



Eurobodalla Event Strategy

2025-29

Eurobodalla
Shire Council

Acknowledgement of Country

Eurobodalla Shire Council recognises Aboriginal people as the original inhabitants and custodians of all land and water in the Eurobodalla and respects their enduring cultural and spiritual connection to it. Eurobodalla Shire Council acknowledges the Traditional Owners of the land in which we live. Council pays respect to Elders past, present and aspiring. We are on Yuin Country.

Access to information

The best way to find out information about Council is to read our news on the website, subscribe to our monthly newsletters, follow us on Facebook, Instagram and LinkedIn, and read the Living in Eurobodalla residents' newsletter each quarter. You can also read the Council Meeting agenda papers online or by dropping into a library in Narooma, Moruya or Batemans Bay, watch the Council Meeting livestream, participate in the meeting by attending Public Access or Public Forum, or attend a Councillor Catch Up. Our Customer Service Centre in Moruya welcomes community members every weekday to provide access to information and answer questions.

How to contact us

| | |
|--------------------|---|
| In person | Customer Service Centre 89 Vulcan Street, Moruya Monday to Friday, 8.30am to 4.30pm |
| Phone | 02 4474 1000 For after-hours emergencies call 1800 755 760 |
| Mail | PO Box 99, Moruya NSW 2537 |
| Email | council@esc.nsw.gov.au |
| Web | www.esc.nsw.gov.au |
| Councillors | See contact details on our website |

Eurobodalla Events Strategy 2025-29

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Walawaani

Eurobodalla Shire Council recognises Aboriginal people as the original inhabitants and custodians of all land and water in the Eurobodalla and respects their enduring cultural and spiritual connection to it.

Eurobodalla Shire Council acknowledges the Traditional Owners of the land in which we live. Council pays respect to Elders past, present and aspiring. We are on Yuin Country

Acknowledging our past, present and future

Eurobodalla has a long and diverse history. More recently shaped by gold and granite mining, logging, fishing and farming, the area has embraced more than 20,000 years of shaping by Aboriginal people. Country and culture are deeply integrated for the Yuin People of this region with some locations – like Gulaga (Mount Dromedary) and Barunguba (Montague Island) – holding special importance.

A Venue Welcome Kit is a key outcome of this Events Strategy, assisting event organisers with detailed site maps and underground assets, information about the Country on which they are hosting their event, and protocols that acknowledge Indigenous values of the site.

Message from the Mayor

Welcome to Eurobodalla Council's Events Strategy 2025-29. I'm excited to present this roadmap to a vibrant event landscape for the shire.

Events are not just gatherings; they create jobs, boost tourism, and enhance our quality of life... they're the lifeblood of our community.

Over the next four years, we can work together to shape a diverse and inclusive event calendar that truly reflects Eurobodalla's unique character.

This strategy will deliver a streamlined application process, will bring events into focus of public space design, and will create greater security for event organisers through a bolstered and more flexible grant funding model.

Thank you for being a part of this journey, and I look forward to exciting times ahead.



Mathew Hatcher
Mayor of Eurobodalla

Priorities, goals and objectives

Our priority

To assist the community in delivering safe and successful events.

Our goal

To increase the quality and quantity of events being held in Eurobodalla.

Our objectives

| | |
|------------|---|
| Immediate | To streamline the event permit approval process and remove barriers to success. |
| Short term | To create a portfolio of breathtaking experiences and venues. |
| Long term | To position Eurobodalla as the ideal place to host and attend events. |

Three key stages

1. Streamline internal processes

It is critical Council continues to streamline its event-related processes as effective time management essential. The current application process is cumbersome and time consuming for both event organisers and Council staff. Further streamlining these processes frees up staff to focus on more meaningful work and collaborate with other teams within the organisation required for events to be successfully run.

2. Investment and development

Investing and developing Council's event package is a top priority. This means utilising Council's existing assets (e.g. venues, equipment and staff) to support long-term benefits by attracting a larger number and variety of events to boost economic and cultural vitality in our region.

