

## **AGENDA**

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### **Major Events Advisory Committee**

**Monday, 11 March 2019**

**4.30pm**

**Council Chambers, Civic Centre, Hurstville**



**GEORGES RIVER COUNCIL**



**ORDINARY MEETING**

**Summary of Items**

**Monday, 11 March 2019**

**Previous Minutes**

**MINUTES:** [Major Events Advisory Committee - 21 January 2019](#)

**Committee Reports**

<b>MAJ003-19</b>	<b>Major Events 2018-2019 Post Program Evaluation</b> (Report by Coordinator, Events and Sponsorship) .....	<b>2</b>
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## Reports

**Item:** MAJ003-19 Major Events 2018-2019 Post Program Evaluation

**Author:** Coordinator, Events and Sponsorship

**Directorate:** Community and Culture

**Matter Type:** Council Reports

### Recommendation

- (a) That Council receives and notes the Major Events 2018-2019 Post Program Evaluation report.
- (b) That Councillors provide feedback for the Major Events via a Major Events Advisory Committee Event Survey.
- (c) That Council confirms the proposed dates for the next year's major events.

### Executive Summary

1. On Saturday, 1 December 2018 Council hosted Magic of Christmas at Carss Bush Park between 3:00pm and 8:30pm. The event was attended by approximately 8,000 parents, grandparents and children. Council provided a strong entertainment program focused on Christmas content and children's enjoyment. A free Santa photo booth was set up on the foreshore of Carss Park Baths as well as a Christmas Market with food and beverage stalls. The evening ended with a fireworks display.
2. On Saturday, 26 January 2019 Council hosted the Australia Day Festival at Carss Bush Park between 10:00am-9:00pm. The event was attended by approximately 10,000 people with a range of cultures represented. Council provided both professional and community performances with highlights by Justice Crew, Farnham and Friends and Peter Rabbit for the children. The full day of entertainment concluded with a spectacular fireworks display.
3. On Saturday, 2 February 2019 Council hosted the Lunar New Year Festival on Forest Road, Hurstville between 10:00am and 5:00pm. The event attracted a crowd of residents and visitors of approximately 50,000 throughout the day. Highlights of the event included international performer Wah Dee, a dynamic street parade, five floats and twelve, brightly-coloured inflatable zodiac animals, numerous activations and giveaways supplied by sponsors and stallholders and a full day of entertainment on the main stage.
4. Results of the event satisfaction survey for all three major events are provided within this report.

### Background

#### Magic of Christmas

5. Magic of Christmas was supported by Major Sponsor Club Central Hurstville and Event Supporter Club Rivers. Preparation and onsite support was also provided by St George Local Area Command, State Emergency Services Kogarah Branch and St John Ambulance First Aid Services.

6. Formal feedback from the event:

Total of 51 responses

- Satisfaction rate of the event overall 84%
- Satisfaction rate of the customer service received from Council Staff 84%
- 94% rated the event as very or somewhat organised

7. Survey participants responded positively to:

- Entertainment
- Santa photos
- Fireworks
- The venue
- Family friendly
- Food stalls
- Parking options
- Carols
- Atmosphere
- Children's playground
- Weather
- Interesting stalls
- Council's information stall
- Security

8. Survey participants indicated that the following areas required improvement:

- Parking
- Not enough food stall options
- More AV speakers required
- Long lines for food
- Sausage sandwich food stall sold out of food.
- Shade
- Bathroom facilities
- Inconsiderate smokers around young families
- Children

9. On Monday, 8 October 2018 the following improvements to Magic of Christmas were reported to the Major Events Advisory Committee and were incorporated into the planning of the recent event.

What to improve from 2017 feedback	Improvements in 2019
<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 booked Christmas specific character shows and other content.</li> <li>• Council booked more child-focussed activities including craft, amusements and other performances designed for children.</li> <li>• Council booked a reputable Santa character options from a trusted supplier.</li> <li>• Council removed gold coin donation previously required for songbook purchase.</li> <li>• Council provided food stallholder training with Environmental Health Officers prior to the event.</li> <li>• Council booked a larger Christmas tree.</li> <li>• Merchandise supplier provided option to purchase for glow sticks and glow candles at the event</li> </ul>

