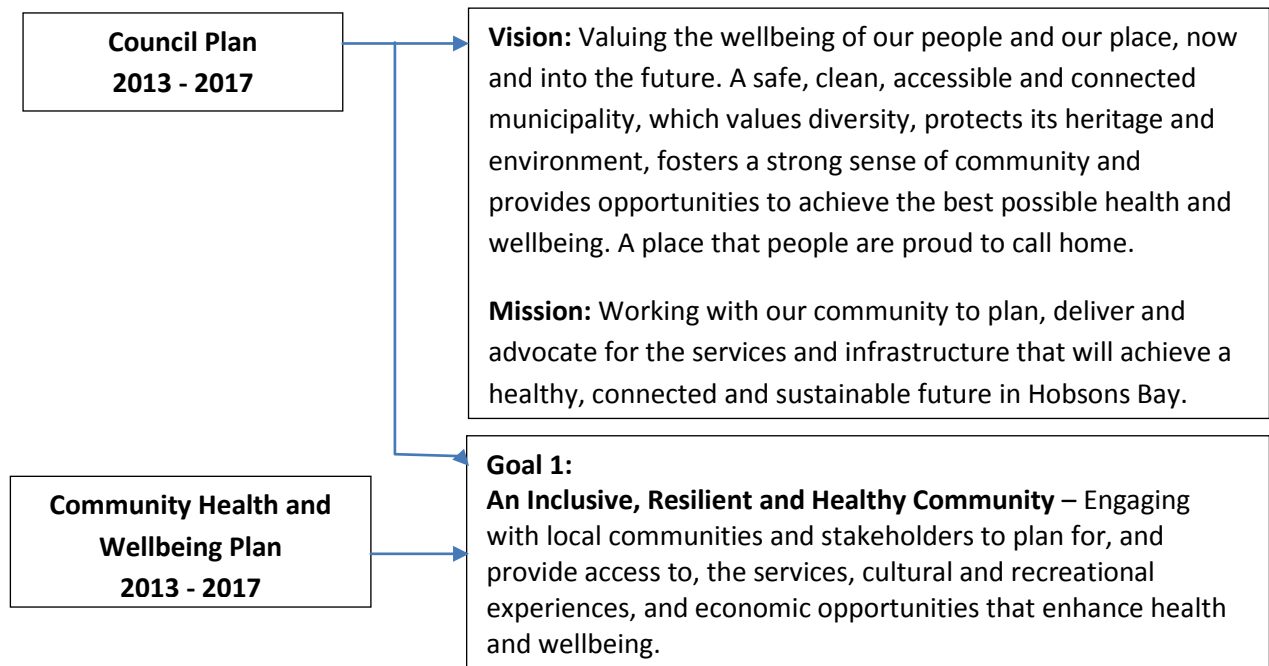
The Plan has been developed with extensive consultation across Council units involved in events including workshops with service authorities, event organisers, tourism operators, community organisations and event venues. Work included a survey of people attending Council's summer events program, an online survey, benchmarking with other LGA's, surveys and meetings with event producers and organisers. (Appendix B: Community Consultation and Survey).

An assessment and review of Council's procedures and practices across the events spectrum has been undertaken. The review has resulted in many recommendations, to help Council provide a high level of customer service, working to best practice in relation to assessments and permits in event applications. It recommends creating new cross department protocols reflecting how many departments or services within Council have a responsibility and role in event assessment and practice.

A review of Council’s events and festivals funding has been undertaken and recommendations for its future program will continue to deliver a balanced and diverse calendar while transitioning to an application process that can support both the development of existing events and the consideration of new opportunities.

## 2. Policy Context

The Events and Festivals Plan will deliver a number of outcomes in Council’s Community Health and Wellbeing Plan 2013 – 2017 and the Council Plan 2013 – 2017.



