

21/02/2020

Peter Thompson
General Manager
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Re: Submission in support of the Draft Events Strategy and Action Plan 2020-2024

Peter

I would like to provide my support for the Wagga Wagga City Council Events Strategy and Action Plan 2020-2024 that is currently on public exhibition. The Events Strategy is a comprehensive and well considered document outlining a strong pathway towards expanding and improving the events calendar not only in the City of Wagga Wagga but in the region more broadly.

Festivals and Events are identified as a Strategic Development Theme within the Riverina Murray Destination Management Plan due to their importance in attracting new and diverse visitors to the region, and the potential to increase visitation in off-peak seasons such as winter.

The Events Strategy that is currently on exhibition proposes an enviable support structure for new and existing events that Destination Riverina Murray strongly support. The proposed support structure can be aligned with NSW Govt and Federal Govt. funding programs (as available) and will allow events to develop and grow over time.

A support structure that involves the local council is highly important if events are given the chance to grow and establish to be significant in the context of NSW and Australia. Wagga Wagga has an excellent opportunity as one of the major regional centres in NSW to establish a major event that will not only encourage economic activity through tourism but will also help to form a brand and identity for the city in the eyes of people living in metropolitan areas.

To provide further context regarding this and to demonstrate why time and investment is required, it is worth considering some of the iconic major events hosted across NSW and the time it has taken them to develop. Events in NSW that are genuinely significant to the town and then by extension the whole of NSW have in many cases been running for over 20 years. For example, The Parkes Elvis Festival recently celebrated their 25th anniversary, the Deni Ute Muster turned 21 in 2019, the Tamworth Music Festival has been going for more than 50 years and the Bathurst 1000 was first held in 1960.



Destination
Riverina Murray NSW

Events of this size, significance and value to regional towns are in most cases strategically supported by their Council who have invested from the beginning, and in some cases, the local council eventually run the event due to their size and significance, providing a new revenue stream that previously did not exist.

The proposed Events Strategy provides a very strong basis for growth in the events sector and Destination Riverina Murray look forward to working with the City of Wagga Wagga Tourism and Events team to improve and expand on the existing events calendar.

Please feel free to contact me if you would like to discuss anything further.

A handwritten signature in black ink, appearing to read 'Richie Robinson'.

Richie Robinson
General Manager

Purpose and scope

This strategy has been developed based on desktop research and analysis of best practice models for event attraction, development and growth. Further consultation will be undertaken with event organisers, tourism operators, venue operators, sporting associations and clubs, community service organisations, and our regional tourism body, Destination Riverina Murray to finalise this strategy.

The development of the Wagga Wagga City Council Event Strategy and Action Plan is also informed by Council's vision for the city defined in the Community Strategic Plan and Operational Plan and Delivery Program.

The **purpose of this strategy** and action plan is to:

1. Build on what is unique about Wagga Wagga's community through the events
2. Co-ordinate an annual calendar of successful and innovative events across the city that align to strategic priorities
3. Identify Council's role in events as:
 - Partner and facilitator
 - Sponsor
 - Creative producer
 - Promoter and supporter
4. Identify economic opportunities that derive from events
5. Build the capacity and support for quality event experiences in the city



Event characteristics

What are events?

For the purposes of this strategy an 'event' has the following characteristics:

- Can be one-off, held annually or occur regularly
- Open to the public and/or a specific interest group
- Has a pre-determined beginning and end date/s and time/s
- May be staged in a single venue or at multiple venues
- Can be conducted on a single day, over a number of days or weeks
- Subject matter focuses on one area/activity or a number of areas/activities
- Can be commercial or not-for-profit

The value of events

Events bring people together, contributing to wellbeing, strengthening cultural identity and harmony and make the city a more vibrant place to live. Events can also be a catalyst for infrastructure improvements and commercial investment. Hosting events builds the profile of Wagga Wagga, promoting the destination to potential visitors, creating business connections and can enhance perceptions of the city and region.

Tourism events are a key driver behind visitation and can be an effective tool in reducing the impacts of seasonality for the tourism industry. Research shows that for 57% of first-time visitors to the region, the event was the main reason for visiting; likewise for 69% of repeat visitors. Source: TRA, Drivers of Regional Tourism 2014.

Some events may be more valued for their economic contribution to the city than for any social benefits and vice versa. For the purposes of this strategy, three main benefit streams associated with events have been defined:

Lifestyle and Legacy

Events create lasting social and cultural benefits, utilising existing assets and infrastructure, attracting new investment ensuring positive legacy for the city.

Events make cities more vibrant and interesting places to live, connecting people and communities, giving them a sense of identity and place. Events also accelerate social development and trigger investment in legacy infrastructure or investment, i.e. upgrade a park to hold events.

These benefits cover a range of impacts, both short-term and long-term:

- Facilitates participation, activation and engagement
- Develops local pride in place
- Inspires and supports emerging creative industries
- Fosters intercultural understanding, building social cohesion and community harmony
- Creates attractiveness and safety in public spaces
- Supports innovation, entrepreneurial energy and capability

Destination Reputation

Events grow the city's reputation as an events destination by attracting national media attention, government and stakeholder recognition, and positive word of mouth recommendations, strengthening Wagga Wagga's image as a great place to live, work, invest and visit.

Hosting events has beneficial impacts on a city's image and can be a cost-effective way of promoting the city's brand to potential visitors, relocators and investors. Having a positive public image for both the destination and Council, assists not only with visitation, but also livability and the possibilities for entrepreneurial innovation.

Benefits include:

- Strengthening the city's reputation and brand as a regional, national and international visitor and events destination
- Assists in creating a positive image of Council among stakeholders and the community

Economic Benefit

Events increase the value of the visitor economy through overnight expenditure and the creation of employment opportunities for the local community.

Tourism events can create economic benefit through overnight stays and visitor expenditure in tourism, hospitality and retail sectors. Event organisers procure local goods and services, contributing to a robust local economy.

Benefits include:

- Driving visitation and economic activity
- Supporting local business involved in the delivery of events



Wagga Wagga's event landscape

Wagga Wagga boasts a diverse and vibrant calendar of cultural, social business, leisure and sporting events, which drive visitation and generate significant economic, social and environmental outcomes for the region.

The city has the capacity to host large annual events **and events** such as Gears and Beers, Wagga Gold Cup, Fusion Multicultural Festival and deliver high profile, one-off events such as the 2018 Queen's Baton Relay.

Sports tourism, through the delivery of Council supported events, continues to grow due to strong relationships with national, state and local sporting organisations and promoters. Infrastructure master planning, current sporting infrastructure, proximity to Canberra, along with access to the city via air, rail and road has assisted Council to secure agreements to host annual sporting carnivals such as the multi day NSW Junior State Touch Carnival as well as Canberra Raiders premiership, AFL pre-season and A-League matches.

The city is considered an affordable option for state sports organisations seeking a host city for their annual sporting carnivals. In conjunction with major events, annual sporting carnivals help fill accommodation in off-peak periods as well as generating awareness of our city and building our hosting capacity over time.

