Accelerating Event Economies (A2E)

Agenda

Time	Topic	Contact
8.00am	• Welcome to Country and introductions • Getting your feedback today – Slido • Challenges for event attraction in the region?	Kim Carland, HJO Regional Projects
8.05am	• Overview of Hunter Joint Organisation	Steve Wilson, HJO Director Regional Programs and Policy
8.15am	• NSW strategic event development	Julie Turpie, DNSW Manager Events
8.25am	• Background of Accelerating Event Economies (A2E)	Boyd Blackwell, HJO Program Manager
8.30am	• Delivery of Accelerating Event Economies (A2E)	Kim Carland, HJO Regional Projects
9.00am	• Getting your feedback – Slido • Are there any opportunities we've missed? • Question time	Kim Carland, HJO Regional Projects

Your Feedback Today

What are the challenges for event attraction in the region?

www.slido.com

#A2E

Write your answer in Q&A

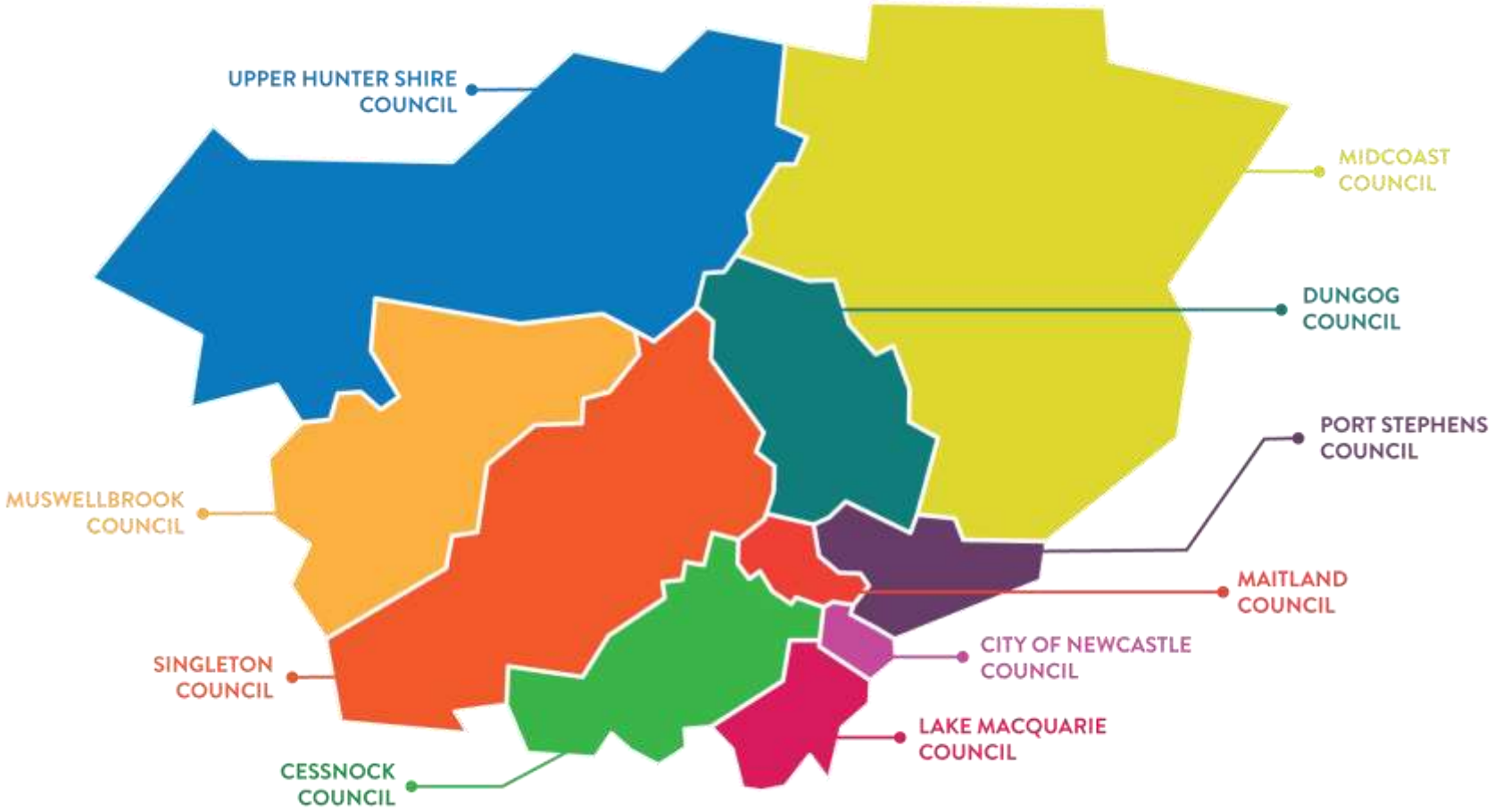
Vote on your preferences

Hunter Joint Organisation

Steve Wilson, Director

Overview of HJO

Our Member Councils



Our Role

Statutory Functions

1. Strategic Planning & Priority Setting
2. Regional Leadership & Advocacy
3. Intergovernmental Collaboration

Outcomes

1. **Influence policy and funding decisions**
2. **Build regional capacity**

Mission Statement

As the hub for local intergovernmental collaboration, we strengthen our communities by being the local voice on strategic issues in the Region.

Our Leaders

JAY SUVAAL
Mayor
Cessnock City Council

JOHN CONNORS
Mayor
Dungog Shire Council

KAY FRASER
Mayor
Lake Macquarie City Council

PHILIP PENFOLD
Mayor
Maitland City Council

CLAIRE PONTIN
Mayor
MidCoast Council

STEVEN REYNOLDS
Mayor
Muswellbrook Shire Council

NUATALI NELMES
Lord Mayor
City of Newcastle

RYAN PALMER
Mayor
Port Stephens Council

SUE MOORE
Mayor
Singleton Council

MAURICE COLLISON
Mayor
Upper Hunter Shire Council

LOTTA JACKSON
General Manager
Cessnock City Council

GARETH CURTIS
General Manager
Dungog Shire Council

MORVEN CAMERON
Chief Executive Officer
Lake Macquarie City Council

DAVID EVANS
General Manager
Maitland City Council

ADRIAN PANUCCIO
General Manager
MidCoast Council

FIONA PLESMAN
General Manager
Muswellbrook Shire Council