### Associated Plans

The Events and Festivals Plan is relevant to the following Council Plans and Strategies:

- Arts and Culture Plan 2011 – 2015
- Multicultural Plan 2012 – 2015
- Ageing Well Strategy 2007 – 2017
- Reconciliation Policy Statement 2011
- Disability Access and Inclusion Strategy 2013 – 2017
- Open Space Strategy 2014 – 2026 (in development)
- Sport and Recreation Strategy 2014
- Climate Change Policy 2013
- Children and Young People’s Plan 2014 – 2018
- Library Strategic Plan 2012 – 2015
- Economic Development Strategy 2015 – 2020
- and Tourism Strategy (*current principles and new strategy when in development*)

### Regional and State Context

A well planned and strategic focus on events and festivals will enhance the city’s reputation as a great place to live and to visit. People travel here for events. There are opportunities to build on the city’s characteristics, including our environment, especially our coastal location and open space; our

history and heritage, including but not limited to our maritime and industrial past (and present), to help further position the city as a great destination, while adding richness to our local experience.

The Victorian Employers' Chamber of Commerce and Industry (VECCI), through the Victorian Events Industry Council Report 2020 notes that the events industry (excluding business events and conferences) contributes approximately \$1.2 billion to the state's economy each year, through direct and indirect spend.

Melbourne's calendar of annual events and festivals and one off special events ensures it remains one of Australia's most popular and interesting destinations.

Working in partnership to leverage from Victoria's major events, where benefits are able to be identified for the city is an opportunity. Midsumma through Go West and the Melbourne Food and Wine Festival are recent event examples and there are many other opportunities. Council can create opportunities, working regionally with the western Councils and in closer liaison on opportunities, scheduling and marketing so that residents and the regional economy are positioned to benefit.

The Events and Festivals Plan recognises the key principles within:

- Lead West's Western Agenda (*publish in appendix*)
- Western Melbourne Tourism priorities
- Visit Victoria's 10 Year Tourism and Events Industry Strategy

### **3. Context**

#### **3.1 Events across the municipality**

In an average year, Council supports more than 60 festivals and events as well as many local community celebrations. [Appendix C Recent Events in Hobsons Bay] The number and diversity of events within Hobsons Bay has been steadily growing and demand for Council support and funding is increasing.

Some locations are a natural draw for outdoor events organisers and are in higher demand. Commonwealth Reserve at waterfront Nelson Place in Williamstown and Logan Reserve in Altona share characteristics that position them well for many events, being part of retail precincts with food and hospitality providers that can provide added value to an event (and in turn value to the retail sector), accessible by various transport modes and lovely open spaces with vistas towards the water.

While recognising these are important event destinations, opportunities to showcase other parts of the city can be explored, helping to balance the impacts and benefits of events, and amenity for residents.

Over recent years, new cultural venues such as the Substation in Newport and Woods Street Arts Space in Laverton have emerged and are now a catalyst for events. Seaworks has become established across Melbourne as a space that suits a multitude of events, in addition to the focus of the Seaworks Foundation on activating the site through events and activities that showcase its history and maritime features.



Events may help build the use of assets such as the Melbourne Ballpark in Laverton, and tourism destinations like Scienceworks have spaces that can be activated by events. City-wide events such as Go West for Midsumma and Council's Art in Public Places program take cultural events to locations around the city.

Many outdoor events take place in the warmer months, between November and March. Winter festivals which have been developed in the community and sponsored by Council, such as the Newport Folk Festival and the Williamstown Literary Festival, have contributed to the cultural mix of the city, and also helped balance the calendar so that significant events and festivals are on offer year round.

**Opportunities:**

- Continue the dispersal of events across the municipality, with events aligned to the needs and interests of specific communities
- Encourage or support events from May to September, including during school holiday periods
- Identify the capacity and opportunities for event usage of community assets

**3.2 Local and community events**

A significant proportion of events within Hobsons Bay are organised by community groups and some would not be financially viable without Council funding. As the events sector becomes increasingly complex and regulated, the costs to conduct events are increasing, along with the demands placed on organisers who are often largely volunteers.

Community event organisers have identified the need for support in a range of areas including budgeting, sponsorship, compliance, programming, marketing, operations and risk and safety management. There is also a need to continuously evolve, refresh and reinvigorate programming to ensure the events remain relevant to audiences.

