



northern  
beaches  
council

## Memo

Customer & Corporate

**To:** Councillors

**From:** Helen Lever  
General Manager, Customer & Corporate

**Date:** 22 June 2018

**Subject:** Item 9.1 – Additional Attachment – Event Strategy Community Engagement and Submission Report

**Record Number:** 2018/382969

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Council will consider a report on the Northern Beaches Events Strategy (Item 9.1) at the upcoming Council Meeting.

The report seeks adoption of the Northern Beaches Events Strategy, which is listed as Attachment (1). In addition there is another Attachment (2) which is referred to in the subject report and entitled *Event Strategy Community Engagement and Submission Report*, which is attached to this memo.

The recommendation to the meeting for your consideration will be changed to read:

**That Council adopts the Northern Beaches Events Strategy.**

Should you require any further information about matters raised in this memo please contact my office on 9942 2476.

Regards

A handwritten signature in blue ink, appearing to read 'Helen Lever'.

**Helen Lever**  
General Manager, Customer & Corporate

# Events Strategy for Northern Beaches Council

Community Engagement Report – 8 March 2018

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## 1. Executive Summary

This report summarises the feedback received from the community engagement completed during the public exhibition of the draft Northern Beaches Events Strategy. It includes the key themes, key findings and changes made to the strategy during this exhibition period.

The Northern Beaches Events Strategy is a five-year plan guiding the delivery of both internally and external operated events including events run by both community and commercial third-party event organisers.

A comprehensive engagement program was implemented to ensure the communities voice was heard in the development of the final Events Strategy.

Community engagement was implemented over two stages reflecting the different phases of the project plan. The focus of the Stage One engagement was a comprehensive research process to identify community priorities, goals and actions.

Stage Two engagement focused on seeking community feedback and validating the priorities, goals and actions shaped from the Stage One community engagement. The public exhibition ran from 23 December 2017 to 18 February 2018.

**51 community submissions were received, with the feedback received leading to 27 changes to the final strategy.**

Key themes included waste, sustainability, accessibility/disability, uniqueness and diversity, transport, agile application processes and capacity building.

Submissions highlighted the value the community places on environmental sustainability and the need to change behaviours around reducing single use plastics, conserving energy and re-use and recycling at events. It was clear from comments received that the community strongly believe our unique and distinctive place needs to be reflected in a diverse cultural program and calendar of events for the entire Northern Beaches.

Feedback also indicated a focus on both upgrades to existing 'event ready' spaces and the creation of new spaces and the need for Council to support and introduce safe night-time event opportunities, especially for youth.

Other common topics identified were tourism and partnering opportunities, capacity building and Council's support for holding community-run events, improving the application process and increasing the promotion of events via social media channels.

This report demonstrates the communities support for a progressive strategic approach to visioning and developing an exciting calendar of events across the Northern Beaches.

## 2. Background

Council plays a key role in supporting and delivering a wide range of events and in the provision of open space for third-party event organisers. The Events Strategy has been developed to ensure that event programming for the future leads to greater social, environmental and economic benefits for Northern Beaches residents and visitors.

During the first stage of engagement, the community overwhelmingly stated that events have a positive impact - helping to create a vibrant, connected and inclusive community as well as contributing to the local economy and tourism.

Council funds and delivers 70 council run events, supports community-run events and approves third party events. The Events Strategy aims to provide an overarching strategic vision and approach to coordinating events and ensuring there is a high quality mix of events spread across the Northern Beaches

The Events Strategy identifies the strategic development of event planning and for designing a unique and diverse calendar of events. The strategy provides the direction for Council to continue to build on key actions, obtain funding, and build important partnerships to progress tourism and economic benefits into the future.

## 3. Engagement Objectives

The objectives of the community engagement in Stage Two were to:

- invite community feedback to assist Council in validating our priorities, goals and actions
- reach a wide range of our community through a variety of channels including standalone sessions and existing Council events
- include Council staff in the engagement process.

## 4. Engagement Approach

The development of the Events Strategy was supported by a two-stage community engagement program. The engagement strategy was designed to gain substantial feedback and verify Council's visioning, strategic planning, management and delivery of an overarching annual event program in line with the community's draft Community Strategic Plan.

Stage Two engagement ran from 23 December 2017 to 18 February 2018.

Together, Stage One and Stage Two engagement activities included surveys, community workshop, staff sessions, phone interviews, pop-ups at Council events and on-street locations, newspaper advertisements, online feedback forms, emails, letters and key stakeholder meetings.

The draft strategy was emailed to community members on Council's engagement database including registered community groups, special interest groups and key stakeholders. It was also available for review as a printed document at Council locations including Mona Vale, Dee Why and Manly Libraries and all our Customer Service Centres.

Notification of the exhibition period for the draft Strategy was placed in the Manly Daily on Saturday 23 December 2017 and Saturday 20 January 2018.

Pop-ups were held across various locations across the LGA to gather community feedback about the draft Strategy including:

- Manly World Food Markets, Friday 19 January 2018.
- Manly World Food Markets, Friday 2 February 2018.
- Australia Day Breakfast at Dee Why Beach, Friday 26 January 2018.
- Australia Day Breakfast at Newport Beach, Friday 26 January 2018.

## 5. Key Findings

Feedback received during the public exhibition was generally positive and reflected overall support from our community for a more strategic approach to visioning and developing an exciting calendar of events across the Northern Beaches.

Fifty one (51) written and verbal community submissions were received during the Stage Two engagement. This was made up of:

- 25 face-to-face discussions at event pop-ups and
- 26 online submissions via Your Say page
- 9 submissions from Council staff
- 19 operationally focused comments received (to be included, where appropriate, in the Strategy's Operational Action Plan).

In addition, 606 visits were recorded to the event strategy on Council's 'Your Say' page with 273 documents downloaded.

