



## **MAJOR EVENTS ADVISORY COMMITTEE**

### **NOTICE OF MEETING**

**Monday, 08 October 2018**

A meeting of the Major Events Advisory Committee will be held at 4.30pm on Monday, 8 October 2018 in the River Room, Georges River Civic Centre, corner Dora and MacMahon Streets for the consideration of the business available on Council's website at <http://www.georgesriver.nsw.gov.au/Council/Council-Meetings>

Rebekah Schulz  
Acting Director Community and Culture

### **BUSINESS**

1. Acknowledgement of Country
2. Apologies
3. Disclosures of Interest
4. Public addresses to the Meeting
5. Minutes of previous meetings
6. Reports to the Committee



**ORDINARY MEETING**

**Summary of Items**

**Monday, 08 October 2018**

**Previous Minutes**

**[MINUTES: MAJOR EVENTS ADVISORY COMMITTEE - 10 SEPTEMBER 2018](#)**

**Council Reports**

<b>MAJ008-18</b>	<b>Major Events Strategic Planning Session Results and Budget Alignment</b>	
	(Report by Coordinator, Events and Sponsorship) .....	2

## Council Reports

<b>Item:</b>	<b>MAJ008-18 Major Events Strategic Planning Session Results and Budget Alignment</b>
<b>Author:</b>	Coordinator, Events and Sponsorship and Community Engagement Consultant
<b>Directorate:</b>	Community and Culture
<b>Matter Type:</b>	Council Reports

### Recommendation

- (a) That Council receive and note the strategic priorities and event enhancements for the upcoming Georges River Council major events: Lunar New Year Festival, Australia Day Festival and Magic of Christmas at Carss Bush Park.
- (b) That Council receive and note the 2018/19 major events budget alignment in accordance with the strategic directions for each Council major event.

### Executive Summary

1. A facilitated strategic planning session aimed at identifying the desired outcomes and community benefits from Council's major events was conducted at the Major Events Advisory Committee Meeting (MEAC) meeting on Monday, 9 July 2018.
2. Outcomes from the MEAC strategic planning session as well as the community feedback and the Major Events Debrief report presented to the MEAC on 16 April 2018 will set the direction for planning the 2018/19 Council major events: Lunar New Year Festival, Australia Day Festival and Magic of Christmas at Carss Bush Park.
3. For each major event, the previous year's budget actual expenditure has been utilised as a guide for each of the 2018/2019 major events budgets.
4. The strategic directions identified by the MEAC and feedback from the community, Council staff and Emergency Services have been reflected in the proposed budget allocations for each major event.
5. The 2017/2018 total actuals for the three major events were: \$391,295. The 2018/2019 budget for the three major events are: \$380,000.

### Background

6. The MEAC identified the following over-arching desired outcomes to be achieved from all of Council's major events:
  - Image of Georges River Area
  - Community Spirit
  - Support the local economy
  - Local business
  - Involve people
7. The MEAC then identified specific desired outcomes and strategic directions for each of the major events detailed below.

## 8. Lunar New Year Festival

Lunar New Year Festival is held at Forest Road, Hurstville and is attended by up to 50,000 residents and visitors. It is Council's largest event. This event attracts approximately twenty sponsors and provides various opportunities for community involvement as volunteers, performers and stallholders.

A. MEAC members indicated that the following outcomes are priorities for the Lunar New Year Festival:

- Cultural identity and expression (nominated by most members)
- Civic pride
- Community spirit
- Support the local economy

B. Lunar New Year Festival was the event MEAC members least expected to see Council promotion or education, with the exception of:

- Children's services activities, which was the highest nominated activity

C. MEAC members prioritised entertainment at Lunar New Year Festival as the most important across all the major events. Under the entertainment category the most nominated were:

- Floats and
- Community performers

Followed by:

- Headline act and
- Fireworks

D. MEAC members prioritised specific theme-related content as the most important content for Lunar New Year. The highest priorities were:

- Floats and
- Dragon dancing and firecrackers

Followed by:

- Dragon symbolism
- Lunar New Year crafts

E. MEAC members prioritised stalls that offered many food choices as well as themed food stalls as important, as well as theme-related general stalls.

9. Further to the MEAC members' feedback, feedback from post-event community surveys, Council staff and emergency services is summarised below.

