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# IFEA WORLD FESTIVAL & EVENT CITY AWARD 2017

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PORT MACQUARIE  
HASTINGS  
COUNCIL



Destination  
NSW



**The Hon. Adam Marshall MP**  
Minister for Tourism and Major Events  
Assistant Minister for Skills

## MINISTER'S MESSAGE

On behalf of the New South Wales (NSW) Government, I am proud to support the Port-Macquarie-Hastings Council's submission for a 2017 IFEA World Festival & Event City Award.

The Greater Port Macquarie Region is one of NSW's most popular holiday destinations and a premier region for festivals and events.

Located on the North Coast, midway between Sydney and Brisbane, the city offers convenient transport links, a huge variety of accommodation options and excellent event infrastructure in one of Australia's most picturesque coastal locations.

Complemented by 17 beautiful beaches, a lush green hinterland and a variety of attractions, Port Macquarie has built an impressive events calendar, offering something for everyone across a broad range of experiences.

The city is also undergoing an exciting transformation from a desirable holiday and retirement destination to a major regional growth centre. Festivals and events are a key component of Port Macquarie-Hastings Council's strategy to attract repeat visitation, with the city enjoying strong levels of investment, jobs and population growth.

Port Macquarie's exciting events portfolio includes IRONMAN Australia, the NSW Junior State Cup, Tastings on Hastings, the Blues & BBQ Festival, Beer & Cider Festival, Beach to Brother Marathon, Beatles Festival, Slice of Haven Food & Wine Festival, ArtWalk, the Port Macquarie Heritage Festival, Youth Week, Luminosity Youth Festival, Cycling NSW Junior Tour, National Motocross Championships round, NSW Golf Open- Regional Qualifier, Surfing NSW Longboard Championships and the Junior Surfing Titles.

As the NSW Minister for Tourism and Major Events, it is a pleasure to be able to endorse this nomination from Port Macquarie-Hastings Council. It recognises the region's outstanding efforts to attract and develop events that can position it on the international stage, and deliver strong economic benefits and bring visitors from around the world to discover this beautiful part of NSW.

Yours faithfully,

**Adam Marshall**  
NSW Minister for Tourism and Major Events



# INTRODUCTION

**Port Macquarie is an events town.** It's in our blood. We've got a long and successful history of hosting major events such as IRONMAN Australia, NSW Touch Football, Australian Surfing Titles, and Festival of the Sun, through to one of the largest regional food and wine festivals in the state - Tastings on Hastings. We've hosted events that have attracted up to 20,000 attendees and 2,000 local volunteers per day. Pretty impressive for a total population of just under 80,000!

Port Macquarie is one of Australia's **favourite regional holiday destinations.** Within an easy four hours drive from Sydney (or a short flight from Sydney, Brisbane or Melbourne), the region of Port Macquarie covers over 3,500 square kilometres of some of Australia's most spectacular coastline and hinterland, with the picturesque CBD perfectly located on the water between the Pacific Ocean and the Hastings River. It's relaxed, yet vibrant, with a huge range of visitor experiences and attractions. The region is fast becoming one of the premier destinations for food and wine with award winning dining, funky cafes and wine bars and a great range of live music venues. Art galleries, museums, playgrounds, boutique shopping, live theatre, and outdoor cinema compliment a nature lover's paradise.

Our **world-class venues** are beautiful and functional. From the architecturally stunning Glasshouse Arts, Conference and Entertainment Centre, to our iconic waterfront Town Green, Lady Nelson Wharf, Town Square and Westport Park events precincts, Port Macquarie events create a lasting impression with a range of atmospheric and unique indoor and outdoor venues. We also have a selection of clubs, hotels and resorts to suit events, functions, conferences and trade shows from five to 1,000+ delegates.

Event organisers love our **superior sporting facilities**, from our highly acclaimed, high capacity Indoor and Outdoor Sports Stadiums, to our large range of sporting fields and event precincts, we've got it covered. Port has a proven track record hosting state, national and international events, including IRONMAN Australia (over 9,000 attendees), Cricket Australia's Trans-Tasman Indoor Cricket Championships, and NSW Touch Football Championships (over 16,000 attendees).

Port Macquarie's **accommodation capacity is amongst the largest** in regional NSW. Event attendees take the opportunity to extend their stay and holiday here, often with friends and family in tow. Port Macquarie has a huge range of quality accommodation to suit every taste and budget, with the majority of options within walking distance from our most popular event precincts. From boutique-style to resorts to larger hotels, budget to luxury, we've got all bases covered.

Our organisers benefit from **an experienced events team and community support.** As a Council (and as event organiser ourselves), we understand planning big events and conferences can be stressful, and there's usually money, reputation, and relationships at risk. The pressure to 'get it right on the night' (or day) is enormous. We have worked closely with local industry and businesses in assisting event organisers to ensure that we have the right infrastructure, processes, education, venues and marketing in place to support event organisers in delivering successful events. As for community support, we have it in spades. There is a strong volunteering culture throughout the region and an appreciation for the the benefits that events can bring.

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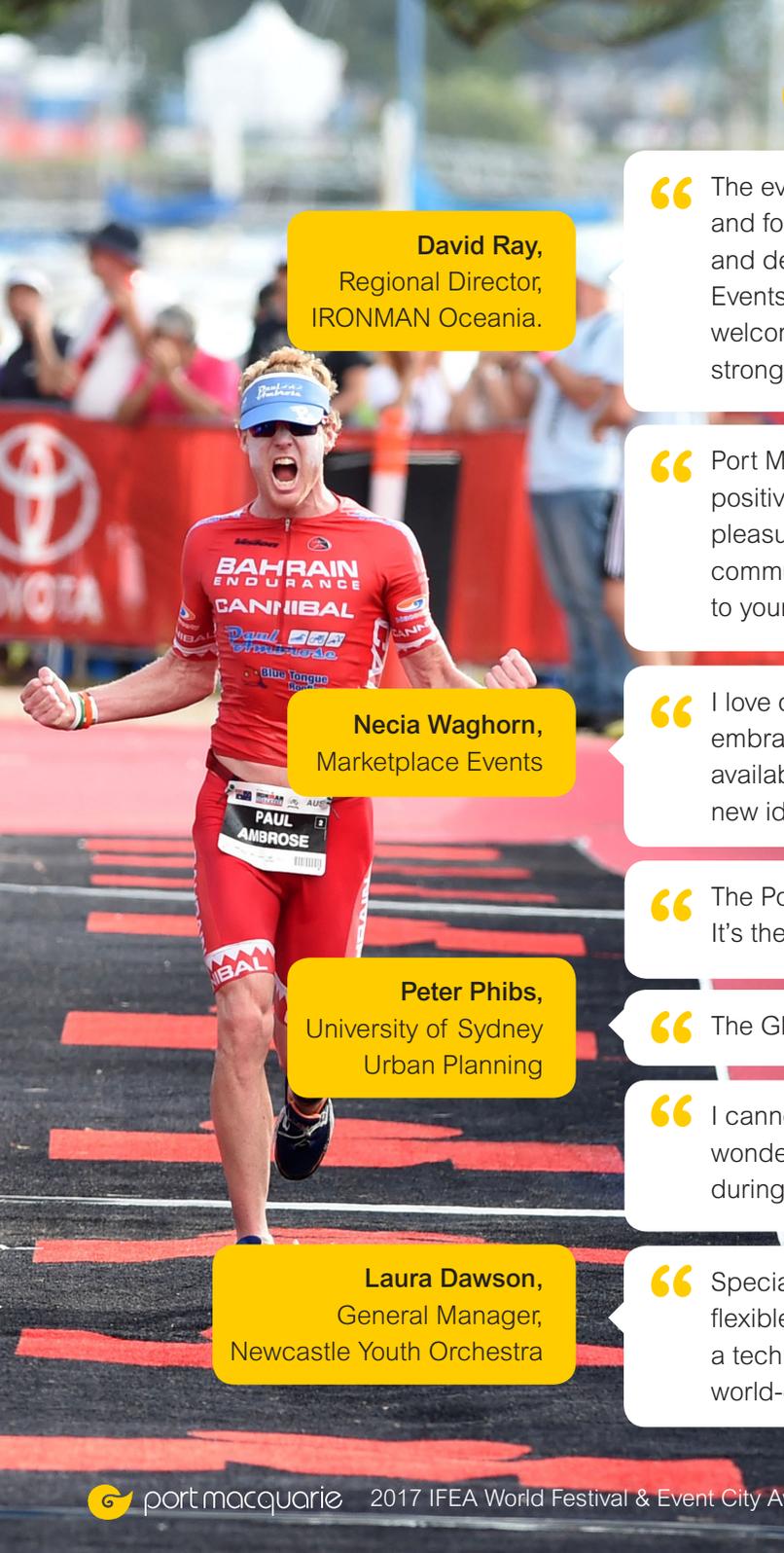
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# TESTIMONIALS



**David Ray,**  
Regional Director,  
IRONMAN Oceania.

“ The event infrastructure and event support network that has been developed and fostered by Port Macquarie Hastings Council greatly assists the planning and delivery of our events. Events in the end are about people and the manner in which Port Macquarie welcomes our competitors to the region is a major contributing factor to the strong loyalty we enjoy from our customers. ”

**Necia Waghorn,**  
Marketplace Events

“ Port Macquarie Hastings Council are incredibly professional and extremely positive in their attitude towards home town events, and have been a pleasure to work with over the past five years. As for the amazing and friendly community, we are always welcomed with open arms when we bring our event to your beautiful town. ”

“ I love organising events in Port Macquarie. From the local community who embrace and support new initiatives to the infrastructure and facilities available, it has provided me with a strong platform to create, evolve and bring new ideas to life. ”

**Peter Phibs,**  
University of Sydney  
Urban Planning

“ The Port Macquarie beaches and coastal walk are a magnificent back drop. It's these features which boosted the attraction for a successful event. ”

“ The Glasshouse is the best venue I've had the pleasure of working in. ”

**Laura Dawson,**  
General Manager,  
Newcastle Youth Orchestra

“ I cannot recommend highly enough the dedication, professionalism and wonderful service we received from the Glasshouse team leading up to and during the Australian Dental Association Conference. ”

“ Special mention must go to your Glasshouse tech team who were fantastic, so flexible and accommodating. Everything was ready when we arrived and from a technical perspective, the show was seamless and the sound and lighting world-class. ”

**Peter Camilleri,**  
Director,  
Brooks Running Festival

**Stuart Simons,**  
'Sand Mudder'

**Amy McIntosh,**  
Managing Partner,  
East Coast Conferences



# 1 COMMUNITY OVERVIEW



# 1 COMMUNITY OVERVIEW

## QUESTION 1A, 1B & 1C - POPULATION

### 1A: CURRENT CITY POPULATION

50,000

### 1B: CURRENT SMSA OR LUZ POPULATION

80,000 (Local Government Area)

### 1C: POPULATION WITHIN A 50 MILE RADIUS OF APPLICANT CITY

180,000 (Major Towns: Port Macquarie, Kempsey, and Taree. Smaller towns and villages: Wauchope, Lake Cathie, Bonny Hills, Laurieton, Dunbogan, Kew, Telegraph Point, Rollands Plains, Comboyne, Byabarra, Long Flat, Hat Head, Harrington)

# PRIMARY FESTIVAL AND EVENT VENUES

## 1D: PRIMARY FESTIVAL AND EVENT VENUES AVAILABLE

Port Macquarie boasts a diverse range of event spaces, indoor, outdoor and sporting. See Tables 1.1, 1.2 & 1.3 overleaf.



**TABLE 1.1 KEY OUTDOOR VENUES**

VENUE	CAPACITY	INFO	WATER & POWER
Town Green	8,000	Central CBD, near the wharf, bars and restaurants. A very popular and spectacular waterside location.	Mains water supply, plus 240V and three phase power available at a number of key sites.
Westport Park	8,000	Lovely, central, waterside park which links the CBD to Settlement Point. Popular venue for carnivals, concerts, sporting events and shows. A designated and very popular area for events. Large upgraded playground, parking and amenities.	Mains water supply, plus 240V and three phase power available at a number of key sites.
Hay Street forecourt	Varies	Right in the heart of town is a section of Hay Street that has been paved and closed to traffic. Surrounded by cafes, shopping, and the Glasshouse.	Mains water supply, plus 240V and three phase power available at a number of key sites.
Town Square	2,000	Adjacent to our Town Green, the Town Square is undergoing a multi-million dollar upgrade and is due for completion at the end of 2017. See Appendices for more information.	Mains water supply, plus 240V and three phase power available at a number of key sites.
Regional Stadium	1,200 seated + 8,000 unseated	Modern well-appointed stadium with seating for up to 1,200 (majority under cover), overlooking a full size playing field with considerable additional spectator capacity.	Mains water supply, mains power, Sports field lighting, plus 240V and three phase power available at a number of key sites.
Camden Haven foreshore	10,000	Picturesque outdoor waterfront park. Site of one of the region's most popular food and wine festivals- 'Slice of Haven'. Approx 30 mins drive from Port's CBD.	Mains water supply, plus 240V and three phase power available at a number of key sites.

**TABLE 1.1** KEY OUTDOOR VENUES

VENUE	CAPACITY	INFO	WATER & POWER
Wauchope Showground	Varies	Authentic country town showground with plenty of pavilions, parking and seating around the main ring. A picturesque 20 minutes drive from the Port Macquarie CBD.	Mains water supply and power, plus 240V and three phase power available at a number of key sites.
Timbertown	Varies	This heritage park recreates pioneer life in Australia and has a wonderful atmosphere, as well as a large oval with undercover grandstand. Recently hosted 250 campers as part of the Ulysses AGM event.	Mains water supply and power, plus 240V and three phase power available at a number of key sites.
Cassegrain Winery	2,000+	Large and beautiful outdoor venue amongst the vineyards, this venue has hosted many large concerts, festivals and markets. Home to the popular Wildwood Music Festival held in October each year.	Mains power and water.
Bago Vineyards	Up to 1,500	Stunning grounds, and a great vineyard with a spectacular hedge maze. Popular for Jazz concerts and other events. Events, conferences and weddings can be organised by their Events Team. Home to 'Suck it up Buttercup' outdoor adventure weekend, and 'Jazz in the Vines' events.	Mains power and water.
Town Beach Reserve	2,000+	Town Beach Reserve wraps around the beautiful Town Beach, and includes a playground, large skate park, 'Breakwall', walking paths, amenities, and a cafe. A great events space.	Mains water supply, plus 240V available from Surf Lifesaving tower.
Waterways	Various	From the fabulous Hastings River to the waterways of the Camden Haven, our waterways have played host to a variety of events including powerboats, waterskiing, sailing, outriggers, rowing and fishing.	Some mains water and power available at key locations such as McInerney Park.
National Parks & State Forests	Various	An adventure playground right on our doorstep! Suitable for all types of trail/adventure races, mountain biking, hiking, orienteering, the list goes on...	Generators usually required.



# KEY INDOOR VENUES



**TABLE 1.2 KEY INDOOR VENUES**

VENUE	CAPACITY	INFO
The Glasshouse	Varies- up to 1,000 +	Architecturally stunning, and technically outstanding! A truly world-class venue. Host to top national and international acts. Theatre with seating for 588, a mezzanine level which can accommodate up to 500 standing, & conferencing rooms/facilities with full in house technical support.
Port Macquarie Panthers	1,000	Largest auditorium in town, plus a number of flexible, versatile spaces including five other function rooms. Overlooking the Hastings River.
Indoor Stadium	1,000+	Large multi-use centre recently underwent a \$6 million redevelopment. Now provides world-class sporting facilities, a cafe, break out rooms and conference rooms. Suitable for a range of uses, including expos, trade fairs and a multitude of sporting events.
Sails by Rydges	500	Newly renovated in waterfront setting near marina. Spectacular pool deck. Premium accommodation and event facilities.
Rydges Port Macquarie	400+	Waterfront setting in the heart of the CBD, premium conference venue with high quality hotel-style accommodation and superb views.
The Players Theatre	230	The auditorium holds up to 230 patrons with a full compliment of technical equipment including follow spots and some special effects.
Wauchope RSL	Up to 400	Experience Wauchope's country charm and hospitality at the RSL with 4 function rooms. Only 20 minutes from the CBD.
Port Macquarie Racing Club	350	Modern club facility with large undercover outdoor area, plenty of parking, 5 minute drive from CBD.
Westport Club	350	Large, modern, newly renovated club overlooking the Hastings River. Short walk to town. Room layouts and sizes can be changed from theatre to classroom-style.
Timbertown	Varies	Wauchope's unique heritage village set amongst 87 acres of forest can accommodate up to 150 in the restaurant, 1,000 plus in the outdoor arena.
Laurieton United Services Club	Up to 500	Discover the stunning Camden Haven, only 30 minutes drive from Port Macquarie's CBD. This large, modern, well appointed club is beautifully situated near the water.

**TABLE 1.2** KEY INDOOR VENUES

VENUE	CAPACITY	INFO
Waters Edge	Up to 250	Located on the banks of the Hastings River. Refurbished hotel with conference/event facilities.
Sea Acres Rainforest Centre	Varies	The Rainforest Cafe and Outdoor Sculptural Classroom offers something different. Only five mins drive from CBD.
Cassegrain Winery	300	Lovely restaurant/barrel room, spacious Cellar Door, formal gardens, picnic grounds and amphitheatre.
Port Macquarie Golf Club	Up to 150	Aspire Restaurant located on the greens, five minutes drive from Port CBD.
Port City Bowling Club	Varies	A range of function spaces including board room and theatre.
Mercure Centro	Up to 150	Modern hotel with great conferencing facilities in the heart of the CBD.
Wauchope Country Club	Varies	Offers a range of function rooms with great facilities. Picturesque location on Golf Course.
Kew Country Club	Varies	Caters for weddings and smaller functions.
The Francis Retreat	Varies	A self-contained retreat near Rainbow Beach, offering fully-equipped conference facilities, cabin and dormitory-style accommodation for 100+.
Town Green Inn	Up to 150	Central CBD setting, near Town Green and the waterfront.
Quality Inn HW Boutique	15-30	Perfect function room for small functions/conferences. Boutique accommodation with stunning views.
Billabong Zoo	Varies	A unique small-function location, surrounded by Koalas and other wildlife in this popular attraction.
The Ark Sports Centre	300+	A large indoor cricket centre which also caters for a range of other sports and functions. Has full amenities including a cafe.

# KEY SPORTING VENUES



**TABLE 1.3 KEY SPORTING VENUES**

VENUE	INFO
Regional Sports Stadium	Our premier sporting facility consists of a modern 1,200 seat covered grandstand, top spec lighting, canteens, offices, change rooms, and a high quality playing surface. Plenty of parking and a short bus ride, or 5 minutes drive from the CBD.
Tuffins Lane Sporting Fields	Next to the Stadium is a large area of up to 25 playing fields, suitable for most outdoor sports. Includes multiple amenities blocks and canteens.
Port Macquarie Indoor Sports Stadium	Six full size indoor courts, multi-use centre. Has recently undergone a \$6 million redevelopment and includes state of the art facilities, a cafe, and ancillary services. Suitable for a variety of indoor sports including basketball, futsal, volleyball, hockey and cricket.
The ARK Indoor Sports Centre	A large two-court indoor cricket facility with cafe and full amenities, catering also to a range of other sports and activities. Available for function hire with a sit down capacity of up to 500 and commercial kitchen available.
Stoney Park Water Ski/ Wakeboard/Kayak	International competition-standard water skiing/water sports facility with accommodation.
Wayne Richards Park	Multi-use sporting facility includes three soccer fields, cricket pitch and AFL field. Full amenities available as well as an urban mountain bike park/track.
Westport Park	A popular waterfront area in the heart of Port Macquarie. This is the designated area for many commercial events in town such as festivals, circuses and carnivals, markets and sporting activities. Amenities and parking available.
Skate Parks	Our largest of five skate parks is opposite Town Beach, and is among the best in the state. Caters for skateboarders, scooter and bike riders.

**TABLE 1.3** KEY SPORTING VENUES

VENUE	INFO
Port Macquarie Olympic Pool	Port Macquarie Olympic Pool is a heated outdoor facility including a 50m, 25m and toddlers pool and has also an indoor program pool. Other pools are located in Wauchope, Kendall and Laurieton.
Port Regional Hockey fields	Two high standard all-weather synthetic fields with lighting.
'Wheeled precinct'/Motocross	Facility suitable for Motorcross, BMX, and other wheeled pursuits. Just off the highway near Wauchope. Current home of the NSW Motocross Championships.
Cricket Fields	Indoor and outdoor facilities with full amenities available.
Netball Courts	A number of indoor and outdoor facilities with full amenities available.
Golf Courses	Four Championship Golf Courses in picturesque locations. All with extensive clubhouse facilities.
Boating/Rowing/Kayaking/ Fishing	Extensive waterways suitable for kayaking, rowing, SUP, boating and fishing. Numerous clubs, boat ramps, sheds, boat hire operators and a full-service Marina.
Cycling & MTB	Port Macquarie Cycling Club has a dedicated Criterion Track. The region also has a number of Mountain Bike tracks, including an urban track at Wayne Richards Park, and the newly developed Jolly Nose Mountain Bike Park.

## 1E: WATER AND POWER ACCESSIBILITY IN OUTDOOR VENUES

Please see Table 1.1 on page 10.