Individual submissions were assessed by the Internal Steering Group to determine recommended changes to the draft strategy. Twenty seven changes were made to the draft strategy in total with 14 changes made as a result of community feedback and 9 from Council staff members. All verbatim comments can be found in Appendix 1.

The main themes raised in submissions included:

- sustainability and protecting the environment
- accessibility for those with a disability or mobility issues (for example, a wheelchair to help people get through the crowds)
- ensuring a mix of cultural events for a diverse events calendar.
- transportation
- promotion of youth activities and additional smaller activation type events at new locations
- increased social media avenues for promotion and marketing of events.

The community raised both negative and positive impacts of events including the potential increase in noise and traffic impacts, but also the positive social capital, wellbeing and tourism that events bring to a community.

Consultation with internal Business Units reflected:

- Community Services - youth and safe late night event opportunities.
- Environmental Compliance - public health and safety.
- Waste & Cleansing - sustainability and event waste management plans.
- Parks and Recreation - venue upgrades and support for developing an agile and scalable application process.

In addition, there was discussion within the comment received about totally and partially removing plastics from events. The majority of respondents indicated they would like Council to continue with the policy to reduce plastic water bottles at events. Two event organisers raised concerns about the logistical challenge of total removal of plastics bottles at all events.

Concern about the ability to implement the 'Waste Minimisation Policy for Functions and Events' policy was outlined. A meeting was held with concerned organisers to provide assistance, education and support on alternatives to plastic water bottles.

There were two specific requests to reference Council's Disability Inclusion Action Plan and outline more clearly in Goal 1 that inclusiveness refers to all abilities.

A notable inclusion was the thought-provoking submission received about the City of Auckland's event team structure, which is based on the international city specialist Greg Clarke. Clarke suggests Councils have a 'major events team' who hold events, bid for events and gain sponsorships and a 'local community event team' where Council assists and supports the community to hold their own events.

The additional 19 comments were operationally focused and will be included, where appropriate, in the Strategy's Operational Action Plan. They will also be considered when the toolkit and checklist for the community are next updated and a new application process is developed. This is will commence within the 5 year strategy period.

No negative comments were received about the community engagement process. Four (4) people commented positively on the opportunity to speak face-to-face at the World Food Markets and 10 people at the Dee Why Australia Day event specifically mentioned how thankful they were to get to talk to people and have their say on the draft strategy.

## **6. Next steps**

Actions arising from the process have been documented in the Event Strategy Action Plan and circulated through Council for action and Business Unit planning, where necessary. An Events Working Party has been established to ensure actions are implemented over the agreed timeframes.



THEME Issues/theme	Verbatim Submission comments	Council Response	Suggested change to draft Strategy
<p><b>Disability and accessibility</b></p>	<p>Hello, a quick comment on the events draft strategy. During 2017 I commented on the disability inclusion action plan, as I had concerns that high level actions, which I considered were more objectives an actions due to their non-specific nature, would not be carried forward into other relevant documents for on the ground implementation , rather than just 'shop window dressing' , so to speak. Walk the talk, so to speak.</p> <p>The disability inclusion action plan states FA1-04 about making events accessible for all abilities. I have had a review of the events strategy and cannot find anything particularly relevant except for the word 'inclusive' which may also mean religion, gender, sexual orientation, ethnic background, wealth, etc etc etc... Of course I might have missed direct relevance to disabilities and a supporting action plan, so apologies if I did.</p> <p>I would like to see an events checklist developed for the strategic planning of each event that includes input by disability experts that covers both physical and mental disabilities etc. to enable all disabilities including autism to be able to be involved. A paediatric occupational therapist would make a great contribution to this.</p> <p>I'd like to see accessibility information in the promotion and marketing of events. This would help people with disabilities, those with children and the elderly. Will there be physical access, including toilets? Will there be sensory escape such as a sensory tent with comforting toys and headphones to block out noise for family events? I know all of your events have been risk assessed. Could they be ability assessed with information being accessible to the public?</p>	<p>The suggested change is in accordance with the DIAP (Disability Inclusion Action Plan) and is reflective of both community and stakeholder interests.</p> <p>It also covers the CSP action, which this draft Strategy aligns to, regarding: to 'ensure that adequate consideration is given to all types of disability (not just related to mobility) in all Council events and engagement activities'.</p> <p>Comments are noted and covered in Principle: <i>Activate and make our diverse places vibrant, safe, inclusive and accessible</i> however we appreciate more reference has been requested. Reference will be made to Council's DIAP and an additional Action in the Event Strategy will be added under Goal 1 to reflect Councils Business Action Tool (BATS) reporting currently done by Events Team.</p>	<p><u>ADJUST Strategy 5 changes made to the Strategy.</u></p> <p>Changes to reference the Disability Inclusion Action Plan will be made to:</p> <p>Priority 1 – There is a strong desire to see events that are: <b>inclusive of all abilities; reflect the distinctive lifestyle</b>; showcase local talent.....</p> <p>Priority 4 – Add <b>Accessibility and refer to DIAP</b></p> <p>Under Principles - Add <b>Promoting and implementing Council's DIAP</b></p> <p>Goal 1- add a new Action:</p> <p><b>Develop an accessibility and inclusion policy, training, guidelines and toolkit for Council events.</b> The guidelines will be integrated into the Event Strategy Action Plan. A toolkit will guide internal planning of activities and events and may also be promoted externally to guide the planning of non-Council events.</p> <p>Add to Measures:</p> <p><b>Accessibility and inclusion guidelines and toolkit developed</b></p>
<p><b>Program / mix of Events in the Calendar</b></p>	<p>Principle 8 – it doesn't outline who will be evaluating and reviewing the existing events program and whether its council events or community events? If its community events it seems like an opportunity to get rid of some events</p> <p>The draft plan follows the basis of what any organisation would do as the merge and amalgamate from the top down. The events form a key component of bringing to life the community, allowing them to participate and be involved (not always at a cost), opening doors to new areas along with driving commercial benefits to local businesses.</p> <p>I'd be interested to understand the time frame on which the strategy will take to research and implement to be in a position where there is a distinct calendar of events with a diverse portfolio across the Region. Along with how commercially driven events run by external providers fit into the overall strategy and what is the budget for the Events and Sponsorship team to deliver the strategy.</p> <p><b>Calendar</b></p> <p>Most events are held in Spring or early summer or autumn. While it would be good to have a spread throughout the year, any attempt to shift a long-established festival such as Eurofest would probably mean the end of the festival.</p> <p>First, It would be great to try and coordinate how the events are spread out across the Northern Beaches, especially the Major and Signature Events. I believe it will take some strategic thinking and it will involve understanding how the Northern Beaches work. Manly is a hub for the Beaches and has historically hosted a number of events. It would be great for this to continue but possibly incorporate some of the other major centers like Brookvale and Mona Vale.</p>	<p>The new organisations Community Engagement &amp; Communications (CE&amp;C) Business Unit (combining Events and Place &amp; Economic Development and Communications) provides the strategic lens for evaluating the benefits of existing calendar and future event opportunities using a place making philosophy and practice to achieve CSP goals.</p> <p>It is highlighted in the new Event Action Plan that the Parks + Recreation Business Unit will:</p> <ul style="list-style-type: none"> <li>take the lead with the external events calendar. Council's events team will book venues through this team</li> <li>provide an updated 12mth calendar of external events each month to CE&amp;C and Council's Events Working Group</li> <li>develop an evaluation and review process for third-party event applications in conjunction with CE&amp;C.</li> </ul> <p>An overarching evaluation and review process of the existing events program will be managed through the new internal workshop process (for Council-run events) and through the business planning of the CE&amp;C Business Unit, utilising the entire events calendar (Council + 3<sup>rd</sup>-party events).</p> <p>It is to be acknowledged that the Event Strategy will be operationally delivered over five years.</p> <p>The Strategy covers submission comments on pg 33 'reviewing the Strategy' and by Goal 1 which will follow through in the operational Event Action Plan:</p> <p>GOAL 1: Support a diverse and exciting annual events program that is welcoming, inclusive and safe and that add value to the Northern Beaches community.</p> <p>KEY ACTION: Cross organisation events working team - undertake evaluation processes to ensure events reflect Council's strategic goals and outcomes.</p>	<p>NO CHANGE to Strategy</p>

