

Draft Tourism Events Strategy



Feedback Form

To assist council to determine the most effective way to grow our calendar of tourism events across the shire, we invite you to review and provide feedback on the latest Draft Tourism Events Strategy. To access the Draft Tourism Events Strategy, please click Draft Master Plan to download, or visit our Stawell or St Arnaud council offices to view a copy in-person.

Please take a look at the Draft Tourism Events Strategy and share your thoughts with us by 28 November 2022. The form provided will help council identify if anything is lacking.

How closely do the below approaches match with how you would like council to grow our calendar of tourism events?

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

We will support existing mature events to ensure that we retain these events in NGS, grow our economy and attract new residents. Circle your response:

- Matches strongly
- Matches somewhat
- I do not have an opinion
- Does not match at all. My view is that council should...

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 their growth in a way that will drive visitation, we will invest in them. Circle your response:

- Matches strongly
- Matches somewhat
- I do not have an opinion
- Does not match at all. My view is that council should...

iii. Community Events

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

- Matches strongly
- Matches somewhat
- I do not have an opinion
- Does not match at all. My view is that council should...



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What do you think about the approach of growing events from within the community, as compared to attracting and acquiring events from outside of our community?

What do you think is genuinely unique to your community? Could you see an event being built around that uniqueness? How?

Are there any other specific thoughts or comments that come to mind in reading through this first draft?

What is your age?

- Under 18
- 18-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70 or over
- Prefer not to say

What is your gender?

- Female
- Male
- Self-described

What is your postcode?



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