JEREMY BATH
Chief Executive Officer
City of Newcastle

WAYNE WALLIS
General Manager
Port Stephens Council

JASON LINNANE
General Manager
Singleton Council

GREG MCDONALD
General Manager
Upper Hunter Shire Council

ALISON MCGAFFIN
Director
Regional NSW

Draft Strategic Priority Themes* 2022 – 2026

CONNECTIVITY

We operate as a connected regional network for work and play.
Key focus areas to maintain or improve:

- Infrastructure links
- Transport (roads, public transport, EV charging, connected cycle ways)
- Digital Services
- Access to Services (health and Education)
- Direct access to the world
- Capitalise on the Newcastle Airport becoming an international airport
- Establish strong connectivity from the airport to the region
- Newcastle Port diversification
- A common regional narrative
- Connectivity performance of roads

JOBS AND A GROWING ECONOMY

- Transition from old to new
- High value / value adding job security
- Supporting GNMP catalyst areas
- Education and skills development – jobs of the future
- Coordinated approach to promoting the regions diverse visitor / tourism experiences
- Growing high value agriculture
- Renewable energy zones
- Circular economy
- We need a regional solution to managing waste
- Lack of landfill availability and capacity to manage disaster waste
- Joint marketing of the whole region and its access via the airport (tourist and business markets)

LIVEABILITY

Our different features together make us a great region in which to live, invest, work and play.

- Environmental health (clean air and water)
- Natural areas and biodiversity
- Beaches, lakes and rivers
- Healthy lifestyle and sporting facilities
- Agricultural hinterland
- Close to everything
- Dynamic metropolitan area (GNMP) with close links / proximity to farms and nature
- Top grade community facilities
- Health services (problem)

RESILIENCE

- Change
- Natural disasters
- Economic and social disruption
- Climate change, sea level rise and coastal / estuarine erosion
- Water security

* Notes under each theme represent issues captured through strategic planning processes, used to distil themes and provided for general illumination.