THEME Issues/theme	Verbatim Submission comments	Council Response	Suggested change to draft Strategy
<b>Partnerships / leveraging</b>  <b>Tourism and Economy</b>	<p>GOAL 4: Work in partnership with event organisers in a customer focused manner to promote the delivery of events. There is no clear strategy to differentiate Council organised events and 'other' events. <b>Do events organised by other organisations have to meet the goals in this Strategy?</b></p> <p>The plan lacks any reference I can see to leveraging broader events and activities from the Sydney region (or beyond). For example, if an event has significance for Sydney, like Fashion Week, or the Sydney Motor Show. Why events can't be synchronised to leverage the value and publicity of those events? Likewise, how about globally significant events, that could have a Northern Beaches expression, like Oktoberfest. This should be part of the plan, to extract maximum value from events planning.</p> <p>impact on the extent and nature of tourism to the area with its consequent impact on the retail mix e.g. events in Manly generating more day visits leading to more ice-cream shops and a diminution in a broader retail mix - is this desirable</p>	<p>Comments are noted and specific issues/actions are in the operational Event Action Plan and Event Attraction Plan, however is only referred to at a higher level within this Strategy under:</p> <p>Scope</p> <p>The Events Strategy covers both Council and third-party events run by event organisers where Council is the approving body.</p> <p>GOAL 3: Boost the economic and tourism benefits of events in key destinations. KEY ACTION: Event Attraction Plan + KEY ACTION: Event Sponsorship Plan</p> <p>GOAL 4: Work in partnership with event organisers</p> <p>Council has a clear strategy outlined in its Event Action Plan where a new cross-organisational working party will work across council and with large 3<sup>rd</sup> party event organisers to coordinate goal related activations.</p>	<p>NO CHANGE to Strategy</p>
<b>Venue Upgrade</b>	<p><b>Venue upgrade</b></p> <p>Eurofest is held on Ararat Reserve, which was brought into being through the efforts of the Ararat Reserve Management committee, the forerunner of Eurofest. Eurofest has contributed to the Amenities block and the lighting. While we would welcome the installation of drink bubblers, any further improvements such as AstroTurf would kill off the festival.</p>	<p>Comments are noted and specific issues/actions are covered under:</p> <p>GOAL 2: Activate our town centres and villages to reflect community aspirations, create vibrancy and enhance our sense of place. KEY ACTION: Place planning process – event related input into infrastructure and capital works programs.</p> <p>GOAL 3: Boost the economic and tourism benefits of events in key destinations. KEY ACTION: Venue Upgrade Plan</p> <p>The key actions from the strategy flow into more detailed operational delivery.</p> <p>Parks &amp; Recreation, Community Services, Property re accessibility and Arts &amp; Culture will manage the ongoing maintenance and upgrades of spaces and places as potential venues in consultation with users.</p> <p>Parks and Recreation will consider venue upgrades power/water where required and based on C&amp;EC advice.</p> <p>It is not planned to convert the existing sportsfield at Ararat Reserve to a synthetic surface.</p>	<p>NO CHANGE to Strategy</p>
<b>Vibrancy + Vision</b>	<p>We note the Events Strategy Vision which proposes events that will be exciting and innovative. We suggest that the Vision should also integrate programs of events that encourage local distinctiveness and fosters and promotes unique local culture related to the beach and the bush across the Northern Beaches LGA.</p> <p>To support this we suggest that Goal 1 should include memorable, distinctive or unique events that celebrate NB lifestyles. This is particularly relevant for Action 3 which identifies opportunities for the development of significant events. These will only be sustainable if they have identified a point of difference in a highly competitive events marketplace across Sydney and beyond. The point of difference will be critical in establishing the NB events brand.</p> <p>We also suggest that the missing element in Goal 2 is the recognition of the role that programming plays in encouraging the celebration of place through events and activation. A commitment to innovation and excellence in creative programming will build cultural vitality and vibrancy and will foster a sense of place. For some events at the local level the investment in capacity building which also results in programming and rich experiences as well as 'lighter, cheaper, quicker' will result in a significant return on investment.</p> <p>I support the idea of interesting events across the area particularly those that attract young people/young adults in a safe organised way. I would like to see more events planned for the</p>	<p>Comments Noted and there are some changes to the Strategy.</p> <p>In relation to the Vision, there was discussion around changes however as community and staff drafted the vision it was felt the current Vision should stand as is. It was agreed that the intent of the Strategy and Vision meets the concerns of distinctiveness and uniqueness.</p> <p>In response to creative programming – due to the new organisation structure and combined Business Unit of Place, Economic Development, and Events means the business has commenced working on events in a more integrated way</p> <p>The strategy acknowledges the importance of delivering a place-based activation program, capacity building workshops and community event support programs to facilitate agile and creative programming from event organisers across the beaches</p> <p>Council's Event Development Plan will take a holistic view of event programming in an innovative creative and agile way</p> <p>Councils Community Safety team agree with Submission suggestions for more youth and safe night events without alcohol. These have been successful in the past and will be re-investigated under a new Action in Goal 1 which directly aligns to the draft Community</p>	<p><u>ADJUST Strategy</u></p> <p>Add additional Action under Goal 1</p> <ul style="list-style-type: none"> <li><b>Expand cultural events and creative opportunities, including safe nightlife events and potential for young people to socialise</b></li> </ul> <p>Goal 2 add under dot point 2 at the end .....including safe night-time opportunities</p> <p>Include into Priority 3. <b>A dynamic events calendar is seen as a good way to attract visitors, explore safe night-time activities, drive tourism to boost local business profiles..... etc</b></p>