What to improve	How to improve
<ul style="list-style-type: none"> <li>• Suitable main stage viewing area for audience.</li> <li>• Review set up of main stage in relation to the Dragon dancing.</li> <li>• Consider shaded areas for eating and resting for patrons.</li> <li>• Stallholders advised of parade timing to</li> </ul>	<ul style="list-style-type: none"> <li>• Council to research other staging options to maximise viewing potential for the audience.</li> <li>• Council to review the positioning of the main stage and dancing area for performers including poles.</li> <li>• Council to research the provision of shaded areas for eating and resting patrons.</li> <li>• Council to advise stallholders of parade</li> </ul>

<p>ensure effective crowd management.</p> <ul style="list-style-type: none"> <li>• Expand coverage for the letterbox drop for resident notification of the event.</li> <li>• Review sound system for festival floats.</li> <li>• Consider more rides.</li> <li>• Sponsors to be engaged in festival floats.</li> <li>• Consider how local businesses can be engaged for future events.</li> <li>• Review events operations hub.</li> <li>• Additional detailed cleanse of the performers area.</li> <li>• Mandatory for all stallholders to attend a briefing/induction session to ensure compliance with Council regulations.</li> <li>• 21 illegal vendors and six unregistered food vendors identified on the day by Council Officers.</li> <li>• Review location and number of signs for changes to bus stops.</li> <li>• Consider multi-lingual signage.</li> </ul>	<p>timings upon acceptance of stallholder application to assist stallholders in their planning and compliance with traffic management requirements.</p> <ul style="list-style-type: none"> <li>• Council to notify a wider circle of businesses and residents of the event and key timings.</li> <li>• Council to investigate the provision of sound equipment suitable for festival floats.</li> <li>• Council to investigate costs and location options for more amusement rides.</li> <li>• Council to consider offering festival float opportunities to major sponsors.</li> <li>• Council to investigate ways to encourage local businesses to be engaged in Lunar New Year.</li> <li>• Council to review the placement and area dedicated to the operations of Lunar New Year.</li> <li>• Council arrange additional cleansing services of the performance space area.</li> <li>• Council to investigate the arrangement of food stallholder training with Environmental Health Officers prior to the event.</li> <li>• Council to investigate bi-lingual information to be distributed to illegal or unregistered vendors.</li> <li>• Council to review the current location and amount of signage that indicate changes to bus operations.</li> <li>• Council to investigate multi-lingual signage.</li> </ul>
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10. Based on the above strategic directions, a comparison between 2018 and 2019 Lunar New Year budgets is detailed below.

The Council-approved Lunar New Year Festival budget for 2019 is \$220,000.

- Audience numbers are approximately 50,000. Cost per participant is \$4.40.

Item	2017/18 Actual Spend	2017/18 % of Total Spend	2018/2019 Proposed Budget	2018/2019 % of total proposed	Event Enhancements
Performers	\$21,215	11%	\$50,000	23%	- Headline performances
Rides and Amusements	\$18,884	10%	\$20,000	9%	- additional bi-lingual signage
Production and Operations	\$61,114	31%	\$74,000	34%	- Street Art

Traffic Management	\$16,901	8%	\$20,000	9%	Proposal - event layout to increase viewing sightlines for audience - Drone footage of the event
Marketing	\$14,140	7%	\$25,000	11%	
Staffing and Administration	\$16,710	8%	\$11,000	5%	
Festival Floats (capital expense)	\$49,930	25%	\$20,000	9%	
<b>Totals</b>	<b>\$198,894</b>		<b>\$220,000</b>		

Should Council wish to include fireworks into the Lunar New Year Festival 2019, an additional \$50,000 would be required to fund the fireworks and shift the event timeframes into the evening, for instance 2:00pm to 9:00pm. If the traditional event start time of 10am is maintained, the extension of the entire event into the evening to enable fireworks would be at an estimated unbudgeted cost of \$100,000. Significant community engagement and stakeholder management including support by emergency services would be required to ensure the evening component of the event is adequately supported and attended between 4:00pm to 9:00pm.

As Magic of Christmas services approximately 3,000 visitors and Lunar New Year services approximately 50,000 visitors, \$20,000 has been reprioritised from Magic of Christmas 2018 event to the Lunar New Year 2019 event.

## 11. Australia Day Festival

Council's Australia Day Festival is held at Carss Bush Park and is attended by 15,000 people. This event attracts up to three sponsors and provides various opportunities for community involvement for performers and stallholders.