**Opportunities:**

- Build the skills and capacity of event organisers to assist in the delivery of successful and sustainable events
- Provide user friendly event assessment and approval processes
- Identify opportunities for community event organisers to continue to develop beneficial community outcomes

**3.3 Major/Special events**

Hobsons Bay hosts major events which can attract and be of interest to local residents as well as drawing regional, interstate or international visitors. These events create economic and tourism opportunities and can provide a range of community benefits.

The city hosts a number of significant events with strong visitor appeal. It also has some interesting and unique venues including Seaworks, the Substation, Scienceworks and Melbourne Ballpark capable of hosting major events.

The municipality does not have a “hallmark” event although it does have many unique characteristics that could contribute to the development of one. Our advantages – the environment, including our coastal location and open spaces; our history and heritage, our maritime and industrial past and present, our commitment to arts and culture and cultural diversity and our venues give us a strong platform to attract major events. The ability to attract major events into the city will help deliver benefits for residents and businesses, and will strengthen the identity of the city in the Victorian events and tourism landscape.

With high demand locations such as Seaworks and Commonwealth Reserve at waterfront Williamstown, and Logan Reserve on the Altona foreshore, there is a need to effectively assess and manage the impact on local communities and local amenity and to ensure local traders are well informed and provided with opportunities to benefit from major events.

**Opportunities:**

- Identify events that can deliver a unique event experience not available elsewhere
- Identify events that showcase the strengths of Hobsons Bay
- Identify opportunities that will generate additional visitation including leveraging other major events
- Work with event venues, traders and event organisers to ensure event visitors receive an exceptional experience
- Ensure the impacts of major events on the local amenity are identified and managed
- Ensure that spending in local communities is maximised and benefits are identified and leveraged

### **3.4 Council produced events**

Over the past 10 years Council has had a role as an active events producer, contributing to the calendar by producing free events such as Movies by the Bay and Summer Sounds. The number of events in the city has grown considerably in that time. Council can take the opportunity to assess its role and allocation of resources, taking into consideration where producers are also able to deliver events. Many Council departments produce events for weeks of significance or which align with Council plans and goals. These can include Children's, Senior's, NAIDOC, Reconciliation, Refugee, Cultural Diversity Week(s), International Day of People With A Disability, library and learning events, environment events like World Environment Day and events that are a component of arts programs such as Art in Public Places.

#### **Opportunities:**

- Identify where there may be gaps and needs not being delivered by other producers
- Assess where Council resources can be reallocated to provide greatest equity in the calendar
- Measure the impacts of events produced by Council to determine whether they are meeting Council priorities and community needs

### **3.5 Council funding for events**

Council has provided funding and sponsored many community and major events in recent years and will continue to support a diverse range of events that align with the key priorities of this Plan. Council needs to be able to make decisions around the allocation of resources and the assessment of events so that the best outcomes are achieved within the resources available. Elements to take into consideration include event locations and timing so that the impacts and benefits of events are able to be balanced around the city and throughout the year. An assessment and debrief framework will ensure events continue to be effective, and to hit their mark. Council has historically provided recurrent funding to some events and festivals and established an interim Local Neighborhood Festivals Fund for application for others. There are limitations for Council and community around providing recurrent funding as organisers don't have a mechanism to easily review or reassess what their funding needs are which can have an impact on events being able to grow and develop.

A funding program developed to replace Council's recurrent funding allocations and the Local Neighborhood Festivals Fund is designed to be able to be phased in during 2015-16, ready for implementation in 2016-17.

#### **Opportunities:**

- Review the funding and sponsorship program to prioritise support to events that will deliver the greatest outcomes for the city
- Support a process that identifies that events needs may change over time

## **4. Roles**

### **4.1 Council roles**

Council will facilitate, coordinate, deliver, attract and market events that deliver beneficial social, community and economic outcomes, and will work with organisers to evaluate the impact of events.

A cross-Council approach to events will ensure quality input into event related matters including identifying opportunities, assessing and approving events. Council will undertake a coordination role with key stakeholders involved with and impacted by events, including event organisers, venues, businesses, tourism operators, regulatory authorities, emergency services and communities impacted by events.