Destination NSW

Julie Turpie, Manager Events

Hunter Joint Organisation

Dr Boyd Blackwell, Program Manager

Background to A2E

Project Background

- **Strategies previously prepared – now time for action**
- **'A2E' – Play on Words**
  - **"<u>Accelerating</u> Event Economies = 'A2E'"– 2 simple objectives**
    1. Efficiency
    2. Event Growth (income and jobs) - BLERF $862k
  - **Actions 'A to E'**
    A. Event Opportunities and Assets Audit and Impact Show
    B. Event Manager and Planners' Tool
    C. Website and Prospectus
    D. Integrated Approval System across Councils
    E. Shared Event Data System

Project Background continued…

- **BLERF – Bushfire Local Economic Recovery Fund - $862k**
  - 7/10 Member Councils fire affected
  - Hunter JO is grateful to State and Federal Governments
  - Kim Carland – Regional Projects Coordinator (A2E)

- **Project Governance:**
  - Groups
    1. **Regional Stakeholder Engagement Group** - Largest, meet ~ 2/yr
    2. **Broader Stakeholder Representative Group** - Medium, meet ~ Quarterly
    3. **Project Management Group** - Smallest, meets more regularly
  - Hunter JO GMAC and Board Reporting, Funding Body, Agreement and Quarterly Report

Project Background cont.

- **Other Hunter JO projects in the event space:**
  - World Masters Games 2029 or a similar large sporting event
  - Mayors' Gala initiative
  - Hunter Global

- **Project overlays e.g.**
  - Industry associations and strategies/action plans
  - Each member council event & visitor strategies/actions
  - DNSW, DSSN
  - Hunter Identity and Positioning Strategy (HIPS) – NSW Gov
  - University of Newcastle – Responsible Events PhD, Trade Group etc.

Hunter Joint Organisation

Kim Carland, Project Coordinator

A2E

Introduction to A2E

The Accelerating Event Economies (A2E) program was successful in securing over $860k through the Bushfire Local Economic Recovery Fund (BLERF).

The program of works will implement actions that provide a foundation for events attraction to the region.

Objectives

- Strengthen the region's collective voice & the capacity to collaboratively pitch for and manage major events for the region.
- Increase jobs and economic stimulus
- Encourage investment in the region
- Create efficiencies for event managers and planners to attract events
- Build on the collective tourism objectives for the region to be recognised as a destination of choice

Benefits

Events are widely known to bring tourism to a region.
As an example, Newcastle's Supercars independent report found on average per year...