A. MEAC members indicated that the following outcome as the overall priority for Australia Day Festival:

- Community spirit

Followed by:

- Image of Georges River Local Government Area

B. MEAC members prioritised the following involvement, promotion or education about Council at Australia Day Festival:

- Children's services activities was the highest nominated activity

C. MEAC members prioritised the following entertainment to feature at Australia Day Festival:

- Fireworks and
- Headline act

Followed by:

- Community performers

D. MEAC members prioritised the following content for Australia Day Festival:

- Aboriginal content

Followed by:

- Photographic exhibition / current multicultural / historic

E. More MEAC members prioritised stalls for Australia Day Festival than for any other event. Many food choices were seen as important for this event. Theme-related food stalls were also seen as important, as well as theme-related non-food stalls.

12. Further to the MEAC members' feedback, feedback from post-event community surveys, Council staff and emergency services is summarised below.

What to improve	How to improve
<ul style="list-style-type: none"> <li>Review number of people on main stage during official proceedings (over 60 people).</li> <li>Include the Citizen of the Year Award to be on the same day as Australia Day instead of having separate events.</li> <li>Consider microphones for Citizenship Tent so that pledges can be heard</li> <li>Consider Australia Day themed merchandise suitable for day time and night time.</li> <li>Communication with performers regarding equipment requirements.</li> <li>Review events operation hub.</li> <li>Review security company.</li> <li>Review dance floor to comply with safety code.</li> <li>Review barricades and Variable Messaging Sign (VMS) boards locations.</li> </ul>	<ul style="list-style-type: none"> <li>Council to research the provision of adequate space for Officials, choir and new Citizens.</li> <li>Council to consider the inclusion of Citizen of the Year Award within the official section of Australia Day.</li> <li>Council to investigate the provision of sound equipment within the Citizenship marquee.</li> <li>Council to encourage stallholders to provide Australia Day merchandise to be available for purchase.</li> <li>Council to send out Expressions of Interest with longer lead times.</li> <li>Council to review the placement and area dedicated to the operations of Australia Day.</li> <li>Council to research other suitable security providers.</li> <li>Council to investigate a different dance floor from equipment hire suppliers.</li> <li>Council to review traffic management plan and controls with NSW Police and adjust as directed.</li> </ul>

13. Based on the above strategic directions, a comparison between 2018 and 2019 Australia Day Festival budgets is detailed below.

The Council-approved budget for Australia Day Festival 2019 is \$130,000

- Audience numbers are approximately 15,000. Cost per participant is \$8.66.

Item	2017/18 Actual Spend	2017/18 % of Total Spend	2018/2019 Proposed Budget	2018/2019 % of total proposed	Event enhancements
Performers	\$51,741	36%	\$30,600	24%	- Headline performance
Rides and Amusements	\$10,900	8%	\$10,900	8%	- Australia Day Citizen of the Year Awards
Production and Operations	\$58,315	41%	\$73,500	57%	incorporated into Australia Day Festival
Traffic Management	\$3,293	2%	\$3,500	3%	Official Proceedings
Marketing	\$1,200	1%	\$1,500	1%	- Promotion of the Carss Park Cottage and
Staffing and Administration	\$17,209	12%	\$10,000	8%	Historical Society
					- Inclusion of a visual arts program / activities
					- Social Media / photographic engagement opportunities
					- Drone footage of the



					event
<b>Totals</b>	<b>\$142,658</b>		<b>\$130,000</b>		

Should Council wish to expend more on performers in 2019, the difference could be expended by allocating any equivalent funds raised in sponsorship and market stalls.

#### 14. Magic of Christmas at Carss Bush Park

Magic of Christmas is held at Carss Bush Park and is attended by 3,000 residents and visitors. This event attracts up to four sponsors and provides various opportunities for community involvement for performers and stallholders.

A. MEAC members indicated that the following outcomes are priorities overall for Magic of Christmas:

- Community spirit (nominated by all members)

Followed by:

- Civic pride
- Image of Georges River Local Government Area

B. MEAC members identified Magic of Christmas at Carss Bush Park as the most appropriate event to promote and educate the community about Council. The following areas were prioritised:

- Children's services activities was the highest nominated activity

Followed by:

- Museum and Gallery activities
- Cultural strategy

C. MEAC members prioritised the following entertainment to feature at Magic of Christmas:

- Headline act and equal
- Community performers

The following were next equally nominated:

- School performers
- MC and stage managers
- Fireworks
- Amusement rides

D. MEAC members prioritised Christmas content as very important, with the highest priority content being Christmas carols / choir.