THEME Issues/theme	Verbatim Submission comments	Council Response	Suggested change to draft Strategy
	<p>evening time. Many young people are gathering in our public parks and having parties that are out of control, noisy, unsafe and result in unacceptable amount of rubbish. If there was more attractive options in the night time such as live music, markets, food etc. in a more controlled environment then this might divert some of the problems away from trashing our parks and disturbing residents.</p>	Strategic Plan	
<p><b>Application + approval Process</b></p>	<p>The approval process should be simple, cost free and relevant to the festival, remembering that Council is getting a community festival at no cost to the ratepayer. Paper work should be kept to the minimum s most organisers are volunteers with limited time for paperwork</p> <p>After reading the draft document it is clearer in my mind the aims and objectives of the strategy. The most important outcome of the process seems to be the streamlining of the application process for holding events. The main area causing concern for me is that there is no time setting for the application process to be dealt with by council. Event holders need to know how long it takes for council to process applications. Tardy responses can impact on individuals' and community groups' confidence in presenting proposals. If everyone knew the response deadlines, it would be encouraging. Therefore, I think a specific timeline is needed from the council and this should be clearly stated in application forms.</p> <p>Auckland Council's event approach is based on recommendations from Greg Clarke; who is a UK based and is an International City Specialist. He looks at big cities but also cities size of Auckland and Northern Beaches. Northern Beaches could consider a new Events team structure. e.g. a Major Events team who bid for events and gain sponsorship - then a local community event team that helps the community put on events with a council toolkit and assistance.</p>	<p>Throughout the entire community engagement, including workshops and written submissions, it was outlined that the Event Application Form and process needed to be simpler, easier to fill out and scalable to size and complexity</p> <p>These comments will be taken forward into the Strategy Action Plan when a new project develops the new application form</p>	<p><u>ADJUST Strategy</u></p> <p>Goal 4 – Add to first measure:</p> <p>Establish an <b>agile and scalable application process and system</b></p>
<p><b>Marketing Social Media / Promotion</b></p> <p><b>Knowing an event is on</b></p>	<p><b>Priorities No 5.</b> Council could do much more to support and promote the festivals which are put on at no cost to the ratepayers.</p> <p><b>Media Promotion</b> The criteria for all tiers includes media promotion. This has become so expensive in recent years that we cannot afford the level of promotion Council requires. Council itself has to date been no help with promoting festivals which are not Council run. Council takes up all the valuable banner space and does not leave room for other events at crucial times to advertise in the banner allowed areas</p> <p>I would like to see more visual promotion of the event as I don't know they are coming until they are set up</p> <p>Highlight the events are on through social media better</p>	<p>The Communications and Media team are working on an operational strategy that will allow event organisations to partner and share posts on council's social media platforms.</p> <p>It has been a continual theme by event attendees that they are not aware an event is on until they just appear. Council will again assess: ways to push out the advantages of joining the Northern Beaches Facebook page so that people are aware of events, ways to add more people to the event newsletter, twitter or other avenues.</p> <p>Council will also look to ways to support and ensure event organisers are aware of the 'What's On' App and will upload their events to this App .</p> <p>Many of the points are also covered in Goals 1 and 2.</p>	<p><u>ADJUST Strategy</u></p> <p>Change to the Measure under Goal 1</p> <p><b>Number of external events organisers utilising the free 'What's On Calendar' service</b></p>
<p><b>Transport</b></p>	<p>We caught the bus from home to World Food Markets which worked really well with respect the bus stops nearby.</p> <p><b>Transport Item 6</b> Eurofest runs a shuttle from Warringah road. However, the works around the hospital made this difficult last year and are likely to do so in 2018.</p> <p>* impact on traffic flow</p> <p>need for and impact on public transport facilities e.g. some events have caused problems by generating more private vehicle movements and other by over loading public transport to an extent that regular users were delayed in getting to work.</p>	<p>GOAL 5 notes: Investigate event related transport options to make it easier for people to get to and from events across the Northern Beaches.</p> <p>This also includes four Actions to achieve this Goal.</p>	NO CHANGE to Strategy
<p><b>Structure of the</b></p>	<p>This "Strategy" like this submission is pretty much all over the shop!! Please consider rewriting</p>	<p>Council acknowledges and appreciates the comments and changes have been made</p>	<p><u>ADJUST Strategy</u></p>