## 1F: HOSPITAL AND EMERGENCY RESPONSE AVAILABILITY

Port Macquarie Base Hospital is a major referral hospital for not only the region, but adjacent regions as well. With 195 beds, it provides the majority of specialist medical and surgical services for the region and its neighbouring regions. The hospital includes specialist wards/units for general medicine, surgery, day surgery, planned and emergency theatre service, coronary care, intensive care, obstetrics, paediatrics, 24 hour emergency department, oncology, palliative care, rehabilitation, stroke, acute renal dialysis, high dependency and mental health and an extensive range of outpatient clinics. Allied health services, including occupational therapy, speech pathology, social work, physiotherapy, dietetics, radiology, pathology, and pharmacy. Port Macquarie Private Hospital offers medical, surgical and rehabilitation health care, with over 100 beds and six operating theatres.

The region also has a full suite of 24/7 emergency services available in the CBD and nearby towns and villages (NSW Police, Fire & Rescue NSW, Rural Fire Service and NSW Ambulance Service), as well as State Emergency Services and Surf Lifesaving services.

The Westpac Rescue Helicopter can also be called on (with a landing pad available at the Base Hospital), and event owners often have the services of St. John Ambulance volunteers on stand-by. A large team of professional lifeguards patrol our most popular beaches during peak swimming season, supported by a number of local Surf Lifesaving Clubs who provide volunteers as well as water safety for ocean-based events.



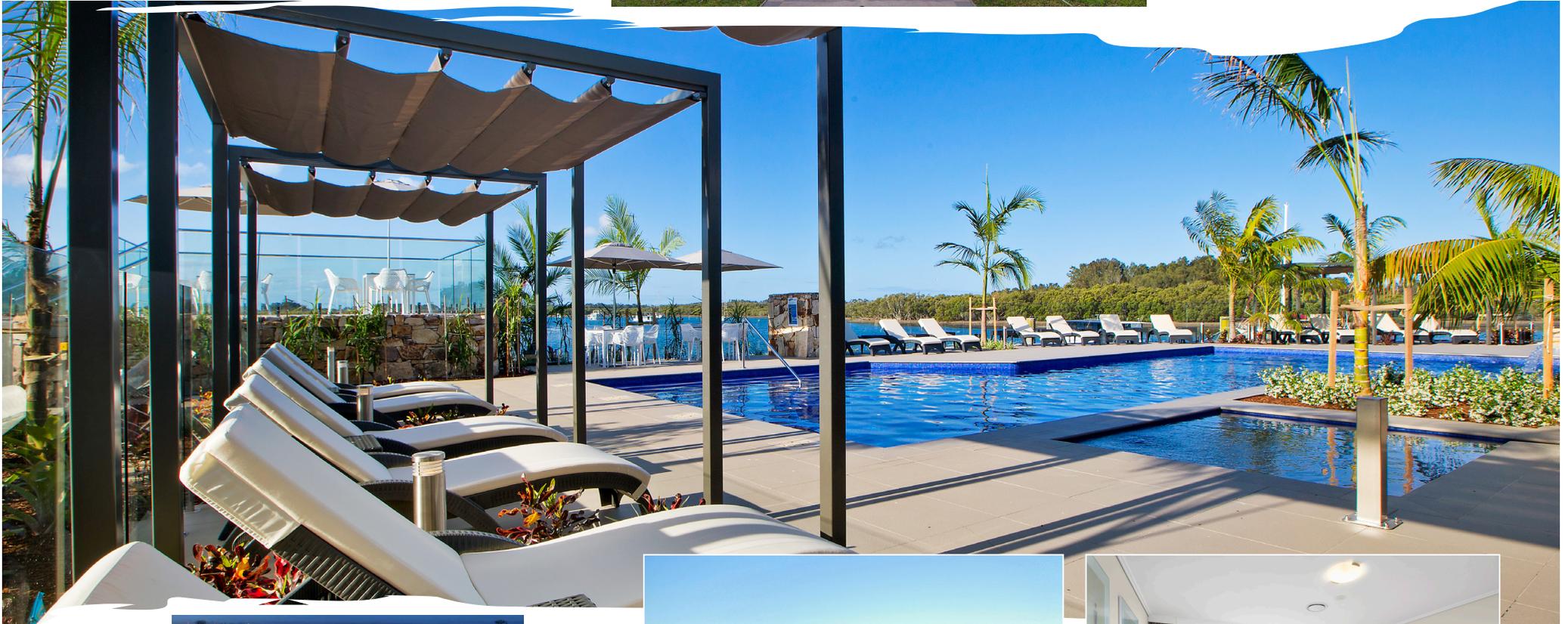
NSW Roads and Maritime Services have a number of Water & Boating Safety Officers employed full-time, to patrol our local waterways and provide water safety and monitoring during events. The popularity of our beaches and waterways requires an additional level of support, and Port Macquarie's Marine Rescue Unit is manned 24 hours a day, 365 days a year, including fully crewed swift rescue boats and continuous radio coverage along the coastline.

Charles Sturt University (Port Macquarie Campus) provides paramedic student volunteers for many of our major events.

Port Macquarie Hastings Council also coordinates the Local Emergency Management Committee (LEMC), which has representation from all major emergency services organisations in the region. The LEMC are notified of all major events. This ensures that our region's emergency services can better plan and prepare for major events, and roster personnel accordingly.

## 1G: TOTAL NUMBER OF HOTEL ROOMS AVAILABLE

The region has 2345 rooms (5,500+ beds), plus campsites and cabins available, and has one of the largest selections of accommodation in a regional area in Australia. (See Table 1.4 overleaf for details).



**TABLE 1.4 PORT MACQUARIE REGION ACCOMMODATION LISTING 2017**

PORT MACQUARIE- APARTMENTS	ACCOM TYPE	LOCATION	UNITS / ROOMS	BEDS	SLEEPS
Beach Blue Resort	Apartments	Port Macquarie	6	30	30
Beachcomber Resort Town Beach	Apartments	Port Macquarie	17	69	91
Beach House Holiday Apartments	Apartments	Port Macquarie	15	32	51
Beaches Holiday Resort	Apartments	Port Macquarie	19	84	84
Beachside Holiday Apartments	Apartments	Port Macquarie	29	98	127
Escape at Nobbys	Apartments	Port Macquarie	8	32	48
Flynns Beach Resort	Apartments	Port Macquarie	63	378	378
Flynns on Surf	Apartments	Port Macquarie	19	95	114
Ki-ea Apartments	Apartments	Port Macquarie	43	116	155
Mantra Quayside Port Macquarie	Apartments	Port Macquarie	41	51	155
Macquarie Waters Boutique Apartment Hotel	Apartments	Port Macquarie	49	63	74
Northpoint Apartments	Apartments	Port Macquarie	11	44	66
Oxley Cove Apartments	Apartments	Port Macquarie	26	86	132

**TABLE 1.4 PORT MACQUARIE REGION ACCOMMODATION LISTING 2017**

PORT MACQUARIE- APARTMENTS	ACCOM TYPE	LOCATION	UNITS / ROOMS	BEDS	SLEEPS
Port Pacific Resort	Apartments	Port Macquarie	79	252	416
Shelly Beach Resort	Apartments	Port Macquarie	18	90	90
South Pacific Apartments	Apartments	Port Macquarie	41	216	216
Strathmore Lodge	Apartments	Port Macquarie	3	18	22
The Beach House Holiday Apartments	Apartments	Port Macquarie	8	28	37
The Observatory	Apartments	Port Macquarie	89	164	274
The Seychelles	Apartments	Port Macquarie	18	65	75
The Waves Apartments Port Macquarie	Apartments	Port Macquarie	3	12	20
Waterview Holiday Apartments	Apartments	Port Macquarie	9	28	39
Wyndham Flynn's Beach	Apartments	Port Macquarie	60	192	324
Sandcastle Apartments	Apartments	Port Macquarie	19	72	48

**TABLE 1.4 PORT MACQUARIE REGION ACCOMMODATION LISTING 2017**

PORT MACQUARIE- HOLIDAY PARKS	ACCOM TYPE	LOCATION	UNITS / ROOMS	BEDS	SLEEPS
Marina Holiday Park	Holiday Park	Port Macquarie	9	38	46
Edgewater Holiday Park	Holiday Park	Port Macquarie	52	178	229
Flynns Beach Caravan Park	Holiday Park	Port Macquarie	17	94	94
Jordans Boating Centre & Holiday Park	Holiday Park	Port Macquarie	22	36	44
Leisure Tourist Park & Holiday Units	Holiday Park	Port Macquarie	26	115	145
Lighthouse Beach Holiday Village	Holiday Park	Port Macquarie	15	60	75
Melaleuca Caravan Park	Holiday Park	Port Macquarie	59	88	110
Sundowner Breakwall Tourist Park	Holiday Park	Port Macquarie	81	391	2500
PORT MACQUARIE- B&BS/GUESTHOUSES					
Azura Beach House Bed & Breakfast	B&B	Port Macquarie	2	2	4
Hill Street Bed & Breakfast	B&B	Port Macquarie	2	3	6
Anchors B&B	B&B	Port Macquarie	2	2	2
Beachport Bed and Breakfast	B&B	Port Macquarie	1	1	3
Lavender Cottage Beach House	Houses	Port Macquarie	1	1	3

**TABLE 1.4 PORT MACQUARIE REGION ACCOMMODATION LISTING 2017**

PORT MACQUARIE- HOTEL/MOTEL/RESORTS/OTHER	ACCOM TYPE	LOCATION	UNITS / ROOMS	BEDS	SLEEPS
Best Western Macquarie Barracks	Motel	Port Macquarie	34	47	92
Best Western Palm Court Motor Inn	Motel	Port Macquarie	24	37	70
Best Western Plus HW Boutique Hotel	Hotel	Port Macquarie	43	65	100
Country Comfort (Water's Edge) Port Macquarie	Motel	Port Macquarie	61	97	158
East Port Motor Inn	Motel	Port Macquarie	23	32	55
El Paso Motor Inn	Motel	Port Macquarie	56	98	152
Excelsior Motor Inn	Motel	Port Macquarie	26	34	60
Le George Motel	Motel	Port Macquarie	15	33	48
Mercure Centro Hotel Port Macquarie	Hotel	Port Macquarie	71	109	218
Mid Pacific Motel	Motel	Port Macquarie	38	41	93
Narimba Lodge Motel	Motel	Port Macquarie	5	7	12
Ocean Breeze Motel	Motel	Port Macquarie	10	20	30
Palm Court Motor Inn	Motel	Port Macquarie	24	31	57

**TABLE 1.4 PORT MACQUARIE REGION ACCOMMODATION LISTING 2017**

PORT MACQUARIE- HOTEL/MOTEL/RESORTS/OTHER	ACCOM TYPE	LOCATION	UNITS / ROOMS	BEDS	SLEEPS
Port Aloha Motel	Motel	Port Macquarie	19	44	70
Port O' Call Motel	Motel	Port Macquarie	13	25	34
Port Macquarie Hotel	Motel	Port Macquarie	16	16	32
Sails Resort Port Macquarie- By Rydges	Resort	Port Macquarie	83	160	300
Rotary Lodge Port Macquarie	Motel	Port Macquarie	24	59	71
Rydges Port Macquarie	Hotel	Port Macquarie	121	230	364
Town Beach Motor Inn	Motel	Port Macquarie	18	52	54
Ts Tennis Resort	Resort	Port Macquarie	20	70	150
Aquatic Motel	Motel	Port Macquarie	21	53	13
Bermuda Breezes Motel	Motel	Port Macquarie	16	49	73
Hastings Valley Motel	Motel	Port Macquarie	9	16	32
Koala Tree Motel	Motel	Port Macquarie	19	36	72
John Oxley Motel	Motel	Port Macquarie	13	30	44

**TABLE 1.4 PORT MACQUARIE REGION ACCOMMODATION LISTING 2017**

PORT MACQUARIE- HOTEL/MOTEL/RESORTS/OTHER	ACCOM TYPE	LOCATION	UNITS / ROOMS	BEDS	SLEEPS
Major Innes Motel	Motel	Port Macquarie	10	18	28
Aston Hill Motor Lodge	Motel	Port Macquarie	22	39	90
Settlers Inn Hotel	Hotel-Pub	Port Macquarie	6	10	26
Port Macquarie Backpackers	Backpackers	Port Macquarie	7	18	34
Ozzie Pozzie Backpackers	Backpackers	Port Macquarie	12	18	27
TELEGRAPH POINT - HOTEL/MOTEL/RESORTS/OTHER					
Telegraph Retreat	Retreat	Telegraph Point	6	6	16
WAUCHOPE & HINTERLAND					
Wauchope Motel	Motel	Wauchope	12	19	30
Timbertown Resort & Motel	Motel	Wauchope	26	51	81
Byabarra B&B	B&B	Wauchope	1	1	2
Breckenridge Farmstay	Holiday Park	Wauchope	15	66	81
Ewetopia Farmstay	Holiday Park	Ellenborough	3	4	6

**TABLE 1.4 PORT MACQUARIE REGION ACCOMMODATION LISTING 2017**

CAMDEN HAVEN- HOTEL/MOTEL/RESORTS/OTHER	ACCOM TYPE	LOCATION	UNITS / ROOMS	BEDS	SLEEPS
The Haven Caravan Park	Holiday Parks	Laurieton	4	12	19
Christmas Cove Caravan Park	Holiday Park	Laurieton	32	40	57
Country Pines Motel	Motel	Laurieton	5	9	13
Camden Head Pilot Station	House	Dunbogan	3	4	6
Diamond Waters Treehouse Retreat	Retreat	Laurieton	2	4	8
Laurieton Gardens Caravan Park	Holiday Park	Laurieton	6	22	28
Mariner Motel	Motel	Laurieton	12	18	30
Gypsy Falls Waterfall Retreat	Retreat	Lorne	2	3	6
Aspire Pelican H2o Apartments	Apartments	North Haven	14	24	48
Beachfront Caravan Park	Holiday Parks	North Haven	20	31	31
Bush and Beach B&B	B&B	North Haven	2	2	4
Haven Waters Motel	Motel	North Haven	21	40	65
Jacaranda Caravan Park	Holiday Park	North Haven	19	82	97

**TABLE 1.4 PORT MACQUARIE REGION ACCOMMODATION LISTING 2017**

CAMDEN HAVEN- HOTEL/MOTEL/RESORTS/OTHER	ACCOM TYPE	LOCATION	UNITS / ROOMS	BEDS	SLEEPS
Diamond Waters Caravan Park	Holiday Parks	Dunbogan	62	6	4
Kew Motel	Motel	Kew	13	30	35
North Haven Motel (Woongarra)	Motel	North Haven	16	36	57
Pelican H2O Apartments	Apartments	North Haven	15	24	54
BONNY HILLS					
Beach House at Bonny Hills	Houses	Bonny Hills	3	5	8
Big 4 Bonny Hills Holiday Park	Holiday Parks	Bonny Hills	37	123	163
North Coast Holiday Parks	Holiday Parks	Bonny Hills	65	33	42
Bonny Hills Conference Centre-2 Bed Garden Flat	Backpackers	Bonny Hills	16	136	136
The Francis Retreat	Retreat	Bonny Hills	15	130	130
LAKE CATHIE					
Lakeview Apartments	Apartments	Lake Cathie	4	12	20
Ocean View Tourist Park	Holiday Park	Lake Cathie	14	44	59
Surfside Resort Motel	Motel	Lake Cathie	19	63	81
TOTALS			2,345	5,998	10,403



## 1H: PUBLIC TRANSPORTATION OPTIONS

**Air:** Port Macquarie Airport – fifth largest airport in regional NSW, services around 250,000 passengers per year. Airlines servicing- Qantas, Virgin and Alliance. Daily direct flights to Sydney (one hour), and Brisbane. With a \$21 million upgrade recently completed, and fully-funded terminal expansion in development, the region will be well-serviced for years to come.

**Rail:** The NSW TrainLink service between Sydney and Brisbane stops daily at Kendall and Wauchope. A coach connection is provided for passengers travelling to Port Macquarie from Wauchope Station, which is 20 minutes inland from Port Macquarie.

**Road:** Port Macquarie is an easy four hour drive from Sydney or five hours from Brisbane, and daily services are available via air conditioned coaches with Greyhound or Premier. Busways, Portbus and Collins Buses operate within the CBD and surrounds seven days a week. The local Taxi service has taxi ranks throughout

the region, and also provide mini-bus transport and disability-friendly transport. Port Macquarie's CBD is connected to the North Shore via two ferries (both carry motor vehicles). Several national vehicle hire companies have a branch in Port Macquarie and provide a range of vehicles for hire.

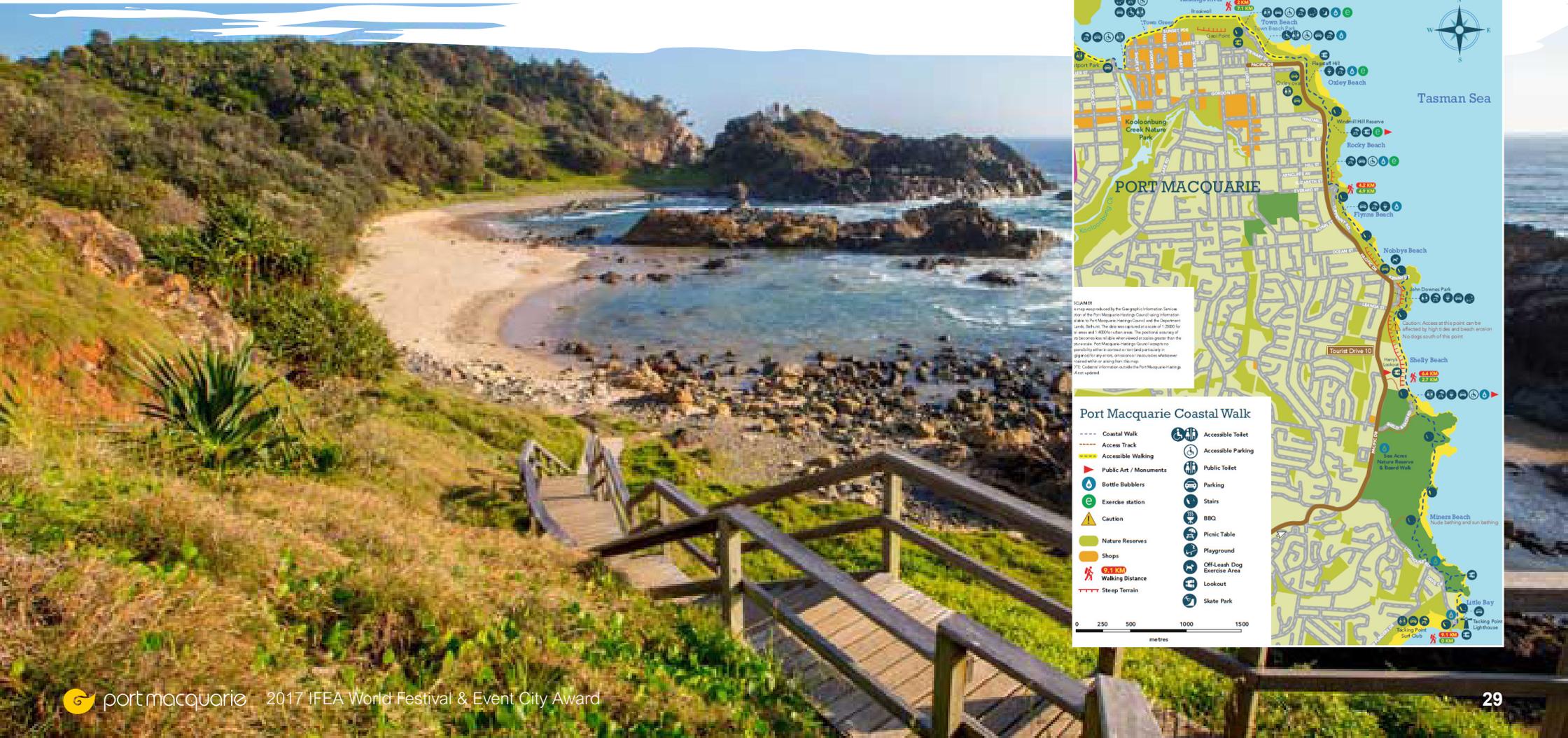
## 1I: PARKING AVAILABILITY

All parking in Port Macquarie is free (excluding the Airport). Parking limits in the CBD and high street shopping areas apply (between one & three hours), and parking is monitored electronically. Parking is plentiful both on-street and in the CBD's multi-level under cover car park attached to Port Central Shopping Centre and Settlement City Shopping Centres. Further public car parks are provided adjacent to all major shopping and event precincts in Port Macquarie and surrounding towns. The regional stadium also caters for around 400 vehicles (or up to 5,000 cars for major events by utilising adjacent Council land).

## 1J: WALKING PATHS, BICYCLE LANES

The positioning of the CBD along the level waterfront is very inviting for walkers and cyclists. Council has invested in a picturesque walking/cycling path which connects Settlement City to the east, with the CBD and around to Town Beach. All major event precincts are accessible via this walkway, which meanders around the waterfront. Locals and visitors can also access from Town Beach the nine kilometres of walking trail which winds along the coastline, along a number of beaches and coves, to Tacking Point Lighthouse. This pathway provides an exciting and scenic backdrop for IRONMAN, the Port Macquarie Running Festival, the Beach to Brother Marathon, and a number of other smaller events. Further afield, a paved walkway has recently been completed which links North Haven to Dunbogan

in the south, along the waterfront. Mountain biking and cycling are hugely popular in the region, and locals and visitors can enjoy a number of purpose-built tracks connecting through bushland, towns and the coast. There is a very active local mountain bike club as well as several world-class competitors in the region, and regular events and competitions continue to draw visitors to the area. There is also an 'urban' mountain-bike track and pump circuit connected to the Wayne Richards Sporting Complex in the heart of town. Port Macquarie Cycling Club has a world-class criterion track and club house precinct to the south of the CBD, and have recently secured several prestigious state-level competitions.





