Regional Events

Creating sustainable destination events

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Creating a community of sustainable regional and rural events that share information, cross promote and collaborate and support one another!

rEVENTS Academy is a robust support program that provides event committees with the tools, resources and team work to assist them in delivering a high-quality event that drives overnight visitation in their regional area and promotes the region to potential event venues and event venues.
EVENTS DRIVING TOURISM

“Research indicates three-quarters of event attendees would not have gone to a destination, if not for an event. In addition, for 57% of first-time visitors to the region, the event is the main reason for visiting and likewise for 69% of repeat visitors”

[Reinventing Rural Places, The extent and impact of festivals in rural and regional Australia | Uni of Wollongong].
Arts and cultural visitors deliver more than $80m in new money to South Australia each year.
SA REGIONAL EVENT PRIORITIES

1. Create or grow existing ‘hero’ regional events
2. Strengthening Collaboration
3. Building event capability
4. Create and promote a region’s annual event calendar
5. Attract more business events
WHY REVITALISATION IS CRITICAL

85% of events depend on volunteers to remain sustainable.

Do not have a strategic business plan: 46%.

69% rely heavily on sponsorship & grant funding to run their event.

Regional Events

Only 51% have an up to date operations manual and planning timeline.

Finance & volunteers are the most challenging areas of event planning.

37% don’t have enough time to do risk management properly.

72% agreed that the amount of work involved in running an event is overwhelming and wish they had a paid event manager.

Top findings from 2018 regional events survey.
Tasmania says farewell to Derby River Derby, Devonport Show... What’s next?!
VISITORS

YEARS

NEW EVENT
- Loads of support, vibrancy, the new kid on the block, excitement

ESTABLISHING EVENT
- Reach ideal numbers, success, profit

MATURE EVENT
- YOUR DECISION:
  - Remain the same and face the struggle and downhill spiral
  - OR
  - Listen to your attendees, undertake research and continually revitalise and refresh

DON'T GO HERE

REVITALISED EVENT
OVER TO YOU

Can you relate to this?
What are your event challenges?
A PATHWAY TO SUSTAINABILITY

1. Setting Direction & Realising Potential

2. Building the foundations

3. Unleashing the potential

4. Feedback & fine tuning
STAGE 1: SETTING THE DIRECTION & REALISING THE POTENTIAL

- Consult with event specialists
- Identify the team’s desire for growth
- Identify the event’s potential for growth based on visitor demand
- Develop strategic business plan for growth
HENLEY ON TODD, ALICE SPRINGS

• Developed strategic business plan, marketing plan and professional risk management plan
• Event had record crowds and participation in 2018
• TV show episode of Bondi Rescue filmed at the event had 1.3 million views
• Event won two multi-year grants - a record-breaking amount of funding for any NT regional event
STAGE 2: BUILDING THE FOUNDATIONS

- Develop ideal governance structure & model
- Develop ops manual & marketing plan
- Develop event budget and financial model
- Recruit & train team
ISLAND WHALE FESTIVAL, PHILLIP ISLAND

- Off Peak Event Strategy for Bass Coast
- Event Capacity Building Program
- 1-1 intensive development coaching
- New partnership governance model to reduce financial and HR pressure
- Robust financial model and budget aligned to strategy
- Strategic marketing review to ensure better ROI and a clear understanding of ideal event attendee
- Macro planning timeline to enhance efficiencies
STAGE 4: FEEDBACK, FINE TUNING, REFRESH

- Hold a rigorous post event review process
- Listen to your tribe!
- Identify areas for improvement
- Update ops manual, budget + marketing plan
PARKES ELVIS FESTIVAL

‘We cannot rest on our success and sit back thinking that everything is fine as it is. Keeping fresh and listening to our visitors is critical to the events success’

Cathy Treasure
OVER TO YOU

What needs to change in SA to ensure destination events remain sustainable & successful?
WHEN IS IT TIME FOR COUNCIL TO STEP IN?

- Has the event outgrown the skills and capacity of the volunteer management committee?
- Has the event grown into an iconic destination event that requires closer alignment to the destination brand and marketing?
- Is there a need to make the event more inclusive of the community?
OVER TO YOU
What are your views on event structures?
KNOWLEDGE SHARING + COLLABORATION

https://www.facebook.com/groups/rEVENTSacademy/
Questions?

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