

CLARENCE EVENTS PLAN

2014–2018



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Clarence City Council 38 Bligh Street, Rosny Park TAS 7018 **Postal** PO Box 96 Rosny Park TAS 7018
Telephone (03) 6245 8600 **Fax** (03) 6245 8700 **Email** clarence@ccc.tas.gov.au
Facebook www.facebook.com/clarenceevents **www.ccc.tas.gov.au**

INTRODUCTION

The Clarence City Council mission statement is “to represent the people of Clarence by providing leadership, programs, services and facilities to advance the quality of life in Clarence” and to achieve this Council will develop social inclusion and build on the existing capacity of our local communities. To this end Council recognises the importance of cultural, social and recreational events as a means to provide the community, and visitors, opportunities to participate in a wide range of experiences that enliven the life of the city.

This Clarence Events Plan will guide Council’s events program to foster a sense of place and enhance the *social, cultural, economic and environmental* outcomes for the city. It will provide direction for Council’s Events Special Committee to build relationships with other organisations and help showcase Clarence as “*diverse communities working together for a vibrant, prosperous and sustainable city*”.

This Plan will provide the Council with a clear direction in relation to events held at the Bellerive Boardwalk, Rosny Farm and its other venues in the city. It seeks to:

- **Build Clarence’s position as a desirable place to live, work and enjoy recreation**
- **Attract and support events which provide community benefits including social inclusion, cultural development, economic benefit and/or environmental sustainability**
- **Support a diverse, vibrant and strategically balanced events calendar**
- **Identify Council as a regional leader in cultural activities by coordinating, facilitating and supporting events held in the city**
- **Develop extensive partnerships to build the capacity of events in the city and the broader region.**



KEY STATEMENT

EVENTS PLAY AN IMPORTANT ROLE IN THE VITALITY OF CLARENCE BY INSPIRING TOGETHERNESS AND COMMUNITY, PROVIDING ENJOYMENT, RECREATION, ECONOMIC BENEFIT AND OPPORTUNITIES TO PARTICIPATE.

We will contribute significantly to cultural development through lifestyle and leisure enhancement, performance opportunities and professional development, as well as increased tourism promotions and visitation, volunteer participation, and infrastructure and economic development.

We will endeavour to attract and support iconic events for Clarence and enhance the city's vision.

EVENTS IN CLARENCE

Council plays a vital role in the delivery and support of events across the city. This includes coordinating events as well as providing financial and other forms of assistance to non-Council events. Additional support includes access to venues, marketing assistance, and offering community grants for projects and events that occur within Clarence.

Major city events coordinated by Council are: Seafarers' Festival; Carols by Candlelight; Australia Day Breakfast, St. Art Festival, Dogs Day Out and a Youth Week Festival. The Clarence Jazz Festival is Council's signature event and aims to be a premier event for Tasmania.

A range of partnerships have been established which add value to our events and the annual program. These partnerships are in the form of sponsorship arrangements or partnerships with other festival organisations including MOFO, DARK MOFO, Festival of Voices and Ten Days.

Other groups are involved in staging events in Clarence and it is important that the Council works in collaboration with these parties to achieve the maximum benefits for the city.

Some non-Council events which currently receive Council support are: Teddy Bears Picnic; Shannons Car and Bike Expo; Richmond Village Fair; Richmond Highland Gathering; Clarence Plains Community Festival and Tasmanian Fruit Wine Festival.

Events are primarily held in a range of outdoor venues such as the Bellerive Boardwalk, Rosny Farm and Richmond Village Green. The largest capacity venue Blundstone Arena (Bellerive Oval) is owned by Council and leased to the Tasmanian Cricket Association. An international one day cricket match attracts a capacity crowd of 20,000 people.

GUIDING PRINCIPLES

This Plan is based on an integrated approach to events and cultural arts through the following principles:

Council believes that all individuals should have the right to participate in events and cultural activities whether as performers, participants or audience and will seek to promote an appreciation of the cultural activities within the city boundaries, elsewhere in the State and beyond.

Council recognises that the needs and aspirations of individuals and groups within the community will require particular support and encouragement due to differing circumstances and resources, if they and the wider Clarence community are to benefit.

Council recognises that some parts of the city are already a focus for both local cultural activities and for visitors to Clarence and believes that the development of activities in these areas is likely to bring benefits to those locations and to the wider Clarence community, as well as the broader benefits that come to the city through related developments in tourism, business and economic activity.