## 1K: ESTIMATED CITY VISITORS ANNUALLY ATTRIBUTED TO FESTIVALS AND EVENTS

Greater Port Macquarie welcomes 1.5 million visitors each year (domestic visitors average a three night stay, with five nights for internationals). Events tourism has grown strongly over the last decade. In the latest MyTravel Research Report<sup>1</sup>, 11% of total visitation (150,000pa) was attributed to events or event-related activities, up significantly from 4% in 2007 and 7% in 2012. This equates to an economic impact of over \$100 million per annum (direct spend plus multiplier). For a region with a population of 80,000, this represents a critical and growing contribution to our local economy.

<sup>1</sup> MyTravel Research is a specialist research agency commissioned by Council every three years to provide in-depth visitor data analysis and reporting. The resulting reporting is used in conjunction with data provided by Tourism Research Australia.

## 2 COMMUNITY FESTIVALS AND EVENTS





## 2 COMMUNITY FESTIVALS AND EVENTS

### 2A, B, C, D, E, F & G

The Port Macquarie region plays host to hundreds of events and festivals each year (See **Appendix A** for a master listing of Council-supported major events for 2016/17). The top 10 events listed in Table 2.1 overleaf (and expanded upon in the following section) have been chosen for their overall positive impact to the region, including economic impact, attendance, branding and community building attributes.



**TABLE 2.1 TOP 10 EVENTS IN THE GREATER PORT MACQUARIE REGION**

EVENT	NAME	CONTACT	# YRS	EVENT DATES	AUDIENCE	FREQ.	ATTEND.
1.	IRONMAN Australia (includes the 70.3, the full IRONMAN, IRON5K fun run + IRONKIDS competition)	David Ray, Regional Director, IRONMAN Oceania <b>david.ray@ironman.com</b>	12	First weekend in May	Elite triathletes from around the world, tri clubs, coaches, fitness enthusiasts, families and support crews, weekend runners and child competitors.	Yearly	9,000
2.	NSW Touch Football Junior State Cup	Dean Russell, General Manager <b>dean.russell@nswtouch.com.au</b>	5	Three days in late February	Touch football junior teams from all over the state (age 8-18 years) and their families/friends. Football enthusiasts.	Yearly	16,000
3.	Tastings on Hastings	Lucilla Marshall, Group Manager, Community Place, Port Macquarie Hastings Council <b>lucilla.marshall@pmhc.nsw.gov.au</b>	15	Last weekend of October	Gourmet traveller market from around Australia, local, regional and state-wide family market.	Yearly	20,000
4.	Glasshouse Theatre 'Season Presents'	Bec Washington, Event Services Coordinator <b>bec.washington@pmhc.nsw.gov.au</b>	6	30 live shows from Feb-Oct. Each with multiple performances.	Art, culture, theatre, music, youth, dance, drama enthusiasts locally and interstate.	Yearly	10,000
5.	Slice of Haven	Peter Johnson, member of the Slice of Haven Committee and Camden Haven Chamber of Commerce <b>peterej@live.com.au</b>	9	Last Sunday in May	Gourmet traveller market from around Australia, local, regional and state-wide family market.	Yearly	15,000

**TABLE 2.1 TOP 10 EVENTS IN THE GREATER PORT MACQUARIE REGION**

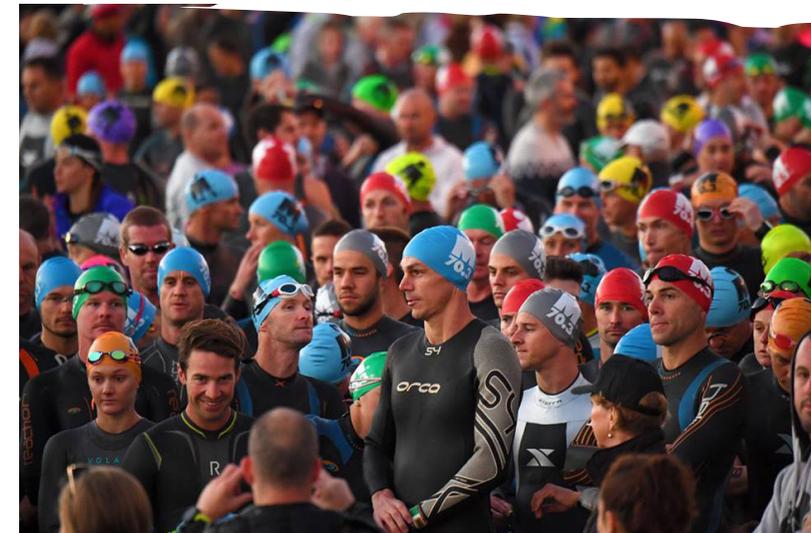
EVENT	NAME	CONTACT	# YRS	EVENT DATES	AUDIENCE	FREQ.	ATTEND.
6.	Art Walk Port Macquarie	Skye Frost, Creative Community Place Facilitator (& coordinator of the event) <b>skye.frost@pmhc.nsw.gov.au</b>	2	One day mid-April	Art enthusiasts, families, experience seekers both locally and interstate.	Yearly	10,000
7.	Australia Day Celebrations	Jenny Mead, Place Facilitator, Port Macquarie Hastings Council <b>jenny.mead@pmhc.nsw.gov.au</b>	20	25-26 January	Families, officials, community groups.	Yearly	20,000
8.	Blues & BBQ Festival	Simon Luke, Director, Meatstock <b>simon@meatstock.com.au</b>	4	Three days in March or September	Experience-seekers, BBQ lovers, music aficionados (18-50) from around Australia.	Yearly	3,000
9.	Youth Week	Lee Wood, Place Facilitator & Youth Officer <b>lee.wood@pmhc.nsw.gov.au</b>	3	March	Youth from the local region and adjacent regions.	Yearly	4,000
10.	Surfing NSW Junior State Surfing Titles	Luke Madden, CEO Surfing NSW <b>luke@surfingnsw.com.au</b>	5	Six days mid-July	Under 18s- school age competitive surfers and their families from around the state.	Yearly	1,000

# TOP 10 EVENTS SUMMARY:

## NSW JUNIOR STATE CUP

This 'Touch Football' event is now the largest representative junior sporting event in the Southern Hemisphere (and the world's largest weekend touch football competition). Port Macquarie has played host to the Junior State Cup for five years now, and it has become an institution, growing significantly over this time. Now some 16,000 players and their families arrive in 'Port' each February, from all over the state, enjoying the facilities of our Regional Stadium and surrounding 28 playing fields. The popularity of the competition has resulted in not only a large economic impact of close to \$10 million per event, but also a legacy of booming local 'touch footy' clubs, with over 1,000 juniors training every week in our region.





## IRONMAN AUSTRALIA

This iconic endurance triathlon event on the international IRONMAN events calendar has been held in Port Macquarie for 12 years. Attracting participants from 26 countries, it is consistently voted by athletes as one of the best IRONMAN events in the world. For a week each May, Port Macquarie is transformed as 2,800 athletes plus another 6,000 officials, support crews, media crews, and families descend on the town from all over the country and the world, bringing an economic impact of more than \$10.3million per event. The course itself stretches along 45 kilometres of coastline encompassing the CBD and a number of smaller towns, with extensive temporary infrastructure and road closures required. The atmosphere is electric, and in 2017 more than 2,000 volunteers contributed to an amazing event (drawn from local charities, clubs, schools, and Council's volunteer database). IRONMAN 70.3 (a half-distance IRONMAN race) is also run concurrently with IRONMAN Australia, and other events, including the 'Bright Night' Fun Run, and 'IRONKIDS' raise valuable funds for the Local Organising Committee and volunteer groups who support it. We think the support the community provides is what has earned Port Macquarie the title of 'The Heart & Soul of IRONMAN Racing'.

## TASTINGS ON HASTINGS

Now in its 15th year, the region's premier culinary and cultural festival has grown and evolved from a Farmers Market to one of the leading food and wine events on the north coast of Australia. The event now stretches over three days with a range of satellite events showcasing our region's producers, chefs and artisans. With attendance of around 20,000 in October each year, and hugely popular with food and travel writers, this much loved festival is owned and run by Council and still showcases regional produce at its heart. Celebrity chefs, cooking demonstrations, the 'Fire Water Harvest' art installations and performances, and over 100 vendors selling delicious local and regional food, wine and craft beer, and arts and crafts, are perfectly positioned on Town Green, adjacent to the mighty Hastings River and opposite the historic Lady Nelson Wharf. Live music adds to the wonderful atmosphere and once again, the event is ably supported by hundreds of volunteers.



## SLICE OF HAVEN

To the south of Port Macquarie lies the beautiful and quiet waterside hamlet of Laurieton, in the Camden Haven. Each May, the local 'Slice of Haven' volunteer committee put on an extraordinary food and wine festival, attracting more than 16,000 people. The Festival celebrates local produce, products and talents, with a twist. It aims to differentiate itself from other 'foodie festivals' by adopting quirky themes and entertainment, and it's a strategy which has seen the event grow substantially.



## BLUES & BBQ FESTIVAL + AUSTRALIAN BBQ WARS

Australia's first 'BBQ Wars' event now attracts more than 100 BBQ teams from all over the country (as well as a few international players). Who knew barbecuing was such serious business? The BBQ Wars alongside the BBQ & Blues Festival now brings more than 3,000 people to Port Macquarie each year. With some of Australia's best blues and rock acts, food trucks, craft brewers, butchers, barbeque-ers and even barbers thrown into the mix, this event has been so popular that Port Macquarie's home grown 'Meatstock' Events team have now managed to successfully export this event format to Sydney, Melbourne, and even New Zealand!



## PORT MACQUARIE YOUTH WEEK

This multi-award winning event encourages young people on the North Coast to Get involved, be heard, and make a difference. The Youth Week Programme for 2017 focused on inclusion, skills development, wellbeing, creativity and fun, and consisted of a range of activities and initiatives including the Regional Youth Music Conference. This conference was the first of its kind in this area and the young people attending built new capacity in the industry they are passionate about from professionals who manage, work or have been involved with artists including, Pearl Jam, Grinspoon, The Beastie Boys, RUFUS, and Ben Harper.

The very popular Youth Week Waves & Melodies Music Festival, now in its fourth year, is a free all ages music festival which provides a safe drug and alcohol free space for young people, and attracts national headline acts along with over 2,500 festival goers.

The Youth Week Skateboard Festival is run at Port Macquarie's skate park – largely regarded as being one of the best on the North Coast of Australia and attracts \$5,000 in cash and prizes. The Youth Week Opportunities Festival happens concurrently, and consists of 20 Council-led youth-focussed services and education providers who present and run a series of engaging activities including wellbeing workshops, yoga, fitness, upcycling, eco-art, instagram photography, cosplay, manga anime, makers market, healthy eating and access to a range of youth support services.

Youth Week, although a Council led and run initiative, relies on collaboration with local universities, high schools, Police, Headspace, Ability Links, Community Drug Action team, Enterprise Training, Girl Space and a number of other support services. Youth Week dovetails into the Luminosity Youth Summit, a yearly event held in Port Macquarie which aims to inspire and challenge young people from our region and beyond. This event attracts a huge amount of local business support, as well as a prestigious line up of entrepreneurs/ speakers from all over the country.



## GLASSHOUSE THEATRE 'SEASON PRESENTS'

The Glasshouse has been the pre-eminent performance, arts and meeting facility in the Port Macquarie-Hastings region since 2009. Australia's leading regional facility of this size, scale and quality, the Glasshouse is home to a state-of-the-art 588 seat theatre, over 600m<sup>2</sup> of international standard Gallery space across three levels, flexible conference facilities, a Visitor Information Centre, and local heritage displays.

Each year, Port Macquarie's Glasshouse (Theatres, Art Gallery and Conference Centre), hosts over 1,000 bookings, from workshops, to exhibitions and live performances. Our Venue Manager curates a select number of these events to market under the 'Season Presents' banner. The Season is then promoted around Australia via a variety of media channels. The Season is very diverse incorporating Australia's major arts companies such as Opera Australia, Bell Shakespeare, The Australian Ballet, Sydney Theatre Company etc, ensuring that all arts genres are covered (contemporary dance to classical ballet, circus, puppetry, parquor, burlesque, opera, drama, gothic theatre, family shows, taiko, musicals, comedy and more).

The venue features the only proscenium arch theatre of its kind on the NSW mid-north coast, attracting national and international touring companies and performers all year round. The contribution from this regional venue to the event scene in Port Macquarie is significant, with the following statistics:



250,000+

visitors through our doors annually  
(including the Visitors Information Centre)

50,000+

gallery visitors annually

7,000+

students participating in our education program annually

1,000+

events, shows, public programs, film festivals, conferences,  
kids spots and other activities annually

20+

unique gallery exhibitions annually



## SURFING NSW JUNIOR SURFING TITLES

Each July, the best young surfers in the state head to Port Macquarie for the Surfing NSW Junior State Titles. Port Macquarie is one of Surfing NSW's 'preferred locations' due to its beautiful unspoilt coastline, strong Council support, and most importantly, the consistently good waves! In 2017, Surfing NSW also brought the State Longboard Championships to Port Macquarie, and these events combined bring around 2,000+ visitors to our region.



## AUSTRALIA DAY CELEBRATIONS

Council's Australia Day Awards Presentation sees local Award nominees being recognised across various categories. This free family friendly event is held in our beautiful Glasshouse Theatre where members of our community are extended an invitation to come along and show their support to our local award nominees. Our National Day is then celebrated with five (5) Australia Day Celebrations staged, planned and delivered at various locations throughout our region. From children's games to a flotilla of boats showcasing our beautiful natural waterways, there is something for everyone. Over 20,000+ people attend our National Day celebrations.



## ARTWALK PORT MACQUARIE

ArtWalk is a multi-venue cultural event that opens our local art galleries and museums and brings art out of the gallery and onto the streets at night! Digitally projected artworks guide the public through a tour to our top arts and cultural locations throughout the Port Macquarie CBD. With over 40 different venues and sites, visitors have the opportunity to explore our local collections and discover local artists exhibiting in unconventional spaces. Live art work, music & entertainment in pop-up spaces and businesses around the CBD provide our local artists with an opportunity to exhibit their artworks.

ArtWalk is a free family friendly community event that encourages the general public to explore, experience and participate in our local arts and cultural scene in the centre of Port Macquarie, encouraging our community to experience our night time economy and creative industries. In its second year, ArtWalk has grown to approximately 10,000 participants, highlighting the desire for a unique arts and cultural event within the region. ArtWalk brings business, art and people together.



3

# CITY/GOVERNMENTAL SUPPORT OF FESTIVALS AND EVENTS



## 3 CITY/GOVERNMENTAL SUPPORT OF FESTIVALS AND EVENTS

### 3A: DEFINED AND ACCESSIBLE PUBLIC OBJECTIVES AND SUPPORT STATEMENTS FOR FESTIVALS AND EVENTS BY THE CITY AND OTHER LOCAL GOVERNMENT AGENCIES

Port Macquarie Hastings Council has, for a number of years, recognised the importance of events not only for the benefit of the local community, but the local economy as well. Events tourism is growing strongly, and can provide a compelling 'call to action' for travellers making decisions in regards to choosing a destination. Furthermore, data collected from our largest event (NSW Junior State Cup) tells us that over 70% of event attendees are likely to return for a holiday. Council has two events teams- one for major events (which attract significant out of region visitation) and another for community events. Both teams are guided by Council's 'Towards 2030 Community Strategic Plan', as well as Council's Operational and Delivery Plans. These are all publicly available on Council's website, and were adopted after a period of public exhibition.

These overarching plans have guided the development of the Major Events Strategic Action Plan, which provides a road map to meet the current and future event needs of our region.

#### The Major Events Strategic Action Plan seeks to achieve three major outcomes:

- A successful regional events destination: Greater Port Macquarie is recognised as a premier regional event destination due to social, economic and place making benefits, and Council and the community are seen to be supportive and welcoming of major events.
- Supporting Self- sustainable events: Council works with key stakeholders to create an environment that is conducive to growing self-sustainable major signature events, facilitating good place making, social and economic outcomes, and;
- An increased return on investment: The economic impact from major events sponsored and supported by Council will increase by 5% annually with events placed in off-peak tourist seasons being a priority. The events portfolio will also bring growth to place making outcomes.



#### The three key areas that have been identified to achieve these outcomes are:

1. Collaborative working relationships: Council, Industry and local event stakeholders work collaboratively to maximise support for and economic return from major events.
2. Proactive engagement: Positive and proactive engagement with event rights holders, funding bodies and event placement organisations to sustain a full event portfolio in which our community is encouraged to link in where Port Macquarie is the anchor destination.
3. Place Vibrancy: Partner and engage with Council, event organisers and the community to contribute to place vibrancy through the facilitation of events in our region that encourages community interaction and instils civic pride.

### 3B: DIRECT FUNDING SUPPORT PROVIDED TO AND/OR BUDGETED FOR FESTIVALS AND EVENTS FROM THE CITY OR OTHER GOVERNMENT AGENCIES

Council actively recruits events from all over Australia by bidding for those events which are identified as being a good fit for our region, and have a strong return on investment. A combination of cash and in-kind sponsorship is offered in the bid documents. For one of our largest events, IRONMAN Australia, Council partners with Destination NSW, the lead government agency for the NSW tourism and major events sector, under a tripartite agreement to offer a particular level of sponsorship. Council also works with external brokers from time to time to secure state and national level sporting events and negotiate a sponsorship deal. Contracts and cash sponsorship agreements for larger events are made on a commercial in-confidence basis, with the total cash support budgeted for events over \$600,000pa (including direct cash sponsorship, venue hire, provision of trades staff and traffic management). This figure does not include salary costs of the Council staff involved in supporting and/or managing events.

Council also has a program to seed and establish major events. Our Event Sponsorship Program aims to support event organisers to develop, promote, execute and sustain locally grown long-term major events. Cash sponsorships are awarded to successful event applicants to put towards marketing which will assist in attracting out of region visitation. The program commenced in early 2015, and to date, 27 events have been supported through this program. An internal event evaluation panel reviews applications twice a year, and provides recommendations to the community-elected Economic and Cultural Development Portfolio Councillors for their endorsement. For those events which are more community focussed (and do not attract significant visitation from outside the region), event organisers can apply for funding and support via our Community Grants Program.

Port Macquarie Hastings Council has forged a strong relationship with Destination NSW (DNSW), whose role is to “..market Sydney and NSW as one of the world’s premier tourism and major events destinations; to secure major sporting and cultural events...” **DNSW’s goal is to double overnight visitation by 2020**, and a key part of this strategy is major events (both in Sydney, and regionally). Over the past three years, Council’s Destination Management and Events teams have been invited to partner with DNSW in various national marketing programs, most notably the promotion of IRONMAN Port Macquarie in the It’s ON! in NSW



campaign. Building on the success of this campaign, in 2016 Council and Destination NSW partnered in implementing It’s ON! in NSW - Port Macquarie, specifically promoting Port Macquarie events to NSW and South East Queensland residents. Council has also been successful in applying for funding under **DNSW’s Regional Flagship Events Program**. By leveraging promotions via DNSW’s official destination website (visitnsw.com), Council has been able to build Greater Port Macquarie’s brand and desirability as a destination. All major events are now listed via the Australian Tourism Data Warehouse, which feeds into the listings on visitnsw.com, this is significant, as visitnsw.com is Australia’s most popular official destination website with over one million followers on Facebook. Council has worked closely with DNSW on marketing campaigns and digital strategies, accessing expertise and leveraging social media channels.

Other government agencies and departments that Council works closely with on the support and delivery of events include National Parks & Wildlife, State Forests, Roads & Maritime Services, Industry NSW, Arts NSW and Regional Arts NSW and other federal and state funding bodies. Funding is applied for each year to Arts NSW to support the Regional Gallery program, which delivers over 20 exhibitions each year and is supported by a creative workshop program, along with talks and lectures. The Gallery attracts over 45,000 people each year through their diverse exhibitions and events program. Other funding bodies such as Regional Arts NSW, support short term events and festivals and exhibitions, enabling greater expansion of skills development within the creative industries sector.

### **3C: IN-KIND SERVICES SUPPORT PROVIDED TO AND/OR BUDGETED FOR FESTIVALS AND EVENTS FROM THE CITY OR OTHER GOVERNMENT AGENCIES**

The Port Macquarie Hastings Council runs and coordinates numerous events and festivals across the region. Hosting one of the largest events on the region's calendar (Tastings on Hastings), Council's Community Participation team deliver key community driven outcomes for the region, resulting in strong economic growth and community capacity building. Council has budgeted and invested in some of the region's largest and most diverse events including Tastings on Hastings, Australia Day, NAIDOC Week, Heritage Festival, Youth Week, Seniors Week, Countdown to Christmas and ArtWalk, enabling access, inclusion and participation in festival and events for all members of the community.

Council's Community Participation team actively encourages and collaborates with community groups to enable community driven events to develop and grow. Working closely with organisations, they foster growth of skills within the community, and facilitate the development and processes within the government system to enable events and programs to proceed. This is supported by a community grants program, designed to support community programs and events.

The amount of In-kind support provided by Council by way of staff resources is significant, and includes sporting field preparation, assistance with traffic management and external agency liaison, community consultation and communications, transport (eg shuttle buses), mapping and logistics, assistance with event planning and development applications, and staff resources for the actual delivery of the event (eg surveying, community liaison, presentations, volunteer coordination, etc). Events require staff time from every department of Council, from Customer Service and Communications, through to event space preparation.