3. Promotion

Event hosting is only part of the equation; event marketing promotes our venues and the region as a premier event destination.

High-quality, venue prospectuses are crucial and will highlight the unique features, amenities and advantages of available venues. They demonstrate Eurobodalla is the ideal location for hosting and attending events.

Stage 1: Streamline internal processes

Even experienced event operators find Council's event application process difficult to navigate (see Appendix 1: desktop audit of event permit application process). A September 2024 survey of people organising events on Council-managed land found their three most common problems to be:

1. Limited availability of upfront cash support.
2. Increasing costs of accredited staff and event infrastructure hire like temporary stage or marquee hire, or certified traffic controllers.
3. Venue limitations like the availability of adequate electricity supply or toilets.

Desktop audit of the Event Permit Application Process

See below table outlining the form, the number of pages on the form, the number of questions in the form, and yes or no if the form has repeating questions, for example, contact information or name of event.

| Form | Pages | Questions | Repeat Questions |
|------------------------------------|-----------|------------|------------------|
| Event Permit Application Form | 5 | 56 | N/A |
| Amusement Device Application Form | 2 | 19 | Yes |
| Emergency Response Plan | 2 | 8 | No |
| Risk Management Plan | 7+ | 8+ | Yes |
| Temporary Camping Application Form | 2 | 37 | Yes |
| Temporary Food Premises List | 1+ | 14+ | No |
| Traffic Management Plan | 5 | 33 | Yes |
| Waste Management Plan | 1 | 18 | Yes |
| Total (<i>no less than</i>) | 25 | 193 | |

Stage 2: Investment and development

"Life is not measured by the number of breaths we take, but by the moments that take our breath away" – Maya Angelou

From the Clyde Mountain to Gulaga, Eurobodalla boasts breathtaking settings and outlooks. Yet so many major event sites are shielded from the spectacular water views nearby. It's not only the intricate internal design of the Sydney Opera House that captures the imagination – rather the world's focus is how it sits in the surrounding location.

Investing in venues for long-term benefits

Medium to large-scale and major events are essential for community connection and economic development, but rising costs for critical components such as accredited traffic control, temporary staging, and marquee hire have made them increasingly expensive to organise. As a result, event organisers are seeking greater government support and funding to ensure their success.

Event organisers are seeking more government support and relying heavily on existing grant funded programs. To address these financial pressures, Council has an opportunity to invest in our existing venues and infrastructure.

By focusing investment on venues and providing infrastructure support, Council can reduce operating expenditure for event organisers and therefore improve the viability of safe and successful events. While Council's ability to invest in venue upgrades in the short term may be limited, a significant amount of work can be done in assessing venues and infrastructure upgrades required.

This approach not only supports event organisers but also enhances the overall community experience, attracting more events to the region, a building a shire-wide sense of identity. Like the Sydney Opera House, iconic venues can become as much a part of the attraction as the event program itself.



Orry Kelly Stage – Hindmarsh Park, Kiama



Concert Stage – Four Winds, Bega

Council's events package

Councils are in a unique position to create, support and facilitate major events, with access to land, equipment and the skilled and certified crews essential to successful event delivery.

Many major and community events rely heavily on local volunteers. Council has skilled staff (traffic controllers, heavy machinery operators, media experts, waste management facilitators, landscape and maintenance crews) that can act as a surge workforce to complement event volunteers and help them upskill.

Council plays a key role in supporting events across the Eurobodalla region, primarily through grant funding initiatives, in-kind provision of goods and equipment—such as traffic control infrastructure—and professional advice throughout the event application process. There is room to expand and diversify the support we provide.

Councils Events team has been exploring non-cash options to assist event organisers. This approach is personified in the Council events package, a flexible support model that targets specific areas where event organisers may face challenges. By offering practical assistance, Council can help events succeed while easing the resource and administrative burdens on organisers.

The success of Council's events package is already evident. For the 2024 Narooma Oyster Festival, skilled Council staff stepped in to fill critical roles. The Events Coordinator provided management of volunteers, the Media Officer delivered high-quality images and real-time social media coverage, the Grants and Events Manager assisted as a support person, and the Events Officer oversaw merchandise sales and volunteer coordination. Sustainability and Waste Services jumped on board to divert 800kgs of oyster shells from landfill.

