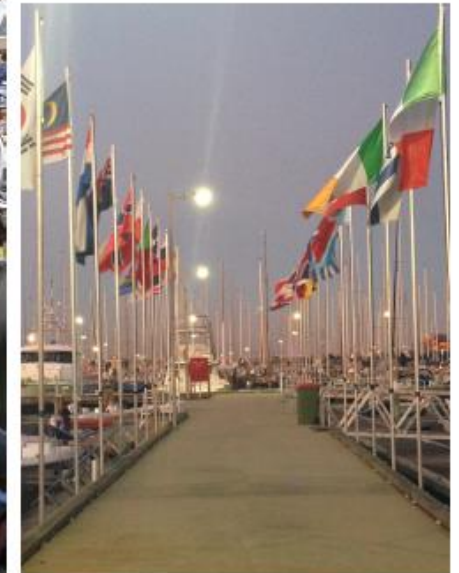


## Hobsons Bay Events and Festivals Plan 2016 - 2021 Year One





Hobsons Bay Events and Festivals Plan 2016-2021 - Year One Progress Report



The Hobsons Bay Events and Festivals Plan 2016-2021 was approved by Council in December 2015. This is a report on the progress and outcomes of the plan in its first year, and covers the period December 2015 – December 2016.

The Hobsons Bay Events and Festivals Plan 2016-2021 has three key goals:

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

Key aims of Goal One are to help build capacity in local event organisers; provide opportunities for cultural celebration and expression; to acknowledge the diversity, heritage and environment of the city, support the development of strong and vibrant neighbourhoods and to provide free or low cost entertainment options to enable people to experience and explore the city.

**The following actions helped to deliver Goal One:**

- three community training sessions in Events and Risk Management Planning, attended by 60 participants representing 22 community groups
- instigation of joint planning for community groups involved with occasions of significance, example ANZAC Commemoration Services
- production of Council's events program including Movies by the Bay (4 screenings in waterfront locations at Altona and Williamstown), Summer Sounds (4 locations including Altona, Williamstown and at Altona Meadows In Your Neighbourhood and Summer Sounds Skate), Block Party at Laverton and support to other events that meet particular program or service needs of Council such as the Children's Week Picnic
- funding support provided to 21 events determined as local or community, including Carols events, Eid Festivals, Atai Batukama, Waitangi Day, Laverton Festival, Diwali Festival at Laverton, Men's Shed Classic Car Show among others.

Approximately 40,000 people participated in summer events that had Council support between December 2015 and February 2016.

## **Goal Two – To strengthen tourism and economic outcomes**

Council aims to support events that have the capacity to attract significant visitation, to showcase characteristics of the city, including coastal, cultural, heritage, industry, maritime, cycling and opportunities for legacy or hallmark events that can contribute to a balanced calendar - especially outside seasonal peak periods - and to maximize the use of event spaces and infrastructure.

### **The following actions helped to deliver Goal Two:**

- sponsorship of the Para World Sailing Championships hosted by Royal Yacht Club of Victoria which saw extensive worldwide media attention and extended accommodation requirements – reporting confirmed that over 500 participants and family stayed on average for 16 nights, with an estimated 85% staying locally. Using Tourism Victoria event multipliers, direct expenditure is calculated at \$1.45m, excluding indirect expenditure and local services expenditure
- partnership in the Art and Industry Festival which took place in November 2016 with several objectives related to Council's cultural reputation, new opportunities and its industrial heritage and current landscape, with high media and participant engagement
- partnerships to leverage regional and state festival events locally including Midsumma (Go West), Melbourne Food and Wine Festival (Eat Drink Westside), National Trust Heritage Festival (Heritage Hobsons Bay)
- implementation of the Events and Festivals Funding Major Events rounds which saw 13 events receiving support including Australia Day in Altona, Newport Folk Festival, Out On The Weekend, French Car Festival, and the Williamstown Literary Festival which also drew state festivals funding through Creative Victoria
- support to the Victorian Lions Conference State Conference hosted in Hobsons Bay at the Williamstown Town Hall
- support to several sporting events with extended visitation and media including Mitchelton Bay Series Cycling, which saw more than 400 participants including from New Zealand, UK, Japan and media that included scheduled coverage of Nelson Place and the waterfront; and the Williamstown Open Water Swimming Championships (hosted for the first time in December 2015 and doubling in participation to more than 1,000 registered swimmers and 5,000+ attendance in its second year).

**Goal Three – To effectively manage event impacts**

Council has a lead role in managing the community impacts of events and festivals and works to provide efficient and consistent processes to events assessments, permissions, requirements and notifications.