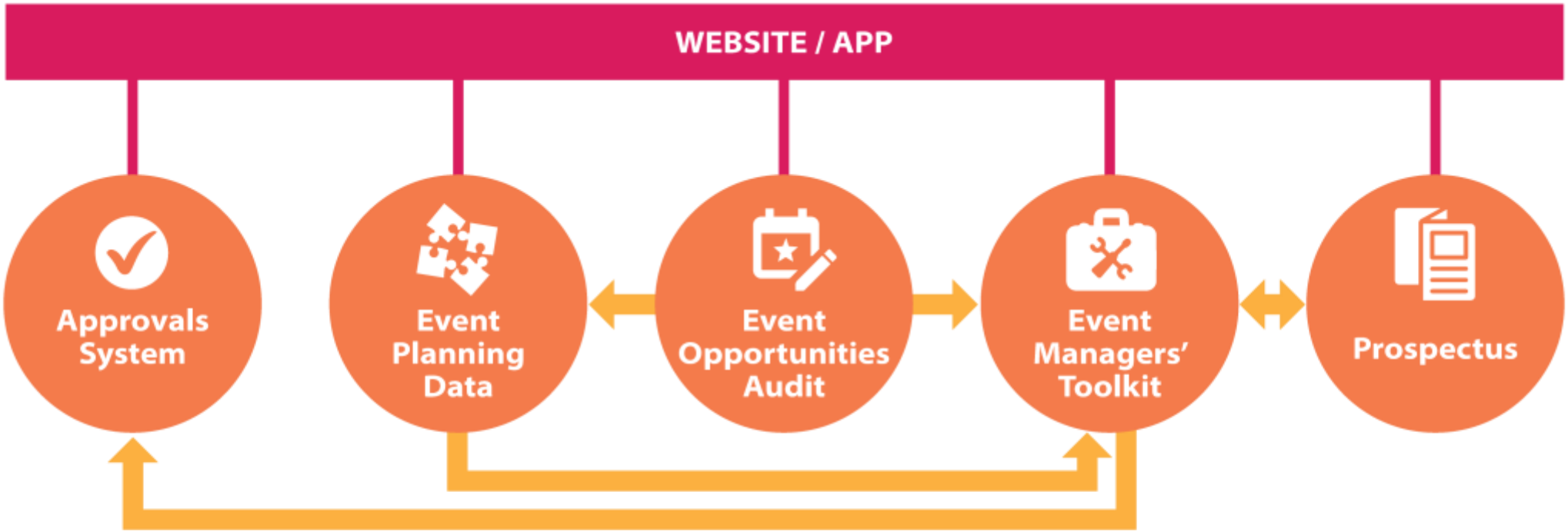
192,000
total attendees

83,000
overnight visitors

149 jobs
each year

$30 million
in direct and indirect economic benefits

Deliverables



Events Audit Objectives

1. Determine benchmark indicators of success for a dedicated events attraction program (number of events, jobs etc).
2. Identify event facilities and supporting services that will assist event managers in identifying and selecting the Hunter Region to host their event.
3. Identify key tourism information for the Hunter region that would support event attraction and promotion.
4. Provide data to encourage infrastructure or social investment to further attract events to the region (local and national case studies).

LocalKnowledge

Major Event Feasibility Objectives

1. Assess technical requirements and gaps in the Hunter for running major sporting event eg Commonwealth Games.
2. Collating case studies and evidence base to accelerate further investment in the region.
3. Assist stakeholders and event managers to increase the knowledge and capability of collectively bidding for major events.

Hunter Tourism Prospectus Objectives

1. Identify and collate tourism information that will assist event managers in identifying and selecting the Hunter Region to host their event, and to help market their events.
2. Develop itineraries for the Hunter region to complement marketing of events and encourage visitors to stay in the region for longer.

Collaborative Event Licences

1. Collaboratively develop a simplified event licence process whereby a centralised entity can facilitate and licences events that cross LGA boundaries, delivering economic growth and employment through events in the region.

User eXperience (UX) Objectives

Undertake user experience research to determine the best approach to:

1. Resources – provide event management resources (interactive booking tool, tourism info, data etc)

2. Marketing - promote all events in the Hunter region with consideration of all currently existing what's on calendars for the region eg
   - https://events.dssn.com.au/
   - https://www.winecountry.com.au/events
   - https://www.visitnewcastle.com.au/events
   - https://whatson.newcastle.nsw.gov.au/
   - https://www.portstephens.org.au/events/
   - https://www.lakemac.com.au/Events-directory
   - https://www.hunterhunter.com.au/newcastle/what-s-on/
   - https://newcastlelive.com.au/
   - https://www.visitnsw.com/destinations/north-coast/newcastle-area/newcastle/events
   - https://www.facebook.com/WhatsOnInNewcastle/

Website / App Build Objectives

1. Develop a user friendly digital interface that allows event managers to have access to information that makes it easy and attractive to run their events in the Hunter.
2. Develop a user friendly digital interface that promotes events in the Hunter and surrounding key tourism information.

