

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



FESTIVALS AND EVENTS MAY 2018

- 1) Background
- 2) Research and Consultation
- 3) Events Review
- 4) Future Direction & Recommendations
- 5) Next steps

RESEARCH AND CONSULTATION

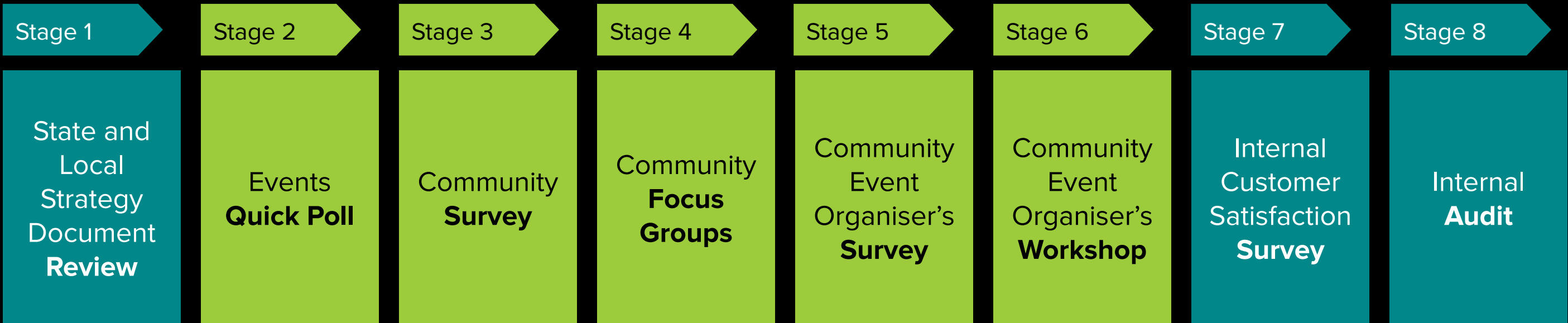


KEY

Community Consultation

Internal review

RESEARCH & CONSULTATION

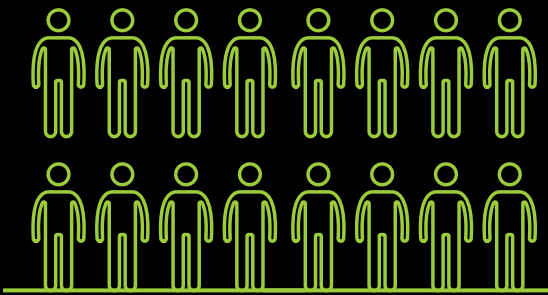


CONSULTATION



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

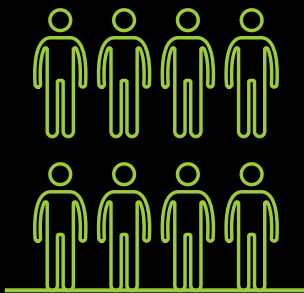


91 Invites



15 RSVPs

7 Attended



141

Participants

Stage 2

Events Quick Poll

Stage 3

Community Focus Groups

Stage 4

