A STRATEGIC APPROACH TO DELIVERING PLANNED AND ADAPTABLE EVENTS IN OUR CITY

FESTIVALS AND EVENTS MAY 2018

City of Ryde

Events Strategy
1) Background
2) Research and Consultation
3) Events Review
4) Future Direction & Recommendations
5) Next steps
1) BACKGROUND
2) RESEARCH & CONSULTATION
3) EVENTS REVIEW
4) RECOMMENDATIONS
5) NEXT STEPS
1) BACKGROUND
2) RESEARCH & CONSULTATION
3) EVENTS REVIEW
4) RECOMMENDATIONS
5) NEXT STEPS

**KEY**
- Community Consultation
- Internal review

**RESEARCH & CONSULTATION**

- **Stage 1**: State and Local Strategy Document Review
- **Stage 2**: Events Quick Poll
- **Stage 3**: Community Survey
- **Stage 4**: Community Focus Groups
- **Stage 5**: Community Event Organiser’s Survey
- **Stage 6**: Community Event Organiser’s Workshop
- **Stage 7**: Internal Customer Satisfaction Survey
- **Stage 8**: Internal Audit

City of Ryde

Events Strategy
1) BACKGROUND

2) RESEARCH & CONSULTATION

3) EVENTS REVIEW

4) RECOMMENDATIONS

5) NEXT STEPS

CONSULTATION

141 Participants

- 31 Participants
  - 6 Attendees with children
  - 6 Attendees without children
  - 6 Non-attendees with children
  - 6 Non-attendees without children
  - 6 18 - 24 Years
  - 7 50+ Years

600 Participants

- 91 Invites
  - 23 Completed Surveys
  - 7 Attended

- 15 RSVPs

Stage 2: Events Quick Poll

Stage 3: Community Focus Groups

Stage 4: Community Survey

Stage 5: Community Event Organiser’s Survey

Stage 6: Community Event Organiser’s Workshop

City of Ryde Events Strategy

2016/17
**Events Strategy**

1) **BACKGROUND**

2) **RESEARCH & CONSULTATION**

3) **EVENTS REVIEW**

4) **RECOMMENDATIONS**

5) **NEXT STEPS**

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**CONSULTATION RESULTS**

**Attendance at events**

- **67%** Attend City of Ryde Events
- **35%** Only attend City of Ryde events
- **32%** Attend COR and outside events
- **8%** Only attend events outside COR
- **25%** Do not attend any events

**Events attended outside of Ryde**

- **77%** Satisfaction of Events in the City of Ryde
- **79%** Satisfaction of Events outside the City of Ryde

1) Vivid Festival
2) Sydney Festival
3) Easter Show
4) New Year’s Eve Fireworks
5) Hunters Hill Festival
6) Chinese New Year
7) Sculpture by the Sea
8) Moocaboola
9) Parramatta events (New Year’s Eve, Australia Day)
10) Food and Wine Festivals

**KEY**

n=600 Community Survey
CONSULTATION RESULTS

KEY
- Attended in the last 12 months

n=600 Community Survey

City of Ryde

Events Strategy

1)
BACKGROUND

2)
RESEARCH & CONSULTATION

Granny Smith Festival - 32%
Carols on the Common - 20%
Australia Day Concert - 14%
Cinema in the Park - 10%
ANZAC Services - 10%
Community Christmas - 7%
Lunar New Year - 7%
Eastwood Night Markets - 7%
West Ryde Easter Parade - 6%
Moon Festival - 5%
Harmony Day - 4%
Light Up East Ryde - 3%
Hungry for Art - 2%
Prayer Breakfast - 1%

n=600 Community Survey
**Events Strategy**

1) **BACKGROUND**

2) **RESEARCH & CONSULTATION**

3) **EVENTS REVIEW**

4) **RECOMMENDATIONS**

5) **NEXT STEPS**

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**CONSULTATION RESULTS**

- **KEY**
  - Green: Events performing above one or more of the averages
  - Orange: Events performing under both averages
  - **n=600 Community Survey**