New festivals and events including Lost Lanes and the Wagga Wagga Mardi Gras add depth to the city's events offering, providing opportunities to showcase Wagga Wagga to new markets and encourage travel to **the region**.

Events snapshot 2018/19

Eight major tourism events were hosted in our city during 2018/19, with over 50,000 attendees, generating an estimated economic impact of \$10.5M and 30,000 visitor nights. These events included NSW Junior Touch Carnival, NRL – Canberra Raiders, Wagga Mardi Gras, Wagga Gold Cup/Town Plate, Wagga Swap Meet, Gears and Beers, Stone the Crows and the National Skeet Championships.

March and October represent peak event months and August, January and November are typically the low season for tourism and events.



Council events & contributions

25,000+

attendees attracted to five Council-led events in 2018/19 - Lost Lanes, Spring Jam, Fusion, Australia Day, Wagga Wagga Comedy Festival

\$18,020

funded by Council to nine community events through the 2018/19 Annual Grants Program Events Category

\$174,468

worth of fees waived across 62 events

\$40,000

provided to NSW Field Hockey State Championships, Bowls NSW Inter-Zone Competition, ACT Brumbies Super 7s, Swimming NSW Regional meet and Championship League Basketball 3x3 through the Sports Attraction budget

\$74,980

awarded to Gears and Beers, Stone the Crows, Gammacon, ReAqua Renewables in Agriculture Conference, Cork and Fork Festival, Wagga Mardi Gras, Food I Am – Let's Eat and the Wagga Swap Meet through Council's Major Events, Festivals and Films Sponsorship program



Event promotion

560+

events were promoted throughout the year on the Visit Wagga website

50,000+

What's On guides published and distributed

5000+

Wagga Events Facebook grew to over 5000 followers, 75% female with an average age of 25-34 years



Event Capacity

1800

rooms with a capacity of 4,000 bed nights in commercial accommodation (excluding short term holiday rentals)

25

dedicated conference and event venues

16

outdoor bookable event spaces

30

sporting facilities, 8 State level, 2 national level

Who delivers events in Wagga Wagga?

The success of any event is dependent on the collaboration and partnership of the many people involved.

Council

In addition to the delivery of large Council led community events, Council delivers an annual schedule of community, cultural, environmental, sporting and recreation events and public programs. Some of these include, but not limited to, Fresh (combined Seniors and Youth), NAIDOC Week and Science Festival.

Council also provide logistical support to a range of smaller community run events from fundraisers through to sports tourism events.

Each year, Council supports local initiated events through the Annual Grants Program and tourism events through the Major Events, Festivals and Films Sponsorship program in addition to fee waiver support through Section 356 donations. In doing so, Council strives to support an increase in the city's destination profile (brand awareness), economic impact, venue activation and community participation.

Council financial contributions to event organisers

In 2018/19 Council provided \$174,468 in fee waivers and Section 365 Donations across 62 events.

Contribution type	Amount
Fees Waivers/Sponsorships	174,468
Annual Grants Program (events only across all categories)	42,167
Road Closures	23,834
Major Events Sponsorship	74,980
Total	315,448

Council makes available dedicated open spaces, sporting grounds, Council buildings and halls for event organisers. Maintenance costs on these facilities is partly offset through booking fees. For a list of responsibilities by Council refer to Appendix 1.

Council's role	Responsibilities
Sponsor	<ul style="list-style-type: none"> • Coordinate funding programs that supports project outcomes against the program objectives • Assist applicants to prepare competitive funding applications and achieve outcomes relevant to the program objectives • Provide logistical advice to event producers to develop and deliver an event • Provide cash and in-kind support to grant recipients and sponsors
Partner and Facilitator	<ul style="list-style-type: none"> • Provide advice, guidance and assessments for events held in public spaces, in line with the regulatory environment to ensure compliance for safe and successful events • Facilitating partnerships • Approval and regulatory support • Provide and maintain places, spaces, and venues to hold events • Provide access to event planning resources and other opportunities that help build capacity and enhance event sustainability • Provide administrative support for event applications and bookings
Creative Producer and Attractor	<ul style="list-style-type: none"> • Create, develop and present events such as festivals, ceremonies, commemorations etc. • Attract, bid and sustain events that align to the city's strategic plans, destination positioning, and infrastructure aims
Promoter and Supporter	<ul style="list-style-type: none"> • Curate the quarterly events calendar to showcase the diversity and quality of festivals and events held in the city • Provide opportunities for industry development i.e. workshops, training, other

Community groups

Not-for-profit organisations deliver a significant number of events with a smaller portion of events run by Council and industry.

There are large community service organisations well-resourced to deliver community events. Examples of these events include Carols in the Park, Wollundry Saturday Markets, Riverina Truck Show and Kids Convoy.

Types of community groups include:

- Community service organisations
- Schools
- Fundraising committees
- Faith groups
- Landcare groups
- Cultural and social groups

The high proportion of events run by these groups are reliant upon community volunteers who in some cases have limited professional event experience which then relies on Council resources to support their events.

Sporting and recreation groups

Sporting clubs and associations are well resourced to deliver sporting events due to their dedicated organising committee structures and membership bases. Sports event tourism assists in filling the event calendar and accommodation during low periods. Major sporting fixtures generate brand awareness of our city and provide social benefit for the community and clubs involved.

The types of sporting groups delivering sporting events in Wagga Wagga include:

- Local clubs and associations
- Professional elite clubs and competitions
- Local, regional and national fixtures/competitions

Council's role in the delivery of sporting and recreation events can be facilitation, event attraction and delivery, promotion, venue provision and asset maintenance.

Business and Commercial Sector

Business and commercial events draw visitors from beyond the region and are often managed by professional event organisers. Business events represent high yield per delegate spend and create mid-week bookings in venues and accommodation creating benefit for local business.

The types of groups/individuals delivering business/commercial events are:

- Event planners
- Local businesses
- Business Chambers, Business Enterprise Centres
- Education and health



Key trends in the event sector

Desk research has been undertaken to determine current trends in the event sector. The trends identified highlight the need for event organisers within the city to evolve to meet these consumer trends and attract repeat visitation and new attendees.

These trends include:

Increased competition and event ‘sameness’

With the increase in the number of events locally and more broadly across Australia event attendees are experiencing similar performers, experiences as well as food options and formulaic programming. Increased competition leads to event saturation particularly when events have a level of ‘sameness’ and as a result of this ‘sameness’ visitors are likely focus on seeking unique, personalised and local experiences and expect authenticity including interaction with locals.

Opportunity:

Encourage unique, experimental, bespoke events and promote ‘live like a local’ experiences/hidden spots and VIP experiences to event attendees to encourage length of stay.

Support event organisers to take risks and be experimental with event programming.

Sports tourism

Participation sports events offer strong niche appeal, with participants willing to travel to attend an event according to Tourism Australia’s *Tourism Investment in Regional Australia Second Half 2019*. In regional locations, participation sports, for adults and school children, provide a key motivator for visitation throughout the year and therefore the value to the overall visitor economy should not be underestimated.