Community Survey

Stage 5

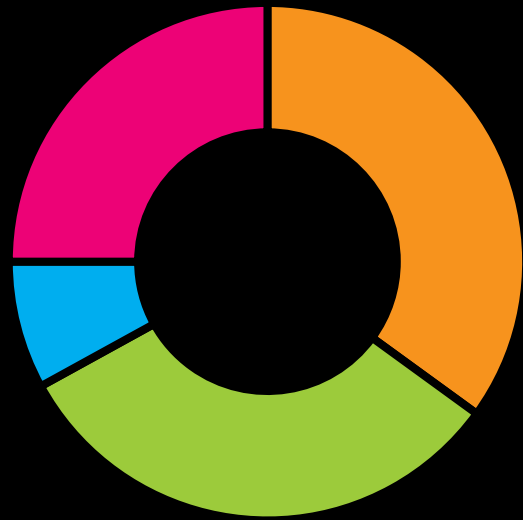
Community Event
Organiser's Survey

Stage 6

Community Event
Organiser's Workshop

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

77%

Satisfaction of Events in the City of Ryde

Events attended outside of Ryde

79%

Satisfaction of Events outside the City of Ryde

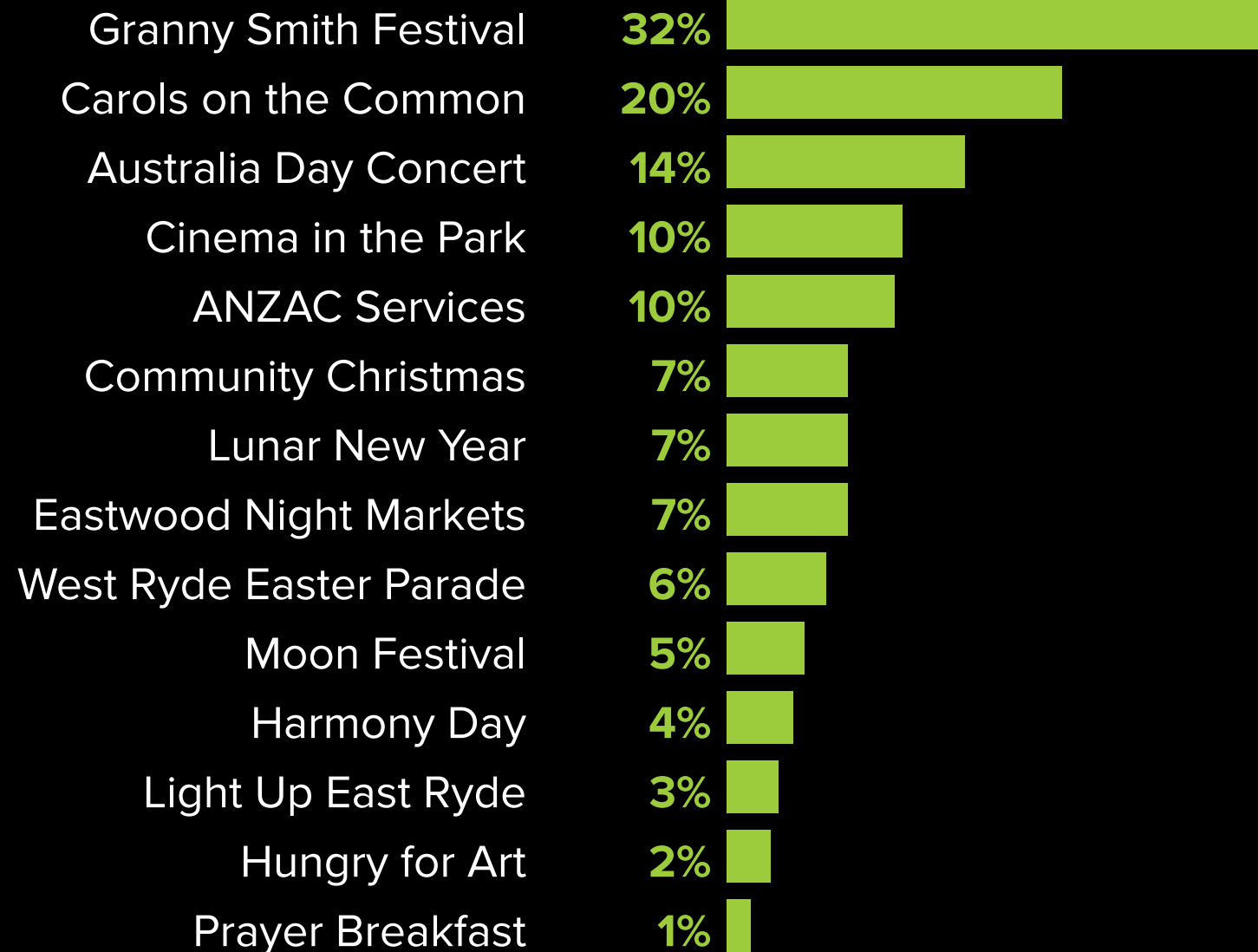
- 1) Vivid Festival
- 2) Sydney Festival
- 3) Easter Show
- 4) New Year's Eve Fireworks
- 5) Hunters Hill Festival
- 6) Chinese New Year
- 7) Sculpture by the Sea
- 8) Moocaboola
- 9) Parramatta events (New Year's Eve, Australia Day)
- 10) Food and Wine Festivals