#### **Council staff directly involved in the support and delivery of events:**

##### **Liesa Davies**

Group Manager, Economic Development & Communications

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##### **Amanda Hatton**

Major Events Manager

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##### **Kim Gallery**

Project Officer, Major Events

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##### **Jane Ellis**

Destination Management Coordinator

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##### **Amanda Moore**

Destination Management Officer

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##### **Lucilla Marshall**

Group Manager- Community Participation & Engagement

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##### **Skye Frost**

Place Facilitator, Creative

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##### **Jenny Mead**

Place Facilitator, Events

##### **Lee Wood**

Place Facilitator, Youth

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##### **Gary Hill**

Parks Management Officer

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##### **Lisa Essex-Evans**

Parks Administration Officer

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##### **Michael Maher**

Sport & Recreation Officer

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##### **Pam Milne**

Venue Manager, Glasshouse

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##### **Bec Washington**

Event Services Coordinator, Glasshouse

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##### **Liz Brennan**

Marketing Coordinator, Glasshouse

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##### **Nateaka Blake**

Volunteers Coordinator

### 3D: DEFINED ROLE OF THE CITY IN FESTIVAL AND EVENT APPROVAL

Council plays several roles in the event space. It acts as a government regulatory body, as well as an events advocate, supporter, sponsor, and for some events-organiser and owner. Council approval is required for most events open to the public, and all events held on Council-managed land. Where roads and/or waterways are impacted, Council acts as the liaison for traffic committee and external agency approvals. Within Council, members of the Major Events and Community Place teams are responsible for guiding and assisting the approvals process, so there is generally one point of contact within Council.



### 3E: CITY-PROVIDED FESTIVAL AND EVENT PROCESS COORDINATION AND ASSISTANCE SYSTEMS

- Council's events teams (both major and community) coordinate internal approvals and assists with navigating local and state government requirements.
- Event owners are encouraged to meet with the events team at Council, where the approvals process is discussed and organisers are provided with the requisite application forms and 'Event Organiser's Toolkit' (See **Appendix B**).
- One of the big benefits for event holders is that Council has pre-approved 'Blanket Development Applications' in place for many of our key event precincts in the region. This saves event organisers considerable effort and cost, as in many other parts of the state, individual Development Applications are required for every event.
- Event owners can book most Council venues online. Events utilising Council-managed land are required to complete an Application to Stage an Event (and if road closures are required, an Application to Use a Public Road).
- Council then assesses the application, liaises with external agencies if necessary (including Emergency Services, Roads and Maritime Services, NSW Police and NSW Office of Liquor & Gaming), and coordinates the approval of Traffic Management Plans with the Local Traffic Committee where required. Approvals and conditions then feed through to relevant Council divisions to provide access to Council assets including power, lighting, toilets and grounds. Bump-in inspections are coordinated and keys are provided to event organisers.
- If volunteers are required, Council's Volunteer Coordinator assists with promoting events to the volunteer database, and advising on volunteer training as well as health and safety requirements.
- Council's Communications team work alongside the events teams to coordinate media releases and the dissemination of key event information to the community.
- The Destination Management team offers in-kind marketing support via social media channels and relevant marketing campaigns.
- Council's Place Making team have a number of resources which are made available to approved event organisers, including outdoor games, marquees, trestle tables and seating, festoon lighting, LED lighting etc.
- Council's Glasshouse provides a professional ticketing system, available for events being held within the Glasshouse along with the provision for external ticketing requirements.



### 3F: PARTICIPATION IN OFFICIAL CAPACITY BY CITY DEPARTMENT REPRESENTATIVES ON BOARDS AND PLANNING COMMITTEES OF LOCAL FESTIVALS AND EVENTS

Council supports over 160 events each year, as well as owning and delivering a number of key major events, including Tastings on Hastings, Countdown to Christmas, Australia Day Celebrations, New Year's Eve Celebrations, ArtWalk and Hastings Moonlight Movies. Council leads and manages many of the working groups associated with these events, hosting and chairing most meetings for the planning committees, including the Local Traffic Committee, Local Emergency Management Committee & Australia Day Committee. Port Macquarie Hastings Council has won numerous awards for the events it has delivered, including:



**2016**  
Place Leaders Asia  
Pacific Awards  
Place Process Award  
Winner



**2016**  
Local Government  
Professionals Australia –  
NSW Local Government  
Excellence Awards  
ArtWalk – Highly  
Commended Award



**2014  
WINNER**  
NSW Government – Best  
On Going Commitment  
to Local Youth week  
Programs



**2014**  
Global Athlete  
Satisfaction Award  
IRONMAN  
Top Rated Event



**2013  
WINNER**  
Countrylink North Coast  
Tourism Award: Best  
Cultural and Heritage  
Tourism Attraction  
Hall of Fame



**2013  
WINNER**  
Local Government NSW –  
Best Tourism and Events  
Communication  
Olympic Live Site



**2013  
WINNER**  
Local Government NSW  
Best Local Youth Week  
Program



**2012**  
Australian Performing  
Arts Centres Association  
Drivers Award  
Presenter of the Year



**2012  
WINNER**  
Local Government NSW  
Best Local Youth Week  
Program



**2012  
WINNER**  
Local Government NSW  
Most Innovative Youth  
Week Program



**2012  
BRONZE**  
NSW Tourism Awards  
Heritage & Cultural  
Tourism



**2012  
WINNER**  
Countrylink North Coast  
Tourism Award  
Best Cultural and Heritage  
Tourism attraction

### 3G: LOCAL LAWS, ORDINANCES, REGULATIONS, PERMITS AND POLICIES IMPACTING AND SUPPORTIVE OF FESTIVALS AND EVENTS

Council recently authored and produced an 'Event Organiser's Toolkit' to provide event organisers with a comprehensive overview of policies, processes and approvals required when organising events. The Toolkit sits on Council's website in a section devoted to event organisers (see **Appendix B**).



### 3H: GREEN INITIATIVES

Council is a member of the MidWaste Regional Waste Forum, which has developed a comprehensive reuse recycling guide specifically for events. All event owners are asked to submit a Waste Management Strategy, requiring the provision of recycling facilities and signage. Reuse strategies are also encouraged. Council's Waste Team works with major event organisers to develop waste minimisation strategies, and can also access state government funding to assist with implementation.

To provide an example of 'best practice' for event holders, as well as to educate the broader community, Council's flagship Tastings on Hastings event partners with 'Love Food, Hate Waste', and REAP (two organisations which promote the reduction of food waste), conducting workshops and cooking classes. Council also engages the 'Waste Bunyips' who are a fun performing arts troupe with a waste and recycling education message. We also work with vendors to maximise recycling and have a requirement for biodegradable cups, plates and cutlery. Reuse and upcycling is also showcased at the event through artworks that get the whole community involved.

### 3I: CITY PROVIDED FESTIVAL AND EVENT TRAINING PROGRAMS

Event organisers are provided with online support including our Events Toolkit, and have the option of attending information sessions held in a variety of locations across the region, twice a year. All event owners who express interest in running an event, or submit an application for an event, are invited to meet with the events team in order to review the process and requirements. Internships and work experience opportunities are offered through our Arts & Cultural facilities, enabling direct hands on work experience with professional industry specialists which provides a pathway for further employment within casual roles of event delivery. Volunteer training programs are also provided to assist with the delivery of major community events.



### 3J: DIRECT INDUSTRY INVOLVEMENT/MEMBERSHIPS BY ANY OF THE ABOVE

Major events receive strong support from the Greater Port Macquarie Tourism Association through the provision of in-kind marketing support, advocacy and select financial support. Council representatives, including our Destination Management Coordinator and Officer, sit on the Marketing Sub-Committee of this Association. Our Industry Development Officers are actively involved in the region's three local business chambers, Business Women's Network, Small Business Network and Micro-Business Forum, with an Economic Development team member having membership in at least one or more of these industry groups. In turn, these groups are active in the events scene as marketers, promoters, sponsors and organisers (Tastings on Hastings, Slice of Haven, Countdown to Christmas, Australia Day celebrations, Camden Haven Christmas in July, Wauchope Motorcycle Street Party).

# 4 NON-GOVERNMENTAL COMMUNITY SUPPORT OF FESTIVALS AND EVENTS



## 4 NON-GOVERNMENTAL COMMUNITY SUPPORT OF FESTIVALS AND EVENTS

### 4A: VOLUNTEER INVOLVEMENT

As event organisers ourselves, we know the value of community support. The region is known for its 'life be in it' attitude, as well as a wonderful creative energy. As volunteers, supporters, and participants, Port Macquarie embraces events. Council has a full-time specialist Volunteer Coordinator, tapping into a large database of keen volunteers to assist with community and major events. The region has a proud history of mobilising an army of volunteers for the annual IRONMAN Australia event, with a Local Organising Committee having defined roles and holding a certain 'prestige' within the community. The core Committee consists of 25 Event Directors who are responsible for recruiting, training and coordinating a total of around 2,000 volunteers (individuals and organisations). The model has been so successful, that IRONMAN Australia has won the Global 'Top Rated IRONMAN event', and IRONMAN Oceania are looking at emulating the Port Macquarie volunteer model across other events internationally.

Port Macquarie's Visitor Information Centre is staffed by a mix of Council-employed Customer Service Officers, and our 'Tourism Ambassadors' who volunteer their time to welcome visitors, and provide tourism and event information. Port Macquarie is also home to a large number of volunteer organisations, which are very active in the events space. For example, the Make A Difference Foundation has run five events in the 2016/17 calendar year (sporting, food & wine, music and youth), the local Lion's Club runs the annual 'Sand Mudder' obstacle race on Town Beach and the Camden Haven Surf Club runs the yearly 'King of the Mountain' race.

A range of other events are run by committees of volunteers (e.g. Port Macquarie Beatles Festival, Slice of Haven). These and many more rely on community volunteers. The five Australia Day events are supported by over 200+ volunteers including a small number of community groups in the lead up and in delivery of the events. 60 + volunteers are also engaged to assist with the annual Countdown to Christmas event. The Tastings on Hastings event sees over 100 Volunteers, and the Glasshouse Regional Gallery front desk is manned on rotation by over 50 Glasshouse Volunteers, providing customer service, guided tours and information



about exhibitions and events. Our local sporting clubs are often instrumental in securing larger regional and state level sporting events, and these events could not go ahead without their dedicated 'volunteer armies'.

### 4B: SPONSORSHIP SUPPORT

For a regional area, we are fortunate to have a large number of generous corporate sponsors, and the following feature most prominently: Taphouse Group, Miedecke Motor Group, Holiday Coast Credit Union, Laing & Simmons Real Estate, Pervical Property, Westpac Bank, Newcastle Permanent, National Australia Bank, Rydges Hotel and The Observatory Apartments. The Greater Port Macquarie Tourism Association is also a regular sponsor, often working in partnership with Council to attract and retain key events. In addition to these major sponsors, there are hundreds of smaller businesses in our region that generously donate their time, resources, and non-cash goods and services to assist with the successful delivery of events in our region.



## 4C: MEDIA SUPPORT

Events receive frequent coverage and great support from traditional media encompassing local print, radio and television (including newspapers, magazines and tourism publications). These media companies are increasingly expanding into digital media, so our events coverage is leveraged through their digital channels as well. See below for a list of local media and the yearly events they cover.

LOCAL MEDIA		
PRINT/NEWSPAPER	DIGITAL	EVENTS TYPICALLY COVERED
Focus Magazine (Port Macquarie)	Web/FB	Tastings on Hastings, Slice of Haven, ArtWalk, Blues & BBQ Festival as well as local charity events.
Port News	Web/FB	All majors + community and civic events.
Port Express		IRONMAN plus most majors and community events.
Camden Haven Courier	Web/FB	All majors in the Camden Haven, plus community events.
Wauchope Gazette	Web/FB	Ulysses AGM Event, National and State Motocross, Wauchope and Comboyne Agricultural shows.
The Independent	Facebook	Most majors, mainly community-focussed events.
RADIO		
ABC Mid North Coast	Web/FB/Twitter	Most events receive extensive coverage, including interviews with organisers, attendees and Council reps.
Triple M	Web/FB	Most major events and some community events. Free listings for community events.
2MC	Web/FB	Most major events and some community events. Free listings for community events.
Radio 531		Most major events and some community events. Free listings for community events.
Star FM Mid North Coast	Web/FB	Most major events and some community events. Free listings for community events.
TELEVISION		
NBN	Web/FB	Junior State Cup, IRONMAN, Senior State Cup, Port Running Fest, Tastings on Hastings, ArtWalk and other majors.
Prime 7	Web/FB	As above.

#### 4D: CHAMBER OF COMMERCE/CONVENTION AND VISITORS BUREAU SUPPORT

Council's Economic Development Team is actively involved with all three local chambers and has representation on the Marketing Sub-Committee of the Greater Port Macquarie Tourism Association. The team also has representation on the region's Economic Development Steering Group (EDSG). All of these groups are keen supporters of events as an economic driver for the region, and to this end have provided funding advocacy for event infrastructure and sponsorships. The two elected Economic Development Portfolio Councillors are instrumental in the development and approval of the Event Sponsorship Program. Council also provides Visitor Information Centre services at the Glasshouse, where friendly staff and local volunteer 'Tourism Ambassadors' provide assistance with accommodation, tour and entertainment bookings, as well as events and experiences in the local area.

#### 4E: DOWNTOWN ASSOCIATIONS

The region of Greater Port Macquarie has three Chambers of Commerce, which aim to develop and grow local business with a focus on networking, business advocacy, and up-skilling/education. The Chambers are frequent supporters of events, and several chamber members sit on the Economic Development Steering Group, coordinated by Council, and in this function they assist in guiding Council's economic development and events strategies. The Greater Port Macquarie Tourism Association (GPMTA) represents many accommodation, hospitality and tourism operators in the region, and Council has several representatives on the Tourism Marketing sub-committee. The GPMTA often work in partnership with Council to attract and retain events, and are strongly supportive of events which assist in attracting visitors during traditionally quieter periods. The Town Centre Master Plan Committee represents CBD businesses and property owners, who pay additional levies for the beautification and infrastructure upgrades around the Town Centre, including the Event precinct. This Committee has been the key driver of the Town Green and Town Square redevelopment, which will provide greatly improved event spaces and infrastructure (due for completion in December 2017- see **Appendix G**).



#### 4F: ORGANISATIONS TO ASSIST INDIVIDUALS WITH DISABILITIES

Port Macquarie Hastings Council coordinates The Hastings Access Sub-Committee, which meets every two months at the Port Macquarie-Hastings Council Headquarters. The Committee membership includes members of the public who have a disability, a parent/carer of a person with a disability, has some professional experience or has an interest in access. The Committee reviews development applications for disability access and inclusion for significant buildings, prioritises new footpaths, kerb ramps and pedestrian crossings, and advocates to Council for creating a disability friendly community. One of the key roles of the committee is ensuring that our public spaces and venues are accessible. A new initiative that has been introduced is to provide information on Council's Community events page about the accessibility of events for each listing, as part of our region's Disability Inclusion Access Plan.

#### 4G: LOCAL EVENT COOPERATIVES

In Port Macquarie, Council's Destination Management & Major Events team provide the central liaison point for event organisers, suppliers, service providers, the Tourism Association, state and national level agencies, planning and emergency services.

#### 4H: SPORTS COMMISSIONS

Over the years, Council has formed strong relationships with local, regional, state and national sporting bodies, hosting numerous events in partnership, including Cricket Australia, NSW Indoor Sports, Football NSW, Triathlon Australia, Basketball NSW, Hockey NSW, NSW Rugby, National Rugby League, NSW Touch Football, IRONMAN Oceania, Cycling NSW, and Cricket NSW. Port Macquarie's position and easy transport connections (within a one hour flight or four hour drive for over 10 million Australians) means we are often top of mind for State sporting bodies seeking to place events in non-metropolitan areas. We are also one of the few regional cities to provide the sporting facilities and enough accommodation for large-scale events.

#### 4I: EDUCATIONAL INSTITUTION SUPPORT

Port Macquarie TAFE (Technical And Further Education) offers courses in Event Management. The Diploma of Events provides training in the administrative, promotional and organisational skills towards event management in the tourism and travel, hospitality, sport and cultural and community sectors. Our local campus of Charles Sturt University provides student paramedics for our larger events, giving them valuable 'on the job' experience. Our local high schools also provide Vocational Training in the entertainment industry. The purpose of this course is to provide students with the opportunity to gain a range of general skills and knowledge suitable for entry to employment in live production, theatre and events industries.



#### 4J: SPECIAL INCENTIVES/DISCOUNTS PROVIDED TO FESTIVALS AND EVENTS BY LOCAL VENUES

Port Macquarie Hastings Council's premier Arts, Conference and Entertainment Centre (The Glasshouse) offers a 40 per cent discount on venue hire fees (Monday to Thursday hires) for local community groups. The Glasshouse has been hired by many community groups since opening in 2009, including annual concerts and showcase events. The Glasshouse also provides a professional ticketing service available for both event ticketing and conferencing. This is a free service and is often used by external promoters to major music events that are developed to capture both a national audience as well as regional target market.

For other Council venues (including parks and community halls), charitable and non-profit groups are often given fee waivers, depending on the size of the event. Council owns and operates 22 community halls, making these available for use to the community and external hirers. These community halls are often located in small rural villages, and provide a key event space for most local events. Use of these venues is highly discounted to encourage and promote activation and use for community events. Often these are used to stage small music ensembles, dances, film programs and local market style events.

#### 4K: ACCESS TO INDUSTRY SUPPLIERS IN THE LOCAL MARKET

The Port Macquarie Hastings regional area has a number of event suppliers within the region to cater for both community and major events. Suppliers include products such as marquee hire, generators, portable toilets, stage lighting, audio-visual and lighting specialists, First Aid suppliers, security and traffic management companies. We are also fortunate to have top quality catering companies who can service the largest of events.

Many of the hire companies located within our region are part of a larger network of equipment hire, enabling access to equipment from around the state. Port Macquarie Hastings Council works closely with these organisations to ensure that events requirements are met, as well as ensuring the best value for money to ensure that the event is commercially viable. For major events, access to major supplies from larger cities are extremely accessible due to the location of Port Macquarie, nestled halfway between Sydney and Brisbane, access to major trucks and infrastructure are easily accessible through the highway network.



#### 4L: DIRECT INDUSTRY INVOLVEMENT/MEMBERSHIPS BY ANY OF THE ABOVE

All of the non-government organisations mentioned in this application are directly involved with events in Port Macquarie. Council is also a contributor and participant at the annual Regional Events Conference sponsored by Destination NSW, and Council's Glasshouse team hold the following memberships & affiliations:

- Regional & Public Galleries of NSW
- Australian Performing Arts Centres Association (APACA)
- NSW & ACT Performing Arts Centres Association
- National Touring Selector (NTS)
- A-List Australia

An aerial photograph of Port Macquarie, Australia, showing a vibrant waterfront festival. The foreground features a large green lawn with numerous colorful tents, people, and a white event tent. A stone pier extends into the clear blue water on the right. In the middle ground, a prominent multi-story building with a curved facade and a 'RYDGES' sign is visible. The background shows a dense residential and commercial area with various buildings and greenery under a bright blue sky with light clouds.

# 5 LEVERAGING 'COMMUNITY CAPITAL' CREATED BY FESTIVALS & EVENTS

## LEVERAGING 'COMMUNITY CAPITAL' CREATED BY FESTIVALS & EVENTS

### 5A: COMMUNITY BRANDING

The Port Macquarie Hastings region is known for its beautiful beaches and colourful festival life. Over the past 15 years, Council has promoted our locally produced food and wine trail as one of our key destination products. The Tastings on Hastings event is a prime example of this, featuring in numerous destination branding campaigns and promotions. Through the growth of this event, Council has developed audiences that are interested in food and local produce related products, providing an ever increasing demand for food related events. The region now boasts six major food events including the Port Macquarie Beer and Cider Festival, Tastings on Hastings, Blues and BBQ Festival, Slice of Haven, and regular monthly farmers markets.

IRONMAN Australia exposes our brand to the world, via their extensive global PR, web, social media and broadcast channels. Our Destination Management team works closely with IRONMAN Oceania's marketing team to incorporate and leverage our region's strong branding. The Port Macquarie Hastings region is a rapidly growing area, with many people migrating here from larger cities. Through the number of diverse cultural and sporting events and investment in theatre and the arts, we have a considerable point of difference when compared to the many other coastal towns and villages across the NSW East Coast, encouraging professionals and businesses alike to settle within the region.



### 5B: PROMOTING TOURISM

Major events are a key component of our Destination Management Plan. Survey results from our largest event, the NSW Junior State Cup, tell us that 70% of event attendees intend to return to the area for a holiday, indicating that events encourage repeat visitation. Events are a compelling 'call to action' to visit our region, and they provide a point of differentiation from surrounding holiday spots on the north coast of Australia. To this end, our seasonal tourism campaigns and our destination website have a strong focus on events. Whenever possible we partner with Destination NSW on campaigns including the 2016 'It's ON!' TVC and digital campaigns. We selected six events which received extensive exposure through this campaign and across the DNSW owned channels (see **Appendix E** for examples).

### 5C: CONVENTION MARKETING

The Greater Port Macquarie Tourism Association (GPMTA) regularly liaises with convention organisers and provides support to attract conferencing to our region. Port Macquarie recently had a considerable boost to conferencing facilities with the extensive renovation of Panthers Club and remodelling of the Sails Resort. Together with the Glasshouse and Westport Club and several of the region's larger hotels, these operators cater well for the small to mid-size conferencing market. GPMTA have also recently formed a relationship with 'The Conference Shop', the state's leading regional conference placement broker, with the intention of ramping up prospecting efforts in this market.

