



Ordinary Council Meeting

25 September 2019

LATE ITEM

REPORT & ATTACHMENT

ITEM NO

SUBJECT

11.2.2

SUSTAINABLE EVENTS STRATEGY

11.2.2 SUSTAINABLE EVENTS STRATEGY

LOCATION/ADDRESS	Shire of Augusta Margaret River
APPLICANT/LANDOWNER	Shire of Augusta Margaret River
FILE REFERENCE	ECD/83
REPORT AUTHOR	Saul Cresswell, Sustainable Economy Officer
AUTHORISING OFFICER	Stephanie Addison-Brown, Chief Executive Officer

IN BRIEF

- The purpose of this report is to seek Council's support to implement the Shire's proposed Sustainable Events Strategy.
- The original draft Events Strategy 2017 entailed significant community consultation and was developed by Tourism Research Services.
- This draft Event Strategy was not endorsed by Council due to a lack of sustainability outcomes.
- It has since undergone significant revision following additional work to develop a revised draft which has a greater focus on sustainability.

RECOMMENDATION

That Council adopts the Events Strategy at Attachment 1.

LOCATION PLAN

Nil

TABLED ITEMS

Nil

BACKGROUND

- The original draft Events Strategy 2017 entailed significant community consultation and was developed by Tourism Research Services.
- This draft Event Strategy was not endorsed by Council due to a lack of sustainability outcomes:

ALTERNATIVE MOTION / COUNCIL DECISION

CR TOWNSHEND, CR LANE OM2018/27

That Council requests that:

- 1. The Events Strategy at Attachment 1 to be amended to include a sixth sub-section within Section (9) Objectives, Outcomes, Recommendations, Responsibilities, Resources and Performance Measures. This sixth section to be headed "Environmental sustainability" to provide a robust guidance for conservation, protection and enhancement of the natural environment and biodiversity as per the Community Strategy 2036.*
 - 2. That Council conducts a workshop to discuss this issue and any other issues identified with the strategy and decide what will be useful additions to the Strategy.*
 - 3. The amended Events Strategy to come back to Council for adoption in time for a strategy to be implemented in the 2018/19 financial year.*
- Since then the draft Events Strategy has undergone significant revision by an internal team, attempting to mainstream sustainability into the strategy, as well as simplify and clarify the document to be easier to follow.
 - The main changes are:

- The objectives have been consolidated and simplified, and the strategies updated to better reflect the context in 2019 – including greater recognition for sustainability.
 - The strategy has been simplified to remove unnecessary wordiness, more in line with the City of Bunbury's Events Strategy – from 26 pages to 11 pages.
 - The SWOT analysis has been updated to remove items that are no longer relevant.
 - A "Sustainability and Events" section has been added, though this is not in lieu of mainstreaming sustainability across the whole strategy.
 - The detailed implementation plan has been removed, pending a thorough internal consultation to better understand the needs, obstacles, and opportunities within the business units regarding events. This will be developed once the aspirational strategy has Council endorsement.
- Once the Sustainable Events Strategy has been endorsed the subsequent implementation plan will require updating and input from relevant officers/business units, resulting in a plan that accompanies the Strategy and provides clarity around resourcing, timelines, and responsibilities.
 - It is anticipated that the ensuing implementation will require some additional resourcing to ensure events are managed in a more thorough and consolidated manner.

STATUTORY ENVIRONMENT / LEGAL IMPLICATIONS

When assessing proposed events the Shire is guided by the following regulations:

- *Health (Miscellaneous Provisions) Act 1911*
- Health (Public Building) Regulations 1992
- Building Code of Australia
- Electricity (Licensing) Regulations 1991
- Environmental Protection (Noise) Regulations 1997
- *Food Act 2008*
- Australia New Zealand Food Standards
- *Road Traffic Act 1974*
- Shire Policies PE 44 Events Assessment Policy & PE 13 Surfing Policy
- Local Laws (Local Government Property Local Law 2013 and Activities in Thoroughfares & Trading in Public Places 2010)
- Guidelines for Concerts Events and Mass Gatherings (Department of Health 2009)

STRATEGIC PLAN / POLICY IMPLICATIONS

Community Strategic Plan 2036 (CSP)

Key result area 1: Valuing, protecting and enhancing the natural environment

Outcome 1, Strategy 2: Educate and engage the community and visitors to strengthen local conservation culture, so the environment is conserved, rehabilitated and celebrated.