It recognises that the distinctive nature of parts of Clarence provides the residents of those areas with particular opportunities and that there are natural physical features of Clarence that can be taken advantage of when planning events and activities e.g. the Coal River Valley wineries and open air activities in locations such as the Bellerive Boardwalk which is identified by its riverside location.

Council has a responsibility to assist the community to meet its needs and aspirations by supporting individuals, organisations, and their activities through the provision of facilities within the limits of community resources and through pursuing partnerships with other agencies and organisations.

It recognises the importance of attracting and engaging external partners and supporters and seeks to increase its reputation within the Tasmanian community.

Council recognises that civic pride and a sense of identity should be encouraged and that participation in or exposure to events and the arts amongst residents within the community is one way in which civic pride is developed.

STRATEGIC GOALS

This strategy aims to address issues and opportunities facing events in Clarence over the next 5 years by:

- **BUILDING COMMUNITY PARTICIPATION**
- **BUILDING THE IDENTITY OF THE CITY**
- **BUILDING CREATIVE OPPORTUNITIES**
- **BUILDING ECONOMIC CAPACITY**

STRATEGY 1 BUILD COMMUNITY PARTICIPATION

2014
2015
2016
2017
2018

ACTIONS	MEASURES OF SUCCESS		RESOURCE IMPLICATIONS							
	WHAT	HOW		2014	2015	2016	2017	2018		
SOCIAL INCLUSION										
Manage or support a range of events that attract different sectors of the community	The range of events managed or supported by Council are offered in a variety of themes and locations with broad appeal and involve as many sectors of the population as possible	 	1							
Provide elements at events that foster cultural awareness	Some existing events offer performance or other opportunities to migrant groups	 	1							
	Council supports a focused multicultural event	 	1							
Work with volunteer groups where appropriate	Some events showcase community organisations	 	1							
Ensure all ages are catered for within the events calendar and that access and relevance is a priority at those events	Events are presented during Youth Week and Seniors Week as well as offering elements at existing events that are appealing to different age groups		1							
Aim to provide events in different locations across the city	All areas of Clarence have access to activities that are either presented or supported by Council	 	1							
COMMUNICATION										
Ensure that the yearly events calendar is finalised and available by June/July	The calendar is published on time	?	1							
Collaborate with Marketing and Communication to increase awareness of all events and activities taking place city-wide	Events are marketed in all Council publications (electronic and print)	 	1							
Maintain a strong and relevant presence with social media prior, during and post Council events	An increase in activity is evident (number of hits etc.)		1							
Develop methods of community interaction with our social media, i.e. downloading photos from events onto our Facebook page	New technologies are used to advance knowledge of events		3							
Develop a Clarence Arts and Events responsive website	A Clarence Arts and Events mobile site is launched	  ?	2 3							

MEASURES OF SUCCESS – HOW



INCREASED ATTENDANCE



DID WE DO IT?



POSITIVE WORKING RELATIONSHIPS



ELECTRONIC MEDIA HITS



MEDIA EDITORIAL (PRIOR AND POST EVENT)