According to this report, mass participation events are also growing in popularity. Examples include Tough Mudder, which is reportedly the largest adventure race brand in the world, as well as marathons, triathlons and other sporting participation carnivals.

Opportunity:

Increase junior sport and recreation fixtures to grow sports tourism through sport and event attraction funding.

Food culture

The growth of demand for quality food, coffee and paddock-to-plate experiences has grown dramatically in the past decade. Audiences are expecting quality food experiences at events with diverse and fresh food options.

Opportunity:

There is opportunity for events to add value and differentiate by providing quality food experiences highlighting regionally distinct products sourced locally.

Hybrid Events

According to Eventbrite, ‘hybrid events help broaden your appeal to new audiences and increase buzz with one-of-a-kind experiences’. Hybridization of events creates a broader range of relevant/complementary experiences which extends the experience for event attendees, benefiting the community and increasing overnight stays. Hybrid events allow organisers to draw more attendees by finding activities and entertainment that match the audience’s interests and demographics.

An example is the **Biketoberfest**, delivered by the Daytona Beach Convention and Visitors Bureau, which started a scenic motorcycle rally and is now a four-day celebration of events and local business including live

music, a swap meet, and the “ROAR” Motorcycles for Women event. There are also dozens of food and drink choices at venues throughout the city.

Opportunity:

There is opportunity for to cluster events that have audience commonality to extend the experience.

Environmental Awareness

With an increasing environmental consciousness, the community is expecting sustainable elements incorporated into all events to decrease their own, and their community’s environmental footprint.

According to a report published by Skift in partnership with InterContinental Group Hotels, ‘The Sustainable Future of Meetings and Events’, **companies looking for low carbon footprint impacts are choosing venues close to their audiences** with minimal waste generation, this is now seen as a key part of their Corporate Social Responsibility programs.

Opportunity:

Elements for consideration include responsible consumption through the sourcing of local goods and services, minimising waste through the encouragement of BYO containers and cups, the provision of well signed and maintained bin infrastructure for the separation of waste, and alternatives for single-use plastic. There is also an opportunity to reinforce the recycling/waste community message to event attendees.

In addition, there is opportunity to target small corporate conferencing aligning to key areas of expertise/growth eg. Agriculture, health

SWOT analysis



Strengths

- Largest inland city in NSW – accessible via air, rail and road
- Range and quality of event infrastructure available
- Hub for regional sporting events and activity
- Event clustering in Spring and Autumn – creates excitement and engagement
- Strong sense of community and appetite for varied events on each week
- Envious regional lifestyle
- Council's commitment to master planning infrastructure development
- The city is considered an affordable host option for state sports organisations
- Promotion through social media, Council websites and traditional media
- A growing portfolio of quality events



Weaknesses

- Poor pre-booking culture by the public (last minute purchase of tickets)
- Low brand recognition of Wagga Wagga as a destination
- Community events dominate the calendar event mix
- Inadequate event staff resourcing within Council
- Limited collaboration in industry i.e. event organisers/tourism operators
- Perception of distance for event visitation
- No Council event attraction fund outside of sport
- Many events competing for limited funding with many ad hoc enquiries coming in from event organisers for last minute support
- Managing event environmental impact
- Public transport – to/from events
- Neighbourhood/village activation
- Co-ordination of Council bookings process
- Events sponsored through Council do not always recognise Council's sponsorship to the same level as a commercial sponsor for the same value
- High costs of contracted traffic and waste management services
- Strong dependency on local government to fund and deliver events compared to other regional cities
- Weak major events portfolio



Opportunities

- State government funding of regional tourism and events
- Population growth of city
- Creation of destination festival (organic approach)
- Decrease seasonality by developing a balanced calendar of sporting, arts/culture and leisure events
- Cluster events that have audience commonality – can share promotional strategies
- Enabling infrastructure in the pipeline i.e. Pomingalarna Multi-Purpose Cycling, Riverside Precinct
- Add value to existing events through bundling/packaging particularly around VIP personalised experiences to extend visitation and yield
- Capitalise on the community's growing appetite for experimentation and innovation in events and not deliver an event 'because that's what we have always done'
- Development of new event/product experiences that are unique to the city adding a complementary experience for visitors, particularly in food
- Streamline Council processes for bookings/approvals
- Increase junior sport and recreation fixtures (Sports Tourism)
- Upgrading venue infrastructure for state-wide and national competitions
- Small corporate conferencing aligned to key industries eg. Agri, health
- Proximity to Canberra



Threats

- Sustainability of major events - event profitability and fatigue
- Environmental and sustainability practices
- Accommodation capacity and **price gauging** as well as range of accommodation offering to suit market segments
- Conflicting demands of parks and outdoor facilities
- Inundation of events in October and March due to favourable weather conditions
- Calendar crowding – competing events of the same type/audience
- Significant competition from other regional cities - high quality venues in nearby Albury-Wodonga and Canberra
- Growing event support demand on Council for many small events – skill gaps
- Event sameness

Gap analysis

During the development of the strategy gaps in the current operation of events within Council were identified:

Currently achieving

- Event organiser facilitation
- Event promotion
- Annual grants
- Curation and delivery of a suite of innovative council events
- Event risk management
- Post event evaluations
- Blanket DAs for key venues

Gaps identified

- Non sport event attraction and bid development funding and resourcing
- Event administration support
- Year-round balanced calendar of events – including national sporting events balanced with cultural/social
- Packaging events – accommodation, attractions/experiences
- Document review/updates to toolkits, planning guide
- Formalised mentoring/skills development of external event organisers
- Systems to support events across the organisation – from event applications and approvals through to Customer Relationship Management
- Event support capacity within Council – increasing event facilitation, bookings, event management support
- Event infrastructure - venues not designed with events in mind, ongoing consultation needed when upgrades occurring eg. 3 phase power, lighting, pathways, parking, waste
- Managing out of round funding requests
- Support for established/flagship events

Risk/impact

- Results in missed opportunities and lack of engagement with major events
- Current staff continue to be over committed resulting in WHS risk to the organization including fatigue management
- Potential for poor investment decisions as not well **resourced**, diminishing our reputation as a regional event destination
- Council seen as unsupportive of events in city as cannot adequately support them
- Potential regulatory failures due to inadequate processes/systems

Challenges and opportunities

Establishing a destination event

Many cities have an event that provides long lasting destination awareness. These events have typically grown organically and are relevant to the city's culture, aspiration and assets. Wagga Wagga's event calendar has a substantial amount of community legacy events, run by community groups that require renewal to remain relevant to the changing community needs.

The consultation and desk research supports a destination event that is relevant and organically grown and builds on the city's sport infrastructure and nature based assets. **This does not have to be a single event but a program of complementary events to capture attention and increase tourism yield eg. cycling.** A program of cycling events has been suggested building on the development of the new multi-purpose cycling facility, Active Travel and Riverside infrastructure as well as the success of Gears and Beers with the intention of increasing overnight stays over several weeks in late winter/early spring.