## Hobsons Bay City Council roles

ROLE	DESCRIPTION	COUNCIL DEPARTMENTS
<b>Advisor, facilitator and coordinator</b>	Central point of contact for event organisers, including events produced by other Council departments, provision of advice on suitable venues, dates, services, resources and partnerships	Events Unit with input from relevant departments.
<b>Assessment and approval processes</b>	Council wide event assessment process, approval and issuing of permits, compliance information and coordination of external authorities, monitoring and evaluation of events	Events Unit and relevant departments: City Services, Assets, Sport and Recreation, Infrastructure and Projects, Governance and Local Laws, Planning, Building and Health Services.
<b>Support and development</b>	Provision of support to build the capacity of event organisers, including community event organisers and council staff	Events Unit, Organisation Development, Learning Communities, all event organisers
<b>Venue provider</b>	Assessment of suitability, provision of and hiring of Council open spaces and venues; Input into event infrastructure requirements.	Assets, Sport and Recreation, City Services (weddings), Venues, Community Services
<b>Funding and sponsorship</b>	Provision of Events and Festivals Funding and Sponsorship Program.	Events Unit with input from relevant departments: Assets, Sport and Recreation, Learning Communities, Family, Youth and Children's Services.
<b>Event Producer and Partner</b>	Council will produce or partner with events where there is an identified need within the community that is not being met by other organisers, and where strategic outcomes aligned to Council priorities can be achieved.	Events Unit with input from relevant departments: Assets, Sport and Recreation, Learning Communities, Family, Youth and Children's Services.
<b>Marketing and Communications</b>	Marketing of events, liaison with tourism and other marketing organisations.	Events Unit, Communications, relevant specialist departments.
<b>Event attraction and development</b>	In conjunction with host organisations, assistance with attraction of major events; identifying opportunities to leverage the benefits achievable from events.	Events Unit, Economic Development and Tourism, Recreation, Arts and Culture
<b>Event monitoring and evaluation</b>	Event monitoring and evaluation of the impact of events and festivals, in conjunction with event organisers.	Events Unit and relevant departments: City Services, Assets, Sport and Recreation, Infrastructure and Projects, Governance and Local Laws, Planning, Building and Health Services

## **4.2 Partnerships and stakeholders**

Council will work in partnership to deliver successful and sustainable event outcomes. Collaboration and communication will occur with stakeholders to address key issues including:

- The coordination of event dates to ensure a spread of events across the year.
- Managing event impacts and ensuring the selection of appropriate locations and timing of events
- Maximising awareness of events
- Identifying opportunities to maximise the benefits achievable from events
- Identifying infrastructure and venue issues
- Evaluation of event outcomes.

## Key stakeholder groups and their roles include

STAKEHOLDER	ROLE
Event organisers, producers and owners	Planning, delivery and evaluation of events
Event venues	Provision of venues, facilities and spaces Identification of infrastructure investment needs to improve venues
Clubs, associations and community organisations	Event attraction, delivery and coordination
Lead West	Coordination of regional events calendar, identification of regional opportunities and advocacy for infrastructure priorities
Western Melbourne Tourism	Regional promotion, advocacy and identification of event opportunities
Destination Melbourne	Access to marketing channels through Victoria including digital
Parks Victoria	Responsible for events on waterways and on state or Crown land
Local businesses, Chambers of Commerce/Trader Associations	Leverage and market events, produce events, identify opportunities and needs within local precincts
Tourism venues	Host venues for major and community events and identifying opportunities to leverage event benefits
State and federal government departments including Visit Victoria, Tourism Australia, Sport and Recreation	Event funding, partnership and promotion opportunities
Regulatory authorities and emergency services including Victoria Police, VicRoads, Ambulance Victoria, Public Transport Victoria	Provision of compliance and regulatory information and advice. Participation in pre-event planning and assessment processes, monitoring and evaluation.

## **5. Key Principles**

### **5.1 Key principles**

The following principles will assist Council to prioritise which events it will fund and sponsor. Additional criteria will be considered in determining support for community and major events.

Council seeks to support:

- Events that promote and support the vision in the Council Plan
- A range of event types, catering for the diverse demographic of the community
- A spread of events across the municipality, recognising that some locations are a better fit for major events
- A dispersion of events throughout the year
- Events that are well managed, including understanding the needs of the community and the impacts on the environment
- Events that are innovative and evolve to meet the changing needs and expectations of the community
- Events that can deliver a unique experience not obviously available elsewhere
- Events that showcase the key features of the community and the environment, particularly those that are unique or promote the cultural reputation of the municipality
- Events that have a point of difference and are uniquely suited to a location

Assessment and approval of events on Council land will be in accordance with the Hobsons Bay Events Planning Guide.