**The following actions helped to deliver Goal Three:**

- publication of new event planning guides on event and risk management planning
- creation of a central point of contact at Council for events applications, assessment and advice, being Council's events unit, effective December 2015
- a protocol of event approval procedures depending on an event's classification of size and complexity
- an ongoing process of inspections, attendance and debriefs
- review and improvements to site use and layouts for markets
- co-ordination of services in response to the New Year's Eve gathering at The Strand.

In addition to the events supported by Council in line with various goals, a further 27 outdoor events were assessed for event permits over the period.

**List of events supported by Council through the Events and Festivals Plan December 2015-December 2016.**

<b>2015</b>	Event	Location	Support including funding category as applicable	Benefits Community	Benefits Cultural	Benefits Visitor Tourism	Benefits Economic Impact	Themes Heritage history Industrial	Themes Enviro, Coastal Maritime	Themes Major sport or rec
Dec	Para World Sailing	W/town	Special event	√		√	√		√	√
	Carols by Candlelight	Laverton	Local events	√	√					
	Carols by Candlelight	Altona	Local events	√	√					
	Carols by Candlelight	Newport	Local events	√	√					
	Carols by Candlelight	A/Meadows	Local events	√	√					
	Carols by Candlelight	W/town	Local events	√	√					
	WOW Open Water	W/town	Local events	√		√	√		√	√
<b>2016</b>	Mitchelton Bay Classic	W/town	Major events	√		√	√	√		√
Jan	Movies by the Bay	Altona	Produced	√	√	√	√		√	
	Movies by the Bay	W/town	Produced	√	√	√	√		√	
	Aust Day in Altona	Altona	Major events	√	√	√	√		√	
	Rotary Christmas Fair	W/town SW	Local events	√					√	
Feb	Waitangi Day Festival	Altona	Local events	√	√	√	√			
	Go West/Midsumma	Various	Supported	√	√	√				
	Summer Sounds	Altona	Produced	√	√	√	√		√	
	Summer Sounds	W/town	Produced	√	√	√	√		√	
	Summer Sounds IYN	A/Meadows	Produced	√	√					
	Summer Sounds Skate	A/Meadows	Produced	√	√	√				
	Big Bay Swim	W/town	Local events	√		√				√
	Mens Shed Classic Car	Altona	Local events	√		√				

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2016	Event	Location	Support inc funding category as applicable	Benefits Community	Benefits Cultural	Benefits Visitor Tourism	Benefits Economic Impact	Themes Heritage and Industrial	Themes Enviro, Coastal Maritime	Themes Major sport or rec
Mar	OzAct Shakespeare	W.Botanic	Supported		√	√			√	
	Newport Bush Dance	N.Lakes	Local events	√	√	√			√	
	Pier to Plate (MFWF)	W/town SW	Major events	√		√			√	
	Scenes of the Yarra	W/town SW	Supported	√	√	√			√	
	Royal Aust Navy Band	W/town	Supported	√	√					
Apr	Natl Trust Heritage	Various	Produced	√	√	√	√	√		
	Open Williamstown	W/town	Major events	√	√	√		√		
	ANZAC services	Various	Civic/support	√				√		
	Bob Robson Criterium	W/town	Supported	√				√		√
	Block Party	Laverton	Produced	√	√	√	√			
May	Natl Trust Heritage	Various	Produced	√	√	√	√	√		
June	Willy Lit Fest	W/town	Major events	√	√	√	√	√		
July	Newport Folk Festival	Newport	Major events	√	√	√	√			
	Eid al Fitr	W/town SW	Local events	√	√	√				
	Family fun at the Shed	W/town SW	Nelson Place	√	√	√			√	
Aug	Altona Beach Film Fest	Altona	Supported	√	√					
Sept	Nelson Place Presents	W/town	Produced	√	√		√			
Oct	Eid al Adha	W/town SW	Local events	√	√	√				
	Around Bay In A Day	Altona	Major events	√		√	√		√	√
	Altona Beach Break	Rain cancel	Produced	√		√	√		√	√
	Out on the Weekend	W/town SW	Major events	√	√	√	√		√	
	Children's Week Picnic	Altona	Supported	√	√	√				
	French Car Festival	W/town SW	Major events	√		√	√		√	
	Atai Batukama Fest	Altona Nth	Local events	√	√					





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**Funding allocations by event**