Events and accommodation

The occupancy rate of accommodation in the CBD is relatively high, averaging 75% in 2018/19. This was largely driven by business, leisure travel and the emergence of increased travel due to the spike in infrastructure development in the city. The city can accommodate over 5,100 visitors through commercial and private properties. Commercial accommodation properties within the city account for 4,000 bed nights and this is supplemented by 226 private short-term holiday rental properties (October 2019) listed on platforms such as AirBnb and HomeAway. This adds an additional 1130 beds to the city's accommodation stock with AirBnb currently representing approximately 20% of available beds.

Accommodation capacity is considered a bottleneck in the growth prospects of tourism and events in the city. Wagga Wagga will see two new hotel investments in the near future and a potential third, adding 280 beds.

When the city is at capacity with visitors, the Visitor Information Centre maintains a property register with accommodation operators outside of the local government area. Council is currently investigating other accommodation options through the University and also the camping opportunities through private operators at certain events, where the camping area would be co-located to the event site.

Streamlined events processes and systems

Blanket Development Applications exist for main event venues to streamline processes for event organisers. This allows event organisers to book sites without lodging Development Applications where the proposed event meets the consent conditions. Council has invested in a digital platform that enables event organisers to book spaces online. This will address the current fragmentation of booking process experienced by user groups.

Adequate resourcing

Council's events team is relatively small, with one dedicated full time Events Officer supplemented by casual staff under supervision from the Visitor Economy and Events Co-ordinator. There is one Strategic Recreation Officer responsible for strategic planning and infrastructure for sports and recreation who is currently absorbing the delivery of sporting and recreation tourism events.

In order to develop and deliver an annual event schedule across the city additional workforce resourcing and operational program budgets will be required.

The delivery of the **Council run events program** will require additional resourcing if it is to maintain the level and standard of events currently delivered. Work Health and Safety including fatigue management is an identified risk. External events have increased and the ability for staff to liaise with community to provide advice, support and facilitation is at capacity due to inadequate staffing, noting a large proportion of events are run after hours and on weekends.

Funding and sponsorship

In line with the development of this document an initial review of the Major Events, Festivals and Films Policy and guidelines and Annual Grants funding has been undertaken. This is to ensure alignment with this strategy to include incubator funding for emerging events, a flagship category, changes to the assessment criteria across community and tourism events, in addition to changed funding thresholds.

Major Events, Festivals and Films Sponsorship

Council's Major Events, Festivals and Films Sponsorship program supports major events, across commercial and not-for-profit sectors. The current program encourages applications twice per year with sponsorship of up to \$25,000 available for a maximum of three years.

The review has recommended the following categories within the Major Events, Festivals and Films Sponsorship Policy and guidelines:

Category	Description
Incubator Events (previously Tier 1)	<ul style="list-style-type: none">A new major tourism event in its first or second year of development – funding range \$3,000 to \$10,000.Assessed according to the KPI's on page 30 of the draft Strategy.Where and how the cash support is allocated will be specified in the sponsorship agreement.
Developing Events (previously Tier 2)	<ul style="list-style-type: none">Supports major tourism events that have been running for more than 2 consecutive years and meet the funding criteria.Funding range: Up to \$20,000.Assessed according to the KPI's on page 30 of the draft Strategy.Where and how the cash support is allocated will be specified in the sponsorship agreement
Flagship Events (new category)	<ul style="list-style-type: none">Supports events that have already received the maximum allowable funding through the Major Events, Festivals and Films Sponsorship and can present a comprehensive strategy for future growth and development of its tourism potential.The funding range is \$10,000 to \$20,000 and this sponsorship is triennial in nature to support the continued growth of the event into new visitor markets.Any support would be evaluated annually through a sponsorship acquittal with an option for additional multi-year support.
Out of Round Requests (new category)	<ul style="list-style-type: none">Supports new or unplanned opportunities that have missed the Major Events, Festivals and Films funding windows.Restriction: maximum one per event over the event's lifecycle to a maximum of \$15,000 pending funds available in the Major Events, Festivals and Films budget.Applicants must complete an application form responding to questions aligning to funding criteria.

Annual Grants

Community grants play an important role in the development and support of local events. The current 2019/20 Annual Grants Program administered by Council supports local/community events with grants between \$500 - \$3,000 to a maximum of 3 years with a total pool of \$18,000 available.

This strategy recommends the following:

- The total funding pool is increased from \$18,000 to \$50,000 by 2021/22.
- Up to \$7,500 funding is available per event for a maximum of 3 years with option for 3-year support package for events that demonstrate well defined objectives, growth and broad appeal.
- Funding can be allocated to any event expense with the exception of salaries, major capital items, Council bonds.

Our event vision and aspirations

The benefits of an improved events portfolio extend well beyond the immediate social and economic impacts - the bigger picture is a vibrant city that is a highly desirable place to live, work and invest.

The following vision statement encapsulates this ambition:

*Wagga Wagga attracts extraordinary event experiences
that connect people and place,
creating a positive legacy for the community.*

Mission

Given the link between social wellbeing and long-term economic growth, the city needs to strike a balance between events that result in increased economic activity and events that make the city a more exciting and attractive place to live. The following mission statement has been developed to address this:

To position Wagga Wagga as a leading regional events destination in NSW by offering a diverse, vibrant and inclusive calendar of events that generate positive economic, social and environmental outcomes for the city.

Aspirations

- **Thriving:** Events demonstrate our potential as a thriving regional city
- **Innovative:** Quality events boost our economy
- **Connected:** Events unite us
- **Inclusive:** Events tell our story and showcase our community spirit

The following goals and outcomes will be integral to achieving the vision and aspirations outlined in this strategy:

Create lifestyle and legacy benefits

Events create lasting social and cultural benefits, utilising existing assets and infrastructure, attracting new investment and ensuring a positive legacy for the city.

Grow destination reputation

Events grow the city's reputation by attracting positive media attention and word of mouth recommendations that strengthens Wagga Wagga's image as a great place to live, work, invest and visit.

Increase economic impact

Events increase the value of the visitor economy through overnight expenditure and the creation of employment opportunities for the local community.

The events portfolio

A shift in focus is needed from growing the number of events to building a balanced portfolio of events that can be fully leveraged.