### Australia Day

10. Australia Day Festival began with an Official Ceremony that included presentations to Australia Day Ambassador Alexandra Moore, Australia Day Awards recipients, Citizen of the Year Steve Drakoulis, Young Citizen of the Year Stephanie Sekulovska, Volunteer of the Year, Janice Steinfurth. This part of the day concluded with an Australian Citizenship Ceremony for seventy new citizens.
11. Australia Day Festival was sponsored by Event Supporter Club Rivers, Supporter Club Central Hurstville and Media Partners St George and Sutherland Shire Leader and Vision Times Media. Preparation and onsite support was also provided by St George Local Area Command, State Emergency Services Kogarah Branch and St John Ambulance First Aid Services. A short film was also funded by the “Celebrating Diversity” Multicultural NSW Grant which was prepared on the day depicting the vast range of cultures who came together for Australia Day.
12. Formal feedback from the event:
 

Total of 19 responses

  - Satisfaction rate of the event overall 100%
  - Satisfaction rate of the customer service received from Council Staff 100%
  - 100% rated the event as very or somewhat organised
13. Survey participants responded positively to:
  - Free activities
  - Family Friendly
  - Atmosphere/view
  - Parking options
  - Community coming together

- Fireworks
  - Rides
  - Outdoor space
  - Music
  - Council information
  - Stalls
14. Survey participants indicated that the following areas required improvement:
- The heat
  - More stalls
  - Baby change facilities only in female toilets
  - Music band
  - Dancing
  - Seating for audience
  - More rubbish bins
15. On Monday, 8 October 2018 the following improvements to Australia Day Festival were reported to the Major Events Advisory Committee and were incorporated into the planning of the recent event.

<b>What to improve from 2018 feedback</b>	<b>Improvements in 2018</b>
<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 provided a larger stage to accommodate the larger group on stage.</li> <li>• Council included presentations for Australia Day Award recipients within the official proceedings of Australia Day.</li> <li>• Council provided a marquee over the Citizenship and stage which improved acoustics.</li> <li>• Council encouraged stallholders to provide Australia Day merchandise to be available for purchase.</li> <li>• Council sent out Expressions of Interest with longer lead times.</li> <li>• Council located the events headquarters within the Lifesaving Hall within close proximity to all emergency services.</li> <li>• Council booked a security company and worked with them more to ensure their buy-in of the event.</li> <li>• Council removed the dance floor from the front of the stage.</li> <li>• Council reviewed traffic management plans and controls with NSW Police and adjusted as directed.</li> </ul>

**Lunar New Year**

16. Lunar New Year Festival was supported by Principal Sponsor Chemist Warehouse, Major Sponsors Bupa, HSBC, Oatley RSL, Yours Telecom, Event Supporters Club Rivers, Commonwealth Bank, Hainan Airlines, Lebara, Media Partners SBS Radio, Australian New Express Daily, Chinese News Express, Vision Times Media, TVB (Australia) and New Impressions Media Group and Supporter Optus. Preparation and onsite support was also provided by St George Local Area Command, State Emergency Services Kogarah Branch and St John Ambulance First Aid Services.
17. Formal feedback from the event:

Total of 15 responses

  - Satisfaction rate of the event overall 73%
  - Satisfaction rate of the customer service received from Council Staff 90%
  - 93% rated the event as very or somewhat organised
18. Survey participants responded positively to:
  - Food
  - Interactive stalls
  - Entertainment stage
  - Costumes
  - Music
  - Ambience
  - Children's activities
  - The whole event
19. Survey participants indicated that the following areas required improvement:
  - Weather
  - Shade
  - Not enough food cuisine variety
  - Not enough Chinese food
  - Overcrowding
  - More workshops and activities
  - Spread out entertainment
  - Council stall hard to find
  - Cultural sensitivity of music
20. On Monday, 8 October 2018 the following improvements to Lunar New Year Festival were reported to the Major Events Advisory Committee and were incorporated into the planning of the recent event.