Similarly, for the 2024 River of Art Festival, Council responded to a specific logistical challenge. Organisers needed to transport the 'Pink Cube' shipping container art space but faced prohibitive costs. By integrating the task into existing schedules, Council provided transport using its flatbed truck. This allowed funds to be reallocated to promoting the event and boosting its overall success.

These examples highlight how Council's events package delivers targeted, practical support, enabling events to overcome hurdles and thrive. By providing expertise, skilled resources, and logistical assistance, Council ensures events are not only delivered successfully but also continue to bring significant benefits to our community and the broader region.

A key ongoing priority for Council's Events team is to continually enhance and expand the Council events package. By refining this flexible support initiative, Council can better address the evolving needs of event organisers, filling critical gaps where resources, expertise, or capacity may be limited.

Stage 3: Promotion

"The best advertising you can have is a loyal customer spreading the word about how incredible your business is." — Shep Hyken

Neatly nestled between Melbourne, Sydney and Canberra and abundant in pristine beaches and bushland, Eurobodalla's stunning natural backdrop sets it apart from other locations as a premier visitor destination.

As the Eurobodalla Destination Action Plan 2024-28 highlights, word-of-mouth the best advertising, and events can effectively generate this kind of organic promotion. An area where Council can most easily influence when it comes to word-of-mouth is the visitor experience. The more positive the visitor experience, the more likely visitors will share a positive word of mouth through their network.

By encouraging and supporting memorable events in beautiful settings, Council can assist event organisers to have attendees share their experience and spread the word on Eurobodalla's unique attractions.

How it fits together

Combining scenic and user-friendly venues, a simple event application process and a supportive events package makes Eurobodalla more attractive to event organisers. In return, our region benefits from user-generated content; in effect, event attendees become ambassadors who promote Eurobodalla through social media and word of mouth.

Council developed support collateral – venue welcome kits, for example – can become the basis for a comprehensive destination prospectus in the future. This will be a flexible document that can be tailored to specific event types and formats that will promote and secure events for the shire while continuing to expand the Council events package.

Legacy constraints

Hallmark event funding

In the Eurobodalla Event Strategy 2019-24, Council provided annual grant funding of \$20,000 for two separate events through the Hallmark Event Funding – the River of Art Festival and the Narooma Oyster Festival. These grants ran for three-year periods. Hallmark Event funding had several restrictions that hindered the flexibility of event organisers to allocate resources effectively.

The Events Strategy 2025-29 will directly address the current funding constraints impacting event organisers. One key area of improvement is the removal of well-intended but impractical conditions, such as the requirement for funds to be spent solely on engaging a full-time event coordinator—a condition that is arguably more of a burden given the funding would generally not cover the full cost of a coordinator's wage.

By eliminating these restrictive barriers, this Strategy will introduce much-needed flexibility and certainty for successful grant applicants. This flexibility will allow event organisers to allocate resources where they are most needed, ensuring funds can be used effectively to address specific challenges and deliver successful outcomes.

Ultimately, these changes will enable Council to provide more meaningful and practical support to event organisers.

Travel time

The Eurobodalla Local Government Area is a narrow strip that runs 143km along the coast. It can take one and a half hours, or more, to drive from one end to the other. This considerable travel time can work as a deterrent for both residents and visitors attending events in different parts of the shire.

This highlights the need for strategically located events and improved transport solutions to increase participation in all regional activities.

Unique town identities

Eurobodalla's towns and villages each have their own distinct character, shaped by the unique communities that call them home. While this local pride is invaluable, it sometimes differs from the broader identity of the shire. By creating a strong regional identity alongside the individuality of each town and village, Eurobodalla can enhance its overall appeal and recognition.