Categories

Events are categorised based on scale (large to small), reach (national to local) as defined below:

Event category	Description / positioning	Attributes	Examples	Funding
Destination Event (1 pa)	Positions Wagga Wagga as an attractive event destination showcasing attributes, appeals to new visitor markets, developing an affinity with the destination over time. This festival attracts significant overnight visitation and delivers long term benefits to the destination.	<ul style="list-style-type: none"> Generates destination awareness with potential to attract significant long-term tourism and economic benefits, and may deliver social value for local audiences Draws visitors from across Australia Managed locally by a professional event organiser, volunteer committee or Council Recurring May be an umbrella to multiple smaller events Can be supported by Government funding Activates key infrastructure Offers new experiences Require an 18+ month lead time 	A series of cycling events in late winter/early spring promoted under the one banner	NEW GPR \$100k 2020/21 annual + collaboration with existing events eg Gears and Beers
Major Tourism Events (10-15 pa)	Events that attract significant attendee numbers and/or overnight visitation and/or enhance the profile of Wagga Wagga as a regional events destination. These are externally run events.	<ul style="list-style-type: none"> Draw visitors from outside the region Attract significant tourism and economic benefits May be one-off or recurring Rely on Government funding and corporate sponsorship Often managed by one or more paid staff members Require 12+ months lead time 	Wagga Gold Cup, Wagga Mardi Gras, Wagga Swap Meet, Stone the Crows, Gammacon	Up to \$20,000 investment per event through the Major Events budget Events that have already received the maximum allowable funding through the Major Events, Festivals and Films Sponsorship and can present a comprehensive strategy for future growth and development of its tourism potential may be eligible for a 3 year Flagship Event support option. OR New GPR Event Attraction budget for one off events (may be part of a circuit and not

Event category	Description / positioning	Attributes	Examples	Funding
				<p>exclusive to the city, managed by external promoters)</p> <p>Year 1 2020/21 - \$15K (funded through the Major Events Sponsorship budget carryover)</p> <p>Year 2 2021/22 \$30K ongoing.</p>
Niche Business Events (3 - 5 events pa)	Business Events which include corporate and government meetings, incentive travel reward programs, association conventions, exhibitions and expos	<ul style="list-style-type: none"> • Draws visitors from beyond the region • Usually managed by paid staff • Business events represent a higher yield per delegate spend. • Mid-week inflows to venues and businesses - which means that local industry and businesses have greater opportunity to benefit from the event tourism industry • Typically subject to a bidding process 	<p>Australian Agronomy Conference</p> <p>Trade shows</p> <p>Workshops</p>	<p>As described above in Major Tourism Events, refer to Event Attraction budget.</p>
Sports Tourism Events Active Sports Tourism Carnivals (10)	<p>There are two categories of sport events:</p> <p>1. Active Sport Tourism – travel to a destination to participate in a sporting event, generating economic benefit, destination awareness and repeat visitation.</p>	<ul style="list-style-type: none"> • Active Sports Tourism • 2-night minimum stay (Carnivals) • Supports the local economy during low periods, filling accommodation room nights and providing consistent business to restaurants, retailers and local attractions • Draw visitors from across NSW • Generate awareness of the destination and help build hosting capacity over time 	<p>NSW Junior State Touch Carnival, Hockey Masters, Netball Masters, National Skeet Championships</p>	<p>New GPR 2020/21 +\$20k Over 4 years to \$100k + in kind support with traffic management + operations.</p>
Marquee Sports Events (1-2)	<p>2. Marquee Sports Events are elite sporting fixtures, not specifically linked to a destination with social, community benefit, destination awareness and legacy benefits.</p>	<ul style="list-style-type: none"> • Supports new infrastructure • Marquee Sporting Events • Generates significant media coverage and raises destination awareness • Social and community benefit • Typically subject to a bidding process • Draw visitors from across NSW 	<p>AFL, AFLW, NRL, A-League, W-League</p>	<p>Specific budget requests through Council reports.</p>

Event category	Description / positioning	Attributes	Examples	Funding
		<ul style="list-style-type: none"> Generate awareness of the destination and help build hosting capacity over time Supports new infrastructure 		
Community Events (Unlimited)	Events that foster community pride and generate social, cultural and/or environmental benefits within the community	<ul style="list-style-type: none"> Foster community pride and deliver social, cultural value for local audiences Maybe one off or recurring Generally attract attendance numbers from 200 – 5,000 Platform for community to be showcased May generate economic benefit to event suppliers and food vendors Rely on support from Wagga Wagga City Council and sponsors Shorter lead times 	Riverina Truck Show and Kids Convoy, Carols in the Park, Pink Stumps	<p>Up to \$7,500 investment through Annual Grants budget (increased from \$3,000)</p> <p>Year 1 2020/21 \$45K (funded through the Major Events Sponsorship budget carryover of \$25K).</p> <p>Year 2 2021/22 \$50K (new GPR \$30K ongoing).</p> <p>Events demonstrating growth and broad community appeal may apply for funding beyond the initial 3 year support.</p>
Council Events and Festivals	Events that are delivered by Council to meet Council's CSP priorities	<ul style="list-style-type: none"> Foster community pride and deliver social, cultural value for local audiences Maybe one off or recurring Platform for community to be showcased May generate economic benefit to event suppliers and food vendors 	<p>Australia Day, Fresh, Citizenship Ceremonies, Fusion, Spring Jam, Wagga Comedy Festival, Lost Lanes and New Year's Eve.</p> <p>Includes Council's annual schedule of community, cultural, environmental, sporting and recreation events and public programs including Fresh (combined Seniors and Youth), NAIDOC Week and Science Week.</p>	<p>GPR/Operational budgets, project dependent</p> <p>+external project funding</p>

Determining our priorities

The following KPIs will be used in evaluating events to attract and fund to assist in building Wagga Wagga's events portfolio with a clear difference between community benefit and tourism event assessment:

Category	Lifestyle and Legacy	City reputation and appeal	Economic Impact
Destination Event	<ul style="list-style-type: none"> Activates existing and/or enables new infrastructure infrastructure Create new experiences 	<ul style="list-style-type: none"> Media reach: Regional to international Repeat visitation The fit with destination positioning 	<ul style="list-style-type: none"> Overnight visitation: min 2 to 3 nights Visitor numbers: 5000+ Visitor spend Time of year: shoulder ROI: 20:1
Major Tourism Events – Incubator Events (events in their first or second year)	<ul style="list-style-type: none"> Activates key infrastructure Local pride New experiences Balanced event portfolio Build capability 	<ul style="list-style-type: none"> Media reach and value: Regional/National Repeat visitation Offers new and distinctive experiences that activate brand positioning 	<ul style="list-style-type: none"> Overnight visitation: min 2 nights Visitor numbers: 1000+ (or smaller, niche event with national media reach) Time of year: not defined ROI: 10:1 (Visitor nights x average visitor spend/amount sponsored) Cost per visitor: Total sponsorship value/Total visitors
Major Tourism Events – Developing Events (events that have been running for more than 2 consecutive years)	<ul style="list-style-type: none"> Activates key infrastructure Local pride New experiences Balanced event portfolio Build capability 	<ul style="list-style-type: none"> Media reach and value: National Repeat visitation Offers new and distinctive experiences that activate brand positioning 	<ul style="list-style-type: none"> Overnight visitation: min 2 nights Visitor numbers: 1000 - 3000+ (or smaller, niche event with national media reach) Visitor spend Time of year: shoulder ROI: 15:1 (Visitor nights x average visitor spend/amount sponsored) Cost per visitor: Total sponsorship value/Total visitors
Active Sports Tourism Carnivals and Marquee Events - Active Sports Tourism	<ul style="list-style-type: none"> Activates existing and/or enables new infrastructure Builds capability, supports local sporting organisations 	<ul style="list-style-type: none"> Introduces first time visitors to the city Media reach and value: Local to regional 	<ul style="list-style-type: none"> Overnight visitation: min 2+ nights Visitor numbers: 400+ Time of year: low/mid-week ROI: 20:1 (Visitor nights x average visitor spend/amount sponsored) Cost per visitor: Total sponsorship value/Total visitors
Active Sports Tourism Carnivals and Marquee Events - Marquee Events	<ul style="list-style-type: none"> Activates existing and/or enables new infrastructure Multi-year contracts Local community attendance 	<ul style="list-style-type: none"> Attendance numbers: 5,000+ (or highest level of competition available) Media reach and value: Local to national 	<ul style="list-style-type: none"> Daytrip visitation – variable depending on the event Overnight visitation: min 1 night