SURVEY



VARIETY OF GROUPS INVOLVED



ECONOMIC BENEFIT



INCREASED CULTURAL ACTIVITY

STRATEGY 2 BUILD THE IDENTITY OF THE CITY

2014
2015
2016
2017
2018

ACTIONS	MEASURES OF SUCCESS		RESOURCE IMPLICATIONS	2014	2015	2016	2017	2018
	WHAT	HOW						
MARKETING								
Access marketing budget to advertise in state and national tourism magazines those activities in the City Events and Rosny Farm programs which will attract visitors into the City	The number of people from outside Clarence attending major events and cultural activities is increased	👤 \$	②					
	The look and feel of marketing material is of comparative industry standard and well branded to identify Clarence as a region	📄 👤	②					
Continue to build good relationships with The Mercury (via reporters) and local publications for increased editorial content	Editorial is printed about activities in Clarence prior and post events	📄 +	①					
Determine how people heard about the event and where they are from	The results are used to improve the events marketing strategy	📊	② ③					
VISITATION								
Provide a "where to stay in Clarence" on the CCC and Arts and Events websites	A link to accommodation options is added to the CCC websites	?	③					
Build partnerships with Tourism Tasmania, Brand Tasmania and Events Tasmania	Timely communication between Council and relevant State Government Departments and relevant industry bodies to help increase visitation to Clarence	\$ 👤 +	③					
Use the Clarence Jazz Festival as a tool to market the city nationally	Increased interstate visitors attend the Festival	\$ 👤	①					
INFRASTRUCTURE								
Work within the Urban Design Framework for Kangaroo Bay to increase the amenity of the area as a cultural hub	More shade infrastructure is installed at the Bellerive Boardwalk	?	②					
	Suitable areas for events are incorporated into the refurbishment of Kangaroo Bay	?	②					
	New toilet facilities are built at the Bellerive Boardwalk	?	①					
	Access to water and power are incorporated into refurbished areas of Kangaroo Bay	?	②					
Consult with Asset Management to develop parks that include a suitable area for community events	A strong working relationship exists between Asset Management/ Parks and Events to ensure event 'enclaves' are incorporated into community parks	? +	③					
Seek opportunities for the development of a civic centre for Clarence including a 500 seat theatre	Funding opportunities are sought to assist in facilities development	?	③					

RESOURCE IMPLICATIONS

- ① WITHIN CURRENT BUDGET
- ② EXTRA FINANCIAL RESOURCES REQUIRED
- ③ EXTRA HUMAN RESOURCES REQUIRED

STRATEGY 3 BUILD CREATIVE OPPORTUNITIES

2014
2015
2016
2017
2018

ACTIONS	MEASURES OF SUCCESS		RESOURCE IMPLICATIONS							
	WHAT	HOW		2014	2015	2016	2017	2018		
PERFORMANCE OPPORTUNITIES										
Provide performance opportunities at as many Council events as possible for individuals, schools, choirs, dance schools, bands and community art groups where possible	Live music is included at most Council events	 	1							
	Opportunities for performing arts groups are incorporated into Council events where possible	 	1							
	Schools are engaged through workshops that result in inclusion at an event, or through performance or artistic opportunities	 	1 3							
Display public art at events where possible	Public art is incorporated into event sites as per Council's Public Art Policy		2							
PROFESSIONAL DEVELOPMENT										
Ensure an element of professional development is evident at the Clarence Jazz Festival	Council continues to present the Scholarship Program		1							
	A workshop program is created in collaboration with Rosny College		2 3							
Include a children's creative art or craft element at Council events	A creative activity is always present when children's activities are offered		1							
Support professional artists through programs such as the Clarence Jazz Festival Artist in Residence	Arts and Events work together to create greater synergies between programs		2 3							
INFRASTRUCTURE										
Consider what event infrastructure requirements will improve the use of halls and public open spaces across the city	Greater use of halls and parks for cultural activities	 ?	2							

MEASURES OF SUCCESS – HOW



INCREASED ATTENDANCE



DID WE DO IT?



POSITIVE WORKING RELATIONSHIPS



ELECTRONIC MEDIA HITS



MEDIA EDITORIAL (PRIOR AND POST EVENT)



SURVEY



VARIETY OF GROUPS INVOLVED



ECONOMIC BENEFIT



INCREASED CULTURAL ACTIVITY

STRATEGY 4 BUILD ECONOMIC CAPACITY

2014
2015
2016
2017
2018

ACTIONS	MEASURES OF SUCCESS		RESOURCE IMPLICATIONS			2014	2015	2016	2017	2018
	WHAT	HOW								
EXTERNAL PARTNERSHIPS										
Attract major events or elements of major events to the city	Council works collaboratively with organisations including Festival of Voices, MOFO, Ten Days and Australian Wooden Boat Festival to hold events in Clarence	👥 + \$	②	③						
Develop strong relationships with organisations and individuals that have an interest in events and continue to foster good relationships with sponsors and promoters, and seek out new opportunities	Council is proactive in developing and maintaining partnerships which benefit the cultural growth of the city	\$ 👥 +		③						
INVEST										
Support emerging events that link with Council's Strategic and other Plans	We offer a practical level of mentoring or monitoring of new events	+		② ③						
Consider grant opportunities and other support for sporting clubs hosting state and national titles in Clarence	Council increases its involvement through a small grant program for sporting events which bring teams in to Clarence	👥 📊 \$	②	③						
Continue to develop the events program through Community Grants, sponsoring, in-kind support, financial support and partnerships	The number of quality events within the city increases	👥 📊 \$	① ② ③							
Continue to grow the Clarence Jazz Festival as the city's signature event	The Clarence Jazz Festival grows in popularity and reputation	👥 📊 \$	②	③						
VISITATION										
Investigate measures to identify and increase the number of visitors attending events	Annual research is collated through surveys and the data used to improve our marketing strategies	📊 \$		② ③						
SUSTAINABILITY										
Evaluate events regularly to ensure that they are achieving their desired goals	Council receives reports and recommendations from Council's Events Special Committee	? 📊		①						
Ensure that the financial costs of each event are appropriate to the delivery of that event	Council events are presented within budget	? \$		①						
	Every effort is made to manage recycling and waste in the correct way	? +		①						
Ensure events are environmentally friendly	Council events are used to inform the public on correct waste management procedures	? +	①	③						
	Food vendors are encouraged to use biodegradable plates and cutlery	? +	①	③						