<table>
<thead>
<tr>
<th>Performance</th>
<th>Importance</th>
<th>Events</th>
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<tbody>
<tr>
<td>High</td>
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<td>Easter Parade</td>
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<td>High</td>
<td>Low</td>
<td>Granny Smith</td>
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<td>Low</td>
<td>High</td>
<td>Australia Day</td>
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<td>Low</td>
<td>Low</td>
<td>Light Up Cinema</td>
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<td>Community Christmas</td>
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<td>Low</td>
<td>Low</td>
<td>ANZAC</td>
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</table>

**Legend**

- **Continue & Refine**
- **Continue & Advocate**
- **Review & Develop**
- **Review & Assess**

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City of Ryde

Events Strategy
CONSULTATION RESULTS

KEY
- **Tangible** - things I can see and touch
- **Intangible** - things I can feel

n=600 Community Survey

- **Importance** vs. **Performance**
  - **Average Importance**
  - **Average Performance**

- **Review & DEVELOP**
  - **Reflect diversity**
  - **Quality Products**
  - **Entertainment**
  - **Well Organised**

- **Review & ASSESS**
  - **International foods**
  - **Meet people from different cultures**
  - **Interesting Activities**
  - **Parking**

- **Continue & REFINISH**
  - **Atmosphere**
  - **Enough Advertising**
  - **Cleaned**
  - **Conditions**

- **Continue & ADVOCATE**
  - **Safe**
  - **Inclusive**
  - **Activity Prices**
  - **Clear Ads**

City of Ryde
Events Strategy

1) **BACKGROUND**
2) **RESEARCH & CONSULTATION**
3) **EVENTS REVIEW**
4) **RECOMMENDATIONS**
5) **NEXT STEPS**
1) Defining and communicating the cost breakdown of Council SubCommittee Funding

2) Increasing grants funding to cover the cost of in-kind support. Eg. Field Hire, Waste

3) Framework for grant receivers to demonstrate accountability for the funds received. This promotes fairness in the evolution of the grants application process.

4) Review the grants application process to provide greater access to grants throughout the year

5) Request for advertising, marketing, onsite support, managing of meetings, sponsorship and stall holders

Review the current resource capacity of Council’s Events Team to include an advisory role to assist Event Organisers (Delivery Plan 2018 - June Council)
1)  
DIFFERING EVENT SUB-COMMITTEE FUNCTIONS

2)  
FORMAL DOCUMENTED PROCEDURES

3)  
ALLOCATION OF STALLS

4)  
STAFFING AT CAPACITY

5)  
RISK (BUDGET AND SPONSORSHIP)

6)  
FEES AND CHARGES (NO DISCOUNTS OR FAVOURED FEES)
Events Strategy

1) BACKGROUND
2) RESEARCH & CONSULTATION
3) EVENTS REVIEW
4) RECOMMENDATIONS
5) NEXT STEPS

EVENTS CATEGORIES

- Signature
- Civic Events
- Council Events
- Other Events
- Subcommittee Events
- Community Grant Events

City of Ryde

Events Strategy
Community
- International Women’s Day Forum
- Harmony Day Community Expo
- Youth Week including ‘Shoreshocked’
- Seniors Week
- Naidoc Week as part of the Guringai Festival
- Social Inclusion Week and International Day for People with a Disability

Library
- Sydney Writer’s Festival
- Authors Platforms
- Outdoor Stories and Songs
- School holiday activities
- InFocus talks
- Local Studies Talks

Environment & Waste
- Clean-up Australia Day
- National Tree Day
- World Environment Day
- Composting and Worm Farming Workshops
- Waste and Recycling Tours
- Sustainability Talks
- SWAP Sustainable Waste to Art Exhibition

Economic Development
- Business Workshops
- Forums and Conferences
- Business Awards
- Small Business September

Planning and Development
- Building and Renovating Workshops
- Strata Living Workshops
- Heritage Festival

Parks and Open Space
- New Park upgrade celebrations
- Parks Week
- Walking tours
- Spring Garden Competition

Traffic
- Senior Drivers Workshops
- Learner Drivers Workshops
- Child Restraint Fitting Days

Other Events
Attendance at events
The timeline identifies when we hold events and the attendance from the community.