Category	Lifestyle and Legacy	City reputation and appeal	Economic Impact
	<ul style="list-style-type: none"> Builds capability, supports local sporting organisations. 		
Community Events	<ul style="list-style-type: none"> Community participation at the event Engagement of local community groups 	<ul style="list-style-type: none"> Attendance numbers: 200-8,000 Local stories in the media 	Small visitor numbers, ROI – not measured.
Niche Business	<ul style="list-style-type: none"> Use of local suppliers 	<ul style="list-style-type: none"> Media reach: Regional to national Growth in key industry sectors 	<ul style="list-style-type: none"> Overnight visitation: min 2 to 3 nights Time of year: low/mid-week ROI: 15:1



2020 – 2024 Draft Action Plan

The Action Plan outlines the actions that will achieve the key strategies set out in this document. It is based on the three overarching goals, and includes timeframes, the lead role and Key Performance Indicators (KPIs).

Strategic Goal 1 – Create lifestyle and legacy benefits

Strategies	Actions	Timeframe	Lead	Measure
1.1 Create social and community benefits through enhanced livability, cultural and social inclusion	Review the Annual Grants Program to ensure additional support is provided to the broad range of community groups and organisations that deliver events that celebrate and promote social inclusion, neighbourhood and village activation, night-time economy and participation. <ul style="list-style-type: none"> - Increase the Annual Grant Events Budget to \$50,000 - Increase the maximum threshold off support to \$7,500 - Align assessment criteria to this strategy 	June 2021	Manager Community Services	Increase Annual Grants budget for Events from \$20K in 2019/20 to \$50K by 2021/22.
	Ensure all major events start with Welcome to Country.	June 2020	Manager Community Services	Inclusion at major events.
	Engage First Nations Peoples and businesses as suppliers to events.	Ongoing	Manager Community Services	Suppliers engaged.
	Aim for all major Council events to include First Nations artists/performers to add value to the event experience and connect people with place.	Ongoing	Manager Community Services	Artists/performers engaged.
	Continue to build and renew Council's annual program of events to ensure alignment to the CSP	Ongoing	Manager Community Services	Maintaining a responsive program of events.
1.2 Facilitate the activation of event infrastructure and precincts across the city	Undertake a gap analysis to identify potential areas for infrastructure investment i.e. lighting or power upgrades, installation of seating, staging or shade infrastructure, permanent toilet facilities	In progress	Manager Community Services	Analysis completed June 2020 with recommendations.
	Undertake an audit of public event infrastructure and precincts. Make the database available for internal use and public access via the events website.	Short term	Manager Community Services	Database available by 30 June 2020.

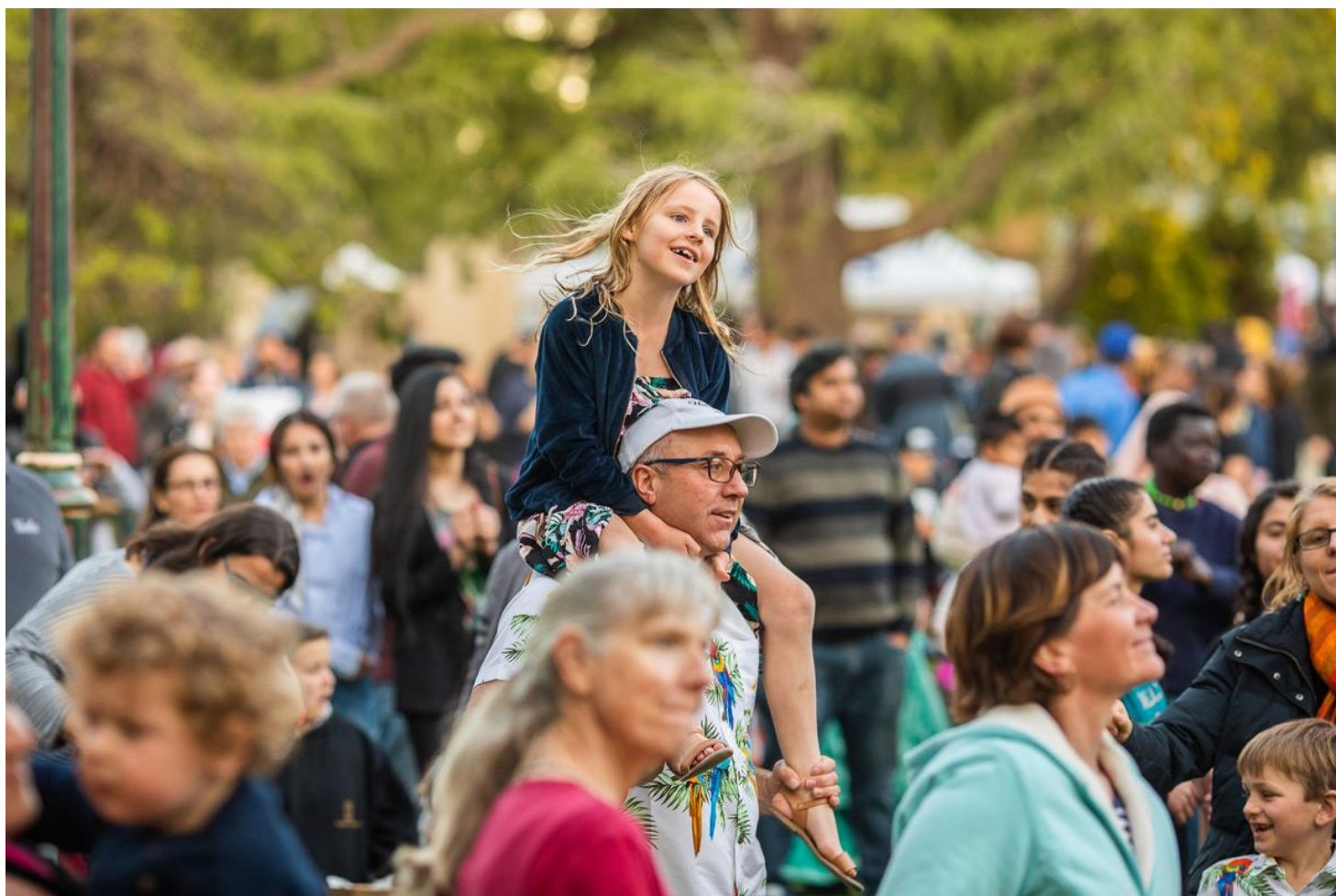
Strategies	Actions	Timeframe	Lead	Measure
	Attract events such as food festivals, live music performances, outdoor theatre, cinema and recreational activities to the Wagga Riverside Precinct	Short term	Manager Community Services	Develop a Prospectus and factsheet and secure two events six months prior to Riverside's opening.
	Plan for event infrastructure within all parks, spaces and in master planning developments.	Ongoing	Manager City Strategy	Increased usage of neighbourhood and village open spaces increase in transport options to events, upgrade of parks to host events.
1.3 Encourage event creativity and innovation	Develop and partner with unique/bespoke events that support creativity, innovation and active/healthy living through Annual Grants	Short term	Manager Community Services	Increase in funding and event mix through Annual Grants by 2020/21.
1.4 Advocate for sustainable event management	Identify opportunities to integrate 'ISO 20121: Sustainable Events' into Council's suite of events and encourage the use of this standard by independent event organisers within the local government area.	Ongoing	Manager Community Services	Development of standard for event organisers by December 2020.
	Establish guidelines and targets for improving the sustainable management of local events i.e. number of events with source separation, percentage of local goods and services.	Long term	Manager Community Services	Number of events with source separation, percentage of local goods and services by 2025.



