



# Devonport Events Strategy

2016 – 2020







## 1.0 PURPOSE

The Devonport Events Strategy will provide the Devonport City Council with a clear direction in relation to events held in the Devonport region.

In particular the Strategy aims to:

- Attract and support events which provide economic, social and environmental benefits to the Devonport area.
- Showcase the unique identity of Devonport and align events with the destination brand.
- Promote Devonport as a highly desirable place to live, work, visit and play.
- Support a diverse, vibrant and balanced yearly event calendar.
- Identify the Council as a leader in event facilitation for the Devonport Region.
- Develop capability within the community to plan and deliver events.
- Develop partnerships to increase investment and support of events in the Devonport area.



## 2.0 RELATED STRATEGIES

The Events Strategy aligns with a number of other strategies that all commonly seek to enhance the social and economic value of events.

### Cradle Coast Regional Events Strategy 2016-2020

- To maximise the economic, social and environmental benefits to the Cradle Coast Region directly from Events of Regional Significance and Regional Events.
- To encourage new Events of Regional Significance which reinforce the brand proposition of the Cradle Coast Region.
- Encourage the retention and enhancement of already established Regional Events.
- To build the capability of communities and event organisers to deliver new and improved events that provide economic, social and environmental benefits to the Cradle Coast Region

### City of Devonport Strategic Plan 2009-2030

- Strategy 3.2.5 Support festivals, events and attraction that add value to the city's economy
- Outcome 4.2 A vibrant culture is created through the provision of cultural activities, events and facilities.

### Tasmanian Government Events Strategy 2015-2020

- To promote Tasmania as a business events destination.
- To highlight the social and economic value of events that promote cultural, sporting and artistic pursuits.
- To enrich Tasmania's keen sense of community.











## 3.0 DEVONPORT CITY COUNCIL'S ROLE

Devonport City Council plays a number of roles in delivering events.

### Provider

Council organises and supports a series of community, youth and civic events.

### Leadership

Council provides civic leadership and governance through advisory and cooperative arrangements for external events.

### Promotion

Council actively promotes regional events through leveraging online, printed and public relations activities.

### Investment

Council provides assistance to events organised by others through Council's Financial Assistance Scheme.



## 4.0 STRATEGIC DIRECTIONS

There are seven high-level strategies grouped under the three goals of the Devonport City Council Strategic Plan. Specific activities undertaken to meet each strategy are outlined in the Events Strategy Action Plan.







# 1. BUILDING A UNIQUE CITY

## GOAL 2 OF DCC STRATEGIC PLAN

**Strategy 1.1:** An events portfolio that encourages increased interstate visitation and national profile.

### Measures of Success:

- Economic impact measured by attendance numbers and accommodation occupancy rates.
- Increased local and national media exposure.
- The benefits of events are consistently and accurately measured for reporting and promotional use.

**Strategy 1.2:** Encourage partnerships and investment with event organisers and sponsors.

### Measures of Success:

- A combination of established and new events balancing economic, cultural and environmental outcomes.
- Increased number of events in Tiers 1 – 3 (as described in Appendix).
- Events that complement, promote and support the Devonport destination brand.
- Increased private investment for events.



## 2. GROWING A VIBRANT ECONOMY

### GOAL 3 OF DCC STRATEGIC PLAN

**Strategy 2.1:** An events portfolio that encourages economic and regional growth.

#### Measures of Success:

- Major events utilise and support local business and industry where possible.
- Preference given to events that utilise Council venues and infrastructure.
- Preference given to events staged outside of peak tourism season and not in competition with other regional events.
- Collaboration with Tourism Tasmania and Cradle Coast Tourism Group to attract events of regional significance.

**Strategy 2.2:** To become a leader in Regional Events.

#### Measure of Success:

- Promote Devonport as a desirable event destination.
- Development of an event and conference incentive program.
- Development of an ongoing funding commitment for events organised by others.







### 3. BUILDING QUALITY OF LIFE

#### GOAL 4 OF DCC STRATEGIC PLAN

**Strategy 3.1:** To promote a vibrant, diverse and unique events calendar.

**Measures of Success:**

- An event calendar that engages all members of the community.
- Community support of events as evaluated through community feedback.
- Events enhance resident's experiences and contribute to a sense of community pride.
- A portfolio of events that covers a balanced program such as sport, business, culture and entertainment.

**Strategy 3.2:** To promote community connection and participation.

**Measure of Success:**

- At least one council managed and (part or wholly) funded event across each event classification per year.
- At least two events per year that promote free or affordable entertainment/entry.



# APPENDIX

## EVENT CLASSIFICATION TIERS

### Tier 1 - Events of Regional Significance

Events which have a strong resonance with the image and brand of the Cradle Coast, generate support from local organisations and may are or have the potential to become a hallmark/signature event in the future. These events, whilst appealing to the local community will target audiences predominantly from outside the region and will bring new visitor, spectators, competitors, participants to the event from outside the Cradle Coast region.

### Tier 2 - Regional Event

Events which will attract significant numbers of visitors, participants or media from outside the region, resulting in measurable economic, media, social and community benefits for the Cradle Coast region. These events will be supported primarily by the local community but will have the ability (if promoted appropriately) to draw people to the region/community.

### Tier 3 - Local Event

Events that are planned and staged primarily for the local community but may be of appeal to visitors. The primary role of these events is to address the needs of the local communities and they are not designed as specific drawcards for the region. Media coverage and promotion of the event is often local only. Whilst these events do not target the visitor market the remaining appealing to visitors already in the region or the community.







Local chicken  
and  
rhubarb crouton

Chocolate brownie  
double cream  
and blueberry

Pes  
rare beer  
cheese & ch  
Blue Cheese  
and caramelised  
onion on pumpnickel

Mini raspberry  
macaron

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