## 5.2 Key event assets

Hobsons Bay has a plethora of assets and features suitable for events and festivals. Whilst not an exhaustive list, below are some of the key features and assets that Council identifies as event opportunities.

History and Heritage	Environment and Coastal	Cultural	Industrial	Sport and Recreation
<ul style="list-style-type: none"> <li>• Historic seaport (Williamstown)</li> <li>• Rail history</li> <li>• Streetscape</li> <li>• Industry generally</li> <li>• Seaworks</li> <li>• The Substation</li> <li>• Heritage buildings including Altona Homestead, Old Laverton School, Williamstown Town Hall</li> <li>• War memorials and ANZAC history</li> <li>• Altona Coastal Park</li> </ul>	<ul style="list-style-type: none"> <li>• Bays, beaches and coastal environment</li> <li>• Coast trails (walking, cycling)</li> <li>• Logan Reserve</li> <li>• Commonwealth Reserve</li> <li>• Newport Lakes</li> <li>• Cherry Lake</li> <li>• Seaworks</li> <li>• HMAS Castlemaine</li> <li>• Point Gellibrand</li> <li>• Industry</li> <li>• Truganina</li> <li>• Wetlands</li> <li>• River frontage</li> </ul>	<ul style="list-style-type: none"> <li>• Diverse community</li> <li>• Aboriginal culture</li> <li>• Scienceworks and the Planetarium</li> <li>• Substation</li> <li>• Joel Gallery</li> <li>• Woods Street Arts Space</li> <li>• Libraries</li> <li>• Christmas</li> <li>• Heritage buildings including Old Laverton School, Williamstown Town Hall,</li> <li>• Historical societies and museums</li> </ul>	<ul style="list-style-type: none"> <li>• Maritime industry</li> <li>• Industrial heritage</li> <li>• Industrial sites and presence in the environment</li> <li>• Scienceworks</li> <li>• Pumping Stations</li> <li>• Newport Railway Workshops</li> <li>• Spotswood</li> <li>• The Substation</li> </ul>	<ul style="list-style-type: none"> <li>• Open spaces</li> <li>• Bays, beaches and coastal environment</li> <li>• Coast trails (walking, cycling)</li> <li>• Sailing</li> <li>• Newport Lakes</li> <li>• Cherry Lake</li> <li>• Melbourne Ballpark (Baseball)</li> <li>• Badminton</li> <li>• Athletics Track Newport</li> <li>• Sailing</li> <li>• Kiteboarding</li> </ul>

## 6. Events and Festivals Plan and Priorities

### 6.1 Goal 1: Strengthen and support events that enhance our community

Council aims to support and strengthen the capacity of event organisers to deliver successful and sustainable community events.

In addition to the key principles outlined, the priorities for Council's support of community events will include those that:

- Provide opportunities for cultural celebration and expression, active participation and learning opportunities
- Celebrate and acknowledge the diversity, heritage and environment of Hobsons Bay
- Support the development of strong and vibrant neighbourhoods and connections within communities
- Provides free or low cost entertainment options, particularly to families in locations with fewer events

- Encourage the utilisation of assets including open spaces, sport and leisure facilities and arts and cultural spaces
- Recognise, celebrate and commemorate occasions of significance

**Outcomes:**

- A calendar of events and festivals that contribute to making Hobsons Bay a great place to live, acknowledge, commemorate or celebrate key occasions, and contribute to the wellbeing of our community
- Enhanced capacity and capability of event organisers to deliver successful community events

**Indicators of success:**

- Evidence of increased participation of the community in events
- Community events delivering beneficial community outcomes
- Improved capacity and capability of community event organisers to deliver successful events

