

GOLD COAST CITY EVENTS STRATEGIC PLAN 2011-2015



Revised: June 2011

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GOLD COAST CITY EVENTS STRATEGIC PLAN 2011-2015

Strategic Context

Events play a significant role in the liveability, economy and overall image of the Gold Coast.

Council has recognised the benefits that events can provide to the City's economy and residents, and has been proactive in seeking to attract and support appropriate events in the City and providing a suitable environment for their development. These outcomes have been achieved both unilaterally and in partnership with external stakeholders including, amongst others, Events Queensland (EQ), Gold Coast Tourism (GCT), precinct management associations, community groups and events organisers.

This document provides the strategic framework to guide the Council's efforts in gaining optimal benefits for the City through events and events attraction. It is based on an extensive consultation process to identify strengths, vulnerabilities and opportunities for improved performance.

Our success in hosting events of various sizes and types, throughout the year and throughout various parts of the city, has earned the Gold Coast an enviable reputation as an events destination.

Our strategies recognise there are opportunities to build on our firm foundation of success to achieve greater benefits by better leverage of existing events (through alignment of branding and improved marketing and promotion), development of existing events, and through opportunities to attract new events that match the City's goals and image.

All events supported by Council as outlined in the Strategic Plan are expected to produce wide economic benefit, promotion of the City's image **and** community benefit in some form.

Council may provide limited assistance to Local Events, but more significant support and endorsement will usually be restricted to those events that match the City's brand, image and goals, and provide a clear and tangible benefits to the City.

These benefits include direct economic benefit through attracting visitors to the City (and consequent tourism spend), positioning the City and/or promoting of the City's image as a Tourism Destination (through events' marketing and media coverage), providing Business Development and / or Cultural Development benefits, and producing desirable social or community benefits.

Events that provide effective promotion of the City's image and brand, economic return to a larger number of venues or localities (through attracting visitor spending), and/or have wide public participation or benefit, are generally preferred to those of more limited impact or narrow (eg trade shows, displays, concerts, conferences etc), for which funds are not usually provided from the Events Support Budget

This Strategic Plan recognises that there is a range of benefits available and that the mix of benefits varies from event to event depending on the nature of a particular event.

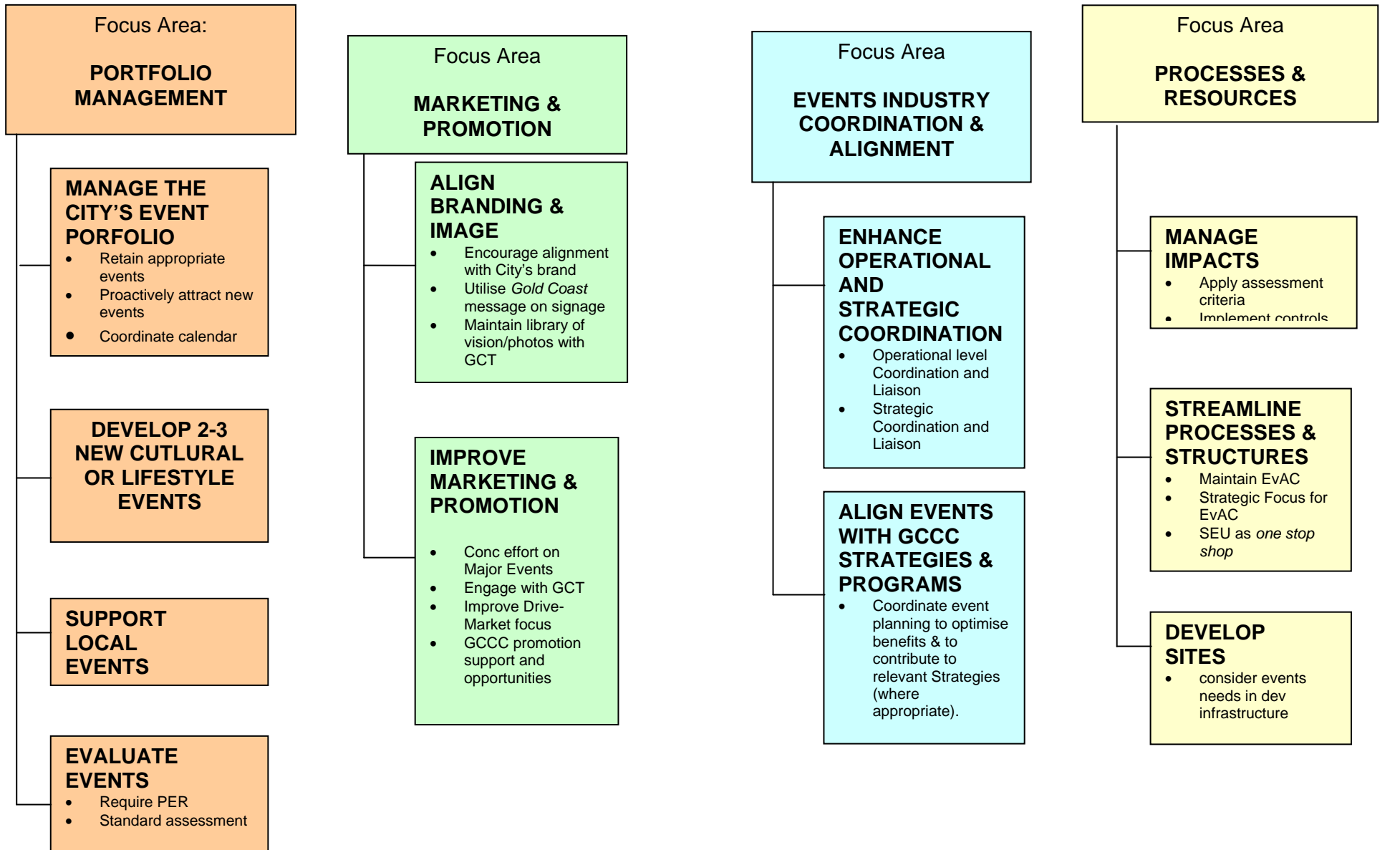
It also recognises that a series of events provides a sense of vibrancy to the City and offers opportunities to enhance the experience of visitors.