The Eurobodalla Destination Action Plan 2023-28 highlights the need for a clear, cohesive, and contemporary brand identity—one that reflects the natural beauty of the region while uniting its diverse offerings. This identity should celebrate everything from Eurobodalla's rich culinary and cultural experiences to its transformative outdoor adventures.

Most importantly, every town and village play a crucial role in shaping Eurobodalla's story. Each contributes its own signature experiences, weaving together a shared identity that showcases the depth and diversity of the region.

Council's event marketing enhancements will complement and align with the upcoming Eurobodalla tourism rebrand.

Economic and cultural development

The Eurobodalla Destination Action Plan 2023-28 provides a strategic framework to position Eurobodalla as a premier visitor destination. By identifying key target markets, the plan ensures a focused approach to attracting the right audiences, aligning tourism efforts with the region's unique strengths.

A priority market identified in the Eurobodalla Destination Action Plan is wellness travellers, a high-value market drawn to destinations that offer rejuvenation, relaxation, and immersive nature-based experiences. Eurobodalla's greatest competitive advantage lies in its pristine natural environment, making it an ideal destination for those seeking outdoor adventure, sustainability-focused experiences, and cultural enrichment.

The Eurobodalla Events Strategy is directly informed by the Destination Action Plan, aligning event development and investment with the five key tourism pillars outlined in the EDAP:

1. Culinary and agritourism
2. Arts and culture
3. Sustainable tourism
4. Nature and outdoor recreation
5. Transformative experiences.

By focusing on these areas, the Events Strategy will complement broader tourism goals, reinforcing Eurobodalla's identity as a must-visit destination while supporting local businesses, community engagement, and economic growth. This will not only encourage more events, but more crucially encourage the right type events.

Events for wellness travellers

The Eurobodalla Destination Action Plan identifies wellness tourism as a key growth opportunity. In 2018, the Global Wellness Institute (GWI) valued the global wellness tourism economy at \$436 billion annually—a figure that has likely grown significantly post-COVID.

Notably, 87% of wellness tourism expenditure comes from secondary wellness travellers, such as business travellers incorporating wellness activities or individuals indulging in self-care experiences during leisure trips. These travellers also drive the majority of growth, accounting for 89% of trips and 86% of expenditures (GWI, 2018).

Wellness travellers tend to be more affluent, spending 178% more per trip than typical domestic tourists (GWI, 2018). They also stay longer, with at least four nights considered essential for a wellness retreat. Their spending habits favour premium food, drink, and local produce, alongside nature-based and cultural experiences. Interestingly, 67% of wellness travellers are women.

By leveraging its strengths in culinary and agritourism, arts and culture, sustainable tourism, outdoor recreation, and transformative experiences, Eurobodalla can position itself as a premier wellness destination. The development of new resources such as the Events Prospectus, will play a crucial role in marketing the region to event organisers and attendees in this high-value market.

Back to zero

Eurobodalla's pristine environment is valued by residents and visitors alike. Disposable plastic items and packaging are no longer acceptable in any sustainable event program. It is necessary to quickly transition to event delivery that avoids unnecessary waste. Council is excited to make this happen in accordance with the [Eurobodalla Climate Action Plan 2022-2032](#) and the draft [Waste and Resource Recovery Strategy 2025-2035](#).

Recent successes include the Narooma Oyster Festival, Festival of Sustainable Ideas and the Broulee Art on the Path events.

By actively promoting and supporting environmentally friendly events, we strengthen our competitive edge by expanding key markets such as sustainable tourism, nature-based outdoor recreation, and transformative experiences. This approach not only enhances the visibility and appeal of our events and region but also contributes positively to environmental efforts, ensuring lasting benefits for our community and the planet.

Live music destination

With the right support, Eurobodalla's emerging live-music scene has potential to thrive by enticing touring musicians and promoters who prioritise inland venues to take the coastal road instead.

The EDAP highlights the importance of the VFR market—visiting friends and relatives—particularly as live music thrives in social settings. By providing quality entertainment, Council can attract top-tier performers while increasing the visibility and resources of local venues through improved infrastructure and targeted promotional efforts. Leveraging established music campaigns, such as Oz Music Month and Aussie Band Shirt Day, allows Council to align with nationally recognised initiatives that already draw widespread attention.