Website / App Objectives

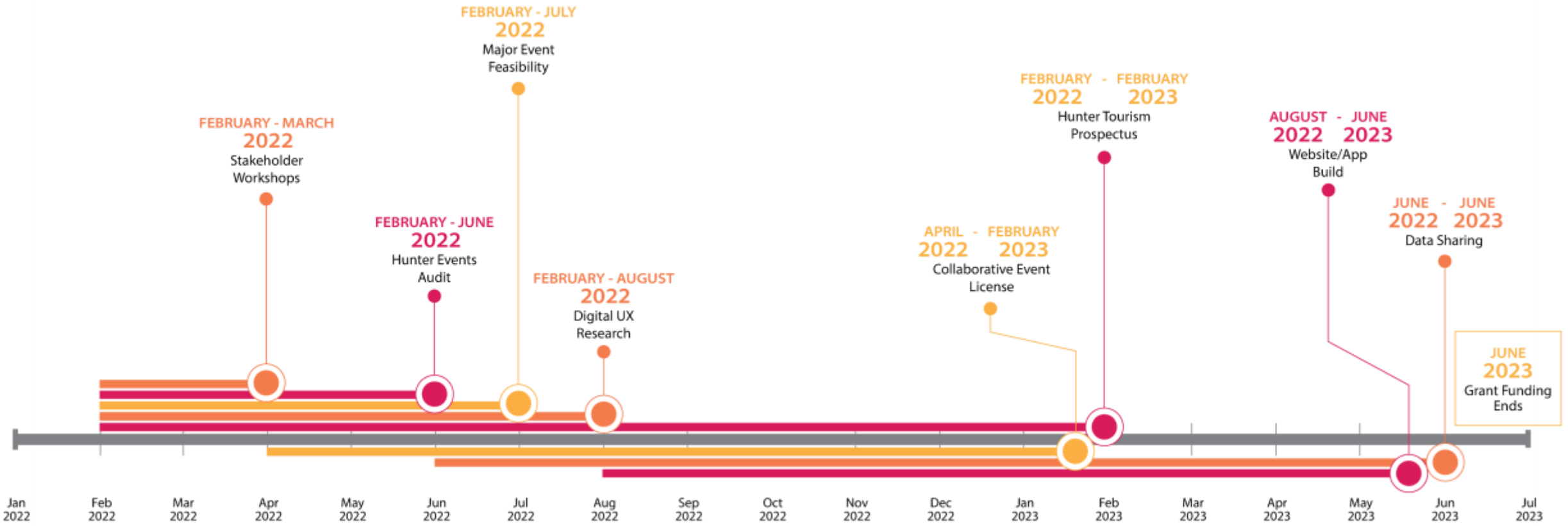
Event managers (toolkit) section of the website:

- Venues and facilities available to book, using a filter to find suitable requirements
- Online event licencing application
- Prospectus - Hunter region tourism information (eg accommodation, travel, key experiences) to assist event managers with marketing their events
- Event data (case studies to support investment, number of events in the Hunter)
- Resources (How to bid for a major event, event planning templates)

Event attendees (marketing) section of the website:

- Combined What's on calendar for the Hunter region
- Prospectus - Hunter Region tourism information (eg accommodation, travel, key experiences) to assist with marketing

Timeline


FEBRUARY - MARCH
2022
Stakeholder Workshops
FEBRUARY - JUNE
2022
Hunter Events Audit
FEBRUARY - JULY
2022
Major Event Feasibility
FEBRUARY - AUGUST
2022
Digital UX Research
APRIL - FEBRUARY
2022 2023
Collaborative Event License
FEBRUARY - FEBRUARY
2022 2023
Hunter Tourism Prospectus
AUGUST - JUNE
2022 2023
Website/App Build
JUNE - JUNE
2022 2023
Data Sharing
JUNE
2023
Grant Funding Ends
Jan 2022
Feb 2022
Mar 2022
Apr 2022
May 2022
Jun 2022
Jul 2022
Aug 2022
Sep 2022
Oct 2022
Nov 2022
Dec 2022
Jan 2023
Feb 2023
Mar 2023
Apr 2023
May 2023
Jun 2023
Jul 2023

Your Feedback Today

Have we missed any opportunities for event attraction in the region?

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#A2E

Write your answer in Q&A

Vote on your preferences

Stakeholders

- Local government member councils and Hunter JO
- State and federal government and agencies
- Industry and associations
- University (including research and innovation organisations)
- Community groups
- Businesses

Is there anyone else we should be speaking to?

Questions

Kim Carland
Regional Projects Coordinator (Accelerating Event Economies), Hunter JO
kimc@hunterjo.com.au
0460 034 614