A chart summarising the structure of the Strategic Plan is overleaf.



GOLD COAST CITY EVENTS STRATEGIC PLAN 2011-2015

EVENTS STRATEGIC PLAN-OVERVIEW



Strategic Alignment

The alignment of this Events Strategic Framework, with the City's Vision and the Council's Mission is demonstrated below.

City Vision: *Defined by our spectacular beaches, hinterland ranges, forests and waterways, the Gold coast is an outstanding city which celebrates nature and connects distinct communities with the common goal of sustainability, choice and wellbeing for all.*

GCCC Mission: *Leading the way towards a bold future that can sustain growth and economic development while retaining a lifestyle that is uniquely 'Gold Coast'*

Events Strategic Goal: Enhance the liveability and economy of the Gold Coast by positioning the city as Australia's leading Events City that:

- hosts a number of events that provide benefits to the City;
- secures optimal benefits for the City from events while protecting the interests of our community and our environment;
- has a strong local Event Industry; and
- is recognised as the *Host City of Choice* by Event Organisers, with streamlined processes appropriate structures, adequate resources, and supportive community.

Events Strategic Objective: To gain optimal economic and social benefits for the City through events:

Corporate Plan Alignment

Events, and the Events Strategic Plan and framework, contribute to the following Key Focus Areas of the Corporate Plan:

Corporate Plan Key Focus Area: 3: **A city connecting people and places**

Outcome 3.5: The community takes pride in its heritage and diversity

3.5.1: Implement a rich cultural program incorporating festivals, events and activities which reflect and engage a socially diverse community.

Corporate Plan Key Focus Area:4: A safe city where everyone belongs

Outcome 4.1: Our active and healthy community embraces recreation, leisure and social interaction

4.1.1: Increase community participation in social and recreational activities that improve the overall health of the community.

Corporate Plan Key Focus Area: 5: A City with a thriving economy

Outcome 5.4: The lifestyle and opportunities are seen as advantages

5.4.1: Promote the city globally as a destination recognised for its business opportunities, lifestyle, livability, sustainability and its natural and built environment.

5.4.6: Attract and support events that produce economic and social benefits for the city and enhance the city's image.

5.5.3: Position and maintain the city as a recognised and vibrant destination for business, tourism and residents, highlighting major points of difference from competing cities and regions.