Additionally, building stronger relationships with venue owners and event organisers enables Council to tailor support to their specific needs. This approach can improve scheduling, boost the promotion of events, and support a vibrant local music ecosystem, ensuring that live music remains a thriving part of the community.

Adventure sports and an ageing population

Australia's population continues to age, Eurobodalla reflects this trend. According to the 2024 census, 42.4% of Eurobodalla's population is aged 60 and over. With aged care as a key industry, there is a strong opportunity to attract a younger generation to the region, ensuring workforce sustainability and long-term community vitality.

Younger residents are essential not only to fill important roles in health care but also to sustain vibrant town centres and active communities, ensuring Eurobodalla continues to thrive. Adventure and competition sports hold immense potential to attract younger demographics while also enhancing the community's appeal.

Eurobodalla's open spaces and natural landscapes make it an ideal location for activities such as mountain biking, fun runs, triathlons, orienteering, and other competitive events. Recent investment in outdoor infrastructure, such as the Narooma Mountain Bike Trails, Mogo Trails, and the Munjip Trail coastal walk provide a strong foundation for hosting new adventure and competition events.

These developments create opportunities for Council to attract high-quality sporting and outdoor adventure events that make use of these facilities, bringing both economic and social benefits to the community.

Beyond the competition itself, these events generate significant economic and social benefits. They drive increases in overnight stays and boost patronage from the wider community, including friends and family who travel to support participants.

By building on this momentum, Eurobodalla can position itself as a hub for dynamic, high-energy events that not only revitalise our local economy but also attract a vibrant and diverse population.

Recognising the value of community events

It's important that our towns and villages reflect a strong sense of identity. While tourism plays a valuable role in our region, the everyday character of the Eurobodalla is shaped by those who live here, and it's vital that we maintain a sense of community that remains once the visitors have gone. Community events are central to this identity.

From small-scale fundraisers and local sports presentations to larger festive celebrations like, these events reflect the values and connections that define us.

The Strategy recognises the importance of these gatherings and seeks to improve their delivery via the Council Events Package, streamlined application process and improved availability of event infrastructure. This will help organisers access the tools and guidance they need, making it easier to host safe, well-run, and enjoyable events that reflect the best of our communities.

Event funding framework

Events play a pivotal role in community connection, enhancing cultural vibrancy, and driving local economic activity. Beyond serving as a source of entertainment, the events industry has a profound impact on associated sectors, including accommodation, catering, hospitality, transport, and infrastructure services. Each successful event generates a ripple effect, boosting local businesses, attracting tourism, and instilling a sense of pride within the community.

However, the events industry faces mounting challenges. Global disruptions such as the COVID-19 pandemic, coupled with increasing infrastructure and insurance costs, have significantly strained the ability of organisers to deliver high-quality events within constrained budgets. Feedback from event organisers has further underscored the need for a more adaptable and supportive funding framework.

A review of the previous event funding model identified structural barriers that limited organisers' flexibility to allocate resources effectively. To address these challenges, a revised funding model has been developed to empower event organisers and improve event quality and diversity.

Key features of the new event funding framework include:

1. Funding: a total of \$390,000 will be allocated to event organisers across the 2025–26, 2026–27, and 2027–28 financial years.
2. Independent assessment panel: a new panel, composed of independent experts will assess grant funding applications. This measure enhances transparency, fairness, and accountability, ensuring funding decisions provide the greatest return on investment.

The total amount of event funding available will be distributed across three distinct programs to cater to events of varying scales and significance:

- Iconic Events (50% of total funds): \$195,000
Designed to support flagship events that attract significant regional or national attention and deliver broad economic and community benefits.
- Major Events (35% of total funds): \$135,000
Targeting large-scale events that contribute to regional growth and showcase the community's unique offerings.
- Community Events (15% of total funds): \$60,000
Aimed at developing grassroots engagement and supporting smaller, locally focused initiatives that strengthen community ties.