Key result area 2: Welcoming, inclusive and healthy communities

Outcome 1, Strategy 2: Support local art and community celebrations, events and local festivals which develop unique creative capital.

Key result area 4: Vibrant and diverse economy

Outcome 2, Strategy 3: Encourage tourism in the shire by development and support of iconic events.

Key result area 5: Effective leadership and governance

Outcome 4, Strategy 3: Communicate effectively with the community and promote the Shire's positive image.

VOTING REQUIREMENTS

Simple Majority

RECOMMENDATION

That Council adopts the Events Strategy at Attachment 1.

ATTACHMENTS

1. Draft Events Strategy – will be published as an addendum to this report.



Shire of Augusta Margaret River Sustainable Events Strategy 2019



9 September 2019

Natural | Connected | Prosperous

Acknowledgement of Country

The Shire of Augusta Margaret River would like to acknowledge that we are on Wadandi and Pibelmen country, whose ancestors and their descendants are the traditional owners of this country.

We acknowledge that they have been custodians for many centuries and continue to perform age old ceremonies of celebration, initiation and renewal. We acknowledge their living culture and their unique role in the life of this region.

The Shire is committed to Aboriginal Australians sharing fairly and equitably in the Shire's cultural, environmental and economic future.

The Shire, as part of our commitment to the local Aboriginal history, advocate for all events held within our boundaries to acknowledge the traditional owners and where appropriate provide opportunities to celebrate and showcase the local Wadandi culture.

Acknowledgements

The Shire of Augusta Margaret River acknowledges the work of Tourism Research Services during the review, community consultation and detailed analysis stages of the strategy development process. The provision of event evaluation reports by event organisers also provided valuable input to the strategy process and their responses to the event organiser survey were also very useful. Finally, the input from the government agencies involved in event approvals and support in the South West region is acknowledged. In particular, the South West Development Commission provides considerable access to funding programs and resources for event development across the region and their assistance in updating this strategy is gratefully acknowledged.

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1. Introduction

Events are an important part of the region’s culture and economy, and demand considerable input from the Shire for in-kind support, financial support, and compliance around health and safety. The level of Shire support for events is demonstrated through the results of the 2016 Community Survey, with 93% of respondents satisfied with the Shire efforts to ensure that markets and events are well operated, and 89% satisfied with Shire support for major events.

Events within the Shire fall into two categories:

Community Events

Events of local or regional significance, where participants/attendees predominantly come from the Shire of Augusta Margaret River and surrounding local government areas.

Icon Events

Major events that are large-scale, deemed to be of state, national and/or international significance, with the ability to generate economic activity (tourism, trade, investment) within the Shire.

With a significant amount of events within the Shire there is a need for a consolidated events strategy to identify solutions to the increased workload on Shire Officers and to ensure the social, environmental, and economic impact of events is aligned with community expectation.