Related Strategies, Plans, and Policies

The Events Strategic Plan supports and complements a number of other GCCC Strategies, Plans and Policies including:

- Economic development Strategy 2020, especially:
 - Tourism Programme
 - High Performance Sport Attraction Programme
- Gold Coast Cultural Development Policy and Plan
- *Our Natural Playground* (Parks and Recreation Strategy)
- Gold Coast Physical Activity Plan 2010-2020

Event Categories

There are several ways to categorise events. For the purposes of this Strategic Plan, the following terms are used:

Mega Events: These are events of worldwide significance, attracting very large numbers of international visitors and media coverage (eg Olympic Games). As the City lacks the infrastructure and other resources to host such *mega* events, these are not targeted by this Strategic Plan.

Major Events : *Major Events can be categorised as:*

Major Events Tier 1 (Hallmark Events). These are Major Events that fit the City's image and goals, attract very large numbers of participants and visitors (generally over 5,000), usually over a period of several days (eg 5-7 days), or attract a smaller number of visitors/participants (eg over 2,000) with wide TV and media interest. They are usually of national or international significance. Council may support these in conjunction with QEC or unilaterally, and they are generally recurrent and subject to term contracts. (Some examples include GC Marathon, Gold Coast 600, Pan Pacific Masters Games, Quiksilver Pro, etc).

Major Events Tier 2: These events fit the City's image and brand, typically attract large numbers of visitors and participants (eg 1,000 to 2,000), and/or attract interstate and intrastate media coverage and are generally of a duration of 2-10 days

Major Events Tier 3: Events in this category fit the City's image and goals, but attract a smaller number of visitors (eg 500-1,000), significant local participation, and niche media coverage. They often support other economic development or community development strategies and programmes.

The Strategic Plan envisages developing or attracting additional Hallmark Events and developing additional *Signature Events**, and concentrating marketing and promotion on this category in conjunction with Gold Coast Tourism. It is intended to increase funding to this category to achieve this, using funds reallocated from other events as contracts lapse, from residual funds, or from new allocations as may be provided.

Local Events: These events may attract large or small numbers of participants, predominately City residents, and are usually of short duration (1-2 days). Typically, their benefits are largely of a community, social or cultural nature. They are often very significant to the residents of the City and/or a local community but often tend to draw few visitors from outside the City due to their local focus.

There are many events of this category supported each year, usually through minor in-kind support to minimise negative impact and provide minimal infrastructure and planning support. Minor funding may be available for this purpose, often in conjunction with Local Area Works allocations.



* *Signature Events* are events that are so closely linked to the lifestyle, culture, or history of the Gold Coast that they would be unlikely to be able to be relocated to another Host City. They are often also *Hallmark Events*.)

Event Evaluation & Funding Support

The key criteria that apply in assessing the success or potential success of an event include its:

- Alignment with this Event Strategic Plan
- Longevity (incl Economic sustainability, and growth/potential)
- City Image alignment and brand 'fit'.

Other elements include (not in priority order):

- Synergy with City Image ('fit', image contribution, international exposure, significance of the Event, broadcast rights/capacity for broadcast)
- Seasonality/timing
- Economic Sustainability (income streams beyond GCCC funding, impact on overseas markets)
- Attendance (total and visitors) and target markets
- Media Coverage/interest
- Professionalism (Business Plan, Marketing Plan, Promotion Plan, quality/reputation of Organiser)
- Purpose/use/impact of GCCC funding
- Co-sponsors/commercial support
- Risks and Risk management
- Displacement (incl community and environmental)
- Economic development synergies
- Community benefits
- Opportunities for leverage

The allocation of Council funding support is assessed on a case-by-case basis and evaluated on merit within budget constraints. In general, support is provided to enhance an event and to assist it to grow and thereby provide greater benefits to the City. Generally, events that do not rely on Council's funding support to be viable, and that provide an appropriate exit strategy for Council funding, are preferred.

On occasions, Council may consider exceptions in order to assist the establishment of selected new Major Events, based on evidence of a Business Plan that demonstrates strategies to secure growth and post-event evaluation to confirm progress

Each event that receives support from Council will be expected to submit a Post Event Report that provides details of the event and includes comparison with the details submitted in the proposal and/or Business plan.

There should be no expectation that Council will continue to provide support on a recurrent basis (other than within the terms of a formal Agreement or contract).