## 5D: CORPORATE RECRUITING EFFORTS

We see our major events as a great opportunity to showcase our region, and that includes individuals and businesses who may be considering relocation ('sea changers'). To this end, we have developed collateral titled 'Shape of the Future' (See **Appendix D**), which is distributed in either hard copy form in event kits or via links in event promotions material. Our Industry team works alongside Destination Management and Events, and proactively recruits individuals and businesses considering relocation or investment. This includes the provision of banners, content and images targeting event participants, and online engagement campaigns to participants whilst 'in destination'. These provide links to relevant information and sometimes competitions, with one of the objectives being the collection of details for future communications eg e-news, campaign hot deals etc.

## 5E: RELOCATION PACKETS AND INFORMATION

We have strong anecdotal evidence of many event attendees (from IRONMAN in particular) that have come to the event and have subsequently chosen to relocate to Port Macquarie. As per c) above, we have developed collateral titled 'Shape of the Future' (See Appendix D), which is distributed in either hard copy form in event kits or via links in event promotions material. Our Industry team works alongside Destination Management and Events, and the Industry team is proactive in corporate conferencing and meeting with individuals and businesses considering relocation. Our destination website includes a section dedicated to living, working and investing in the region.

## 5F: FAMILIARISATION TOURS

Council implement an annual Public Relations Strategy targeting regional, state and national press and magazine media, blogs and online platforms to raise awareness and consideration for travel to the destination. This performs extremely well securing on average annually approximately \$2 million worth of PR value which is the equivalent of roughly \$700,000 worth of advertising. Both hosted and non-hosted destination familiarisations visit the full gamut of local events and festivals. Within this format we also host representatives from strategically important relationships with the aim to create destination advocates. Enhancing our partners' knowledge and understanding of the destination provides an improved platform for ongoing collaboration.

## 5G: OUT-OF-MARKET MEDIA COVERAGE

As per above, our media famils are usually organised to coincide with our major events, and we also have several major event organisers who attract national and international media coverage (eg IRONMAN, Blues & BBQ Festival). Through our destination promotions and public relations we continue to build Port Macquarie's reputation as a first-class event and festival destination. As described above events and festivals play a large part in our media familiarisation program, by:

- Providing compelling reasons to travel to the destination
- Providing a unique point of difference and generate interesting content for articles
- Hosting luncheons with Australian Society of Travel Writers featuring events and festivals.
- The destination website has approximately 30,000 visits per month, with the 'What's On' section which highlights events being in the top 3 landing pages
- Content publishing featuring events
- Campaigns feature events - tangible reason to travel – online advertising through native, display, SEM and retargeting.





## 5H: ENHANCING EXPOSURE TO THE ARTS AND OTHER CAUSES

Port Macquarie Hastings Council drives many community events to encourage participation and engagements with the arts, culture and our heritage. Each year, the Council presents an annual exhibition program at our Regional Gallery, which features exhibitions touring from State and National arts and Cultural Institutions. The annual program of exhibitions attracts around 45,000 visitors annually to the gallery. Council also presents a performing arts program that attracts around 10,000 participants. The program ranges from ballet, music and drama and children's programs. This program is supported through the hire of the theatre to travelling event promoters, allowing a diverse entertainment program and line up encouraging an additional 34,000 people to programs.

Each Autumn, Council runs the Port Macquarie Heritage Festival with a packed 2 week program showcasing our region's rich history and stories. Heritage Festival events include tours of our historic Innes Lake Ruins, Local Cemeteries, Maritime Museum and walking tours encompassing our convict and colonial past. The popular 'Portraits of Memory' exhibition is a unique Council-run public art project which features nightly projections of images of local participation in Australia's past war efforts (with particular focus on World Wars I & II).

Council has recently developed a new event called 'ArtWalk'. This is a free family friendly community event that encourages the general public to explore, experience and participate in our local arts and cultural aspects in the centre of Port Macquarie. The program was a new initiative of Council with the aims of highlighting and raising the profile of our local artists, arts businesses and to activate the Port Macquarie CBD. The program provided opportunity and space for artists, businesses and community to connect, participate and engage with arts. The event also encouraged community members who were not normally arts and cultural consumers, to participate in a walking trail through our cultural buildings and precinct, highlighting the arts and cultural aspects of our town. In 2017, the event attracted 10,000 visitors. This type of event is currently in the planning stages to grow and attract audiences to create a larger arts and cultural festival event.

## 5I: CREATING HIGHLY VISIBLE PUBLIC RELATIONS CAMPAIGNS FOR CITY FACILITIES AND SERVICES

Our major events have provided Council with an opportunity to form strong relationships with our local police and emergency services. Typically, plans for major events are tabled at the Local Emergency Management Committee (LEMC), and Local Traffic Committee (LTC) for approval and/or comment. These committees comprise representatives across the Roads & Maritime Services, Local Area Command (Police), Fire, Ambulance, Base Hospital and SES, as well as local transport organisations including Busways and Taxi companies. During event time, these services are prominent, involved and responsive. A great example is our IRONMAN event, which enlists over 200 medical and emergency services personnel, drawing volunteers and paid staff from the paramedic service, nursing, doctors, fire fighters and police force. Our Junior State Cup event partners with our local bus companies to provide event patrons with free shuttle buses to/from the CBD and event venue over the entire event period. Our Festival of the Sun music festival works closely with our Local Area Command to provide a police presence to ensure patrons and community are safe and drug/alcohol and noise laws are enforced.



## 5J: ENCOURAGING COMMUNITY BONDING, PARTICIPATION, AND CELEBRATION

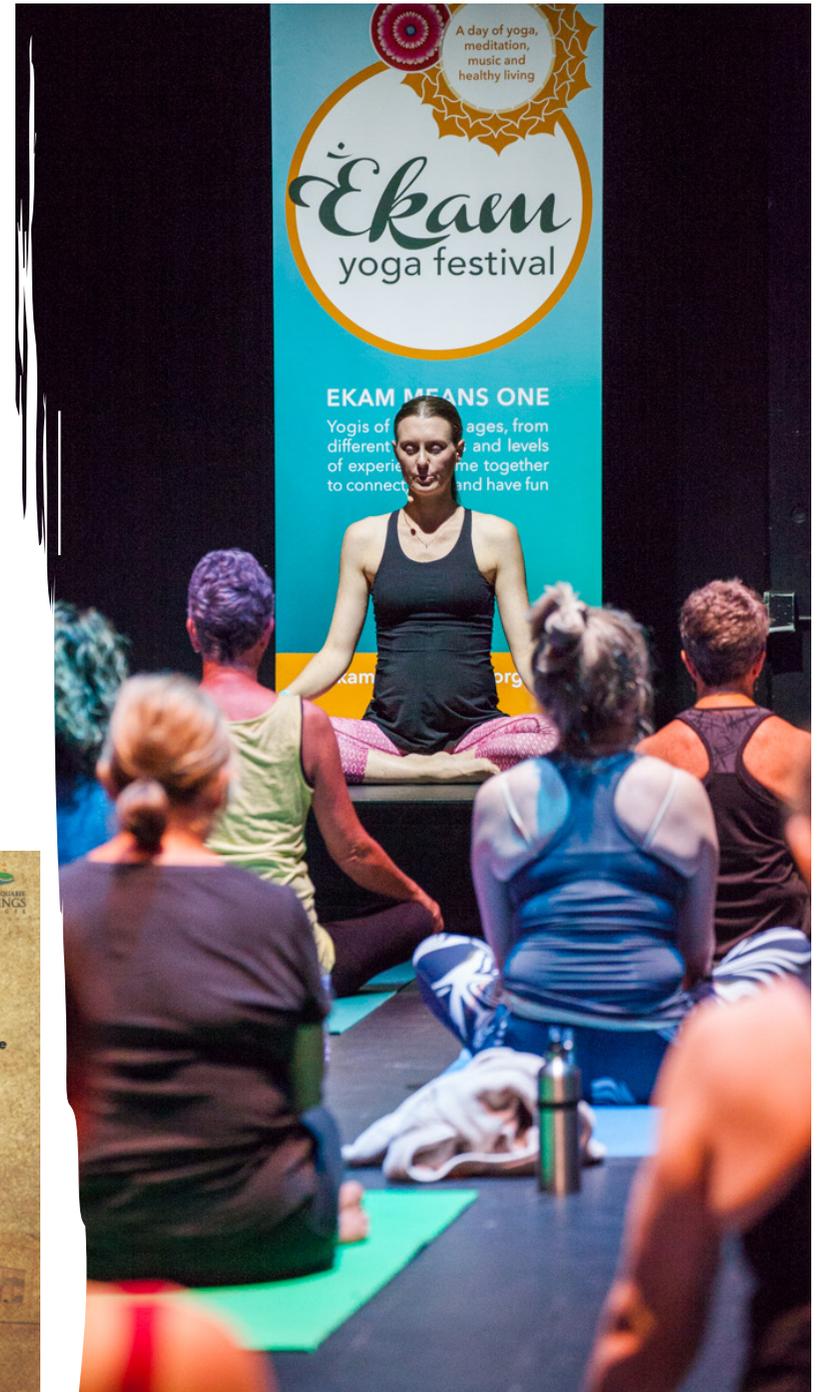
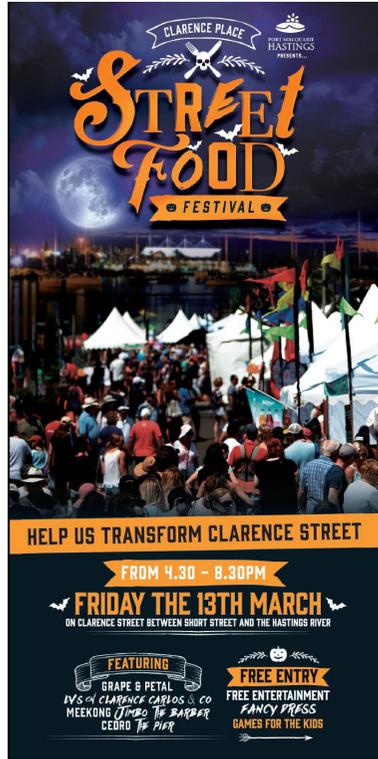
Port Macquarie Hastings Council supports a range of different community events. Events such as NAIDOC Week and Reconciliation week, assist in acknowledging our Aboriginal history and culture and celebrate this with the wider community. These events promote reconciliation, and acknowledge our history of the traditional custodians of the land. Other key festivals include Council's 'Youth Week' series of events. Developed by young people for young people, the week long program of events targets youth between the ages of 12 - 25. It highlights the diversity and offering of local youth, including music events, arts workshops and skateboarding programs as well as health and wellbeing programs to youth within our area. Our unique and home-grown 'Creative Ageing' Festival celebrates our older community members, building capacity and connection to improve quality of life. Australia Day Celebrations staged across our Local Government Area invite and encourage members of our broader community, visitors and the like to come together to celebrate our National Day.

Community celebrations are an important activity to bring the community together. Events such as Countdown to Christmas draw on local businesses, sporting clubs and community groups to come together to celebrate the season's greetings. These events are coordinated by Council, and work with working groups comprising of members from a range of different organisations who volunteer their time and effort to bring our community together.

## 5K: HIGHLIGHTING OR DEVELOPING UNDERUSED VENUES OR SECTIONS OF THE COMMUNITY

Port Macquarie Hastings Council has embraced a Placemaking framework that encourages our local communities to activate their public spaces into inclusive and vibrant places. Through the support of Port Macquarie Hastings Council's Community Participation team, Council works with Community Champions to develop events which bring the community together. Events that encourage participation by local business supporting other local business have been developed to activate "dead centres" of towns. Key events that have been developed include the "Street Party" concept, which working with local businesses, encourage the community to celebrate what they love about their places. These events have also helped to drive economic activation and create a sense of place within the community. Examples include the Clarence Place Street Food Festival, the Wauchope Motorcycle Street Festival, and the Beechwood Billycart Festival.

Council makes a concerted effort to 'spread the love' of major events beyond the Port Macquarie CBD and out into the regions which may otherwise be overlooked. Event placements such as 'Beach to Brother', Slice of Haven, Surfing NSW elite events, King of the Mountain and IRONMAN serve to showcase the small seaside villages of the Camden Haven. The Ulysses AGM Event, Motocross Nationals and Cycling NSW Junior Tour push the benefits of major events into the hinterland villages of Wauchope and beyond. Event Sponsorship evaluation provides a weighting towards major events that choose to base themselves outside of the Port Macquarie CBD area of the region.



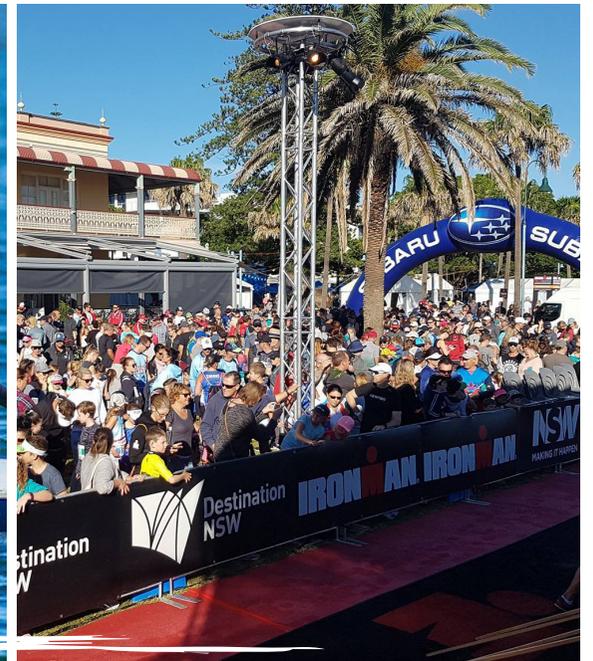
## 5I: CREATING LEGACIES AND IMAGES BEYOND THE EVENT

Events continue to have a transformative effect on our region. Within the last 10 years, the desire to attract and retain top-tier events was influential in the construction of several large developments such as The Glasshouse Theatre & Gallery, and both the regional and indoor sports stadiums. Further infrastructure upgrades have been made to our key event spaces at Town Green, Westport Park, Town Beach Reserve & Skate Park, Regional Stadium, boat ramps, roads and Laurieton Foreshore, in the form of improved access to power, lighting and water. Council further invested in a 'Blanket Development Application' which covers the approvals to hold events in several key event spaces, making it easier for event organisers to navigate paperwork and reducing their costs. The recently completed Clarence Street precinct was also designed with several of our key event stakeholders in mind, including IRONMAN and ArtWalk, resulting in improved paving, lighting and disability access.



Our major sporting events have forged strong partnerships with our local sporting associations. We now have one of the largest junior touch football clubs in the State, with one of the Club's volunteer organisers winning the State touch football 'Volunteer of the Year' award for her efforts at both a local level, and with the major events in Port Macquarie. IRONMAN has transformed triathlon in the region, and Port Macquarie is now known as a 'tri-club' area, with huge numbers involved.

Over the last few years, Council has amassed a large number of event images and footage which we have utilised across multiple platforms for destination marketing purposes (see samples in the **Appendices**).



By the end of 2017, Port Macquarie's iconic Town Green East and Town Square redevelopments should be complete, and these spaces have been designed with major events in mind (and the major events team involved in the planning). The result will be a stunning, event-friendly space by the water, in the heart of the CBD, which incorporates wide pathways, great lighting, removable bollards (to close the space to vehicles/traffic), street furniture, underground services co-located for ease of bump in/out, and a level, paved town square with plenty of power and festoon lighting at a height that allows trucks and cherry pickers access. This will be perfect for the set up of marquees, temporary infrastructure and furniture, as well as being a fantastic space for the whole community to use every day.

Looking longer-term, Council is in design phase for an airport expansion, development of a new regional sporting precinct, a national-standard soccer precinct and Town Centre upgrades including wharf-side developments and improvements to pedestrian links between events spaces (including a widening of the popular 'Breakwall' utilised by IRONMAN, Port Running Festival, and a whole host of smaller events). Most of these upgrades have already received funding approval and will be completed within five years.

TCMP

# TOWN GREEN UPGRADE

## stage 1



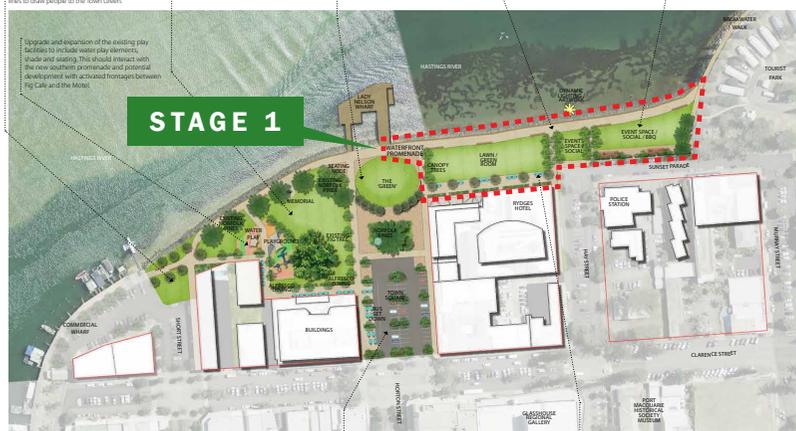
Area at the end of Short Street to be clearly defined by the converging paths, and a clear pathway across the boat ramp. Potential for a distinctive sculptural or lighting piece on the Short Street Town Green view lines to draw people to the Town Green.

Re-locate the path out of the memorial space to create a clear grassed zone for daily informal family activities, and formal memorial events and commemorations.

Re-vitalise The Green as a simple, less cluttered public space, a simple, less cluttered public space, a simple, less cluttered public space taking advantage of the stunning views to the water.

Establish a generous Waterfront Promenade that allows people to walk next to the water's edge and enjoy the north-facing beachside.

Create more intimate and sheltered social spaces for picnic, social events and smaller scale gatherings.



**STAGE 1**

Upgrade and expansion of the existing play facilities to include water play elements, shade and seating. This should intersect with the new waterfront promenade and potential development with increased frontages between Rydges and Beach House.

Re-plan the Horton Street area as a new market plaza space, that re-claims road pavement for expanded footpath areas to the western side, retains corner car parking number and allows a seamless market stall space when required.

Establish a generous Building Edge Promenade that allows people to walk the southern edge of the Town Green, engage with the adjacent uses, and enjoy seating and shade away from the water's edge.

**WHAT IS THE TOWN GREEN UPGRADE?**

Over the last 20 years the streetscape and landscape in the CBD have been upgraded significantly due to the implementation of the Town Centre Master Plan (TCMP) which outlines improvements throughout the town. The 2013 review of the TCMP identified improvements to the Town Green and waterfront to create a high quality parkland for visitors and residents of Port Macquarie Hastings area.

Significant community engagement occurred in 2014 to understand the community wishes for this area. These comments have been taken into account in the development of the plans. Key changes include:

- > Installation of a 5m wide waterfront promenade
- > Installation of a 5m wide path along the frontage of Rydges and the Beach House
- > Shade tree planting
- > New turf and irrigation system
- > Seating
- > Lighting
- > Picnic facilities

**HOW ARE THE WORKS FUNDED?**

The budget for the Town Green works is \$915,000. Funding for Town Centre Master Plan (TCMP) projects is sourced from a special tax levied on the property owners of the Port Macquarie CBD called the 'Town Centre Master Plan Reserve Fund'. This fund is administered by the TCMP Sub-Committee made up of representatives from the community, CBD landholders, Port Macquarie Chamber of Commerce, CBD traders and Council staff. The TCMP Reserve Fund will fund \$500,000 of the project and Council will fund the remainder.

**WHEN WILL THE CONSTRUCTION START?**

Construction is planned to start mid May 2017 after the IRONMAN event.

**WHAT OTHER PROJECTS ARE HAPPENING IN TOWN?**

There are several other upgrades planned for the Port Macquarie Town Centre within the next year including:

- > Town Square (Horton Street north of Clarence Street)
- > Landscaping upgrades including new street trees and planting
- > Furniture upgrades
- > New banner poles



New Seating, Plantings, Lighting and Picnic Opportunities



## coming May 2017

For more information visit [pmhclisting.com.au](http://pmhclisting.com.au) or call Council's Customer Service Centre (02) 6581 8111

In addition to the infrastructure legacy, our events have resulted in the development of skills and business talent in our region. For example, Tastings on Hastings has left a lasting legacy for many local producers and food manufacturers who have been able to attain national market exposure for their products. Each year, the event also brings in a host of culinary experts from around the country who hold a number of workshops with local producers, manufacturers and aspiring chefs. IRONMAN has spawned a number of professional trainers, competitors, and event organisers by employing and up-skilling locals. Our creative industries have flourished with the large number of artists that the Glasshouse attracts from all over the world, who impart their knowledge and passion to our locals via a number of programs and events.

Events such as the NSW Junior State Cup, IRONMAN, Tastings on Hastings, ArtWalk, Countdown to Christmas, and Australia Day, rely heavily upon volunteers. Over the years, thousands of local volunteers have benefited in terms of training and experience, as well as from the connection and rewards that volunteering brings.