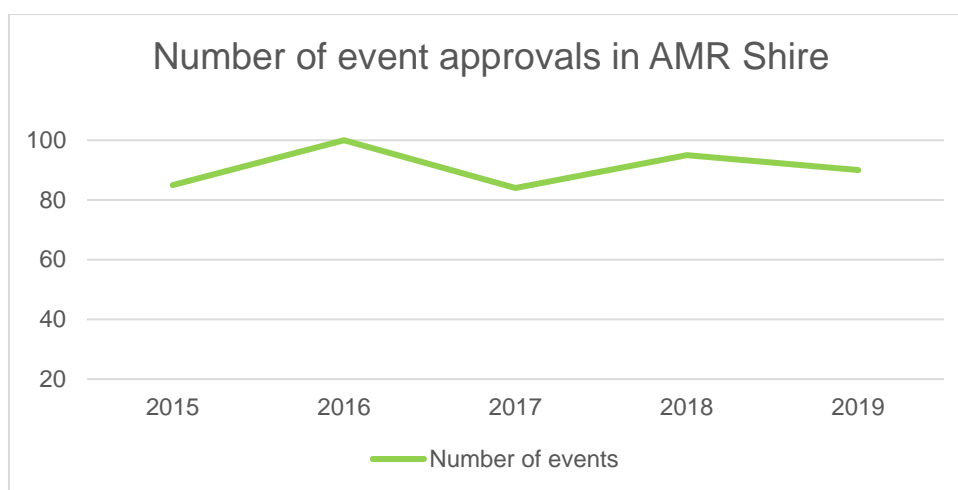


Table 1 – Number of event approvals in AMR Shire

Sustainability

Placed within one of 36 internationally recognised Biodiversity Hotspots, the Shire of Augusta Margaret River is rich with forest, caves, wildflowers and pristine coastline. The community has identified a strong desire to value, protect and enhance the natural environment, forming the first

Key result area in the Community Strategic Plan (2016-2036). The Community Strategic Plan also prioritises our community reducing greenhouse gas emissions, and mitigating and adapting to the impacts of climate change. The Shire is home to a diverse population of residents and small businesses, who produce quality food, wine, and artisan products. We want to see events within the Shire celebrate and safeguard this richness, bringing visitors to the region to celebrate alongside locals, and working to set a new standard for sustainability in events.

2. Vision

The Shire of Augusta Margaret River is home to a diversity of events that meet the cultural and entertainment needs of residents and visitors, contributing vibrancy and economic benefit to the region, and celebrating and supporting the region's unique natural environment.

3. Objectives

- Build the right kind of events
- Get the most out of events
- Involve the community
- Make the process simple for all

The Sustainable Event Strategy will equip the Shire with the strategies and direction for supporting sustainable events that align with the extant plans and policies.



4. Strategic Alignment

Shire of Augusta Margaret River Community Strategic Plan 2036

Key Result Area 2 - Welcoming, inclusive and healthy communities:

- Support local art and community celebrations, events and local festivals, which develop unique creative capital
- Support and value volunteers and community groups across the region
- Promote the benefits of healthy lifestyles and support initiatives to maintain and improve physical and mental health.

Key Result Area 4 - Vibrant & Diverse Economy:

- Work collaboratively with the tourism sector to increase visitor spend and length of stay in the Shire
- Work with the tourism sector to further promote and develop ecologically sustainable, cultural and agricultural tourism, including respectful tourism based on environmental and cultural values
- Encourage tourism in the Shire through the development and support of iconic events
- Foster sustainable economic growth, which provides local employment.

Key Result Area 5 - Effective leadership and governance

- Encourage and support community – Shire projects and partnerships.



5. Related Plans and Strategies

Iconic Events Policy (2017)

- Create a more vibrant and diverse economy by attracting visitors as participants, support crews and spectators at Iconic Events
- Maximise the economic benefits of Iconic Events to accommodation providers, food and beverage businesses and other local businesses
- Foster healthy and active lifestyles and combat community obesity through participation in Iconic Events
- Ensure that the natural environment is safeguarded and negative impacts on the environment are minimized at Iconic Events.

The Environmental Elements of Sustainability Strategy (2017)

- Prepare waste wise events guidelines
- Increase presence of responsible waste message at events in collaboration with community groups.

Access and Inclusion Plan (2018-2022)

- Shire run public events, including Icon event, youth events, festivals and meetings are aligned with accessibility requirements
- Event planners are encouraged to consider access and inclusion requirements when applying for event permits
- All contracted services, consultations and events are accessible where possible
- Continue to support community events that encourage multiculturalism and participation from all members of the community.

Strengthening Youth Plan (2018-2022)

- Provide affordable community recreation facilities/services
- Develop affordable and accessible all ages events
- Provide opportunities for employment and education for young people in our community.