This revamped funding model reflects Council's commitment to nurturing a vibrant and sustainable events industry. By addressing existing barriers and creating a more equitable and

adaptable framework, the new approach ensures organisers are well-supported to deliver events that enrich the community and stimulate local economic growth.

The funding model will further align Council's events support package with the strategic framework identified in the Eurobodalla Destination Action Plan as well as initiatives set out by NSW Governments vibrancy reforms.

| Funding program | % of total funds | 2025-26 | 2026-27 | 2027-28 |
|------------------|------------------|---|--|---|
| Iconic Events | 50% \$195,000 | <ul style="list-style-type: none"> 1 x grant offering in September 2025 for events in 2026, 2027 and 2028 \$195,000 available in the round Each application up to a total of \$75,000 over 3 years Grant assessed by independent panel. | | |
| Major Events | 35% \$135,000 | <ul style="list-style-type: none"> 1 x grant offering in September 2025 for events in 2026 and 2027 \$67,500 available in the round Each application up to a total of \$20,000 over 2 years Grant assessed by independent panel. | <ul style="list-style-type: none"> 1 x grant offering in September 2026 for events in 2027 and 2028 \$67,500 available in the round Each application up to a total of \$20,000 over 2 years Grant assessed by independent panel. | |
| Community Events | 15% \$60,000 | <ul style="list-style-type: none"> 1 x grant offering in September 2025 \$20,000 available in the round Events in 2026 Each application up to a total of \$2,000 for 1 year Grant assessed by independent panel. | <ul style="list-style-type: none"> 1 x grant offering in September 2026 \$20,000 available in the round Events in 2027 Each application up to a total of \$2,000 for 1 year Grant assessed by independent panel. | <ul style="list-style-type: none"> 1 x grant offering in September 2027 \$20,000 available in the round Events in 2028 Each application up to a total of \$2,000 for 1 year Grant assessed by Events team. |

Actions

Achievable within existing budget (AWEB)

Line items noted as achievable in existing budget are typically a change in process, a new policy, or an existing council service that is considered part of general operations and can be completed using existing resources.

Aspirational (ASP)

Line items noted as aspirational are anticipated to incur some form of future expense that is not currently budgeted for. These items need to be investigated further with a cost benefit analysis undertaken.

Stage 1 – Streamline internal process

Immediate: 1-2 years

| # | Action | What are we doing? | Consequence (what is it going to achieve) | Deliverable / measurable | \$ Budget |
|-----|--|---|--|---|-----------|
| 1.1 | Develop a centralised events database and workspace | Create a digital system to manage events efficiently and effectively | Improved event data management and organisation | Database implemented and operational | AWEB |
| 1.2 | Audit the Event Permit Approval Process and simplify event application forms | Review and streamline permit processes to improve efficiency | Reduce delays and improve event approval efficiency | Approval process reviewed and updates implemented | AWEB |
| 1.3 | Establish an Event Facilitation and Support Budget | Realigning fees and charges, and centralising current expenditure | Revenue from event organisers hiring Council land is centralised | Budget established | AWEB |
| 1.4 | Review event grant funding framework | Refocusing grant funding guidelines to prioritise strategically aligned events. | Support events that target priority audience identified in the Eurobodalla Destination Action Plan | Grant funding guidelines updated | AWEB |
| 1.5 | Automate event stakeholder notifications, recurring organiser touch points and post-event reporting requirements | Automate emails and processes for improved communication | Improved accuracy, timely notifications for organisers and stakeholders | Automated notifications in use | AWEB |