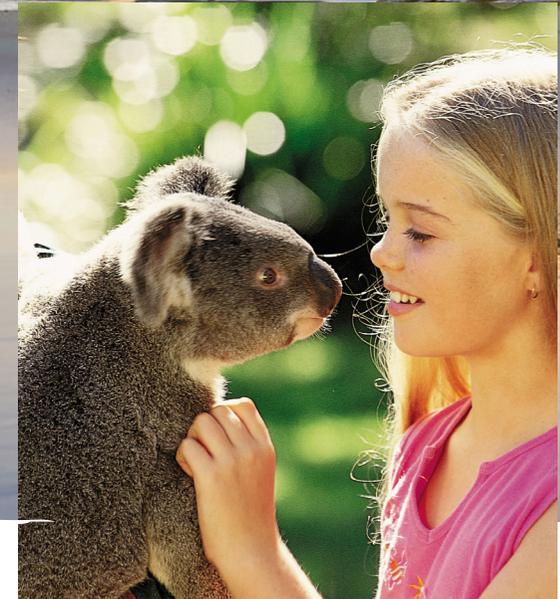
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YOU'RE INVITED

# HELLO KOALAS FESTIVAL

1 - 11 June 2017 [www.hellokoalas.com/festival](http://www.hellokoalas.com/festival)

Port Macquarie's stunning and largely pristine natural environment is what sets us apart, and both Council and Community work hard to ensure an environmental legacy in which the protection of our fauna and flora is paramount. The region is known for its Koala population, and continuing to protect habitat is considered vitally important. Events such as the 'Hello Koalas' Festival (June 2017) and a range of events held throughout our National and State Parks (Beach to Brother Marathon, Bago Bluff Mountain Bike Marathon, 3 Rivers Rowing Festival) assist in promoting this cause.



# 6 EXTRA CREDIT



## 6 EXTRA CREDIT

### **6A: SKILLS DEVELOPMENT - AVAILABILITY OF CERTIFICATE OR DEGREE PROGRAMS IN FESTIVAL & EVENT MANAGEMENT THROUGH A LOCAL UNIVERSITY OR PRIVATE PROVIDER**

Port Macquarie TAFE (Technical & Further Education) runs a nationally recognised Diploma of Events Management.

### **6B: MEMBERS OF YOUR EVENT COMMUNITY WHO CURRENTLY HOLD A CERTIFIED FESTIVAL AND EVENT EXECUTIVE (CFEE) DESIGNATION**

Although we don't currently have any event community members who hold CFEE designation, our Glasshouse currently hold the following affiliations:

- Regional & Public Galleries of NSW
- Australian Performing Arts Centres Association (APACA)
- NSW & ACT Performing Arts Centres Association
- National Touring Selector (NTS)
- A-List Australia

### **6C: SECONDARY SCHOOL SYSTEM GRADUATION REQUIREMENTS THAT ENCOURAGE VOLUNTEERISM AND COMMUNITY SERVICE DURING FESTIVALS AND EVENTS**

Secondary schools in the region regularly participate and volunteer in major events, including IRONMAN, Junior State Cup and events run by the Make A Difference foundation. Volunteering is not so much a requirement, as a culture in our schools and our whole community.

### **6D: A FESTIVAL AND EVENT SHARED RESOURCE PROGRAM IN YOUR CITY**

Council's Community Participation Team, through place making initiatives, has developed a kit to assist in activating our places. As a result, Council now has a number of resources which are made available to approved event organisers, including outdoor games, marquees, trestle tables and seating, festoon lighting, LED lighting etc.

### **6E: EFFORTS TO ACTIVELY RECRUIT NEW EVENTS TO YOUR CITY**

In late 2016, Council developed its first official Events Prospectus (see **Appendix C**), which is available via both the Council and Destination websites, and has been distributed to a number of key event placement agencies and state/national sporting bodies. We have also developed several event videos which are hosted on our Youtube channel and linked into websites and social media.

Council will be tendering bids to resecure a number of events over the coming year as well as several new major events with total estimated out of region attendance exceeding 11,000 in total (commercial in confidence). We will also continue to work with event placement agencies such as Sports Marketing Australia.

## 6F: OTHER CREATIVE ENDEAVOURS

Further to the previously highlighted Major Events Strategic Action Plan, Community Strategic Plan, Operational Plan and Annual Delivery Program, Council is guided by the following Strategic Plans in contributing to the innovative fabric of our region:

### Destination Management Plan

The Greater Port Macquarie Destination Plan (DMP) provides a strategic framework to inform the future development and management of the visitor economy within the Greater Port Macquarie destination. In addition to recognising Event Tourism as a primary target market for Greater Port Macquarie, the DMP also recognises the following components, including creative endeavors, which contribute to an enhanced destination offering:

- Support measures to ensure main street precincts are vibrant and desirable places.
- Engage and collaborate with key stakeholders to establish the Port Macquarie-Hastings LGA as an heritage, arts and cultural sector.
- Support the Glasshouse to develop key partnerships, enhance utilisation and visitation, and maximise cultural, community and commercial outcomes.
- Develop and implement a Destination Marketing Plan in collaboration with the Greater Port Macquarie Tourism Association Marketing Sub-Committee.
- Continue to grow an event portfolio that incorporates and benefits our community, environment and local economy. Building on our reputation whilst producing tangible and sustainable outcomes across the region.

## Port Macquarie-Hastings Economic Development Strategy

The 2017-2021 Economic Development Strategy has been developed to position the Port Macquarie Hastings region as a place where people want to live, learn, work, play and invest. It aims to build on recent success and continues to follow the established path of embracing business, providing great foundations such as major infrastructure, creating vibrant spaces, driving opportunity and partnering for success. Key actions from the Strategy which feed into creative endeavours and/or further supporting events and visitor experiences in our region include:

- Implement Port Macquarie Foreshore Master Plans.
- Implement the Town Centre Master Plan.
- Explore opportunities to further activate public spaces.
- Tourism Product Gap Analysis.
- Implementation of the Destination Management Plan.
- Implementation of the Major Events Strategic Action Plan.
- Cultural Plan implementation and on-going review.
- Support to existing and emerging events.
- Support airport precinct expansion opportunities.
- Work with key stakeholders to recognise, support and promote creative industries.

### APPENDICES:

- A.** Greater Port Macquarie Events Program 2016-17 (Council-supported)
- B.** Event Organiser's Toolkit
- C.** Events Prospectus

- D.** Shape of the Future (economic relocation campaign)
- E.** Destination NSW 'It's ON!' Campaign examples
- F.** Screen shots of Council's websites- Event Sponsorship & Event Hosting
- G.** Town Green & Town Square upgrade information flyers

## APPENDIX A: GREATER PORT MACQUARIE EVENTS PROGRAM 2017 (COUNCIL-SUPPORTED)

	EVENT NAME	EVENT TYPE	VENUE	DATE	EVENT SIZE
January	CMNC Concert – PMHC	Performance	Glasshouse	6 Jan	Medium
	John Waters - Lennon Through a Glass Onion	Performance	Glasshouse	7 Jan	Medium
	Puss in Boots Play/Musical	Performance	Players Theatre	13 Jan	Medium
	Jimeon Comedy Show	Performance	Glasshouse	14 Jan	Medium
	PMHC Australia Day Awards	Presentation	Glasshouse	25 Jan	Medium
	Australia Day Celebrations	Event	Port Macquarie	26 Jan	Large
	Australia Day Celebrations	Event	Wauchope	26 Jan	Large
	Australia Day Celebrations	Event	Laurieton	26 Jan	Large
	Australia Day Aquatic Activities	Event	Port Macquarie	26 Jan	Small
February	Red Hot Summer Concert Tour	Festival	Westport Park	4 Feb	Large
	Port Macquarie Beatles Festival	Festival	Various	11-12 Feb	Large
	The Searchers - The Solid Gold Hits Tour	Performance	Glasshouse	12 Feb	Medium
	NSW Dept of Education Conference	Conference	Glasshouse	14 Feb	Medium
	NSW Junior Touch Football	Sport	Regional Stadium	17-19 Feb	Large
	Roy Orbison Reborn	Performance	Glasshouse	18 Feb	Medium
	Artist Talk	Talk	Glasshouse	18 Feb	Small
	The Tap Pack – Season	Performance	Glasshouse	24 Feb	Medium
	Artist Talk	Talk	Glasshouse	25 Feb	Small

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	EVENT NAME	EVENT TYPE	VENUE	DATE	EVENT SIZE
March	Seniors iPad Art Exhibition & Launch	Exhibition & Launch	Glasshouse	1-12 Mar	Small
	All About Women 2017	Talk	Glasshouse	5 Mar	Medium
	Cowboys and Angels	Performance	Glasshouse	8 Mar	Medium
	Johnny Cash the Concert	Performance	Glasshouse	10 Mar	Medium
	Dracula – Season	Performance	Glasshouse	13 Mar	Medium
	Oh What a Night! A Tribute to Frankie Valli and the Four Seasons	Performance	Glasshouse	15 Mar	Medium
	Tim Maddren - Me and My Shadow	Performance	Glasshouse	17 Mar	Medium
	Everly Brothers & Buddy Holly in Concert	Performance	Glasshouse	17 Mar	Medium
	Celtic Beat - Legends of Ireland	Performance	Glasshouse	18 Mar	Medium
	Swan Lake, Moscow Ballet “La Classique”	Performance	Glasshouse	22 Mar	Medium
	Tubular Bells for Two	Performance	Glasshouse	24 Mar	Medium
	Diary of a Wombat - Season	Performance	Glasshouse	29 Mar	Medium
	Rotary District Conference	Conference	LUSC	24-26 Mar	Large
	Brooks Port Macquarie Running Festival	Sport	Town Green, Westport Park	12 Mar	Large

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	EVENT NAME	EVENT TYPE	VENUE	DATE	EVENT SIZE
April	John MacNally - International Voice of Romance	Performance	Glasshouse	1 Apr	Medium
	Seniors Week	Festival	Panthers, Library, Glasshouse	1-10 Apr	Medium
	Handals Messiah	Performance	Glasshouse	2 Apr	Medium
	Melinda Schneider - Doris Day	Performance	Glasshouse	2 Apr	Medium
	Youth Week	Function	Glasshouse	5 Apr	Medium
	Youth Week	Function	Glasshouse	8 Apr	Medium
	The World of Musicals	Performance	Glasshouse	8 Apr	Medium
	Elvis, an American Trilogy	Performance	Glasshouse	12 Apr	Medium
	Hastings Moonlight Movies	Film	Lake Cathie	13 Apr	Large
	Hastings Moonlight Movies	Film	Wauchope	19 Apr	Large
	Donna Hunt - Exhibition	Exhibition	Glasshouse	19 Apr	Small
	ArtWalk 2017	Exhibition	Port Macquarie	20 Apr	Large
	Hastings Moonlight Movies	Film	Port Macquarie	21 Apr	Large
	The Ten Sopranos	Performance	Glasshouse	28 Apr	Medium
	TEDx Lunchtime Talks	Professional Development	Glasshouse	28 Apr	Small
	Country Rugby Union Championships	Sport	Regional Stadium	28-29 Apr	Large
	The Best of the Eagles	Performance	Glasshouse	29 Apr	Medium

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	EVENT NAME	EVENT TYPE	VENUE	DATE	EVENT SIZE
May	Ironman 2017	Conference	Glasshouse	1 May	Large
	Bright Night Fun Run & IRONKIDS	Sport	Westport Park	5-6 May	Large
	IRONMAN Australia & IRONMAN 70.3 Triathlon	Sport	Westport Park	7 May	Large
	Tommy Fleming	Performance	Glasshouse	12 May	Small
	Ancient History Seminars	Presentation	Glasshouse	12 May	Small
	Port Central Family Day	Festival	Glasshouse	13 May	Small
	Go Your Own Way	Performance	Glasshouse	13 May	Medium
	A Meander Down Broadway	Performance	Glasshouse	18 May	Small
	Suck it Up Buttercup obstacle race/Mini Mudder	Sport	Bago Vineyard	19-20 May	Large
	Petula Clark	Performance	Glasshouse	21 May	Medium
	Slice of Haven	Festival	Laurieton Foreshore	21 May	Large
	Ulysses AGM Event	Meeting	Wauchope Showground	22-28 May	Large
	Arche - Melbourne Ballet Company - Season	Performance	Glasshouse	25 May	Medium
	The Big Band Theory Concert	Performance	Glasshouse	25 May	Small
	Sydney Writer's Festival 2017	Presentation	Glasshouse	26 May	Medium

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EVENT NAME		EVENT TYPE	VENUE	DATE	EVENT SIZE
June	Peace Run - Stopover	Civic Reception	Gaol Point	1 Jun	Small
	Casey Chambers	Performance	Glasshouse	2 Jun	Medium
	NRW Moonlight Movie	Film	Glasshouse	3 Jun	Large
	Shoehorn Sonata	Performance	Glasshouse	5 Jun	Small
	Bootleg Beach Boys	Performance	Glasshouse	7 Jun	Medium
	Cycling NSW Junior Tour	Sport	Port Macquarie Cycling Club	10-12 Jun	Medium
	Harrison Craig Kings of Vegas	Performance	Glasshouse	10 Jun	Medium
	Irish Dance Show	Performance	Glasshouse	13 Jun	Small
	Therese Raquin - Season	Performance	Glasshouse	14 Jun	Medium
	World Prevention of Elder Abuse Day	Event	Wauchope Snr Citz, LUSC, CWA	16 Jun	Small
	TEDx Sydney Live	Festival	Glasshouse	16 Jun	Medium
	Melbourne International Comedy Festival - Season	Performance	Glasshouse	17 Jun	Medium
	Mr Stink	Performance	Glasshouse	20 Jun	Medium
	Kitty Flanigan	Performance	Glasshouse	22 Jun	Medium
	Surfing NSW Long board Titles	Sport	Town Beach (TBC)	22-25 Jun	Large
	Southern Network Dance Festival	Performance	Glasshouse	29 Jun	Medium

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	EVENT NAME	EVENT TYPE	VENUE	DATE	EVENT SIZE
July	Damien Leith - Roy Orbison	Performance	Glasshouse	1 Jul	Small
	NAIDOC Week Opening Ceremony	Demonstration	Glasshouse	3 Jul	Small
	Eclipse	Performance	Glasshouse	3 Jul	Small
	Erth's Aquarium - Season	Performance	Glasshouse	4 Jul	Medium
	Lulo Reinhardt	Performance	Glasshouse	8 Jul	Small
	A Mid Summer Night's Dream	Performance	Glasshouse	8 Jul	Medium
	Bakersfield Mist - Season	Performance	Glasshouse	14 Jul	Medium
	2017 Ocean & Earth NSW Junior State Surfing Festival	Sport	Various Beaches	14-22 Jul	Large
	Luminosity 2017	Conference	Glasshouse	18 Jul	Medium
	Queen It's a Kinda Magic	Performance	Glasshouse	22 Jul	Medium
	Mrs Browns Boys Tribute	Performance	Glasshouse	27 Jul	Small
	2017 Handa Higashi School Study Tour (5 days)	Study Tour	Across the LGA	28-2 Aug	Small
	Elton - Out of the Closet	Performance	Glasshouse	29 Jul	Small
	National Motocross Championships Round	Sport	HVMC	30 Jul	Large
August	Marina Prior in Concert	Performance	Glasshouse	2 Aug	Medium
	Operation Portside - Creating in the Hastings Production	Performance	Glasshouse	3 Aug	Small
	Artist Network	Performance	Glasshouse	17 Aug	Small
	The Australian Bee Gees Show	Performance	Glasshouse	24 Aug	Medium
	Spoken Word of Banjo Paterson	Performance	Glasshouse	25 Aug	Medium
	Australian Chamber Orchestra Collective - Season	Performance	Glasshouse	29 Aug	Medium

## APPENDIX A: GREATER PORT MACQUARIE EVENTS PROGRAM 2017 (COUNCIL-SUPPORTED)

	EVENT NAME	EVENT TYPE	VENUE	DATE	EVENT SIZE
September	Festival of Dangerous Ideas - Satellite Event - Season	Festival	Glasshouse	2 Sep	Medium
	Ekam Yoga Festival	Festival	Francis Retreat, Bonny Hills	2-3 Sep	Medium
	The Merchant of Venice	Performance	Glasshouse	4 Sep	Medium
	Russian National Ballet Romeo & Juliet	Performance	Glasshouse	6 Sep	Medium
	Blues & BBQ Festival + BBQ Wars	Festival	Town Green	7-8 Sep	Large
	Arj Barker	Performance	Glasshouse	8 Sep	Medium
	Sydney Comedy Festival Showcase	Performance	Glasshouse	13 Sep	Medium
	Speech & Drama Eisteddfod	Performance	Glasshouse	14 Sep	Medium
	YAMATO - The Drummers of Japan	Performance	Glasshouse	14 Sep	Medium
	Thundersoul	Performance	Glasshouse	16 Sep	Medium
	Bago Bluff MTB Marathon	Sport	Bago Vineyard	17 Sep	Medium
	Dylan-esque - The Bob Dylan Story	Performance	Glasshouse	18 Sep	Medium
	Angus & Julia Stone	Performance	Glasshouse	19 Sep	Medium
	Port Macquarie & District Eisteddfod	Performance	Glasshouse	21 Sep	Medium
	Hastings Moonlight Movies	Film	Lake Cathie	21 Sep	Large
	Hastings Moonlight Movies	Film	Wauchope	22 Sep	Large
Port Macquarie Beer & Cider Festival	Festival	Westport Park	23 Sep	Large	

## APPENDIX A: GREATER PORT MACQUARIE EVENTS PROGRAM 2017 (COUNCIL-SUPPORTED)

	EVENT NAME	EVENT TYPE	VENUE	DATE	EVENT SIZE
September	NSW Open Golf Champs - Regional Qualifier	Sport	Kew & Wauchope Golf Clubs	23-24 Sep	Large
	Beach to Brother Trail Marathon	Sport	Port-Laurieton	24 Sep	Large
	Puttin on the Ritz	Performance	Glasshouse	25 Sep	Medium
	Meg Mac	Performance	Glasshouse	27 Sep	Medium
	Hastings Moonlight Movies	Film	Port Macquarie	29 Sep	Large
October	Isla Grant	Performance	Glasshouse	3 Oct	Small
	Manhattan Short Film Festival 2017	Festival	Glasshouse	7 Oct	Small
	Rhythms Ireland 10 Year Anniversary Tour	Performance	Glasshouse	10 Oct	Medium
	Dementia Conference	Conference	Glasshouse	11 Oct	Medium
	Michael Jackson - The Legacy Tour	Function	Glasshouse	12 Oct	Medium
	Prada's Priscilla	Performance	Glasshouse	19 Oct	Medium
	GISELLE - Australian Ballet	Performance	Glasshouse	20 Oct	Medium
	Jane Rutter & Teddy Tahu Rhodes - Season	Performance	Glasshouse	25 Oct	Medium
	Reclaim the Night	Demonstration	Hay Street Forecourt	26 Oct	Medium
	Run National Running Film Festival 2017	Film	Glasshouse	27 Oct	Small
	Tastings on Hastings	Festival	Westport Park	27-29 Oct	Large

## APPENDIX A: GREATER PORT MACQUARIE EVENTS PROGRAM 2017 (COUNCIL-SUPPORTED)

	EVENT NAME	EVENT TYPE	VENUE	DATE	EVENT SIZE
November	NSW Outrigging Championships	Sport	Westport Park	Nov	Medium
	TBC Country Water Polo Championships	Sport	Wauchope Pool	Nov	Medium
	Festival Of Russian Ballet	Performance	Glasshouse	1 Nov	Medium
	North Coast Area Health Service Conference	Conference	Glasshouse	2 Nov	Medium
	Todd McKenney or Ab Fab	Performance	Glasshouse	4 Nov	Medium
	Space Oddity	Performance	Glasshouse	11 Nov	Small
	MNCLHD - Your Health Link National Photo Exhibition/Opening Night	Exhibition	Glasshouse	15 Nov	Small
	Arts & Alzheimers Tour	Performance	Glasshouse	24 Nov	Small
	Countdown to Christmas	Event	Port Macquarie	30 Nov	Large
December	NSW Snr State Cup Touch Football	Sport	Regional Stadium	Dec	Large
	Todd McKenney	Performance	Glasshouse	2 Dec	Medium
	International Day of People with Disability	Event	TBC	3 Dec	Medium
	Menopause the Musical	Performance	Glasshouse	13 Dec	Medium

# APPENDIX B: EVENT ORGANISER'S TOOLKIT

PORT MACQUARIE-HASTINGS COUNCIL

# EVENT ORGANISER'S TOOLKIT

A GUIDE TO RUNNING EVENTS





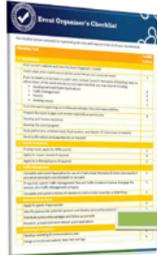
## So...you're thinking of holding an event?

That's exciting! At Port Macquarie Hastings Council, we love events of all shapes and sizes. They provide an opportunity to engage our great community, showcase our beautiful area, and add to the vibrancy of our towns and villages.

We want your event to be a success, and memorable... for all the right reasons!

Running an event can seem daunting at first, and we'll be honest, there are a number of things you'll need to consider. To make things a little easier, we've provided a guide to running events in our region. We've called it the 'Event Organiser's Toolkit', and we've organised the guide into 10 sections (see below). In addition to this Toolkit, you can find a range of useful templates and checklists in the 'Related Information' section of this web page.

*Please note: this Toolkit is a general guide only. Every event is different; and the topics covered in this Toolkit are not exhaustive.*



**Before you begin**

It's worth pausing for a moment to consider the fundamentals.

This may include:

- What you want your event to achieve;
- Your target audience;
- Expected participant numbers;
- Resources required;
- And your budget!

We highly recommend downloading our Event Organiser's Checklist (see the 'Related Information' section of this web page), which will help you tick off some of the essentials for running an event in the Port Macquarie region.