<b>What to improve from 2018 feedback</b>	<b>Improvements in 2019</b>
<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 ensure effective crowd management.</li> <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>	<ul style="list-style-type: none"> <li>• Council trialled a new position for the stage and a different staging company to maximise viewing potential for the audience.</li> <li>• Council reviewed the positioning of the main stage and dancing area for performers including poles.</li> <li>• Council researched the provision of shaded areas for eating and resting patrons. Council also encouraged stallholders to provide activities for the audience under their marquees.</li> <li>• Council advised all stallholders of parade timings upon acceptance of stallholder application to assist stallholders in their planning and compliance with traffic management requirements.</li> <li>• Council notified a wider circle of businesses and residents of the event and key timings.</li> <li>• Council booked sound equipment suitable for festival floats.</li> <li>• Council investigated costs and locations for amusement rides.</li> <li>• Council considered offering festival float opportunities to major sponsors.</li> <li>• Council encouraged local businesses to be engaged in Lunar New Year via the notification.</li> <li>• Council positioned a dedicated area to the operations of Lunar New Year.</li> <li>• Council arranged additional cleansing services of the event area.</li> <li>• Council arranged a food stallholder training with Environmental Health Officers prior to the event.</li> <li>• Council provided bi-lingual information that was distributed to illegal and unregistered vendors.</li> <li>• Council reviewed and repositioned location and amount of signage that indicated changes to bus operations.</li> <li>• Council investigated multi-lingual signage.</li> </ul>

## 21. Date recommendations for major events in 2019/2020:

Magic of Christmas  
Carss Bush Park  
Sunday, 1 December 2019

Lunar New Year  
Forest Road, Hurstville  
Saturday, 18 January 2020

Australia Day Festival  
Carss Bush Park  
Sunday, 26 January 2020

**Financial Implications**

22. All three major events are forecasted within budget allocation. The actuals for both Australia Day and Lunar New Year are still being finalised. The following information is currently available.

## 23. Magic of Christmas

<b>Expenditure</b>	<b>2018/2019 Budget</b>	<b>Forecast</b>	<b>Actuals</b>
Performers	\$12,000	\$18,000	\$17,400
Production and Operations	\$15,000	\$20,200	\$22,100
Traffic Management	\$2,000	\$1,500	\$1,400
Marketing	\$1,000	\$1,000	\$1,000
<b>Total Expenditure</b>	<b>\$30,000</b>	<b>\$40,700</b>	<b>\$41,900</b>
<b>Income</b>			
Sponsorship	\$4,000	\$12,500	12,500
Stallholders	\$1,200	\$5,000	\$5,200
<b>Total income</b>	<b>\$5,200</b>	<b>\$17,500</b>	<b>\$17,700</b>
<b>Net</b>	<b>\$24,800</b>	<b>\$23,200</b>	<b>\$24,200</b>

## 24. Australia Day Festival

<b>Expenditure</b>	<b>2018/2019 Budget</b>	<b>Forecast</b>
Performers	\$30,600	\$23,000
Rides and Amusements	\$10,900	\$8,000
Production and Operations	\$73,500	\$89,000
Traffic Management	\$3,500	\$4,000
Marketing	\$1,500	\$1,000
Staffing and Administration	\$10,000	\$10,000
<b>Total Expenditure</b>	<b>\$130,000</b>	<b>\$135,000</b>
<b>Income</b>		

Sponsorship	\$5,000	\$5,000
Stallholders	\$6,000	\$11,000
<b>Total income</b>	<b>\$11,000</b>	<b>\$16,000</b>
<b>Net</b>	<b>\$119,000</b>	<b>\$119,000</b>

## 25. Lunar New Year Festival

<b>Expenditure</b>	<b>2018/2019 Budget</b>	<b>Forecast</b>
Performers	\$50,000	\$35,000
Rides and Amusements	\$20,000	\$15,000
Production and Operations	\$74,000	\$95,000
Traffic Management	\$20,000	\$16,000
Marketing	\$25,000	\$21,000
Staffing and Administration	\$11,000	\$11,000
Festival Floats (capital expense)	\$20,000	\$20,000
<b>Total Expenditure</b>	<b>\$220,000</b>	<b>\$213,000</b>
<b>Income</b>		
Sponsorship	\$60,000	\$60,000
Stallholders	\$15,000	\$15,000
<b>Total income</b>	<b>\$75,000</b>	<b>\$75,000</b>
<b>Net</b>	<b>\$145,000</b>	<b>\$138,000</b>

**Risk Implications**

All three major events had event-specific risk assessments which identified operational risks and a management process was applied. Each risk assessment was published in each Event Operation Manual and was distributed to all relevant staff and emergency service personnel.

**Community Engagement**

Community engagement was conducted via the Event Survey.

**File Reference**

D19/44050