Strategic Goal 2 – Grow destination reputation

Strategies	Actions	Timeframe	Lead	Measure
2.1 Build Wagga Wagga's profile as a leading regional events destination for NSW	Promote the growth of one of Wagga Wagga's major events into a Signature/ Destination suite of events for the LGA aligned to the city's growing reputation of Wagga Wagga as a regional cycling/ mountain-biking destination featuring the Gears and Beers Festival, Pomingalarna Multisport Cycling Complex etc.	Medium to long term	Manager City Strategy and Manager Community Services	Develop and build a late winter/early spring cycling destination program from 2021.
	Encourage and maintain a balanced calendar of events that are unique to the destination, showcase the city's competitive advantage and increase local pride including events that: <ul style="list-style-type: none"> • Encompass elements of local history and heritage • Celebrate the arts and cultural community • Leverage local sporting infrastructure and recreational facilities • Feature local wine, brewing and distilling product/experiences. 	Short to medium term	Manager Community Services	3-4 major tourism events supported per year from 2021.
2.2 Strengthening investment through events attraction	Increase the sporting event attraction annual budget and establish a non-sport event attraction budget for sport/leisure/ business events that align to this strategy. Ensure appropriate procurements delegations to allow for direct negotiation with event promoters.	Short to medium term	Manager City Strategy and Manager Community Services	Budgets are increased/established from 2020/21. Alignment of delegations.
	Work with sporting promoters to confirm a program of regional sporting events and carnivals, and marquee sporting events.	Short to medium term	Manager City Strategy	Attract at least one premier sporting event, and an additional 10 regional sporting events/ carnivals to the city each year.
	Develop a network of targeted non sport event owners/ promoters, professional conference organisers, tour managers, other and offer to host them in the city.	Short term/ongoing	Manager Community Services	December 2020.
2.3 Build the capacity of local event organisers and industry	Review and update the Events Guide, templates and forms available on the events website, and launch the latest suite of resources available	Short term/ongoing	Manager Community Services	Documents available June 2020.

Strategies	Actions	Timeframe	Lead	Measure
	Develop professional development workshops to encourage the development of value add event experiences eg. Behind the scenes, VIP areas to meet the changing market needs.	Short to medium term (June 2020)	Manager Community Services	Number of workshops
	Develop and maintain a two-year event calendar on the website, to support forward planning by local businesses and the community.	Short term/ongoing	Manager Community Services	Calendar online by February 2020



Strategic Goal 3 – Increase economic impact

Strategies	Actions	Timeframe	Lead	Measure
3.1 Ensure Council event sponsorship is achieving the maximum return on investment	Review and amend Major Events, Festivals and Films Sponsorship Policy and Guidelines to ensure they align with this Strategy. To include: <ul style="list-style-type: none"> Incubator, Developing and Flagship categories. Out of round funding requests Align assessment framework to this strategy 	Short term	Manager Community Services	Amended Policy and Guidelines endorsed May 2020.
	Develop best practice procedures, tools and templates for all successful funding applicants to use when measuring the outcomes of their event so the data supplied to Council is fit for purpose and to support Councillor decision making	Short term	Manager Community Services	Assets available prior to the closure of the first funding round in 2020.
3.2 Grow new visitor markets that align to key (new) product/destination initiatives to increase economic contribution	Work with the Wagga Tourism Partners and industry to develop new and existing food and beverage related events focused on arts and culture.	Short to medium term	Manager Community Services	Support the development of one new event by December 2021.
	Review Blanket Development Applications across the city to include new event camping considerations	Short term	Manager Community Services	December 2021.
	Increase length of stay through packaged experiences. Provide event organisers, tourism operators and local businesses with regular advice to ensure they're leveraging local events – packaging, collaboration, promotion eg. dining, retail, cooking.	Ongoing	Manager Community Services	Incorporate into industry e-Newsletter from the first quarter of 2020/21.
3.5 Maintain a high standard of promotion of events to visitors and residents	Through What's On, Visit Wagga – website work	Ongoing	Manager Community Services	Number of What's On publications distributed. Website usage.
	Review the Visit Wagga events page to improve usability	Short term	Manager Community Services	Recommendation by December 2020.

Note:

All budget requests detailed in this strategy are subject to Council approval as part of Council's Long Term Financial Planning processes.

From: Kate Shilling
Sent: Monday, 2 March 2020 11:31 AM
To: Hamilton, Fiona

Hi there Fiona,

I read your events strategy document yesterday afternoon.. here's a couple of notes:

- The alignment with region, state and national strategies is key – so many groups have a hand in driving this sector!
- Food and Wine events are everywhere (hence why they are part of the DNSW strategy for growth) but it's definitely thinking outside the box with this sort of thing, as there's a lot of same-same in this space. It's worth considering developing a "hero" produce (like truffles have become a hero around Canberra, prosecco in the King Valley), and creating something core to Wagga DNA
- Great to identify hybrid events as a driver. This is exactly how Tourism Australia have positioned their Signature Experiences (Ultimate Winery Experiences Australia is one of their collectives) – there's a lot of opportunity tapping into peoples passions but then extending what is on offer when they get here.
- Environmental awareness – this is big and real. eg: I spent Thursday/Friday at a Media Marketplace - amongst journalists there's a real awareness that to fly too often is not great. They also want to reduce the goodie bags on media famils – unless they include food/drink – WW's strengths!
- The reference to the poor pre-booking culture by the public (last minute purchase of tickets). This is alive and well in leisure travel and business events, and I don't think we will influence longer lead in in the short term – industry just has to get on board with better bookability so they are there whenever customers are ready – then look at better ways to engage early and increase chances of conversion.
- I like the way you have offered solutions to the accommodation challenges – there are many pop-up accom options beyond camping - and so many cool ways to make this work.
- Really like the action plan - and that history and heritage is part of the mix! I found a great paper about [Domestic Arts tourism](#) that may add some zing if you need it (full disclosure, I haven't read it yet!). I also checked out the CSU Archives – any contacts there would be appreciated!