THEME Issues/theme	Verbatim Submission comments	Council Response	Suggested change to draft Strategy
<b>Strategy document</b>	<p>and presenting as a structures Strategy document. Current the format and content do not appear to be an Events Strategy, but rather a mix of a report and some ideas. This document should be restructured into an actual Strategy with <b>a proper structure including references to Policy documents that are easy to follow and implement and finally ensure compliance.</b></p> <p>Re write Section on Community Engagement, the current content should be an attachment or reference followed by Priorities. <b>Are the Priorities listed actual strategy or just comments from the community feedback?</b></p> <p>Where and what is the strategy to deliver what the community stated in their feedback? Restating community feedback in this document is not a Strategy. "Deliver and promote sustainable events that maintain and protect our environment It was loud and clear from the feedback that events should be encouraged and supported to be sustainable, using reusable materials and recycling bins where possible. It was suggested that events should educate, demonstrate and promote sustainable initiatives and results." <b>Therefore the Strategy is to deliver 'waste free' events, Council will achieve this through strong policies, education and ensuring compliance at all Council run and other events.</b></p>	<p>Council agrees to the comments on delivering waste free events. This comment aligns with Council's "Waste Minimisation for Functions and Events" Policy approved by Council Oct 2017. The waste education team provide support and education on every 3<sup>rd</sup> party event application and work with event organisers across council.</p>	<p>Pg. 19 – change order of Community Priorities to match Goals</p> <p>Additional wording has been added to the introduction sentence.</p>
<b>Event Tier</b>	<p>I notice that the major events listed do not mention the Guringai Festival which is already a major and successful event held annually in the Northern Region of Sydney. It contributes enormously to Reconciliation and helps us hold up with pride the great gift we have in Aboriginal Culture and peoples in our area. This is Aboriginal country on which we live and work and have as our heritage. I would urge the Northern Beaches Council to continue and grow the Guringai Festival in our area and encourage other Councils in the Northern Metropolitan Sydney Region to do likewise.</p> <p>I also note that nowhere in the document does the natural environment in which we live, i.e. the bush, the rivers and coast, rate a mention. The major events are mostly about food, music and people. Why is there not a major event that educates about nature conservation and celebrates the most important feature of the Northern Beaches Council area - the natural environment. Surely this should be a top priority?</p> <p>It would be great to try and coordinate how the events are spread out across the Northern Beaches, especially the Major and Signature Events. I believe it will take some strategic thinking and it will involve understanding how the Northern Beaches work. Manly is a hub for the Beaches and has historically hosted a number of events. It would be great for this to continue but possibly incorporate some of the other major centres like Brookvale and Mona Vale.</p> <p><b>Event Tiers</b> The sorting of events into various tiers is in itself a problem. Eurofest, which has been a major feature of the events calendar since 1992, attracts somewhere between 10,000 and 20,000 people, which would put it in the 2<sup>nd</sup> tier.</p> <ul style="list-style-type: none"> <li>• It is the only large festival which celebrates the culture of the Europeans who were the first non-indigenous settlers in this area.</li> <li>• It is the only festival which gives a large number of nonprofessional ethnic groups a chance to show case their culture.</li> <li>• In 2 days of non-stop entertainment, Eurofest showcases local talent as well as ethnic Performances. Benjamin's Big Band and Clan McLeod have been with us since the beginning.</li> <li>• It partners with the RFS to produce a 2-day family festival.</li> </ul> <p>In all ways it fits with the criteria for a tier one festival. But we can never be sure how many visitors we have over the two days.</p>	<p>Feedback has been noted and we have elevated the wording that the Strategy include education awareness of Australia's first people</p> <p>Feedback noted about lack of acknowledgement of Indigenous representation. Council recognises this was missing – elevation on the wording on Indigenous representation has been included in the Value of Events p.12</p> <p>Council has taken on board the comment regarding a major event relating to the natural environment and will take that forward into cross organisational working discussions. Council does however hold various educational smaller events. It is also noted that music was rated as one of most popular event categories taken from the community event survey</p> <p>The Tier examples have been taken out of the strategy due to confusion caused as they were never meant to be a comprehensive listing of all events on the Northern Beaches</p> <p>Council appreciates this comment and will take the information to the cross-organisational working team to evaluate</p> <p>During a face-to-face discussion at a pop-up it was identified that there was fear that sorting events into Tiers might lesson the actual event or have it stopped.</p> <p>Categorising Events into Tiers in the Strategy was only outlined to indicate the various shapes and sizes that events come in. All Tiers are valued greatly by council and the community. It was not to put any weight on any particular tier or specifically classify particular events</p>	<p><u>ADJUST Strategy</u></p> <p>Remove the examples</p> <p>Remove Tiers completely - including</p> <p><u>ADJUST Strategy</u></p> <p>To acknowledge and celebrate Indigenous heritage under Community Event Benefits and The Value of Events.</p>

