

Draft Tourism Events Strategy



Events are important to us

Events play an important role in uplifting economic wellbeing and quality of life within our community.

The Tourism Events Strategy will guide council's work to grow the Northern Grampians Shire (NGS) calendar of tourism events and extend visitor length of stay by:

- Ensuring NGS offers diverse, unique, high quality and enriching experiences that are dispersed appropriately throughout NGS.
- Protecting, enhancing, and celebrating our natural, cultural and heritage assets.
- Providing access to a diverse range of offerings, including arts, culture and entertainment.

Our approach

The Tourism Events Strategy focuses on the opportunity to leverage and nurture events that speak directly to who we are as a shire.

The Tourism Events Strategy will also provide the framework for decision-making, designed to identify new and emerging events that have the potential to become major events over time, based on;

- 1. Local ownership**
- 2. Point of difference / Unique selling proposition**
- 3. Spirit of collaboration**

i. Leverage existing, mature events – Use the verified opportunity they provide

We will support existing mature events to retain them in NGS, grow our economy and attract new residents.

ii. Nurture new and emerging events or event ideas – Find our next major event

We will invest in new and emerging events or event ideas to enhance viability, sustainability and accelerate growth in a way that will drive visitation.

iii. Community Events

We will continue to support community groups to deliver events that are important for their organisations.



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Draft Tourism Events Strategy

The Draft Tourism Events Strategy has been formed in accordance with a review of existing documents and targeted stakeholder engagement.

The final version of the Tourism Events Strategy will include the approach NGSC will take to invest in specific events, a detailed action plan, a topline audit of each existing major event in our region, an assessment of each township's assets and point/s of difference from an events perspective, along with a concise set of KPIs that will be used later to assess the extent to which council has succeeded in delivering on the strategy.

Final engagement will occur prior to a Council decision in **December**



- Final stage of engagement for the draft will be open from 7 - 28 November.

To access copy of the Draft Tourism Events Strategy and to have your say, please visit:



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