**6.2 Goal 2: Strengthen tourism and economic outcomes**

Council aims to support events that have the capacity to attract significant visitation, generate tourism and economic benefits and build awareness of locations within the municipality. Events can be a catalyst to attract or provide new investment in the city. Council recognises the importance of providing a great experience to residents and event visitors to encourage return visitation and positive word of mouth. There is also the need to accurately measure the impact of events. Priority support will be given to events that:

- Showcase special features of the city including our bays, history, maritime heritage, coastal environment, industry, cycling paths, arts and culture and unique venues
- Increase awareness and improve and strengthen Hobsons Bay's image as a great place to visit year round
- Have a point of difference and are uniquely suited to the location
- Can contribute to a balanced calendar, particularly outside seasonal peak periods
- Generate local spending including retail, hospitality and accommodation
- Maximise the use of existing infrastructure, and encourage new investment and events in the city including Seaworks, the Substation, Melbourne Ballpark, Scienceworks, among others

**Outcomes:**

- Increase tourism visitation from events
- Increased spending within the municipality
- Enhanced reputation and awareness of Hobsons Bay, resulting in increased visitation
- Improved community infrastructure, facilities and services

**Indicators of success:**

- Events that provide economic and tourism benefits to the city
- Positive feedback from event visitors
- New events attracted and supported
- Improved event infrastructure

**6.3 Goal 3: Effectively manage event impacts**

Council will take a lead role in managing the community impacts of events and festivals. Council will provide efficient, user friendly and consistent processes in assessing, approving, facilitating and evaluating events. Officers from across Council with advisory, regulatory and compliance responsibilities will work together to ensure events are delivered safely, and to minimise negative impacts on the community.

**Outcomes:**

- Clear guidelines regarding requirements for event organisers
- Safe and successful events delivered in accordance with current best practise standards, local laws, regulations, legislation, standards and codes of practice
- Successful events conducted with minimal risks to the community, organisers and Councils

**Indicators of success**

- Successful events conducted with minimal negative community impacts
- Risks minimised for community and Council

## 7. Related Events and Festival Policies and Guidelines

In addition to the Council plans and strategies identified in Section 2, the following Council policies and guidelines are directly related to the Events and Festivals Plan:

Policy / guidelines	Purpose
Events and Festivals Funding Policy	Cultural and Economic Development related funding policy, criteria and processes
Event Approval and Permit Procedures	Includes requirements for events and organisers
Events Planning Guide	Includes information regarding permits, including road closures, traffic management plans, notifications, fireworks, sustainability, accessibility, fees and charges etc
Open Space and Venue Usage policies and procedures	Information on preferred sites for use, services, site capacity, agreements, fees
Sponsorship Policy 2012	Council and governance guidelines
Filming Policy and Guidelines	Enables planning, assessments and notifications
Community Clean Up Activities procedure	Sustainability and Waste procedures for community groups involved in clean up days.
Circus Bookings Policy 2012	About the use of Apex Park Reserve for circus
Community Signboards Policy 2012	Coordination of designated sites for community use

## 8. Monitoring and Review

The Events and Festivals Plan will be reviewed in line with the Council Plan every four years. The Events and Festivals Action Plan will be reported on annually and reviewed every two years.

All events and festivals delivered and supported by Council will be monitored and evaluated.

Community, economic, social and environmental benefits and impacts will be assessed along with costs against the objectives of events. General public feedback on events and festivals will be sought via the Council's Annual Community Survey.

## Appendix A: Events and the Council: alignment with the Community Health and Wellbeing Plan

### Why Council Supports Events

Community outcomes

Economic and tourism benefits

Community safety

### Council Plan Alignment (references to Plan)Community Health and Wellbeing Plan

#### **Goal 1 An Inclusive Resilient and Healthy Community**

*1.2 Foster community wellbeing, capacity and sense of belonging.*

*1.4 Provide a range of opportunities that support people to engage in healthy and active lifestyles, the arts, recreation and sport.*

*1.5 Foster cultural expression and lifelong learning.*

#### **Goal 2 A Well Planned Vibrant and Sustainable Place**

*2.3 Contribute to initiatives that encourage economic opportunities through local employment, business, industry and tourism*

#### **Goal 3 Quality Community Infrastructure and Public Open Spaces and Places**

*1.3 Protect and promote public health and community safety.*

*3.2 Build and maintain a clean, safe and beautiful city.*

*3.1 protect and enhance our coastal environment, public open space network and natural areas*