THEME Issues/theme	Verbatim Submission comments	Council Response	Suggested change to draft Strategy
<b>OPERATIONALLY FOCUSED COMMENTS – These comments will not change wording to the Strategy as they are operationally focused. However they will be addressed either at the working party meeting or within the Action Plan</b>			
<b>Sun protection</b>	I would like to see the inclusion of sun protection guidelines within the Events Strategy. As a mandatory component of all events on the Northern Beaches, event organisers must have sun protections measures in place and available at the event, including the provision of adequate shade, sunscreen, and the promotion of hat wearing and protective clothing. I would like to see all event staff and volunteers provided with sun smart uniforms. Sun protection should be considered a 'duty of care' for patrons and staff at all outdoor events on the Northern Beaches, similar to providing water or sanitation.	Council has OH&S policies; Event Checklists, Safety procedures which address issues related to protection from the elements. We do however thank the resident for these important concerns raised, forwarded this to the events team and will continue to assess sun protection measurers at each event.	NO CHANGE to Strategy
<b>Australia Day</b>	I believe we should acknowledge the Aboriginal Survival Day more, acknowledge and educate the local community on the aboriginal and indigenous impact of the day of January 26 1788.  Re Australia Day 2018 in Manly...Where were the Australian Flags on the Corso? There was nothing. Every year on Australia Day, Australian Flags adorn the Corso, this year there was nothing to mark this day at all. It appears the vocal minority has overcome the silent majority. This has been done by stealth without public consultation by the new NB Council. Poll's continually show that the majority of us find Australia Day a day of celebration.	Comments have been forwarded to the Events team for operational consideration in event planning for next year.  While the Corso flags were a missed opportunity in 2018, Council strongly supported celebration of our national day by presenting six Australia Day events at a variety of locations across the Northern Beaches.	NO CHANGE to Strategy
<b>International Food Market</b>	Went along to the International Food Market, Friday night at Manly's Gilbert Park. Lovely evening. A few more stools, chairs would have been useful, although we had taken a rug to sit on. The music was similar to last year. We found it too loud and "thumpy" ! Wondered if a few brackets of ethnic type music may give a little variety and reflect the theme of the evening. Anyway its a great way to get the community out and mingling in this beautiful location. We caught the bus from home which worked really well with respect the bus stops nearby.  After discussions with a number of our members, there are issues around events that cannibalize their offering. Whilst we all agree the World Food Markets is an engaging event that brings visitors to Manly, we would support Council engaging local operators and looking at ways to cross-promote these businesses that support Manly all year. One such example is your 'Pizzeria on the Road (Italian Pizza)'. We believe that by approaching local operators and inviting them to participate, there will be a stronger level of support by these businesses.	Comments have been forwarded to the Events team for operational consideration in event planning. Local businesses are strongly supported and encouraged to participate in Council events where stallholder opportunities are available.	NO CHANGE to Strategy
<b>Lack of Events, spread and cost</b>	Hello there, I would like to express my disappointment about the lack of activities on the Northern Beaches, is this because we live near the Ocean?! just to give you an example City of Sydney Council, Inner West Council always have so much to offer, during school holidays for example we have attended for free to workshops or even live shows for kids, with artists, writers, performers, etc. Don't we have people like this that live in Northern Beaches that would be willing to do this in this area? Do not the Northern Beaches council have enough money from tax payers to create some more events that are not the always Wine Fest, Surf event etc. that always happened in Manly?! or in Dee Why?! I feel sorry for the teenagers that have nothing but to drink alcohol and consume drugs.....which most of them are found at Skate parks.....I do remember at Youth week there were always alcohol free music events, I do not even remember when was the last time this happens apart from the Belrose Theatre Band music Comp Not even to mention the playgrounds around this area pretty old and out of creativity or even imagination....have a look at Wulaba park, Glebe Point Rd playground all of them full of exiting equipment, I'd love to see the area where we live to grow up with Sydney! This is not a country town. In the meantime I will always travel to see the good things and amazing free opportunities that the Communities in Sydney and surrounds have to offer to myself and my family members Thanks for reading  Hi I found the events strategy very encouraging because of the way in which there has been	Comments are appreciated and noted and will be presented at the new Event cross-organisational working party.  Goals 1, 2 + 4 of the Strategy address many of the points regarding improving promotion of events, the number and types of events as well as the diversity of locations that events and activations are held.	NO CHANGE to Strategy