Followed by:

- Santa

And then:

- Christmas crafts
- Christmas story telling / reading

E. In regards to stalls at the event, there was a split in the number of food choices and stalls that were seen by the MEAC as necessary for this event, with some members saying 'many' while others said 'not many'.

15. Further to the MEAC members' feedback, feedback from post-event community surveys, Council staff and emergency services is summarised below.

What to improve	How to improve
<ul style="list-style-type: none"> <li>Entertainment content to have more Christmas focus.</li> <li>More children-focussed acts.</li> <li>Review Santa supplier.</li> <li>Remove gold coin donation for Christmas Songbook.</li> <li>Food stallholder compliance.</li> <li>Bigger Christmas tree.</li> <li>Consider selling glow sticks or glow candles for increased audience participation.</li> </ul>	<ul style="list-style-type: none"> <li>Council to research into Christmas themed character shows.</li> <li>Council to research into child-focussed activities including craft, amusements and other performances designed for children.</li> <li>Council to investigate Santa character options from other suppliers.</li> <li>Council to remove gold coin donation required for songbook purchase.</li> <li>Council to investigate the arrangement of food stallholder training with Environmental Health Officers prior to the event.</li> <li>Council to research other Christmas tree providers.</li> <li>Council to research merchandise suppliers for glow sticks and glow candles.</li> </ul>

16. Based on the above strategic directions, a comparison between 2017 and 2018 Magic of Christmas at Carss Bush Park budgets is detailed below.

The Council-approved budget for Magic of Christmas at Carss Bush Park 2018 is \$30,000

- Audience numbers are approximately 3,000. Cost per participant is \$10.

Item	2017/18 Actual Spend	2017/18 % of Total Spend	2018/2019 Proposed Budget	2018/2019 % of total proposed	Event Enhancements
Performers	\$21,202	43%	\$10,000	33%	- Photographs with Santa
Rides and Amusements	\$0	0%	\$0	0%	- Extension of the event period of time due to high cost of production and operations
Production and Operations	\$21,551	43%	\$15,000	50%	- Inclusion of a live, traditional Christmas story
Traffic Management	\$0	0%	\$0	0%	- Christmas themed activities
Marketing	\$990	2%	\$1,000	3%	- Christmas Market
Staffing and Administration	\$6,000	12%	\$4,000	13%	- Drone footage of the event
<b>Totals</b>	<b>\$49,743</b>		<b>\$30,000</b>		

As Magic of Christmas services approximately 3,000 visitors and Lunar New Year services approximately 50,000 visitors, \$20,000 has been reprioritised from Magic of Christmas 2018 event to the Lunar New Year 2019 event.

Should Council wish to expend more on performers in 2018, the difference could be expended by allocating any equivalent funds raised in sponsorship and market stalls.

### **Financial Implications**

17. Should Council wish to include fireworks into the Lunar New Year Festival 2019, an additional unbudgeted \$50,000 would be required from General Revenue to fund the fireworks and shift the event into the evening.
18. Should Council wish to maintain the traditional event start time of 10am and extend the entire event into the evening to enable fireworks, an estimated unbudgeted cost of \$100,000 would be required from General Revenue.
19. Australia Day Festival is within budget allocation. Should Council wish to expend more on performers in 2019, the difference could be expended by allocating any equivalent funds raised in sponsorship and market stalls.
20. Magic of Christmas in Carss Bush Park is within budget allocation. Should Council wish to expend more on performers in 2018, the difference could be expended by allocating any equivalent funds raised in sponsorship and market stalls.

### **Risk Implications**

21. The following elements are compulsory requirements for all major events and any significant reductions in their budget allocations may increase reputational risks to Council as well as safety risks to event attendees, performers, suppliers, volunteers and staff:
  - a. Staff and administration
  - b. Production and operations
  - c. Traffic management
22. For Lunar New Year Festival 2019, significant community engagement and stakeholder management including support by emergency services would be required to ensure the event is adequately supported and attended should Council wish to extend or shift the event into the evening.

### **Community Engagement**

23. Feedback from event attendees was obtained from the 2017/18 major events.
24. Feedback from the MEAC was undertaken via the Strategic Planning session for Council's 2018/19 major events on 9 July 2018.
25. Feedback from event attendees will continue to be obtained for the 2018/19 major events.

### **File Reference**

D18/94512 and D18/150565