Major Events

Are you organising an event in Greater Port Macquarie that will have a significant impact on the local economy? Does your event have the potential to bring a large number of visitors from outside the region? If you've answered yes to both, get in touch with us to discuss our Major Events Sponsorship/Assistance opportunities. Please call our Events Manager Amanda Hatton on (02) 6581 8813 or email [Amanda.hatton@pmhc.nsw.gov.au](mailto:Amanda.hatton@pmhc.nsw.gov.au)

- 1** Section 1: **Venues & Dates**  
Council venues, public spaces, signage, and our Events Calendar.
- 2** Section 2: **Applications & Permits**  
You'll need to apply, early! Includes Site Planning.
- 3** Section 3: **Waste, Water, Toilets, Power & Lighting**  
The not-so-glamorous essentials.
- 4** Section 4: **Food & Alcohol**  
If food or alcohol will be served, special conditions apply.
- 5** Section 5: **Road, Car Park, & Pedestrian Impacts**  
Traffic Management and other considerations
- 6** Section 6: **Insurance & Risk Management**  
Insurance, Health & Safety, Security, Emergency plans. You can't afford to ignore them.
- 7** Section 7: **Volunteers & Noise Management**  
Training & Insurance, Health & Safety, and Noise Management.
- 8** Section 8: **Marketing & Promotions**  
Useful tips on how to build and grow your audience.
- 9** Section 9: **Sponsorship & Fundraising**  
Helpful info on budgeting, potential funding sources & sponsorship.
- 10** Section 10: **Event Time!**  
Set up, communications, pack up and evaluation.

**Questions?**

If you've read through the Toolkit and you have further questions, please contact The Events Team at PMHC on: (02) 6581 8111

## 1 Section 1: Venues & Dates

Council venues, public spaces, and our Events Calendar.

**Which venue?**

What sort of venue do you need? Is it available? Port Macquarie Hastings Council offers a range of facilities to the public for hire including parks, sports grounds, and halls. Make your Council [venue inquiry here](#). Please note that booking/hire fees may apply.

<p><b>Inside Venues</b></p> <p>From the totally fabulous, state-of-the-art Glasshouse Theatre, right through to a cosy community hall, we've got you covered.</p>	<p><b>Outside Venues</b></p> <p>From stunning Town Green with its prime town-centre, waterside position, to our beautiful reserves and well-maintained sports fields, you'll be spoilt for choice.</p>
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Visit [Council's website](#) for more details.

**Venue fees and bonds**

Depending on the venue, you may be required to pay a bond. A Council representative will check over the venue prior to and after the event, to ensure no damage has occurred. [Click here for a list of current fees, charges and bonds](#). (see Parks & Buildings, and Recreation sections).

**Private Venues**

You may also wish to check out the many and varied event options that our local resorts, hotels, clubs and other private venue options offer. More info is available on [www.portmacquarieinfo.com.au](http://www.portmacquarieinfo.com.au). So, whether you are seeking something big or small, you'll find the perfect space!

**Which date?**

Your event date may be set by external factors such as sporting fixtures, however if you do have a say in the matter, important considerations include peak holiday times (accommodation cost/availability), and whether there is a clash with other similar or major events.

**Is your preferred venue available?**

When submitting your initial [venue booking enquiry](#) to Council, consider selecting a couple of alternative dates as well. Check Port Macquarie's 'What's On' Calendar for major events and [Council's website](#) for any of the smaller events. Note that during school holidays and large events (such as IRONMAN Australia and the NSW Touch Football championships), accommodation may be at a premium and the region will be very busy.

**Useful Links**

- [Port Macquarie Weather](#)
- [Major Events Calendar](#)
- [Community Events Calendar](#)
- [Council Venues Booking Inquiry](#)
- [Port Macquarie's official destination website \(Accommodation + dining + visitor attractions\)](#)

# APPENDIX B: EVENT ORGANISER'S TOOLKIT

## What applications, permits and licences will I need?

Depending on your event and its location, you will require one or more of the following approvals and licences (fees may apply):

If you're holding an event...	Then you'll need:	More info:
On Council-managed land where the public are invited and one or more of the activities/infrastructure points on the previous page apply.	A venue booking, plus (if it's not a sporting field), an Application to Stage an Event including a site plan, and proof of \$20 million Public Liability Insurance. You'll also need to pay the Application and venue booking fees. You may also need to lodge a Development Application* (see DA section below)	Section 2
On land not ordinarily used for the event's purpose, either public or private (eg markets, functions, music concerts, car shows, or events on sporting fields that aren't sports related)	A Development Application* unless the event is exempt (see DA section below this table), plus approval from the land owner.	Section 2
Which requires temporary road car park closures (or significantly affects pedestrian and/or traffic flows).	Relevant approvals from Council, the NSW Police and possibly the RMS. See Section 5 in this Toolkit for more information. To notify the relevant agencies and Emergency Services (see Section 5).	Section 5
<b>If you answered 'yes' above, will your event...</b>		
Serve or supply food?	<b>Approval to Operate a Temporary Food Stall:</b> <a href="http://www.gmhc.nsw.gov.au/Permits-Permits/Public-Health-and-Safety/Selling-Storage-of-food">www.gmhc.nsw.gov.au/Permits-Permits/Public-Health-and-Safety/Selling-Storage-of-food</a>	Section 4
Serve or supply alcohol?	A Licence to Serve Alcohol/ Police notification: You can apply online at <a href="http://www.licence.nsw.gov.au">www.licence.nsw.gov.au</a> . More info at NSW Office of Liquor, Gaming and Racing at <a href="http://www.olgr.nsw.gov.au">www.olgr.nsw.gov.au</a>	Section 4
Be a rally, protest or parade?	To complete and submit a NSW Schedule 1 Form to NSW Police (Notice of Intention to Hold a Public Assembly).	Section 5
Play amplified live or recorded music on public land?	A Permit from APRA may be required- see <a href="http://www.apra.com.au">www.apra.com.au</a> , and possibly a licence from PCCA ( <a href="http://www.pcca.com.au">www.pcca.com.au</a> )	Section 7
Impact surrounding residents, businesses, traffic flow etc? (Eg Increased noise, traffic changes, pedestrians)	To advise relevant local authorities, residents, and businesses in writing. Council will advise upon assessment of your application.	Sections 5 & 7
Have a fireworks or pyrotechnics display?	A copy of your Pyrotechnician's Licence & PI Insurance (or 'Single Use Fireworks Licence'), applications to <a href="http://www.workcover.nsw.gov.au">www.workcover.nsw.gov.au</a> . Plus notice in newspaper required 2 weeks prior.	
Have a bouncy castle and/or amusement rides on public land?	Conditions and regulations apply. See Council's website for more details.	
Be held on water (such as a race, display, regatta, or any other activity which restricts the availability of navigable waters for normal use	An Aquatic Licence (issued by Roads & Maritime Services - see <a href="http://www.rms.nsw.gov.au/maritime">www.rms.nsw.gov.au/maritime</a> )	

by the public?		
Involve working with Children?	Working with Children consent/declaration from staff/contractors/volunteers. Visit <a href="http://www.kids.nsw.gov.au">www.kids.nsw.gov.au</a> .	Section 7
Involve working/performing animals?	A Performing Animals Licence. Check requirements with the <a href="http://www.nsw.gov.au">NSW Department of Primary Industries</a> .	

### Will I need a Development Application (DA)?

If an event is to be held on land that is not normally used for the same purpose as the event (including privately-owned land) and not already covered by a Blanket DA (see 'exceptions' below), a Development Application (DA) may be required. Examples include (but are not limited to):

- Markets held on land that is otherwise used as a car park or recreation area
- Events requiring the construction of a stage/platform larger than 50m<sup>2</sup>
- Events with temporary infrastructure (eg an entertainment marquee)
- Music events within parks or on sporting fields
- Car displays held in parks or recreational areas
- Festivals, carnivals, and circuses held on public or private land
- Events on private or public land offering camping

### However, there are exceptions!

To make it easier (and cheaper) for event owners, Port Macquarie Hastings Council has a pre-approved 'blanket' DA in place for various types of events to be held at the following locations:

- Town Green
- Westport Park
- Port Macquarie's Regional Stadium
- Various venues in Wauchope and surrounds\*

\*Blanket DA for Wauchope venues currently under assessment. Contact Council for further details.

If you'd like to hold your event at one of these locations under the existing Blanket DA, you'll need to review a copy of the Blanket DA conditions (see 'Resources' section) and be satisfied that you/your event will comply with the regulations within it. You will still need to submit all the requirements associated with the Event Application (unless you're proposing to hold the event on a sporting field, in which case please contact Council).

If your event does not meet the criteria for the blanket DA, or is being held at a public venue other than those mentioned above, you may need to go through the process of submitting a full DA specifically for your event. Council will be able to advise you.

Fees and charges will apply. An up-to-date list of Council's Fees and Charges can be [found here](#).

If you're still unsure as to whether a full DA is required, [contact Council](#) to discuss.

You should ensure that your Applications are lodged as early as possible, as it can take up to 3 months (or longer depending on the scale of the event).

## Section 3: Water, Waste, Toilets, Power & Lighting

The not-so-glamorous essentials.

### Waste Management

It is your responsibility to manage the event's waste and leave the site and its facilities in a clean and tidy condition. This may mean that you have to provide extra bins, skips or toilets. Consider engaging a professional cleaner if your budget allows.

### How do I manage waste?

- Discuss waste with stallholders - reduce wasteful purchasing or packaging prior to the event
- Monitor and empty bins during the event
- Provide extra bins (garbage bins and skips)
- Hire professional cleaning staff
- Provide bins sufficient for all event waste. Public litter bins shouldn't be used for events.
- Monitor litter and tidy during the event
- Communicate your Waste Management Plan to event participants

### Do I need a Waste Management Plan?

As part of your Application to Stage an Event, Council requires some detail relating to your waste management strategy. For smaller events, this will simply be the type, number and location of bins, frequency of removal, plan to manage litter and details of your waste provider. More information may be requested for larger events which generate significant amounts of waste. A list of waste management providers is provided on the Application. Event organisers may also choose to engage a waste management contractor to both develop and implement the plan on their behalf.

The Waste Management Plan should include information about:

- Emptying temporary onsite bins
- Recycling
- Delivering and emptying of skips
- Pick up ground litter during and after the event
- Cleaning of event infrastructure (e.g. tables and chairs)

### Recycling

Familiarise yourself with what materials can be recycled by reviewing the information on Council's website, and incorporate the supply of yellow-binned recycling bins into your Waste Management Plan.

As well as being better for our environment, it is often considerably cheaper to separate waste and recycle. More handy info in relation to waste management and setting up recycling systems at public events on the Mid North Coast can be found by clicking [here](#).

### Water

We all need water! Is there enough water onsite? Where is it located? Is an additional supply required?

Other aspects to consider include:

- Will you or are you required to offer drinking water? Note: if alcohol is being served, you'll need to supply free drinking water.
- Do food vendors need water for hand washing and general operations?
- Do temporary toilets need to be connected to water?
- Does the cleaning contractor need access to water?

To find out where water is available at your preferred site, speak to Council or the venue manager.

### Toilets

How do I determine the number of toilets to be provided at my event?

The number of toilets required at an event will be dependent upon whether alcohol will be served at the event. Please refer to the following information for an indication on the supply of toilets.

Patrons	Males		Females	
	WC	Urinals	Hand basins	WC
<500	1	2	2	6
<1000	2	4	4	9
<2000	4	8	6	12
<3000	6	15	10	18
<5000	8	25	17	30

### Existing and/or additional toilet facilities should:

- Be accessible
- Be located away from food storage and service areas
- Be well lit for security and safety reasons
- Be cleaned and re-stocked regularly
- Have soap and hand drying equipment
- Have nappy changing facilities

When supplying extra toilets at an event, there are two types of temporary toilets:

1. Toilets that need to be plumbed into a sewer main: permission needs to be sought from Port Macquarie-Hastings Council to connect to an existing sewer pipe.
2. Toilets that are pumped out during or after the event: it is important to position these toilets in a position on site so that the pump out truck can access them as needed.

# APPENDIX B: EVENT ORGANISER'S TOOLKIT

## Power Management

How do I assess the event's power requirements?  
To determine how much power will be required to operate the event, you'll need to know where the existing power is, and how much power is available (for Council-managed venues, call Council's Electrical Project Officer on 02 6581 8111). Then you'll need to establish who/what needs power and how much power is required. Once this information has been collected, develop a plan to allocate the required power to event participants and contractors.

To find out what equipment needs power and how much power the equipment needs (3phase, and/or single phase etc) ask the event participants and contractors during the planning stage what their requirements are and record the information. Will the existing power at the site be sufficient, or will you need generators?

Helpful Tips

- Is the main power onsite able to cater for the event's power requirements?
- Is a distribution board required?
- Is a generator required?
- Typically food vendors and merchants may need to access 10 amp, 15amp or 3 phase 30amp points.
- Mobile food vans may have a generator or need access to 15 amp or 3 phase (or 5pin 30amp) power.
- Stages and technicians operating large scale equipment and machines may need access to 3phase power.
- Air Castle and mechanical ride operators may have a generator or need access to mains power.
- Lighting needs power.

The site plan should show where all the power sources are required. The events risk assessment should also address how power is managed safely at the event. Power leads need to comply to height requirements if above ground level, or have cable covers if on the ground. Electrical equipment including portable appliances and power leads need to be tested and tagged to Aust/NZ standards. For more information, please refer to the Australian/New Zealand Standard- Electrical Installations- Shows and Carnivals (AS/NZS 3002:2008).

## Lighting Plan

It may be necessary for your event electrician to provide temporary lights, lead and power sources. The position of lights should also be indicated in the site plan.

- The public will need lights for safe access of the site.
- If permanent lighting is not sufficient, then portable lighting towers may be required.
- Temporary portable toilets will need lights.
- Temporary structures need lights, as do aisles and exits. Auxiliary battery power or generators should be installed to provide lighting if a blackout were to occur.
- Many concerts are performed with on stage lighting. Access to the main lights or house lights is essential in case of an emergency. The location for the controls of these lights must be known to emergency personnel and safety officers, as well as those responsible for their operation.

Helpful Tips

## Section 4: Food & Alcohol

If food or alcohol will be served, special conditions apply.

### Food Management

As you may have guessed, it's your responsibility for the overall management of food vendors, including site placement, provision of services (such as waste and access to power and water), risk management and required Council approvals.

How do I manage food vendors for my event?

- 1 Research suitable vendors and invite them to participate at the event. Many event organisers develop an Expression of Interest form that they provide to potential vendors.
- 2 Once you've confirmed your vendors, you'll need to ensure that they've received the appropriate approvals from Council to act as either a temporary food stall or mobile food vendor. See here for the [Local Approvals Policy - Mobile Food Vending Vehicles and Temporary Food Stalls in a Public Place](#). This policy will also assist anyone who wishes to make an application for approval to operate mobile food vending vehicles and temporary food stalls. The policy sets out the information required by Council to assess applications.
- 3 Plan for food vendor requirements. This includes the utilities they need, allocate appropriate utilities, place food vendors on your site map and incorporate your food vendors and their activities into your Events Waste Management Plan.

### Alcohol Management

It's also your responsibility to manage alcohol at the event. Alcohol can make things a little more complicated, so please read on if it's going to be served or consumed at your event.

#### BYO Events

You'll still need to ensure that all relevant approvals have been sought from the local Licensing Sergeant and that all event stakeholders are briefed accordingly on these plans. Event organisers are still held responsible for any incidents at BYO events which they may not have control over due to not obtaining a liquor license prior to the event

#### Consumption Curfews

Approval for use of alcohol on Council reserves after 9pm must be gained through the completion of Council's Application to Stage an Event.

Council strongly encourages that you:

- Obtain a liquor license (rather than BYO) to manage alcohol at events
- Hire professional security
- Have 'wet' and 'dry' areas to contain drinking to an enclosed area.
- Promote dry events prior through ticketing, event collateral etc.

- Promotion of public transport to event attendees

If you are selling or serving alcohol at your event it is your responsibility as the event organiser to apply for a Limited Liquor License.

How do I apply for a Limited Liquor License?

- 1 Contact the Liquor Licensing Inspector at Port Macquarie Police Station to discuss if NSW Police is able to provide in principle support to sell, serve or consume alcohol at your event. Mid North Coast Local Area Command (LAC) Licensing Coordinator 2 Hay Street, Port Macquarie Ph: (02) 6583 0134

If in principle support from the LAC is provided, you may also wish to request a letter of support from Council. It will likely be required, and will speed up the process if you have it ready to submit as part of your application (see next step).

- 2 Apply for a Limited Liquor License. If in principle support is provided by the local Liquor Licensing Inspector then you need to apply to the Office of Liquor Gaming and Racing for a license. To download the necessary application form and to plan for the appropriate timeline in submitting your application, please visit [http://www.olgr.nsw.gov.au/liquor\\_forms.asp](http://www.olgr.nsw.gov.au/liquor_forms.asp)
- 3 Finalise your Liquor/Alcohol Management Plan. Your Plan should address the same points that were first discussed (refer to Step 1) with the local Liquor Licensing Inspector for inclusion in your overall Event Management Plan.

### Responsible Service of Alcohol

All event staff serving alcohol are required to have accreditation in the Responsible Service of Alcohol. Your event management plan should include actions for briefing staff in relation to the duties in the responsible service of alcohol as well as areas pertaining to the identification of underage minors, proposed liquor trading hours and the identification of alcohol dispensing and consumption areas.

For further information and to download helpful factsheets and guidelines in relation to Liquor Licensing requirements, please visit [http://www.olgr.nsw.gov.au/liquor\\_fact\\_sheets.asp](http://www.olgr.nsw.gov.au/liquor_fact_sheets.asp)

Helpful Tips

## Section 5: Road, Car Park & Pedestrian Impacts

Traffic management and other considerations.

Will your event impact traffic, transport, parking or pedestrians? If so, you may need to complete the following:

- Application for Use of a Public Road (see 'Related Information' section on this web page) and email it to Council ([council@pmhc.nsw.gov.au](mailto:council@pmhc.nsw.gov.au), Attention: Transport Engineer).
- NSW Police using 'Form 1' (see Related Information section of this web page)

If you're unsure an application is required, please contact Council via email or phone and ask to speak with a Traffic Engineer.

### Closure of a public road or car park

If your event requires the use, closure (or partial closure) of a public road or car park, or requires traffic control, you may also need to develop a Traffic Guidance Scheme and possibly a Traffic Management Plan (TMP). Council will advise you of the requirements once your initial Application for Use of a Public Road has been assessed.

Please be aware that this process can take some time, and there are several agencies that may need to be consulted. These agencies include:

- Port Macquarie-Hastings Local Traffic Committee
- NSW Police, Ambulance & Fire Services
- Roads and Maritime Services: State roads, which are roads consisting of highways and roads crossing over highways (i.e. Pacific Highway and Oxley Highway) are the responsibility of the Roads and Maritime Services. Event organisers seeking use of these roads must apply and liaise directly with the RMS. For further details please contact [RTA.Contact\\_Centre@rta.nsw.gov.au](mailto:RTA.Contact_Centre@rta.nsw.gov.au)

When preparing to submit an application to the Local Traffic Committee requesting the closure of a local road and/or detailing the affect your event will have on pedestrian access, you'll need to employ the services of a Traffic Management Company to:

- Develop a Traffic Management Plan
- Develop Traffic Guidance Schemes and supply relevant signage/barriers
- Implement and manage road closures

For major events, it's recommended that road closure applications are submitted for approval at least six months out from your event. Smaller events are encouraged to submit their application at least three months out from the event.

The Local Traffic Committee meets monthly to assess any applications for full or partial closures of the road reserves. You'll also need to submit a cover letter to the local Police, which provides an overview of the event and the proposed road closures, along with the event's Traffic Management Plan and Traffic Guidance Schemes.

With the development of a Traffic Management Plan, Traffic requirements are to be met by you as the event organiser.

# APPENDIX B: EVENT ORGANISER'S TOOLKIT

## Section 6: Insurance & Risk Management

You can't afford to ignore it.

### Insurance

You'll need a current public liability insurance policy to cover all event activities of at least \$20 million, with Port Macquarie Hastings Council listed as an 'interested party' on the policy document. Make sure it's in the legal name of the event organiser and covers not only the actual event, but the periods of setting up, staging and dismantling the event.

If your event is being held on public land, the policy must note the interest of Port Macquarie-Hastings Council for claims for personal injury or property damage arising out of negligence of the event organiser. The certificate of currency should state the level of cover, period of cover and exclusion clauses.

Approval for your event won't be granted until a copy of your certificate of currency has been provided to Port Macquarie-Hastings Council as part of your Event Application. Please supply this well before your proposed event.

You'll also need to check that all vendors and amusement ride (or bouncy castle) operators at your event have their own (current) public liability insurances. Keep copies of all these documents on your files as you may be required to produce them.

### Health & Safety (Injuries & Incidents)

As the event organiser, you must respond to any incidents at the event, such as injury to paid workers, volunteers and the general public, or damage to property, in accordance with the requirements of your insurer. A log of all injuries/incidents should be included in your Emergency Management Plan.

If a major incident occurs at any stage of the event involving paid workers, volunteers and any equipment registered as a plant item with WorkCover NSW, then the incident must be reported to WorkCover NSW immediately.

Contact WorkCover on 13 10 50 for further information or in the event of an incident which needs to be reported.

### First Aid

Depending on the nature and size of your event you may need access to either a first aid caravan/tent or other suitable facility equipped with:

- Hot and cold running water
- Two separate rooms (or adequate partitions to separate) for male and female patients with a bed and chair
- Chair and tables
- Signage that can be easily seen during the day and at night
- Power
- Adequate lighting

First aid posts should be properly staffed and equipped and be clearly identified so that they are easy to find.