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	<p>extensive consultation and then the feedback has been incorporated into the goals. I'm very excited for how the project progresses. I have two comments after reading the strategy:</p> <p>First, It would be great to try and coordinate how the events are spread out across the Northern Beaches, especially the Major and Signature Events. I believe it will take some strategic thinking and it will involve understanding how the Northern Beaches work. Manly is a hub for the Beaches and has historically hosted a number of events. It would be great for this to continue but possibly incorporate some of the other major centres like Brookvale and Mona Vale.</p> <p>Second, recently I went to the Australia Day event at Narrabeen and it was a great event with lots of community participation. However, I found the cost of some things prohibitive with a family of 5. It would be great to try and make some allowances for this somehow. Thanks for the great work.</p>	<p>In reference to the desire to spread events out across the Northern Beaches, GOAL 2 notes: Activate our town centres and villages to reflect community aspirations, create vibrancy and enhance our sense of place</p> <p>This includes a key measure to Increase the <u>diversity</u> and accessibility of locations utilised.</p> <p>Other comments are noted for operational consideration during event planning</p>	
<p><b>Impact of events</b></p>	<p>The approval process for events should consider more carefully:</p> <ul style="list-style-type: none"> <li>* noise likely to be generated by the event, including use of PA systems</li> <li>* impact on existing users of an area e.g. takeover of a beach area, footpath, cycleway, parkland</li> <li>* impact on traffic flow</li> <li>* generation and clean-up of rubbish</li> <li>* need for and impact on public transport facilities e.g. some events have caused problems by generating more private vehicle movements and other by over loading public transport to an extent that regular users were delayed in getting to work</li> <li>* need for crowd control and security and who bears the cost of this</li> <li>* impact on the extent and nature of tourism to the area with its consequent impact on the retail mix e.g. events in Manly generating more day visits leading to more ice-cream shops and a diminution in a broader retail mix - is this desirable</li> </ul> <p>Please lower the frequency and the volume of the events at the park near the Dee Why surf club.</p> <p>The noise negatively impacts the residents at Long Reef. The volume is far too loud even inside our homes with all doors &amp; windows shut.</p> <p>We have made numerous requests and yet the council is yet to contact us regarding this matter.</p>	<p>The impact of events on our community is an essential part of the process for assessing requests for use of public open space for events. Council's Parks &amp; Recreation Unit is currently reviewing its policies and processes for managing public open space and these comments will be considering in this review.</p> <p>The majority of submissions and community engagement however do outline how much the community values and enjoys events.</p> <p>The impact comments have been forwarded to both the Events and Parks &amp; Recreation team for continual consideration and analysis</p>	<p>NO CHANGE to Strategy</p>
<p><b>cost benefit analysis</b></p>	<p>Good to see a strategy being developed but I could not find any reference to a cost benefit analysis. It would be good to see how much Council spends on its own events and on cleaning up after large events such as the Surf Carnivals, Food and Wine and Jazz Festival and who is paying these costs. I am also interested in the concept stated in the report that it is desirable to boost visitor numbers and that there is an automatic economic benefit from tourists. I suspect that we privatise the gain - shops, restaurants, pubs and the public pays the costs - promotion, tourist information, cleaning, toilets, etc. At this end of the peninsula it is already difficult to get on a ferry when the weather is warm. While I welcome visitors to Manly, which is a wonderful place to live, I think the Council needs to take a more reflective and responsible view of how much it spends on events and promoting visitation, which mostly lands in Manly. It is difficult for the community to help Council decide its direction in Events if the costings are not included in the report.</p> <p>My advice is to reissue this draft Plan with full financial information and analysis so that the community can make more informed comments. Thanks</p> <p>I'd like to open a dialogue with Council that I think is very important from a social and economic standpoint. I will only raise Manly area events but my questions may be relevant to other district events.</p>	<p>The first goal of the draft Events Strategy - <i>Support a diverse and exciting annual events program that is welcoming, inclusive and safe and that adds value to the Northern Beaches community</i> – includes an action to create a cross organisation events working team that would undertake evaluation processes to ensure events reflect Council's strategic goals and outcomes.</p> <p>This team will develop processes and systems to better define the objectives of each event and establish evaluation and review criteria to confirm the impact of each event on the Northern Beaches community as well as whether the event achieves its financial, visitation and/or other goals.</p> <p>Detailed financial analysis does not go into a high level Strategy, however the points have been considered</p> <p>Response letters have been forwarded separately</p>	<p>NO CHANGE to Strategy</p>

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	<p>At present Manly hosts a number of big events every year e.g. Jazz Festival, Surf Carnivals, food and Wine, Ocean Day and so on. It would seem that the local population just assumes that this brings business and popularity to Manly. Clearly the popularity aspect is self-evident. But I suggest that the economic benefits may require more thorough investigation along the following lines:-</p> <p>1 How well defined is each event as to its purpose, cost to Council and ratepayers, net income and other benefits as quantifiable as possible. The financial aspects of outgoings and income should be quite straight-forward but other net benefits less so. For instance – how to equate the influx of visitors and consequent impact on parking, locals impediments, and other nuisance value and of course long-term wear and tear on local roads, pavements, and other areas and amenities – all borne by Council.</p> <p>2 How is each event budgeted for and accounted for in terms of net outgoings vs net income specific to the event. I appreciate specific might not always be easy but unless a realistic attempt is made Council nor community can ever know the real value of the event. There is not much point in merely stating that certain task would happen anyway e.g. clean ups, because of course the effort for such would be manifestly more than normal.</p> <p>3 What attempts are made to assess how popular an event is with locals vs visitors? Again this question is important because locals may hold a minority view about the event’s popularity especially if they learned that the net outgoings surpassed the net income. Besides the nuisance/inconvenience factor to locals such as parking, traffic and pedestrian movement etc. needs to be factored in.</p> <p>Please understand I am not against any event per se. I am only raising these questions because as a matter of good governance the Council ought to clearly know the answers as part of their budgeting accountability and overall responsibility for the facilities and amenities of the local area. In fact perhaps the balance sheet, income, expenditure and profit for each major event should be featured in Council’s reports.</p> <p>I appreciate that at first sight my enquiry might seem superfluous in the scheme of overall Council accountability but that may not be the case if as I suspect some of the events have no stand-alone provable financial/social/other benefit for the local communities. Besides this question ought also perhaps to be considered in the light that Manly is a major Sydney and NSW destination for Australian and overseas visitors ie bringing economic benefits to Sydney and NSW. Perhaps therefore a case should be made for annual funds from NSW government to assist Council to maintain Manly’s facilities and overall environment at the standard of a major tourist destination ie a cost over and above that of a normal Council community?</p>		
<p><b>New Event ideas</b></p>	<p>Pittwater Regatta</p> <p>From the late 1800’s - mid 1900’s the Pittwater Regatta was Australia’s premier yachting event and a pre cursor to the Sydney Hobart Each Race. Building on a series of events that included juniors dinghy races, rowing and outboard motor boats, the Pittwater Cup featuring the grand racing sloops was traditionally started by the Governor General from the Flagship of the Navy. The Regatta culminated in an annual Ball at the Newport Hotel where the yachties mixed with A list of Sydney’s social and political scene.</p> <p>Our vision is to bring the Regatta back as a celebration of Pittwater - with a series of races and events featuring everything old from putt putt and Halvorsen parades and rowing through to the contemporary skiffs from juniors through to high tech 18 footers.</p> <p>Held over several days as the launch of the 'Palm Beach' season, our vision is for a Cowes Week style regatta which engages the community and celebrates one of the worlds' finest</p>	<p>The Events and Parks and Recreation teams have met with the event organiser to guide the development of this event concept</p>	<p>NO CHANGE to Strategy</p>