GOLD COAST CITY EVENTS STRATEGIC PLAN 2011-2015

Focus Area: **PORTFOLIO MANAGEMENT (Continued)**

STRATEGY	ACTIONS	KPI	TARGETS	NOTES
<p><u>Strategy 2</u></p> <p>Develop 2-3 new Cultural or Lifestyle Events (ie non-sporting events)</p> <p>Desired Outcomes:</p> <ul style="list-style-type: none"> • Economic and other benefits to the City through distinctive GC events, eg a mix of:: <ul style="list-style-type: none"> ○ Visitor-spending by event participants ○ Promotion of City ○ Community benefit ○ Business /Cultural development • Positioning and promoting the Gold Coast as a cultural destination; and • Opportunities for leverage • Diversity of events in Portfolio. 	<p><u>2.1</u> Develop or attract 2-3 new Cultural and/or Lifestyle events that are reflective of the Gold Coast's image and lifestyle, that have the potential to be financially viable and successful in attracting visitors and enhancing the City's image, in genres such as:</p> <ul style="list-style-type: none"> • Music/Arts/Culture • Outdoor • Cuisine/Lifestyle. 	<ul style="list-style-type: none"> • Categories in portfolio • Introduction of new events. 	<ul style="list-style-type: none"> • To be progressively dev/attracted over time, eg <ul style="list-style-type: none"> ○ <i>Tastes of Gold Coast.</i> ○ <i>Blues on Broadbeach Festival.</i> 	<p>Note: New Events:</p> <ul style="list-style-type: none"> • In addition to existing Hallmark and Major Events • To be progressively attracted/developed over next 2-3 years • Events to be professionally managed • GCT to assist in marketing and promotion <p>Note: 'Leverage' to achieve Business/Cultural Development outcomes may involve collaboration across areas of Council (and may include allocation of funding from those areas) and/or with agencies external to GCCC.</p>

GOLD COAST CITY EVENTS STRATEGIC PLAN 2011-2015

Focus Area: **PORTFOLIO MANAGEMENT (Continued)**

STRATEGY	ACTIONS	KPI	TARGETS	NOTES
<p><u>Strategy 3:</u></p> <p>Support Local Events</p> <p>Desired Outcomes:</p> <ul style="list-style-type: none"> • Economic and other benefits to the City through events, eg: <ul style="list-style-type: none"> ○ Visitor-spending by Event participants ○ Promotion of City ○ Community benefits ○ Business/Cultural development • Opportunities for leverage • Diversity of suitable events in Portfolio • Vibrancy through a series of suitable events • Provide satisfying visitor experiences through events 	<p><u>3.1:</u> Provide limited operational support and coordination to Local Events that provide benefits to residents and visitors.</p> <p><u>3.2:</u> Encourage and assist suitable Local and/or community-based, sustainable events to grow and develop to become established within the City's Event Portfolio.</p> <p><u>3.3:</u> Assist suitable events to gain additional support, incl EQ Regional Development Fund (or other government funding sources), where appropriate</p>	<ul style="list-style-type: none"> • Categories of events in portfolio • Number of significant events grown from local community-based origins • Letters of support for EQ RDF applications 	<ul style="list-style-type: none"> • Ongoing • Annual Review • Ongoing • Annual review • Coincide with EQ RDF funding rounds (Feb and Sep) 	<p>Note: <i>Suitable events</i> are events approved by GCCC that:</p> <ol style="list-style-type: none"> a. provide direct economic benefits, b. match and promote the City's image and attraction as a Tourist Destination and/or Events Destination; c. provide community benefits; and/or d. provide economic development, cultural development and/or provide other benefits to the City <p>Note: May incl appropriate <i>Tier 3 Events</i></p> <p>Note: <i>Leverage</i> to achieve some outcomes may involve collaboration across areas of Council (and may include allocation of funding from those areas) or with agencies external to GCCC</p>