### Key Goals

#### Local or Community Events and Festivals

- Cultural celebration and expression, active participation, learning and connecting communities
- Wellbeing, pride, enjoyment, great place to live
- Cultural diversity, promotion of heritage and environment
- Strong and vibrant neighbourhoods
- Free, low cost entertainment
- Utilise open space, venues
- Occasions of significance
- Fundraising

#### Major Events and Festivals

- Showcase special features of the city
- Increase awareness of and promote our unique points of difference
- Provide a well balanced calendar of activity, year round, dispersing benefits and impacts as much as practical.
- Increase tourism visitation
- Encourage high yield, length of stay and local spending
- Utilise local infrastructure and assets

#### Community Safety

- Safe events for community health and wellbeing
- Protect and promote public health and community safety (compliance role)

## How Council will achieve the above Goals

- Event funding program
- Providing services and support
- Capacity building
- Venues, use of assets
- Event production
- Leveraging opportunities
- Coordination
- Monitoring and evaluation
- Marketing and other services
- Partnerships
- Event sponsorships
- Support and facilitation
- Marketing
- Leveraging benefits
- Identify legacies
- Event attraction (work with organisations)
- Monitoring and evaluation
- Partnerships
- At times, production of events including as part of significant Victorian festivals
- Collaboration across Council
- Advice and information
- Helping build capacity
- Event assessment and approvals
- Event compliance
- Coordination of authorities and other stakeholders
- Monitoring and evaluation
- Calendar coordination
- Managing amenity impact
- Infrastructure management

## Key Focus Areas/Priority Support

- Showcasing local community
- Cultural diversity
- Dispersion across municipality
- Spread throughout the year
- Neighbourhoods
- Arts and culture
- Active participation
- Free, low cost
- Partnerships
- Marketing
- Capacity building
- Alignment with strengths and unique events (point of difference)
- Maritime/coastal
- Environment
- Heritage
- Cultural
- Industrial
- Partnerships
- Participation
- Research, evaluation
- Marketing
- Implementation of user friendly processes
- Training event organisers including risk, safety, emergency, operations
- Liaison with other authorities
- Impact assessments

## **Appendix B: Community Consultation and Survey**

The process commenced with a discussion paper and feedback session with Councillors in October 2013. Feedback was sought from the community, event organisers, businesses, emergency services providers, statutory authorities and Council staff with an events related role. A benchmarking exercise was conducted with staff from events departments in the City of Port Phillip, City of Maribyrnong, City of Moonee Valley and City of Melbourne.

### **Consultation: Community**

An online survey was available on the Council website, and an email link was sent to all existing events contacts. Forms were distributed at Council-organised events.

- 384 completed surveys were received.
- Of the 384 respondents, 37 were event organisers.

### **Consultation: Event Organisers**

Surveys were sent or face to face interview conducted with 36 event organisers with an existing relationship to CED. Fifteen responses were received.

### **Consultation: Traders**

Surveys were distributed via the Altona, Laverton, Newport and Williamstown traders associations. Two trader associations provided feedback.

Face-to-face surveys were conducted with retailers in the Altona Pier Street precinct and the Nelson Place precinct in Williamstown. Feedback was received from 16 Pier Street, Altona and 17 Nelson Place, Williamstown businesses

### **Consultation: External Authorities**

Consultation on event processes took place with representatives of Parks Victoria, the MFB, VicRoads, Victoria Police and Ambulance Victoria.

### **Internal consultation**

Council staff were consulted via a series of meetings, or via emails, phone discussion and a forum. Thirty nine staff members from seventeen departments across Council participated.