| # | Action | What are we doing? | Consequence (what is it going to achieve) | Deliverable / measurable | \$ Budget |
|------|--|--|--|---|------------|
| 1.6 | Update and standardise the Eurobodalla Events Policy, Guidelines, and Planning Templates | Review and redesign supporting materials and planning tools for event organisers | Ease organiser workload and improve feedback collection | Simplified templates and improved user guides delivered | AWEB |
| 1.7 | Develop a plan to help event organisers comply with Council policies | Ensuring organisers are supported and informed of new requirements | Educate organisers and reduce financial burdens associated with change management | Number of policies applied and adhered | AWEB / ASP |
| 1.8 | Align internal policies with external venue hire processes (e.g. zero-waste events) | Applying best practice policies to Council owned properties | Consistency and clarity in event planning processes, improved quality of external events | Updated templates and guidelines published | AWEB / ASP |
| 1.9 | Investigate potential amendments to the Eurobodalla Local Environmental Plan to remove duplicate permit requirements | Applications for events on Council owned and managed land | Save time and money, increase number of potential event venues across Eurobodalla | Updated Event Approval process | AWEB |
| 1.10 | Create framework for venue hire fee support and fee waiver programs | Creating a standard for requests for in kind support | Improved governance | Framework created and implemented | AWEB |
| 1.11 | Develop event in-kind support package agreements to reflect Council contributions | Formalising agreements and processes | Clearer communication and support for event organisers, increased awareness and acknowledgement of Council support | Number of events Council provides in kind support to and dollar value | AWEB |

| # | Action | What are we doing? | Consequence (what is it going to achieve) | Deliverable / measurable | \$ Budget |
|------|---|--|--|--|------------|
| 1.12 | Continue to build event support culture within Council | Develop culture and instil pride across the organisation | Council staff understand the importance of events to the community and economy | Improved internal engagement and support | AWEB |
| 1.13 | Establish regular contact with Event Organisers. | Distributing a quarterly information guide to organisers | Keeping event organisers updated and informed about policies and opportunities | Information pack distributed with accompanying feedback circle | AWEB |
| 1.14 | Develop sustainable waste management program for event organisers | Creating partnerships between Council waste and sustainability teams and external agencies | Help organisers reduce event waste efficiently | Number of zero-waste events implemented | AWEB / ASP |
| 1.15 | Review and develop Accessibility Inclusion Plan for events | Seek to improve accessibility at events | Improve inclusivity and access for diverse attendees | Accessibility checklist applied to events, increased number of truly accessible events | AWEB / ASP |
| 1.16 | Procure accurate crowd attendance measurements and study venue analytics | Track event attendance and crowd dispersion using accurate tools | Improved accuracy in attendance and reporting | Attendance and behaviour analytics data reports | AWEB |
| 1.17 | Extend approval processes to cover multiple years for recurring low risk events with identical attributes | Enable multi-year permits for low risk / low impact recurring events | Provide stability for recurring events and organisers | Multi-year permits issued for events | AWEB |

Stage 2 – Investment and development

Short term: 2-3 years

| # | Action | What are we doing? | Consequence (what is it going to achieve) | Deliverable / measurable | \$ Budget |
|-----|---|--|--|---|-----------|
| 2.1 | Event venue assessment | Reviewing and identifying event related infrastructure of hireable spaces Council owns or maintains | Identify the quality of venues and allow for prioritisation of upgrades | Venue map and rating system established | AWEB |
| 2.2 | Develop a template for the optimum use of parks and open spaces in relation to events | Working with internal teams and the community to ensure venue design for event spaces is front of mind | Fast track venue readiness by creating a blueprint for venue design and layout | Blueprints and plans created alongside venue masterplans | ASP |
| 2.3 | Prepare dedicated event venues to create festival-friendly towns and spaces | Ensuring Town Planners are aware of what makes a festival-friendly town | Towns attract more events and visitors | Festival-friendly guidelines developed and increase in event applications | AWEB |
| 2.4 | Improve access for event participants at existing venues through capital upgrades | Investigate and develop opportunities for improving accessibility at event venues | More accessible venues for participants | Completed upgrades to venue infrastructure | ASP |