- **Signature Event (Council)**
- **Civic Events (Council)**
- **Council Events (Council)**
- **Other Events (Council)**
- **Subcommittee Events (Community)**
- **Community Grant Events (Community)**
### MAJOR EVENTS CALENDAR

<table>
<thead>
<tr>
<th>Event</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
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<td>Lunar New Year</td>
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<tr>
<td>Harmony Day (Community Expo)</td>
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<tr>
<td>West Ryde Easter Parade &amp; Fair</td>
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<td>Cork &amp; Fork by the Riverside</td>
<td>JAN</td>
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<td>Cinema in the Park</td>
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<td>ANZAC Day</td>
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<td>Prayer Breakfast</td>
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<td>Granny Smith Festival</td>
<td>JAN</td>
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<td>Community Christmas Celebration</td>
<td>JAN</td>
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<td>Carols on the Common</td>
<td>JAN</td>
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**TOTAL EVENTS**  
6 9 9 6 5 4 4 5 4 6 7 6

**Granny Smith Festival Planning**
Events Strategy

1) BACKGROUND
2) RESEARCH & CONSULTATION
3) EVENTS REVIEW
4) RECOMMENDATIONS
5) NEXT STEPS

City of Ryde
Population 116,000
BUDGET $242,000

Hornsby
Population 143,000
BUDGET $430,000

North Sydney
Population 72,000
BUDGET $800,000

Inner West
Population 190,000
BUDGET $1.1 Million

Hills
Population 160,000
BUDGET $2.2 Million

BUDGET

$2.08 per resident
$3.00 per resident
$11.11 per resident
$5.78 per resident
$13.75 per resident

$2.08
$3.00
$11.11
$5.78
$13.75

per resident
per resident
per resident
per resident
per resident
City of Ryde
Australia Day
EXPENSES $55 k
INCOME $9 k
NET COST $46 k

Hills Council
Australia Day
EXPENSES $391 k
INCOME $30 k
NET COST $360 k

City of Ryde
Granny Smith Festival
EXPENSES $170 k
INCOME $114 k
NET COST $57 k

Hills Council
Orange Blossom Festival
EXPENSES $447 k
INCOME $134 k
NET COST $313 k
More Diverse Program

Our events build community pride and celebrate our diverse and inclusive City

**ACTION**
1. Encourage community groups to utilise the Community Grants Program.
2. Assess and review current events.

**OUTCOME**
1. Meets the market segmentation needs of our community.
2. Creates a more inclusive city.

Innovative Events

Our events have the capacity to evolve with emerging trends and provide our community with new experiences

**ACTION**
3. Seek funding for quality entertainment and to act on event trends to create interesting experiences.

**OUTCOME**
1. Increases efficiency in event delivery.
2. More competitive in the market.
3. Increases satisfaction and attendance levels.
4. Strengthens Council brand.
Adapting to change
Our events adapt to changing demands on event delivery

ACTION
4. Increase funding for mandatory changes such as target hardening, security, traffic, sustainability.

OUTCOME
Keep our community safe, which is highly valued in our community. Aligns with community expectation.

Consistent Service
Our structure and processes guide the delivery of events in our community

ACTION
5. Define event categories and streamline processes through policies and procedures.
6. Establish approval framework for new events.

OUTCOME
Clarity around event categories. We become fair, transparent, and accountable in our event delivery.
Build Community Capacity

Our Community are empowered to deliver events

**ACTION**

7. Establish a Toolkit for event management for the community.

8. Additional resource to advise and guide event organisers.

**OUTCOME**

Increases efficiency of support provided to our community.

Increases the success of the community events.

Event organisers feel supported by Council.

Communicate with our community

Our community are well-informed about our events program

**ACTION**

9. Seek funding opportunities to promote our events.

10. Increase digital presence and diversify advertising channels.

11. Increase promotion of community grant events.

**OUTCOME**

Increases awareness of the many programs and events the City of Ryde provide.

Event organisers feel supported by Council.

Strengthens Council brand.
Our decisions are strategic, best practice and are based on community data and experts in the field.

Our events build community pride and celebrate our diverse and inclusive City.

Our events are focused on outcomes from the community strategic plan.

Our structure and processes empower our community to delivery events.

Our events have the capacity to evolve with emerging trends and provide our community with new experiences.
Please email events@ryde.nsw.gov.au to provide further feedback on this presentation by 30 June 2018.