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	<p>waterways.</p> <p>As in the old days, the feature event would feature the elegant racing sloops and ideally, a new point to point race for the super maxis assembling for pre Sydney Hobart trials - a 'no holds barred' sprint from North Head to Barrenjoey to tempt the fastest yachts in the world.</p> <p>In honour of the original Pittwater Regatta, the series would culminate in a charity ball where locals, yachties and socialites alike could toast the winners at the new Newport.</p> <p>I was saddened to learn the Guringai Festival is not going ahead this year, it is always well received and a great opportunity to learn more from the aboriginal community. Please bring it back!!</p> <p>I was disappointed to learn that there is to be no Guringai Festival this year. This was a step in the wrong direction. More than ever it is time to show that our community is an inclusive one, particularly when we learn that the proposal for an indigenous advisory body was so callously dismissed, when we persist in having Australia Day on its present date, (and for decades, the Aborigines have had it as their day of mourning.) Why is it that the aspirations of indigenous Australians are trivialised so easily? Even if a smaller celebration is organised for this year, the Northern Beaches Council should facilitate it. Then it should make absolutely sure that it will be celebrated in full during 2019 and beyond.</p>	<p>The Guringai Festival has been presented by a committee of representative from Councils across Northern Sydney as well as community members and organisations in the region. Northern Beaches Council has been a strong supporter and contributor to the event over many years and continues to support the objectives of the festival.</p> <p>We are currently working with the co-chairs of the festival to determine the nature of the event for 2018 and beyond.</p>	

The below information was gathered at the face-to-face exhibiton pop-up tables. The majority of conversations centered on cleanliness, transport, sustainability and supporting a reduction in plastic at events

## COMMENTS FROM WORLD FOOD ENGAGEMENT STAFF

Auckland Council's event approach is based on Greg Clarke's book. He is UK based and is an International City Specialist. Their approach is based on his recommendations, he loks at big cities but also cities size of Auckland and Northern Beaches.

Think about a Major Events team who bid for events and gain sponsorship - then a local community event team that helps the community put on events with a council toolkit and assistanceetc

## General comments from community (no names provided)

Still require Event advertising to be visual and prominent - keep thinking about different social media promotional avenues

Leverage other business social media pages and outlets

World Food Markets is great - this could be a good area to have christmas markets leading up to christmas with xmas lights and xmas music

I like that you have developed a strategic outlook for events and thinking more strategically about reviewing the Program each year

The Strategy is correct in that more thought needs to be considered around TRANSPORT. Events impact on the Manly Car Parks - council needs to find a solution for larger car parking areas for events

Another area that is not utilised enough is the Long Reef (corner Pittwater Rd Long Reef where tennis courts and oval is). Perfect for an event as its on the Bline and there is a big space - even a music festival

Revitalise/bring back the old Manly beachside entertainment precinct with the floating pontoon, boardwalk, slides etc between oceanworld and the wharf - come on council think Big

## COMMENTS FROM AUSTRALIA DAY - DEE WHY

Since this Australia Day event has been widley advertised on TV etc one would think that beach would have been cleaned, seats around pines even walkways. Bird droppings all over seats. Having OS guests find it quite embarrassing. Also very, very disppointing. Having lived here most of my life find its getting worse not better

Love New Years Eve at Manly because its family friendly. Would like to see more on-demand/shuttle buses for events (like Hop, Skip, Jump). Would like smaller 'meet your neighbour' events in oiur area - Cromer/Wheeler Hts

I like the Dee Why Aust Day celebrations. The event probably needs better traffic management/parking

(13 YO) Like the rides and jumping castle. Transport here was good. Parking is easy. Like fireworks. Always come to the ANZAC day and Aust day celebrations

Decentralise events. Have some at Brookvale, Freshwater and other places. Big events are good. Bus to Dee Why was good. Would like to be able to ride bikes to events - need consistent paths, connectivity, infrastructure and safety. Need more evening events eg open air cinemas

Hop, Skip and Jump buses in different areas, No plastic at any events

Love events with free music and food. I have concerns about transport to events and lack of disabled parking

Event activity is good for businesses. Need some consistency in some events for people to know the event is on, business can plan and also be included in the review of the event. Can you add that when you evaluate and review events to include a business representative?

I like Goal 3 and suggest you hold Events outside of summer to bring people to local businesses

Goal 6 on Sustainability. Get rid of garbage bins and get the people to take their own Rubbish. North Sydney did this and it was great policy planning and worked. Also get rid of sparklers on NYE (ban them if possible) as they remain on the ground for months and months and of course it means the bad plastics remain in the environment.

Sustainability - I would suggest that Council cannot talk about sustainability until they make the DY Kiosk have a greas trap. How can you have a registered kitchen without a grease trap? Many DY residents are extremely disappointed in this council

The new logo or symbol is nice however its very small and you certainly need the emblem/smbol to be bigger. I did not realise Australia Day was run by Council. The colours help, but I don't know the Councils new colours - I had to look hard for the NB symbol

For Tourism goal the council needs to sponsor more community activites - such as the Surf Carrvial held on the Aust Day Weekend.

Sustainability is really important - I am impressed this is the Council Event Strategy. Continue with the no plastics and no water bottles. Look at ways to reduce the rubbish too

I live in Santa Monica and the beaches are clean by 6am when it gets light. I have noticed Manly is always still dirty every morning and the cigarette buttes are disgusting. The cleaning is letting Manly down (as it's a great place) and it smells of urine in the mornings in the alleyways. Try to clean Manly at the first sign of daylight and you will get a better reputation. The machine that picks up chewing gum is good but that goes no way enough to cleaning

I like Goal no.2. I would really appreciate, once Dee Why town centre is built that it becomes a culture centre or has music otherwise it will become an extremely boring place/slum to be. Can you ensure this town centre is activated with events to 'create a sense of place' as you put it