KEY

■ Attended in the last 12 months

n=600 Community Survey

CONSULTATION RESULTS



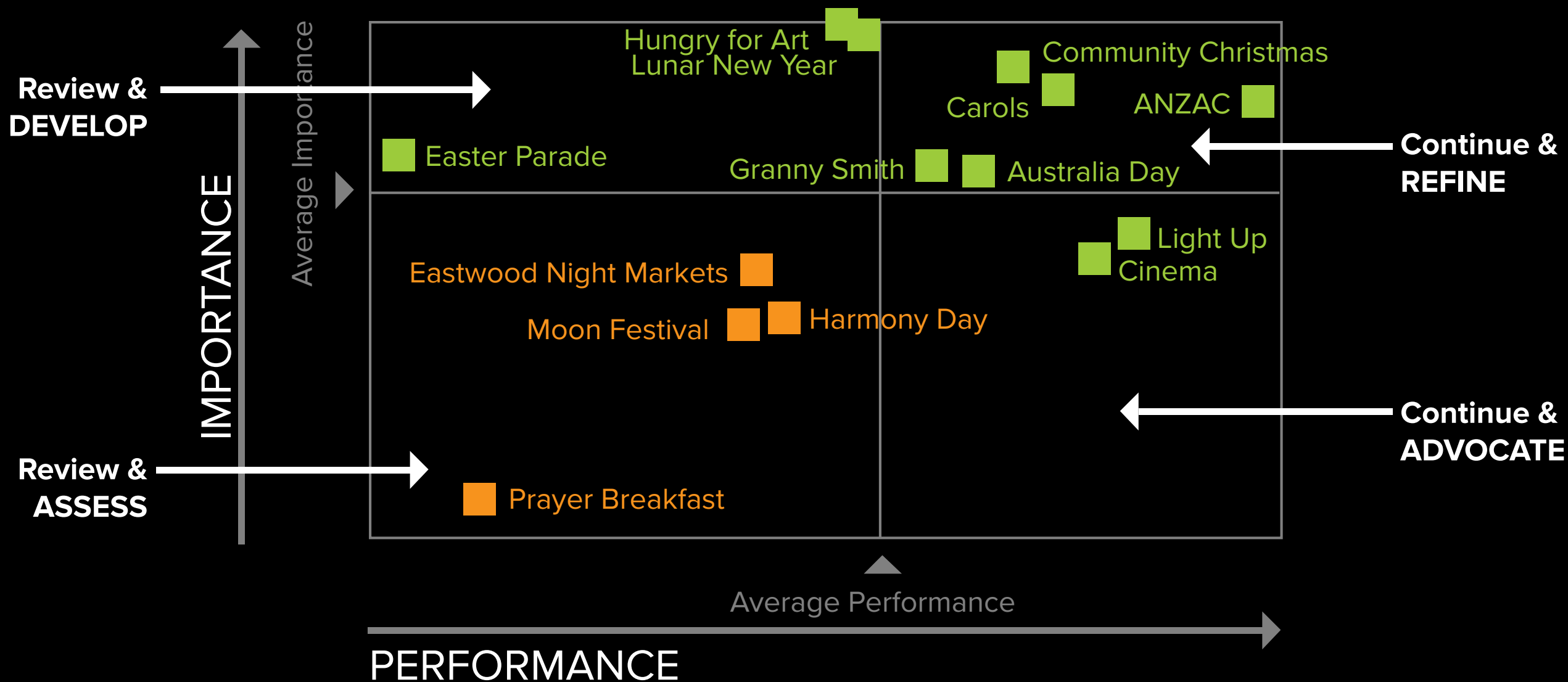
KEY

■ Events performing above one or more of the averages

■ Events performing under both averages

n=600 Community Survey

CONSULTATION RESULTS



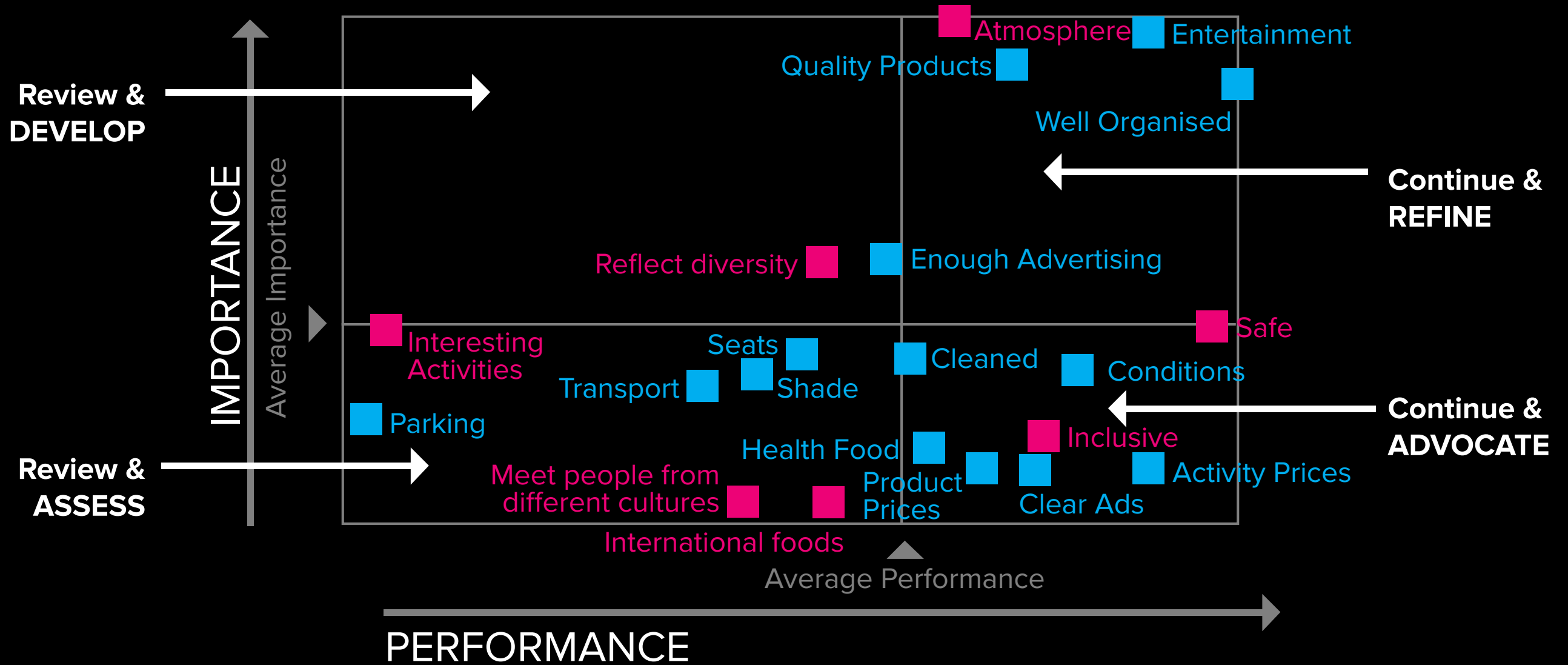
KEY

■ Tangible - things I can see and touch

■ Intangible - things I can feel

n=600 Community Survey

CONSULTATION RESULTS



EVENT ORGANISERS

- Defining and communicating the cost breakdown of Council SubCommittee Funding
- Increasing grants funding to cover the cost of in-kind support. Eg. Field Hire, Waste
- Framework for grant receivers to demonstrate accountability for the funds received. This promotes fairness in the evolution of the grants application process.
- Review the grants application process to provide greater access to grants throughout the year
- 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)

INTERNAL AUDIT

- Differring Event Sub-Committee functions
- Formal Documented Procedures
- Allocation of Stalls
- Staffing at Capacity
- Risk (Budget and Sponsorship)
- Fees and Charges (No discounts or favoured fees)