GOLD COAST CITY EVENTS STRATEGIC PLAN 2011-2015

Focus Area: **PORTFOLIO MANAGEMENT (Continued)**

STRATEGY	ACTIONS	KPI	TARGETS	NOTES
<p><u>Strategy 4</u></p> <p>Evaluate Events' Benefits</p> <p>Desired Outcomes</p> <ul style="list-style-type: none"> • Regular review of event outcomes compared to strategic objectives (incl estimate of economic and other benefits) • Estimate of ROI of GCCC support • Consistent, simple and non-expensive processes for assessing events 	<p><u>4.1:</u> Require Event Organisers to submit post-event reports.</p> <p><u>4.2:</u> Develop a standard format and processes for Post Event Reports that assists comparison of actual outcomes with forecast outcomes.</p> <p><u>4.3:</u> Encourage use of emerging tools by Event Organisers to enhance consistency of results.</p> <p><u>4.4:</u> Develop an assessment framework to provide greater guidance and transparency when considering proposals for funding support.</p>	<ul style="list-style-type: none"> • Number of Post event reports pa • Introduction of Standard Format • Economic Benefits of Event portfolio estimated via samples 	<ul style="list-style-type: none"> • Ongoing • Usually with three months of event staging • By 31 Dec 2011 • Number of Post Events Reports pa • By 31 Dec 2011 	<p>Note: Post Event Reports:</p> <ul style="list-style-type: none"> • Selected events (ie not necessarily all events) • Nature and scope of PER commensurate with level of GCCC support. <p>Note: Post Event Report Standard Format:</p> <ul style="list-style-type: none"> • To include: <ul style="list-style-type: none"> ○ Attendance ○ Visitor attendance ○ Est room nights ○ Promotional activities and materials ○ Media coverage ○ Easy comparison of forecast and actual outcomes

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Focus Area: **MARKETING AND PROMOTION**

STRATEGY	ACTIONS	KPI	TARGETS	NOTES
<p><u>Strategy 5</u></p> <p>Align Branding and Image</p> <p>Desired Outcomes:</p> <ul style="list-style-type: none"> Improved promotion of GC image through aligned branding and key messages 	<p><u>5.1:</u> Encourage Events Organisers to align with the City's brand/positioning in their event promotion and marketing where appropriate.</p> <p><u>5.2:</u> Utilise <i>Gold Coast</i> as the key and simple message in signage in television/photographic arc, where possible.</p> <p><u>5.3:</u> In conjunction with GCT, maintain a ready supply of current and appropriate footage and photographs is available to Event Organisers and media for overlaying with their event broadcast coverage.</p>	<ul style="list-style-type: none"> Use of/ alignment with brand by Organisers Production of footage Number of events using <i>postcards</i> on TV coverage where possible 	<ul style="list-style-type: none"> Ongoing 	<p>Note: <i>Gold Coast</i> signage may include GCCC logo in support capacity only, where appropriate.</p>

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Focus Area: **MARKETING AND PROMOTION (Continued)**

STRATEGY	ACTIONS	KPI	TARGETS	NOTES
<p><u>Strategy 6</u></p> <p>Improve Marketing and Promotion</p> <p>Desired Outcomes:</p> <ul style="list-style-type: none"> Increased City benefits through improved marketing framework, (eg: Increased patronage/participation, esp external visitors) Improved promotion of GC image through aligned branding and key messages to provide increased awareness of events and GC (includes marketing and promotion outside City and to residents). 	<p><u>6.1:</u> Concentrate GCCC and GCT marketing efforts and leverage opportunities on key Major Events to provide a more focused approach</p> <p><u>6.2:</u> Encourage Event Organisers to improve marketing and promotion targeted at attracting visitors to the City and to engage with GCT to optimise marketing and promotion efforts.</p> <p><u>6.3:</u> Strongly align with GCT and EQ to maximise impact and leveraging of key Major Events.</p> <p><u>6.4:</u> Encourage Organisers to promote Gold Coast events in the Brisbane and drive market.</p>	<ul style="list-style-type: none"> Annual review of Promotions via GCT EC and GCCC 	<ul style="list-style-type: none"> Ongoing Ongoing Ongoing Ongoing 	<p>Note: Concentrated Marketing Efforts: 'Key Major Events' includes the new <i>Signature Events</i> in Strategy 1.</p>

GOLD COAST CITY EVENTS STRATEGIC PLAN 2011-2015

Focus Area: **MARKETING AND PROMOTION (Continued)**

STRATEGY	ACTIONS	KPI	TARGETS	NOTES
<p><u>Strategy 6 (Continued)</u></p> <p>Improve Marketing and Promotion (Continued)</p> <p>Desired Outcomes:</p> <ul style="list-style-type: none"> Increased City benefits through improved promotion (eg: Increased patronage/participation) Improved promotion of GC image through aligned branding and key messages to provide increased awareness of events and GC (includes marketing and promotion outside City and to residents) 	<p><u>6.5:</u> Utilise GCCC promotion opportunities:</p> <ul style="list-style-type: none"> Maintain eventsgoldcoast website as focused information resource.. Use and leverage bonus advertising space/spots for event promotion where appropriate. Include selected events in Council's <i>On Hold</i> messages and in Council's e-Newsletters Maintain the promotion of selected through Council facilities (libraries, Community Centres etc). <p><u>6.6:</u> Liaise with GCT to incl selected events info in GCT collateral, trade missions, newsletter and calendar as appropriate</p>	<ul style="list-style-type: none"> Website statistics Updates of websites at least monthly Number of events approved to use on call messages and GCCC facilities for promotion 	<ul style="list-style-type: none"> Annual review of www.eventsgoldcoast.com website by 31 Dec each year Ongoing Ongoing Ongoing Ongoing 	