Draft Creative Culture Plan 2022 - 2024

This plan, currently in draft format will provide leadership and direction in art and cultural development and support local organisations to provide their services.

Sustainable Economy Strategy (currently under review)

6. Stakeholders

Event stakeholders within the Shire include:

- Councillors and the staff that work on event approvals, funding, marketing communications, and operations
- Event organisers, community groups and volunteers
- Event funders
- Visitors and spectators, both from within and outside the Margaret River Region.

7. Sustainability and Events

In the context of events, sustainability implies that events in the Shire have a positive impact on the local community, a neutral or positive effect on the environment, and, where appropriate, contribute to healthy local economic activity. Currently the Shire supports sustainability of events in the following ways:

Environment

- Environmental sustainability questions are included in permit application forms
- Sustainable events information sheet is distributed to event applicants
- Assisting reduce waste at events by providing advice, help with ordering bins, loan of signage and bin toppers
- Mobile water station to loan to events for water bottle refill, and water drinking/refill stations located in parks
- Wash against waste assistance
- Permit conditions (where applicable) to protect the environment.

Community

- Access and Inclusion checklists within event applications
- Capacity building of the local community to provide paid and voluntary services to events
- Development and support for grass roots community-led events e.g. Djeran Youth Week, Agricultural Show, Augusta River Festival
- Provision of affordable and accessible cultural infrastructure.

Economy

- Requiring strong budget development in funding applications
- Advocating for event organisers to develop local partnership opportunities
- Opportunities to access Shire funding, marketing and in-kind support.

8. Event Funding and Support

The Shire funds events on the basis that they contribute to the social and economic objectives of the community, with sponsorship for events currently coming from:

- Icon Events fund
- Community Events fund
- Community Development fund
- The HEART grants program.

Funding requests are considered against the following factors:

Social Implications (benefits, impacts and mitigation)	Community involvement Access and inclusion Social justice Health and Wellbeing Capacity building/upskilling
Economic impacts (visitation, awareness and promotion)	Organiser spend Visitation Media value Brand promotion Infrastructure
Environmental implications (impact, mitigation and education)	Impact on natural environment Education and promotion
Management	Project Plan Organiser contribution Event partners/stakeholder/funding agencies Self-sustainability Compliance
Sponsorship benefits	Corporate benefits Community benefits

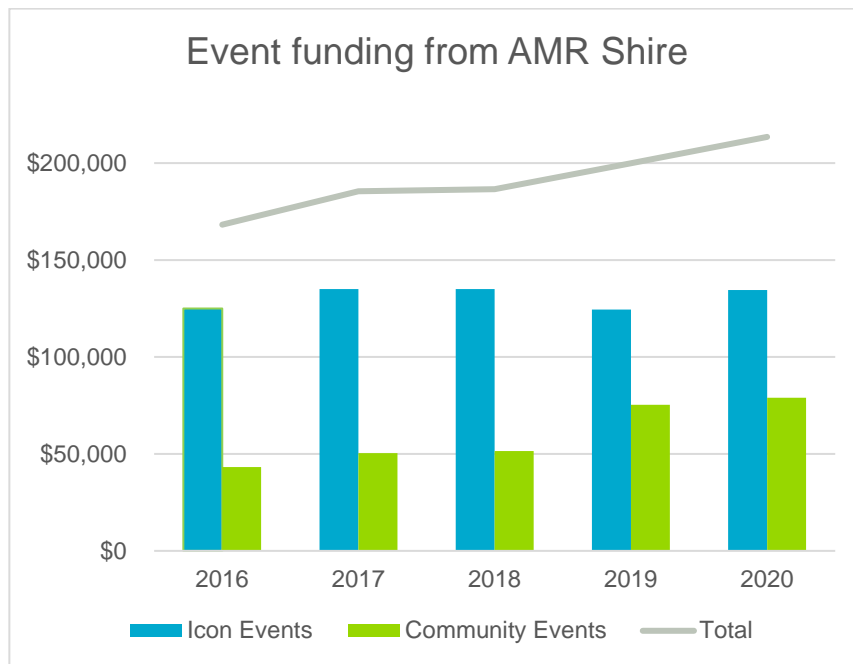


Table 2 – Event funding from AMR Shire

Increasing spend on events can be attributed to a range of factors including:

- Increased number and size of events
- Disrupted access to permanent venue during HEART construction period (eg. Temporary venue costs)
- Increased running cost of events due to compliance requirements
- New venues providing for more event opportunities
- Aging volunteerism base requiring more paid workers.