Have a good one – Kate

Kate Shilling

Director | [Destination Riverina Murray](#)
0407 188 528 kate.shilling@destinationrm.com.au



From: Anna Gurnhill
Sent: Tuesday, 3 March 2020 5:24 PM
Subject: Events Strategy and Action Plan Feedback;

Fiona, some feedback on the Events Strategy from a bicycle tourism perspective (great work, by the way - looks very well considered , and very comprehensive):

- A series of late winter/early spring cycling events promoted under one banner is a great initiative - It has benefit from two key angles: as a goal to keep people motivated to train through winter; or to have something early in the cycling season to kick-start their training coming out of winter hibernation.
 - There is a novelty to winter riding that can be leveraged. Some winter destinations are promoting winter riding as a badge of honour (eg very cold places like Minnesota USA), and there's some fun that can be had here - themed events to rug up and wear as much as possible on the ride; something warm to look forward to after a ride (evening ride with mulled wine event and braziers); morning winter warmers... People will brave the cold, even for novelty effect - Darf Mofo in Hobart is a great example of celebrating the cold. While it doesn't do anything bike-specific, there is certainly opportunity in this space for Wagga
 - Wagga can also play to its advantage for winter riding as a cycling destination that doesn't have the harsh winters of the more mountainous regions; and is a little warmer than nearby Canberra
- A series of events can be leveraged for gamification purposes for locals and visiting cyclists.
 - encourages continued participation and repeat visitation
 - can be used to keep visitors (and locals) in the region over the school holiday period
 - could be used in collaboration and partnership with Sea Otter (Canberra) in future years
 - creates a sense of their being a lot to do/ride in the region
 - tying cycling experiences and events with other local attractions is always of benefit
 - You could consider some sort of an online 'passport' to encourage people to collect as many 'stamps' as possible. Ride High Country 7Peaks Challenge is a good example; using the Strava cycling platform as their 'online passport' and with roadside signage also letting people know the start and end of the 7Peaks climbs - <https://www.ridehighcountry.com.au/7-peaks/>
 - Bicycle Network (membership-based group in Vic) have an existing app, Riderlog; which can be used for a similar purpose - <https://www.bicyclenetwork.com.au/our-services/riderlog/> I've worked with Bicycle Network in the past, while with ACT Govt, to modify and rebrand the app for our specific purpose.
 - Pedal Power ACT have another example and with their own bespoke app - CycleWorks Challenge <https://cycle-works.com.au/>
 - And there's also Love To Ride; US based but with a staff member in Brisbane, Christina Sorbello -christina@lovetoride.net <https://www.lovetoride.net/global?locale=en-GB>
 - while these last two have a focus on active travel rather than bicycle tourism, they could be modified and used very easily for bicycle tourism purposes

- Cycling events will become increasingly important to utilise the MultiSport Cycling Complex and maximise Council's investment here.
 - Also opportunity here to cater for groups; cycling clubs; training camps... Could be a good target for Sydney and Melbourne based cycling and triathlon clubs - get away from the City for your next club/group training camp...
- Can also consider multi-day cycling events - these don't have to be long or hard; giving people an opportunity to spend some time each day on a bike; and plenty of time off the bike and enjoying other local experiences, businesses and attractions.
- Hybrid events can be a real novelty and help to differentiate Wagga. Cycling and....another interest/theme eg sustainability/environment/nature (many options!!); and can tie in to many other elements of the Strategy and Action Plan
- opportunity for cycling event in January (I know it's hot but so too is Adelaide) en route for those driving to Tour Down Under in Adelaide late Jan each year. Maximises school holiday opportunity; road trips; and time availability during the peak holiday period
- Summary :cycling events, including a series of events, are a great way to promote the region as a cycling destination; to attract repeat visitation; to attract longer stays; to attract 'staycations' from locals; to plant a seed as part of your marketing and promotion exercises that the region is a cycling destination; and to tie in local businesses with cycling experiences. win-win!

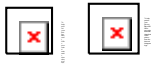
Anna

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Anna Gurnhill

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Survey Report

07 August 2012 - 08 March 2020

Public Exhibition Submission Form - Events Strategy and Action Plan 2020-2024

PROJECT: Events Strategy and Action Plan 2020 -
2024

Connect Wagga

engagement 
by Bang the Table

Q1 | **Your name:**

Anonymous
2/08/2020 03:30 PM

Anonymous
2/19/2020 12:43 PM

Anonymous
2/21/2020 04:24 PM

Anonymous
3/01/2020 07:41 PM

(4 responses, 0 skipped)

Q2 | **Your address:**

Anonymous	
2/08/2020 03:30 PM	
Anonymous	
2/19/2020 12:43 PM	
Anonymous	
2/21/2020 04:24 PM	
Anonymous	
3/01/2020 07:41 PM	

(4 responses, 0 skipped)

Q3 Your email address:

Anonymous

2/08/2020 03:30 PM

Anonymous

2/19/2020 12:43 PM

Anonymous

2/21/2020 04:24 PM

Anonymous

3/01/2020 07:41 PM

(4 responses, 0 skipped)

Q4 | Your telephone number:

Anonymous

2/08/2020 03:30 PM

Anonymous

2/21/2020 04:24 PM

Anonymous

3/01/2020 07:41 PM

Optional question (3 responses, 1 skipped)

Q5 Your submission:

Anonymous

2/08/2020 03:30 PM

I believe that The Wagga Wagga City should put funding towards event and advertisers for such events. Wagga has nothing for family's to do in the holiday and or weekend. Doing 1 big event each month will help reduce that annoyance of Wagga having nothing that is family friendly.

Anonymous

2/19/2020 12:43 PM

Looks fantastic! No objections

Anonymous

2/21/2020 04:24 PM

It would be great to see the WWCC Events Team expand to have the capability to deliver top quality Events themselves. I find it frustrating when WWCC are offering large grants which could go to inexperienced event organisers. I would rather see more great quality events delivered by council like Fusion, Spring Jam and Lost Lanes. With a larger team this would be possible. It would also bring more experienced events workers into town. It's great to see this document has been developed. Business Events are briefly mentioned, however I believe this is an area that could be further developed and have a greater emphasis. There is a huge push for business events at every level of government at the moment and there is real opportunity for this to be capitalised on from Wagga's perspective. Happy to discuss further.

Anonymous

3/01/2020 07:41 PM

(4 responses, 0 skipped)

Q6 | Supporting documentation (optional)

Optional question (0 responses, 4 skipped)