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Focus Area: **EVENTS INDUSTRY COORDINATION AND ALIGNMENT**

STRATEGY	ACTIONS	KPI	TARGETS	NOTES
<p><u>Strategy 7</u></p> <p>Enhance Operational and Strategic Coordination</p> <p>Desired Outcomes</p> <ul style="list-style-type: none"> • Greater benefits and promotion of GC as Events Destination through quality of local and community events • Greater collaboration and alignment with GCCC and other stakeholders • Information and skills sharing • Communication with key industry members 	<p><u>7.1:</u> Encourage operational-level liaison and communication between Organisers and between Council and other key stakeholders</p> <ul style="list-style-type: none"> • to ensure consistency of communication of Council’s Event Strategic Plan and procedures to stakeholders • to assist coordination of Events Calendar • to provide advice and guidance and support to Events Organisers where appropriate, consistent with risk management principles. <p><u>7.2:</u> Develop procedures to enhance strategic coordination with relevant stakeholders, incl regular scheduled meetings with EQ, and with GCT and other officers as appropriate</p>	<ul style="list-style-type: none"> • Number of event <i>clashes</i> with negative impact pa • Number of Emergency Services coord Meetings pa 	<ul style="list-style-type: none"> • Introduce regular scheduled meetings with EQ and GCT 	<p>Note: Introduce quarterly meetings with CEO of EQ for periodical scan and strategic review of the Major Events environment to identify and consider future (<i>Over the Horizon</i>) potential target events suitable for bids, and annual discussions with GCT officers to outline Business Event (eg conferences) Calender and to review marketing and promotion strategic coordination.</p>

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Focus Area: **PROCESSES AND RESOURCES**

STRATEGY	ACTIONS	KPI	TARGETS	NOTES
<p><u>Strategy 9</u></p> <p>Manage Impacts</p> <p>Desired Outcomes</p> <ul style="list-style-type: none"> • Community support for/tolerance of events is maintained • City, Council, and residents are supportive and event-friendly • Community interests are considered and protected • Environmental impacts minimised 	<p><u>9.1:</u> Apply assessment criteria that include environmental and community aspects.</p> <p><u>9.2:</u> Implement appropriate control and management mechanisms to minimise negative environmental impacts (eg noise, traffic, displacement etc) of events</p> <p><u>9.3:</u> Require Organisers to submit Traffic Management Plan, Noise Management Plan, Risk Management Plan etc, as appropriate.</p>	<ul style="list-style-type: none"> • Number of event-related complaints registered 	<ul style="list-style-type: none"> • Ongoing • Ongoing • Ongoing 	<p>Note: Control and Management Mechanisms: Include:</p> <ul style="list-style-type: none"> • Coordination of relevant GCCC Directorates' approvals and conditions • Liaison and coordination with external agencies (eg QPS) • Annual review of 'Guidelines for Surfing Events' • Annual Coordination of Recurrent Beach Events