9. Marketing and Communications

The Shire collaborates with the Margaret River Busselton Tourism Association (MRBTA) and with the City of Busselton via the Capes Regional Organisation of Council (CapeROC), enabling:

- Promotion of larger scale events of potential interest to visitors
- Resource sharing
- Input into a regional event quarterly lift-out in the Margaret River Region magazine and online.

Increasing complexity in marketing streams creates a challenge in ensuring media is managed efficiently and effectively to maximise the awareness, attendance and promotional benefits of events.

10. SWOT Analysis of Events in the Shire

Strategic objectives are based on the SWOT analysis, informed by supporting documents produced during this consultation including Annotated Review, Consultation Report and Detailed Assessment Report in 2016.

<p>Strengths</p> <ul style="list-style-type: none"> • Community support for events • Shire staff knowledge and experience in event administration • Diversity and timing of events • Existing sustainability criteria • Well organised and operated events and venues • Attractive venues, including HEART, Margaret River Youth Precinct (MRYP), and Main St. Festival Precinct (future) • Extensive POS available for outdoor events • Reputation for staging world-class events • High levels of cultural capital, creativity and innovation in events 	<p>Weakness</p> <ul style="list-style-type: none"> • Limited staff time and resources • Vague funding policies and guidelines • Limited exposure of Shire sponsorship benefits and branding • Limited post-event costing and financial reporting • Limited outdoor public mass gathering site for cultural or community events • No cross-promotion of events with the CoB, CapeROC or Shire of Nannup • Dispersed organisational responsibility for events • Lack of internally integrated management processes of events • Some events continue to generate excessive waste
<p>Opportunities</p> <ul style="list-style-type: none"> • Attraction of national and international events to the HEART and MRYP skate park • Community preferences for more performing arts and cultural events • Community preferences for outdoor entertainment venues • Activating small outdoor venues in Public Open Spaces (POS) • Support event organisers in developing more 'home-grown' and local events • More events in the Autumn, Winter and Spring seasons • Support event organisers transitioning to more sustainable behaviour • Improved risk management planning for events 	<p>Threats</p> <ul style="list-style-type: none"> • Conflicting venue and land use • Traffic and parking congestion during events • Lack of skilled volunteers (First Aid, Emergency Services, RSA) • Excess workload on volunteers during peak periods • Lack of winter events, and coincidence of events with peak tourism and bushfire season • Food and beverage low value for money and poor quality • Increased staff and compliance costs for event organisers • Public safety issues events traffic and fire risk • Environmental degradation

11. Objectives and Strategies

Objective 1: Build the right kind of events	
Strategy 1	Guide annual allocation of sponsorship funds for events in line with community aspirations for a flourishing natural environment, inclusive and healthy communities, and a vibrant and diverse economy
Strategy 2	Develop partnerships to identify and deliver events that deliver sustainable outcomes and align with the Shire's strategic objectives
Objective 2: Get the most out of events	
Strategy 3	Align all event policies, plans and procedures with the community, environmental, economic and tourism objectives of Shire policies and guidelines
Strategy 4	Provide financial and non-financial incentives for embedding sustainability into events, maximising environmental and social benefit
Objective 3: Involve the community	
Strategy 5	Increase community ownership, engagement and participation in events, including opportunities for volunteering, event development, accessibility and inclusiveness
Strategy 6	Promote the social, economic, and environmental benefits that events bring to the region
Objective 4: Make the processes simple for all	
Strategy 7	Provide clear guidelines for the process of event approval and sponsorship
Strategy 8	Manage allocation of events across venues and public open space to ensure appropriate uses and maximise the use of spaces across the Shire