RESOURCE IMPLICATIONS

- ① WITHIN CURRENT BUDGET ② EXTRA FINANCIAL RESOURCES REQUIRED ③ EXTRA HUMAN RESOURCES REQUIRED

STRATEGIC CONTEXT

The Clarence Events Plan operates in the context of the following strategies and plans.

STRATEGIC PLAN 2010-2015

SOCIAL INCLUSION - Cultural and Social Activities

- Develop and implement plans that recognise and celebrate our cultural diversity
- Facilitate opportunities for a Cultural/Civic complex
- Continue to develop our community events program
- Continue to develop partnerships with Arts organisations and business

COMMUNITY LEADERSHIP - Community Participation and Engagement

- Provide equitable access for the community to Council's programs, services and activities
- Foster communication and participation through Council committees and involvement in external bodies
- Provide timely and relevant information to the community for everything we do

CULTURAL ARTS PLAN 2012-2016

- Work with local communities to facilitate the development of a wide variety of arts and cultural activities in locations throughout the city
- Work with the Events Coordinator, Community Development and Youth team staff to support, develop and promote key city events such as Clarence Jazz Festival, Seafarers' Festival, Dog's Day Out and Street Art Festival
- Seek opportunities for the development of a civic centre for Clarence including a 500 seat theatre

HEALTH AND WELLBEING PLAN 2013-2018

- Greater community use and enjoyment of public open space
- People moving, active and fit
- People participating in the life of their community
- Community involvement in caring for Clarence

POSITIVE AGEING PLAN 2012-2016

- Continue to work in partnership with others on activities, events and projects conveying positive messages, attitudes and issues affecting older people. For example the 'Our Shared Space' events with Youth Services; Men's Health projects; 'Living Well' health promotion, community festivals etc.
- Continue to work collaboratively with Arts and Events and the Bellerive Community Arts Centre (BCAC) in supporting activities, programs and initiatives that include older people.

YOUTH PLAN 2008-2012

- Providing demonstrations/displays at fun days and other events held in Clarence
- Offer a range of youth specific events using the Bellerive Boardwalk, Kangaroo Bay and The Barn as the focal points by:
 - Continuing to consult and work with young people (YNAG, schools, Rosny Library and services) to develop new events/program ideas to include in the YNAG annual Youth Events Calendar
 - Integrating a youth component into all Council annual Events Program where possible
- Continue to develop the Youth Week Festival as an iconic council annual event by:
 - Inviting young performers, artists etc. to showcase their talents, skills and promote their art/culture
 - Working collaboratively with other sections of council, government, businesses, services and community groups to further develop this event

ECONOMIC DEVELOPMENT STRATEGIES

- Cultural and Sporting events and activities: the potential for community, cultural and sporting events to contribute to the economic development of the city;
- Continue to support annual events program including flagship events such as Clarence Jazz Festival and Seafarers' Festival
- Identify opportunities for alignment between economic development and Council cultural development strategies
- Conduct a feasibility study into the establishment of an indoor performance venue (e.g. Cultural Centre including auditorium/theatre)

DISABILITY ACCESS PLAN 2007

- All residents and visitors to the City of Clarence who have a disability or mobility issue have the right of equal access and opportunity to fully participate in and contribute to the social, economic and cultural life of the city.

CLARENCE BICYCLE STRATEGY AND ACTION PLAN 2013 - 2017

- Continue to support Bicycle Tasmania's events by assisting with promotion.





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