GOLD COAST CITY EVENTS STRATEGIC PLAN 2011-2015

Focus Area: **PROCESSES AND RESOURCES (Continued)**

STRATEGY	ACTIONS	KPI	TARGETS	NOTES
<p><u>Strategy 10</u></p> <p>Streamline Processes and Structures</p> <p>Desired Outcomes</p> <ul style="list-style-type: none"> • Appropriate events are attracted and retained • Gold Coast is recognised as preferred Host City, Council, and residents are supportive and 'event-friendly', to assist in <ul style="list-style-type: none"> ○ Events attraction, growth and retention ○ Developing a diverse Events Portfolio • Quality event outcomes through identifying and delivering appropriate services • Enhanced customer service 	<p><u>10.1:</u> Maintain GC EvAC as the central focus of Events Strategic Framework, and assess events.</p> <p><u>10.2:</u> Maintain protocols and delegation of agreed issues to officers to enable GCEvAC to adopt a strategic focus.</p> <p><u>10.3:</u> Implement systematic customer-service and delivery processes to maintain Special Events Unit as a 'one stop shop' for coordinating strategic and operational support to events.</p> <p><u>10.4:</u> Maintain www.eventsgoldcoast.com.au as a <i>kit</i> to guide Events Organisers and Event Applications.</p> <p><u>10.4:</u> Maintain industry networks and relationships and promote the City as Events Destination/<i>Host City of Choice</i>, at appropriate seminars, workshops and events.</p>	<ul style="list-style-type: none"> • Number of GCEvAC meeting pa • Use of protocol and delegation <p>Using procedures and processes developed for QA accreditation</p>	<ul style="list-style-type: none"> • Ongoing • Periodic review of EvAC Charter • Ongoing • Regular Management Reviews in accordance with SEU QA Manual • Annual review • Ongoing 	<p>Note: The SEU Manual was developed for QA accreditation and requires regular review of performance, and continuous improvement measures, with frequency and scope defined in the SEU Manual. It is not intended to seek QA re-accreditation at this time.</p> <p>Note: Website</p> <ul style="list-style-type: none"> • To include Events Calendar, Strategic Plan, forms as developed (eg application form, Post Event Report form), guide to staging, and key contact officers etc. • Review annually

GOLD COAST CITY EVENTS STRATEGIC PLAN 2011-2015

Focus Area: **PROCESSES AND RESOURCES (Continued)**

STRATEGY	ACTIONS	KPI	TARGETS	NOTES
<p><u>Strategy 11</u></p> <p>Allocate Appropriate Resources</p> <p>Desired Outcomes:</p> <ul style="list-style-type: none"> • Adequate funds available to execute strategy • City, Council, and residents are supportive and event-friendly • Gold Coast is recognised as preferred Host City, Council, and residents are supportive and 'event-friendly', to assist in • Events attraction, growth and retention 	<p><u>11.1:</u> Maintain adequate budget allocations to support events and Events Strategic Plan.</p> <p><u>11.2:</u> Continue to re-provide uncommitted funds for forward allocation and to create a reserve of funds for proactive bids and to for emerging opportunities</p> <p><u>11.3:</u> Review workload and staffing levels of SEU each year and seek additional budget for additional staff resources as required.</p> <p><u>11.4:</u> Maintain a pool of Gold Coast promotional materials and frequently used staging equipment for use at Event sites.</p> <p><u>11.5:</u> Establish and maintain materials to promote Gold Coast as Events City</p>	<ul style="list-style-type: none"> • Adequate Budget allocations • Reallocation of funds • Adequate Equipment pool maintained • Appropriate materials acquired 	<ul style="list-style-type: none"> • As per GCCC Corporate Budget process timelines. 	<p>Note: Equipment Pool:</p> <ul style="list-style-type: none"> • Includes banners, flags, feathers, barriers, traffic control equipment etc • Approx budget \$5,000 pa <p>Note: Promotional Materials may include:</p> <ul style="list-style-type: none"> • DVD etc, • banners, feathers subject to Budget allocation •

GOLD COAST CITY EVENTS STRATEGIC PLAN 2011-2015

Focus Area: **PROCESSES AND RESOURCES (Continued)**

STRATEGY	ACTIONS	KPI	TARGETS	NOTES
<p><u>Strategy 12</u></p> <p>Develop Sites</p> <p>Desired Outcomes</p> <ul style="list-style-type: none"> • City has appropriate infrastructure for staging events • Gold Coast is recognised as Host City of Choice to assist in <ul style="list-style-type: none"> ○ Events attraction, growth and retention ○ Developing a diverse Events Portfolio • Quality Event outcomes through identifying and delivering appropriate services • Enhanced customer service 	<p><u>12.1:</u> Consider the needs of events when planning development or redevelopment of Parks etc, to ensure that regularly used event venues have appropriate infrastructure and work schedules take account of planned events' timings.</p> <p><u>12.2:</u> Include appropriate infrastructure installation during Parks etc development or re-development, if practical and within budget etc constraints.</p>	<ul style="list-style-type: none"> • Included in internal consultation process and working groups where appropriate • Parks etc redeveloped that incorporate events' needs 		<p>Note: Parks etc Redevelopment:</p> <ul style="list-style-type: none"> • Consultation across GCCC to identify scope of redevelopment works and address events' needs • Subject to availability of funds within Capital Funds allocated to each Project