EVENTS REVIEW

EVENTS CATEGORIES



OTHER EVENTS

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
- National Recycling Week

Economic Development

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

Planning and Development

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

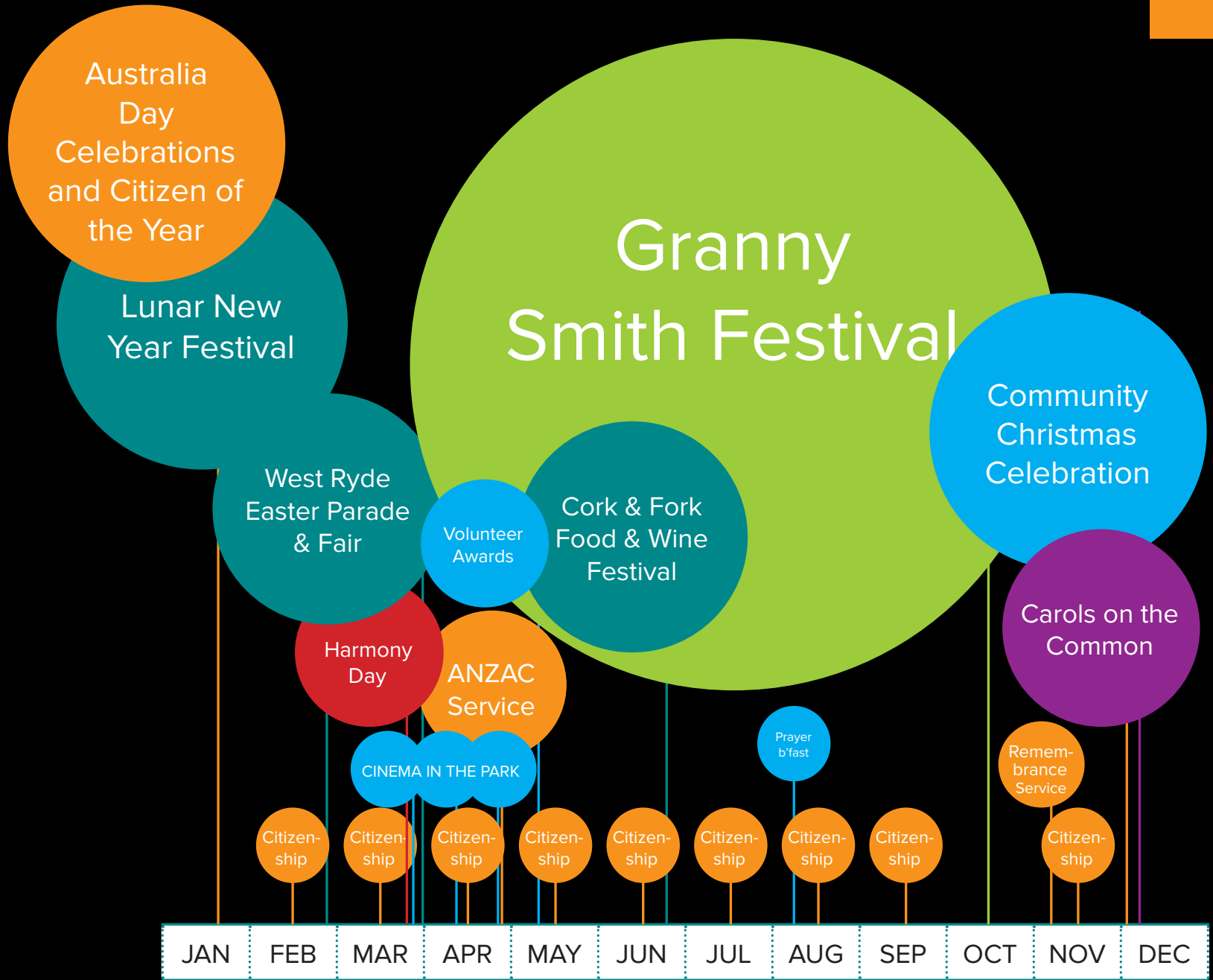
Parks and Open Space

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

Traffic

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

EVENTS ATTENDANCE



Attendance at events

The time line 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

2016/17 events

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	MONTHS
Citizenship Ceremonies													9
Australia Day													5
Lunar New Year													6
Harmony Day (Community Expo)													2
West Ryde Easter Parade & Fair													6
Cork & Fork by the Riverside													5
Cinema in the Park													5
ANZAC Day													3
Volunteer Recognition Awards													5
Prayer Breakfast													7
Granny Smith Festival													7
Remembrance Day													3
Community Christmas Celebration													5
Carols on the Common													1
TOTAL EVENTS	6	9	9	6	5	4	4	5	4	6	7	6	

Granny Smith Festival Planning

1)

BACKGROUND

2)

RESEARCH &
CONSULTATION

3)

EVENTS REVIEW

4)

RECOMMENDATIONS

5)