## Appendix C: Recent Events in Hobsons Bay

Listed here are recent events held in Hobsons Bay. The list is not an exhaustive one, but provides an indication of the type of events held in the city and examples of Council's roles. *LNFF indicates the event received support from the Local Neighbourhood Festivals Fund.*

Event	Location	Assess	Funding	Produc
Altona Beach Market	Altona	√		
Altona Carols	Altona	√	√ LNFF	
Altona Meadows Carols	Altona Meadows	√	√ LNFF	
Anzac Day Services	Altona, Williamstown, Newport		√	
Around the Bay in A Day	Through city	√	√	
Around the Bay in a Day Altona Beach Break	Altona			√
Art in Public Places	Various locations			√
Arts at Your Doorstep Arts and Culture program				√
Australia Day in Altona	Altona	√	√ LNFF	
Australia Day Swim - Williamstown Surf and Lifesaving	Williamstown	√		
Big Bay Swim	Williamstown	√	√ LNFF	
Bikes by the Bay	Williamstown		√	
Bob Robson Memorial Criterium	Williamstown	√	√	
Cherry Lake Christmas Run - Sri Chimnoy	Altona	√		
Children's Week Picnic	Altona			√
Craft Market	Williamstown	√		
Diwali	Laverton		√ LNFF	
Dog Day in Dog Town	Williamstown	√	√ LNFF	
Eid al Adha and Eid al Fitr	Williamstown		√ LNFF	
Farmers Market	Williamstown	√		
Free Sailing Day	Altona	√		
Halloween Traders event	Williamstown	√		
Hobsons Bay Men's Shed Classic Car Show	Altona	√	√ LNFF	
Immaculate Conception Social Club procession	Altona	√	√ LNFF	
International Federation Disabled Sailing Championships	Williamstown		√	
Laverton Carols	Laverton		√ LNFF	
Laverton Festival	Laverton	√	√ LNFF	
Macedonian Food and Culture Festival	Williamstown	√	√ LNFF	
Maori Polynesian Horizons Youth Festival	Altona	√	√ LNFF	
Melbourne Cup Day	Altona	√		
Midsumma / Go West	Various locations		√	√
Mitchelton Bay Classic Cycling	Williamstown	√	√	



Event	Location	Asses	Fund/	Produc
Movies by the Bay- 5 events	Altona, Williamstown			√
MS Summer Cycle	Altona, Williamstown	√		
New Year's Eve – managing visitor impacts	Williamstown/Newport			√
Newport Farmers Market	Newport			
Newport Folk Festival	Newport	√	√ LNFF	
Newport Fiddle and Folk Club	Newport	√	√ LNFF	
Out on the Weekend	Williamstown	√	√	
Ozact, Shakespeare in the	Williamstown	√	√ LNFF	
Paint the Gardens	Williamstown		√	
Pier To Plate	Williamstown		√	
Rainbow Crossing	Altona			√
Relay for Life	Newport	√		
Remembrance Day	Altona, Newport, Williamstown		√	
Rock for Recognition	Williamstown			√
Seaworks Maritime Festival	Williamstown		√ LNFF	
Seniors Festival	Various locations			√
Shakespeare in the Gardens	Williamstown	√	√	
Silvers Circus	Altona	√		
Skate Competition	Altona Meadows, Laverton,			√
Snapper Challenge	Newport, Williamstown	√		
Snapper Classic	Altona	√		
St Mary's School Fair	Williamstown	√		
Summer Sounds – 4 events	Altona, Williamstown			√
Summer Sounds - In Your Neighbourhood / Skate – 2	Altona Meadows			√
Tall Ships 2013 and Seaworks Maritime Festivals	Williamstown	√	√	
Various library/learning events	Various locations			√
VicSwim Summer Kidz Program	Altona		√	
Waitangi Day Celebrations	Altona	√	√ LNFF	
Western Suburbs Triathlon Club Events	Altona	√		
Williamstown Carols	Williamstown	√	√ LNFF	
Williamstown Heritage Beer	Williamstown	√	√	
Williamstown Literary Festival	Williamstown		√	
Williamstown Men's Health Walk	Williamstown	√		
Williamstown Primary School	Williamstown	√		

## **Appendix D: References**

- Hobsons Bay City Council Plan 2013-2017
- Hobsons Bay City Council Community Health and Wellbeing Plan 2013 – 2017
- Hobsons Bay City Council 2014, Events and Festivals Review and Community Consultation Research (Unpublished).
- Wyndham City Council’s Tourism and Events Strategy 2011 – 2016
- Maribyrnong City Council’s “Festival City Policy 2014 – 2017.
- Lead West, Western Agenda, 2013