<b>2015</b>	<b>Event</b>	<b>Location</b>	<b>Funding category as applicable</b>	<b>Funding</b>	<b>Ops</b>	<b>Small/ Short lead</b>	<b>Local</b>	<b>Major</b>	<b>Special</b>	<b>Nelson Place</b>
Dec	Para World Sailing	Williamstown	Special event *	30,000					30,000	
	Carols by Candlelight	Laverton	Local events	1,000			1,000			
	Carols by Candlelight	Altona	Local events	1,500			1,500			
	Carols by Candlelight	Newport	Local events	500			500			
		A/Meadows.								
	Carols by Candlelight	W'town	Local events	2,000			2,000			
	WOW Open Water Swim	Williamstown	Local events	3,000			3,000			
<b>2016</b>										
Jan	Mitchelton Bay Classic	Williamstown	Major events	15,000	8,000			15,000		
	Aust Day in Altona	Altona	Major events	13,500	2,000			13,500		
	Rotary Christmas Fair	Williamstown	Local events	1,000			1,000			
Feb	Waitangi Day Festival	Altona	Local events	7,150			7,150			
	Big Bay Swim	Williamstown	Local events	1,000			1,000			
	Mens Shed Classic Car	Altona	Small/short lead	500		500				
Mar	OzAct Shakespeare	WBGardens	Supported	2,000						
	Newport Bush Dance	Newport Lakes	Local events	2,000			2,000			
	Pier to Plate (MFWF)	Williamstown	Major events	10,000				10,000		
	Open Williamstown	Williamstown	Major events	2,500				2,500		
June	Willy Lit Fest	Williamstown	Major events	18,000	3,000			18,000		
July	Newport Folk Festival	Newport	Major events	13,000				13,000		
	Eid al Fitr	Williamstown	Local events	5,000			5,000			
	Family fun at the Shed	Williamstown	Nelson Place	3,000						3,000
Oct	Eid al Adha	Williamstown	Local events	5,000			5,000			
	Around Bay In A Day	Altona	Major events	6,000				6,000		
	Out on the Weekend	Williamstown	Major events	10,000				10,000		
	French Car Festival	Williamstown	Major events	1,500				1,500		

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	Atai Batukama Fest	Altona Nth	Local events	4,700		4,700	
Nov	Laverton Festival	Laverton	Local events	10,000		10,000	
	Tarxien All Souls Day	Altona Nth	Small/short lead	600	600		
	Macedonian Cultural	Williamstown	Major events	12,000			12,000
	Smokin Aces Car Fest	Williamstown	Major events	3,000			3,000
	Diwali Festival	Laverton	Local events	4,000		4,000	
	State conference Lions	Williamstown	Major events	5,685			5,685
Dec	Finnish Society family	Altona	Local events	1,500		1,500	
	Immaculate Concept'n	Altona	Small Short	1,000	1,000		
	Carols by Candlelight	Altona	Local events	1,600		1,600	
	Carols at Substation	Newport	Local events	1,012		1,012	
	Carols by Candlelight	A/Meadows/W'town	Local events	2,000		2,000	
					<b>2,100</b>	<b>53,962</b>	<b>110,185</b>
							<b>30,000</b>

\*The Para World Sailing event received 50% sponsorship (\$15,000) in 2014-15 to enable its bid and planning and 50% (\$15,000) in 2015-16

**Other events requiring Council assessment and permits to be issued (outdoor events on public / Council managed land)**

*Although not funded supported events, several have benefits related to events, including opportunities to participate, experience, locational advantages, visitation and economic benefits.*

<b>2016</b>	Event	Location	<b>2016</b>	Event	Location
Jan	Essendon Football Club Triathlon	W/town	Nov	Footscray Cycling Club Racing	Altona
	WSTC Australia Day Triathlon	Altona		St Mary's Primary School Fete	W/town
	Potters House Christian Centre	Altona		Spring Orienteering Series	Various
Mar	Easter Come Alive	A/Meadows		Tuckonie Orienteering Club	Various
	MS Summer Cycle	Various		Irish Famine Commemoration	W/town
	Sri Chinmoy Race	W/town		WEEAC event	W/town
	Walk of Hope	Altona		Walk for Men's Health	W/town
Apr	German Shepherd Club of Vic	Altona	Dec	Toyota Social Club Christmas	Altona
	WSTC Duathlon Series	Altona			
July	The Great Moscow Circus	Altona			
	Williamstown Lacrosse event	W/town			
Aug	Rogaining Event	Laverton/Alt.			
Sept	Altona City Soccer event	Altona			
	WCYS Football club event	W/town			
Oct	Car meet at Apex Park	Altona			
	H. Bay Sport and Game Fishing	Altona			
	Woof Doof Events	Newport			
	Lifesaving Victoria Carnivals	Altona/W/t.			