NEXT STEPS

BUDGET



BUDGET COMPARISON



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

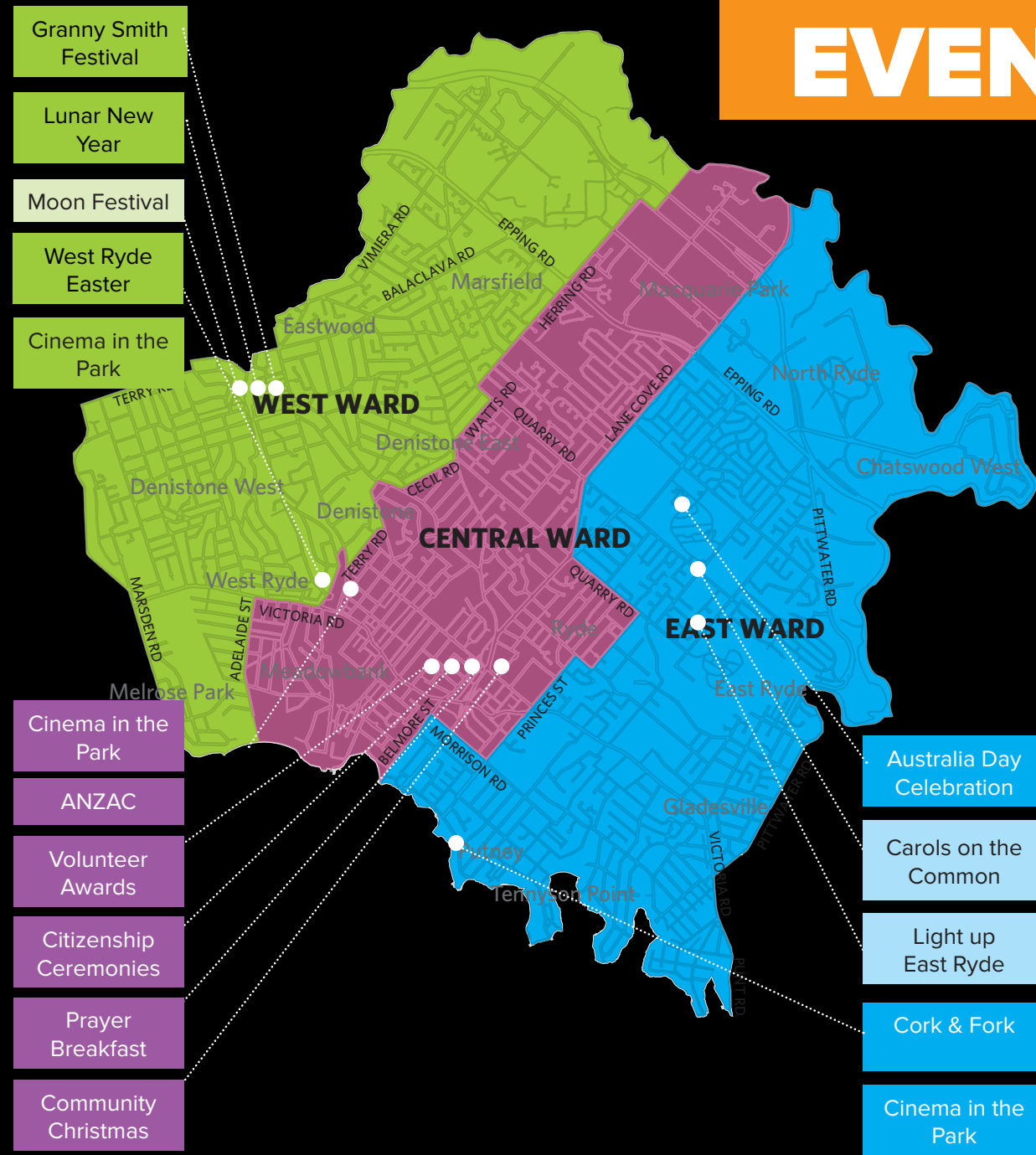
Orange Blossom Festival

EXPENSES \$447 k

INCOME \$134 k

NET COST \$313 k

EVENT LOCATIONS



1)

BACKGROUND

2)

RESEARCH & CONSULTATION

3)

EVENTS REVIEW

4)

RECOMMENDATIONS

5)

NEXT STEPS

RECOMMENDATIONS



FUTURE DIRECTION

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

Meets the market segmentation needs of our community.
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

Increases efficiency in event delivery.
More competitive in the market.
Increases satisfaction and attendance levels.
Strengthens Council brand.

FUTURE DIRECTION

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

Keeps 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.

FUTURE DIRECTIONS

Build Community Capacity

Our Community are empowered to deliver events



ACTION	OUTCOME
7. Establish a Toolkit for event management for the community.	Increases efficiency of support provided to our community.
8. Additional resource to advise and guide event organisers.	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	OUTCOME
9. Seek funding opportunities to promote our events.	Increases awareness of the many programs and events the City of Ryde provide.
10. Increase digital presence and diversify advertising channels.	Event organisers feel supported by Council.
11. Increase promotion of community grant events.	Strengthens Council brand.

GUIDING PRINCIPLES

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

Our events are focused on outcomes from the community strategic plan

Our structure and processes empower our community to delivery events

NEXT STEPS



NEXT STEPS



Please email events@ryde.nsw.gov.au to provide further feedback on this presentation by 30 June 2018