| # | Action | What are we doing? | Consequence (what is it going to achieve) | Deliverable / measurable | \$ Budget |
|-----|--|---|---|---|------------|
| 2.5 | Develop risk support packs with tools and equipment | Purchase loanable equipment to mitigate risk such as track matting and anemometers | Minimise weather disruptions and protect assets | Risk packs developed, reduction in reparation fees | ASP |
| 2.6 | Develop an event specific First Nations guide for event organisers | Working with community to educate event organisers of cultural protocols and expectations | Support cultural heritage and protocols in events | Guide developed and published | AWEB |
| 2.7 | Identify and develop First Nations venues in collaboration with local stakeholders (e.g. Local Aboriginal Land Councils, National Parks, Marine Parks, Forestry and Crown Lands) | Creating culturally significant venues | Build places for education and meeting | Venues developed, promoted and booked | AWEB / ASP |
| 2.8 | Develop digital event advertising portfolio | Improving quality and reach of Council's digital event promotion assets (e.g. What's On Newsletter and website) | Improved online awareness of events | Increased subscription numbers, views and increase in average daily traffic | ASP |
| 2.9 | Develop and install community event advertising signage. | Procuring and installing signs at key locations to promote events | Improved awareness of events | Increased attendance | ASP |

| # | Action | What are we doing? | Consequence (what is it going to achieve) | Deliverable / measurable | \$ Budget |
|------|--|--|--|----------------------------------|-----------|
| 2.10 | Update and enhance Council's Events webpage and website to better support organisers | Redesigning and updating Councils Events website and supporting material pages | Clearer communication and support for event organisers | Updated webpage | AWEB |
| 2.11 | Purchase event infrastructure to assist with event delivery | Purchasing equipment to bolster the Council event package | Reduce operating expenses for event organisers | Stocktake of equipment purchased | ASP |

Stage 3 – Promotion

Long term: 3-5 years

| # | Action | What are we doing? | Consequence (what is it going to achieve) | Deliverable / measurable | \$ Budget |
|-----|--|--|--|---|-----------|
| 3.1 | Develop a framework for Council surge workforce deployment to assist with event delivery | Deploy staff as surge workforce for event support | Staff can fill critical gaps in event delivery | Reduction in volunteer burnout | AWEB |
| 3.2 | Develop high-quality event prospectuses targeting key markets as identified in the Eurobodalla Destination Action Plan | Design venue kits and advertising materials | Increase bookings for high-yield event types | Number of event-specific prospectuses developed | AWEB |
| 3.3 | Create and distribute branding packs for Council event partners to enhance awareness of Council's event support | Develop promotional kits for Council partners | Streamline branding for stronger partnerships | Quantity of partnerships engage | AWEB |
| 3.4 | Coordinate regional promotional network with neighbouring Councils, Canberra Regional Joint Organisation and similar organisations | Coordinate regional event promotion with local councils | Boost event visibility and attendance regionally | Number of regional promotional campaigns | AWEB |
| 3.5 | Promote events externally through banner sites, road signs and regional advertising networks | Improving the availability and approval process for streetside advertising | Improved awareness and promotion of local events | Sites established and utilised | ASP |

| # | Action | What are we doing? | Consequence (what is it going to achieve) | Deliverable / measurable | \$ Budget |
|-----|--|--|--|--|-----------|
| 3.6 | Develop targeted promotional campaigns for events aligned with the Eurobodalla Destination Action Plan | Preparing marketing campaigns to promote events in Eurobodalla | Improved focus on event promotion | Increased number of event promotional campaigns | ASP |
| 3.7 | Build strategic partnerships to advertise Eurobodalla as an event-ready destination, focusing on major capital city networks (e.g., Sydney, Canberra, Melbourne) | Coordinate regional event promotion with local councils | Boost event visibility and attendance regionally | Increased event attendance and an increase in number of event applications | AWEB |
| 3.8 | Showcase sustainable and zero-waste events to attract eco-conscious organisers and attendees | Shining a spotlight on zero waste events and supporting event organisers to be environmentally conscious | Reduce landfill and promote the goals of the Eurobodalla Destination Action Plan | Increased number of ecofriendly / zero waste events | AWEB |
| 3.9 | Highlight Council's role, supporting materials and the Council Package to position Eurobodalla as an ideal host destination | Showcasing our successes and promoting the ease of doing business | Encourage event organisers to hold their events in Eurobodalla | Increased quantity and quality of events | AWEB |