### Security & Crowd Control Planning

Appropriate security at your event is essential. Different types of events require different levels of security and this should be included in your Risk Assessment.

You may need to engage a security company to manage the crowd. The number of security staff you need will depend on the number of patrons anticipated at your event. The general rule is two security guards for the first 100 patrons and then one guard for every 100 patrons. Consult with your security company to define the role of security staff, how many are needed for how many hours and their general positions within the site.

### Risk Management

#### What is a Risk Assessment?

A Risk Assessment is the process of assessing the potential effects or harm of a hazard and then determining its risk rating (or likelihood of occurrence). By determining the level of risk, you can prioritise risks and systematically eliminate or minimise them.

Regardless of the size and nature of your event, you should be continually assessing the events risks. During the event you should refer to the Risk Assessment Plan to ensure that all controls have been implemented, and assess and manage any unforeseen risks that may have arisen during the construction phase.

During the planning phase it is essential that you carefully consider potential risks involved with staging your event. Once this has occurred, the risks should be carefully analysed and then rated according to the chance of each one occurring and the impact it could have on your event.

By identifying risks, especially those that might have a significant and negative impact, this will also allow you to plan a response in case an emergency arises.

The risks you identify will depend on the nature of the event but could include:

- Financial—from budget blowout, cancellation or poor attendance on event day
- Equipment failure
- Inadequate security
- Lost children
- Major injury/incident
- Non-arrival of performers or deliveries of goods
- Property damage or loss
- Food poisoning
- Breach of noise restrictions
- Severe weather event

#### How do I develop a Risk Assessment?

A Risk Assessment must be submitted with your Event Application. Port Macquarie-Hastings Council has developed a Risk Assessment template which is designed to help you. See the 'Related Information' Section of this web page.

It is important that risks continue to be monitored, assessed and managed once the event has started. Records of the risk management process should be kept for legal reasons, and so that risk management can be improved for future events.

### Emergency Communications

In the event of an emergency occurring at the event, it is critical that emergency services personnel and those with the responsibility for managing the situation can communicate with each other as well as:

- Representatives outside the venue (at command centres, dispatch etc)
- Senior event staff on-site
- Event security

If you expect significant crowd numbers consider establishing an onsite emergency coordination centre where representatives from emergency services, first aid, security and the event can centralise activity, monitor communications and issues as they arise. The centre's location should be decided in consultation with emergency services representatives and must have backup power supply and use more than one system of communication.

### Emergency Response Planning

With any large crowd gatherings, such as those attending an event on public land, an Emergency Response Plan is imperative. Once developed, the plan should incorporate how to safely evacuate attendees and who is responsible for executing an emergency evacuation.

#### How do I develop an Emergency Response Plan?

In developing your Emergency Response Plan, areas to include in the plan are:

- Detailed arrangements in handing over control to the police and/or emergency services if required during the event
- Name and contact details of the event staff who will authorise and manage evacuation procedures
- Details of how event patrons will be notified during the event that an evacuation is taking place
- Access and evacuation routes should be clearly identified on your event's site plan
- Location of emergency services and/or their access should be clearly identified on your event's site plan
- Notification to the local hospital prior to your event on the number of participants attending your event
- Location of designated first aid station
- How major incidents will be notified to WorkCover NSW if applicable, i.e. significant injuries to paid workers or volunteers may need to be notified to WorkCover

Your Emergency Response Plan should advise staff how to react to a number of different scenarios. Depending on the size and nature of the event, some of the response guides will also have a checklist that should be completed as the staff member is making and communicating decisions. The checklist will capture important information for emergency services. Examples of potential emergency scenarios which may be applicable to your event include:

- Event Cancellation or Discontinuance
- Electrical Failure Response Guide
- Fire Response
- Bomb Threat Response Guide and Checklist
- Explosion Response Guide
- Hazardous Materials Response Guide
- Civil Disturbance
- Extreme Weather
- Flood Response
- Lost Child Response Guide and Checklist
- External Emergency Response Guide
- Person Entrapment Response Guide
- First Aid Response Guide

### Evacuation Planning

The Emergency Management Plan will need to have an evacuation procedure and the key to this is having enough gates in positions so that people can quickly and safely exit to an assembly area (assembly areas should be signposted where possible). Your site plan will need to show the location of the gates. Each gate must be staged with a security guard or responsible person who is in radio contact and familiar with the evacuation procedure.

**Exit Widths:** A certain amount of exit space is required for a certain number of patrons. See the Event Build Schedule template in the Resources Section for more information.

### Extreme Weather

When hosting your event in warmer months, you need to plan for extreme weather conditions such as the heat and humidity experienced in the Greater Port Macquarie region during summer. In addition to the heat, other weather elements such as unpredictable rainfall and heavy winds should be taken into consideration. When planning for these elements, factors to consider include:

<b>HEAT</b>	Does the venue provide shade areas for patrons?	Is sunscreen available and how will this be promoted?	Is water available to patrons and how will it be promoted?
<b>RAIN</b>	Does your event have a wet weather contingency?	Will wet weather impact on the capacity to generate income and achieve the event's purpose?	What other wet weather risk management procedures need to be incorporated to ensure the safety of patrons and reduce the environmental impact?
<b>WIND</b>	What additional risk management procedures need to be incorporated should high winds prevail?	Can the event continue in windy conditions?	If structures are on site, what is their capacity to cope with winds? How well are they tied down?

### Fire Prevention

Event Organisers are required to ensure that there is sufficient fire fighting equipment on site such as fire extinguishers, fire blankets, hose reels and hydrants. Depending on the size and nature of the event, you may be required to book a water tanker or source a commercial tanker. The location of fire fighting equipment should be included on the site plan or on a separate Fire Prevention Plan. You will also need to ensure that the extinguishers are suitable for the location and type of equipment used. For example, for electrical fires water extinguishers must not be used.

For further information on Fire Prevention please visit [www.fire.nsw.gov.au](http://www.fire.nsw.gov.au)

# APPENDIX B: EVENT ORGANISER'S TOOLKIT

## Section 7: Volunteers & Noise Management

Insurance & training, Health & Safety and Noise Management.

Volunteers can provide invaluable assistance in the coordination and running of an event. One good way to find volunteers is to approach your local service clubs such as Lions, Rotary and Apex, as well as educational and training institutions that offer event courses. Council also has a Volunteers Coordinator who may be able to assist.

You'll need to be aware of your rights and responsibilities in relation to volunteers. These include:

**Insurance**  
Professional advice should be sought about the type of insurance you will require to cover volunteer activity. You should also check to ensure that any existing insurance policies cover volunteers. Some you might consider are: - volunteers/workers personal accident - public liability - motor vehicle - professional indemnity liability. For more information, go to [www.volunteeringaustralia.org.au](http://www.volunteeringaustralia.org.au).

**Work Health & Safety**  
Volunteers are entitled to the same safe conditions that are provided to paid employees. Volunteers must be provided with relevant training (if required) and pre-event briefings/induction to ensure that a safe and successful event is achieved if you choose to utilise the skills of volunteers during your event.

Some of the responsibilities of event organisers include:

- training of volunteers
- Provision of necessary protective equipment
- Site inductions.
- Volunteer records, including emergency contacts.

For further information on volunteers and relevant legislation please visit [Safe Work Australia](http://Safe Work Australia)

**Orientation and Training**  
This is to ensure volunteers are able to do their assigned job effectively. Volunteers serving alcohol at a licensed event must be trained in the responsible service of alcohol.

**Reference, Police or Other Checks**  
Depending on the role assigned to a volunteer (such as working with children - see below) it may be necessary to carry out checks. If checks are relevant, volunteers should always be advised and their permission sought. For more detailed information about the rights and responsibilities of organisations and volunteers go to [volunteering.com.au](http://volunteering.com.au) or call the Centre for Volunteering on (02) 9261 3600.

**Child Protection**  
There are various aspects of events that involve working with children. There are some things that employers and self-employed people must do by law to help keep children safe. The NSW Commission for Children and Young People is an independent organisation working with others to make NSW a better place for children and young people. For more information regarding child protection and events visit [kids.nsw.gov.au](http://kids.nsw.gov.au) or call (02) 9286 7276.

### Noise Management (Music, machinery, speakers etc)

Noise can affect residents, businesses and wildlife, so Port Macquarie-Hastings Council has rules and guidelines regarding amplified sound or noise at outdoor events. Council's Environmental Health Officer can assist noise strategies and can be contacted on (02) 6581 8111.

Please refer to consents issued in both your Development Application Approval (where applicable) and Approval to Stage an Event, which may contain restrictions surrounding the use of amplified noise.

- Identify the groups that are likely to be affected (this could include residents, local businesses and wildlife)
- Show on your site plan the position and direction of speakers (face away from residences)
- List the person/party responsible for sound testing and the times that sound testing will be undertaken
- Identify actions to be taken if sound testing shows the level is too loud
- List the times that amplified sound will be used during the event program

Helpful Tips

## Section 10: Event Time!

Set up, communications, pack up and evaluation.

### Set up & Pack up ('bump-in' & 'bump-out')

You will often hear about the set up of your event described as the 'bump-in' period, and pack up as 'bump-out'. Depending on the size of your event and the amount of temporary infrastructure, this process will be a few hours to a few days (or more) of effort.

### Protecting the venue (Asset Protection)

If you have vehicles and heavy equipment on a public reserve, park or sportsground, it is likely you will need to pay a bond, which will be repaid if there is no damage to turf, vegetation, and permanent infrastructure. So, it's worth taking care when you're bumping in and out.

### How do I develop an Asset Protection Plan?

- Consider these suggestions in forming your Asset Protection Plan and to minimise site damage:
- Have a site supervisor to oversee the delivery phase of the event
  - Ensure that heavy equipment is not dropped on to the grass
  - Place boards or terra track on high traffic areas during the event build and for drop off points for heavy equipment
  - Ensure that generators and other machines are lifted carefully onto the site to reduce the risk of fuel leaks
  - Plan ahead so that any marquees and stages on grassed sites can be set up at the latest possible stage

### Build Schedule

A detailed Event Build Schedule is invaluable to control the build of the site and communicate with everyone involved, both on and off site. You can use the schedule when ordering equipment, advising contractors as to when they should arrive and on site during the event so that key staff know what is happening and when.

### Communication: Pre Event

In planning your pre-event communications, you'll need to communicate your plans to your key stakeholders, which may include:

Event attendees	Port Macquarie-Hastings Council	Local residents and businesses	Local approval authorities
Emergency services	Media	Any relevant Community groups	Suppliers and sponsors

All residents and local businesses directly impacted by your event (e.g. road closures, event site, noise impacts) should be informed in writing at least two weeks in advance of the event.

Ideally you should tailor the messages you send to each stakeholder group. Elements could include:

Traffic arrangements	Public transport arrangements	Special arrangements (e.g. for people with a disability)
Parking facilities	Services and facilities available at the event	Event times and the entertainment program
Where to purchase tickets	Specific conditions of entry	Specific health messages

All your communication materials should include websites and telephone numbers where people can get additional information.

You should also carefully consider how to reach the people you want to speak to by developing a communications strategy. The strategy will give you direction in communicating key messages related to your event to the targeted audiences that you want the messages to reach.

For major events, a copy of your Emergency Management & Communications Protocols should also be provided to the local Police.

### Communication: During Event

Your communications plan should also reflect ways of communicating with people at your event, and could include:

- A public address (PA) system
- Information booths
- Emergency Communications Centre
- Portable message boards
- Volunteers
- Printed/online guides/ or programs
- Electronic variable message signs
- SMS event updates & phone apps
- Social Media posts

### Reporting: Post Event Evaluation

Your event coordination role doesn't end when everything is packed away! Evaluating your event is really important, particularly if you wish to run the event again (and get sponsors on board). If you've received Council sponsorship, there are additional requirements which you should be aware of in order to successfully 'acquit' your event. Please check the Sponsorship Program guidelines for further details.

- Determine how many attended the event (ticket sales, registrations, head count, surveys, gate takings, gate count). Use online registrations and/or surveys to determine attendees' residential postcodes, and if visiting our region, how long they'll be staying for and whether they bought anyone with them. Did they travel to our region specifically for the event?
- Conduct a survey/provide feedback forms during the event. Ask attendees what they like about your event and what they think could be improved.
- Ask people attending the event if they know who the sponsors are. If large numbers of people associate the sponsor with the event, this will prove valuable when renegotiating sponsorships for the following year.
- Hold a debrief meeting that includes as many people as possible who were involved in the event. Circulate an agenda that covers the key areas for discussion, such as achievements, challenges and recommendations.
- Evaluate your success against the objectives you set at the beginning of your event. How many of the numbers of people you had anticipated? Did you achieve what you wanted?

Helpful Tips



# APPENDIX C: EVENTS PROSPECTUS (EXCERPT)

## 4. Great places to stay

Port Macquarie has a huge range of quality accommodation to suit every taste and budget. From boutique-style resorts to larger hotels, budget to luxury, there are 1,500 rooms in the CBD and nearly 6,000 beds within 15 minutes of the town centre. The majority of those are within walking distance of our most popular event precincts. We also have a number of large caravan and campgrounds in stunning

waterfront locations. Within a short scenic drive of our CBD are the spectacular waterways and villages of Camden Haven to the south, and Wauchope to the west, both areas offering a variety of accommodation options. Our accommodation capacity is amongst the largest in regional NSW. See Attachments for a listing of key accommodation offerings in the region.



Clockwise from top: CBD, Oceanview Apartments, Berry Hills, North Coast Holiday Park, Bushland Tourist Park, W4 Boutique Hotel



## 5. A proven events track record

Port Macquarie is an events town. It's in our blood. We've got a long and successful history of hosting major regional, state, national and international events. We have the capability and capacity to deliver.

Sporting events include IRONMAN Australia, NSW Touch Football, Australian Surfing Titles, Trans Tasman Indoor Cricket, Monocross, Australian Geosquest, Baggo Blue MTB Marathon, Australian Schoolboys Rugby League, Country Rugby League, The season major league matches across all football codes, and Pacific Slam Basketball, to name but a few. We also now have new and updated facilities to host major indoor sporting events.

Music and cultural events include Tastings on Hastings, Art Walk, Blues & BBQ Festival, Big Band Blast, Widdowood Music Festival, Etern Yoga Festival, Red Hot Summer Tour, Side of Heaven, The Kancel National Violin Competition and the Port Macquarie Beer & Cider Festival. Our Glasshouse Theatre has also hosted a huge range of national and international acts, from Opera Australia & Australian Ballet, to the Wiggles and Croux Oz.

A range of local conference venues have hosted a large range of events, trade shows and expos.

We've hosted events that have attracted up to 18,000 attendees and 2,000 local volunteers per day. Our region has the suppliers, the venues and the Council and community support to help you deliver an amazing event.



## Testimonials

"As a destination, Port Macquarie ticks all the boxes with our customers, with a wide range of accommodation, dining and shopping options set in a great natural environment, easily accessed by road or air. The event infrastructure and event support network that has been developed and fostered by PMEC greatly assists the planning and delivery of our events. Events in the area are about people and the manner in which Port Macquarie welcomes our competitors to the region is a major contributing factor to the strong loyalty we enjoy from our customers."

— David Ray, Regional Director, IRONMAN Oceania

"Port Macquarie-Hastings Council are incredibly professional and extremely positive in their attitude towards large-scale events, and have been a pleasure to work with over the past few years. As for the community and locally community, we are always impressed with their warm smiles and being our guest in your beautiful town."

— Peter Carrillo, Director, Brooks Running Festival

"I cannot recommend highly enough the dedication, professionalism and wonderful service we received from the Glasshouse team leading up to and during the Australian Dental Association Conference."

— Jay McInnes, Managing Partner, East Coast Conferences

"I have organised events in Port Macquarie. From the local community who embrace and support new initiatives to the infrastructure and facilities available, it has provided me with a strong platform to create, execute and bring new ideas to life."

— Heidi Waghorn, Madelineville Events

"The Port Macquarie beaches and coastal walk are a magnificent backdrop. It's those features which boosted the attraction for a successful event."

— Stuart Green, Sand Master



## Council & community – supporting your event

### Need help with planning?

In addition to our comprehensive Event Organiser's Toolkit, we have a number of venues that are covered by a 'Blanket Dk'. This has resulted in less paperwork and expense for our event organisers. For major events, we can provide assistance with planning, traffic management, applications, site/location/venues, and regulations.

### Looking for sponsorship?

Are you planning a major event? Please contact our Events Manager to discuss potential for Council sponsorship.

### Need promotional support?

Our team can provide information and images for your website/ advertising materials to help you promote your event. We can also support your event promotion via our popular website and social media channels. The Glasshouse also offers catering service if required, and our Visitor Information Centre can put together tour and visitor experience packages for your event attendees.

### Need community support and volunteers?

As event organisers ourselves, we know the value of community support. We think we have it in spades. The region is known for its 'life be in it' attitude, as well as a wonderful creative energy. We've had events that attract up to 2,000+ volunteers per day, and over 12,000 local attendees. As volunteers, supporters, and participants, Port Macquarie embraces events.



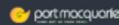
## Event destination checklist

### Is your event location:

- A highly desirable holiday destination? ✓
- Convenient to get to by road, air and rail? ✓
- Relaxed and easy to get around? ✓
- A progressive and vibrant place? ✓
- Good value for you and your participants? ✓

### Does your event location have:

- Extensive accommodation options? ✓
- Stunning and unique locations and venues? ✓
- A world-class theatre/performance space? ✓
- A strong online/social media presence? ✓
- Strong community & Council support? ✓
- A proven events track record? ✓
- High quality suppliers and caterers? ✓
- Great facilities? ✓
- Great dining and shopping? ✓
- A range of award-winning visitor experiences? ✓



## Contact us

If you're planning (or considering) a major event in Port Macquarie, our Events Manager would love to hear from you.

Port Macquarie-Hastings Council  
Economic Development Team  
P (02) 6581 8111  
E [economic@ymhc.nsw.gov.au](mailto:economic@ymhc.nsw.gov.au)



PORT MACQUARIE HASTINGS  
COUNCIL



[portmacquarieinfo.com.au](http://portmacquarieinfo.com.au)

#loveportmacquarie

# APPENDIX D: SHAPE OF THE FUTURE



**welcome**  
from the Mayor

Port Macquarie Hastings Council is committed to creating the right atmosphere for business investment and to building a resilient, capable and supportive business community.

As a burgeoning growth centre, our region offers investors unrivalled opportunities including prime commercial, industrial and coastal locations, an idyllic lifestyle and a rich natural environment. With the Mid North Coast forecast to have one of the highest rates of new job creation in regional NSW in coming years, we're working hard to ensure conditions are enticing for investors and business owners and operators.

Three of Australia's leading universities have campuses here, and we have a thriving entrepreneurial community supported by local Chambers of Commerce and other business advocacy and advice organisations. Our business community has global reach and a strong tourism sector offers significant flow-on benefits in the broader economy.

The time is right to **live, learn, work, play and invest** in a region that's on the move. I invite you to take the first step in securing your future by talking to our Economic Development team.

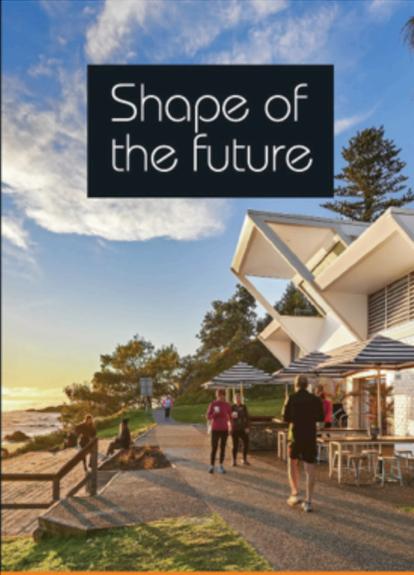


**Peter Besseling**  
Mayor

Contact us

Talk to the Economic Development Team

- economic@pmhc.nsw.gov.au
- 02 6581 8111
- pmhc2444
- Port Macquarie-Hastings Council

Shape of the future

Port Macquarie | Camden Haven | Wauchope | Hinterland



strategic location

With our in-cloud recruitment software business now well established I don't need to be in the office every day, so relocating from Sydney to live and work remotely in Port Macquarie was a dream come true.

BARBARA SIMON  
PRESIDENT, MERRILL LYNCH PIERCE FENNER SMITH

DAVID BAKER  
CEO, PROPER, TECHNOLOGY

quick facts

- \$93 million Capital Works Program (17/18 FY)
- Population of 100,000
- \$361m Developments Approved
- 1.5 million Visitors Per Year
- 3 universities
- strategic location between Sydney and Brisbane



best reasons to do business

**A thriving economy**  
We're well known as a great holiday destination, but our diversified economy also boasts strong health, education, construction, manufacturing and retail sectors. Small and large businesses can thrive here.

**A lifestyle like no other**  
Attracted to the perfect climate and idyllic lifestyle, sea-changers and tree-changers are flocking to the Port Macquarie-Hastings region. Add to this a welcoming community, vibrant culture, arts and food scene, stunning coastal and country living and you have the perfect lifestyle destination.

**A strategically located, regional hub**  
Centrally located between Sydney and Brisbane, and serviced with a well developed network of road, rail and air infrastructure, it's the perfect place to be in business. With regular direct flights to Sydney, Brisbane and Melbourne, business travel is also a breeze.

**A supportive and innovative business community**  
Being such a desirable place to both visit and live, we attract great people. Innovation and entrepreneurship are well entrenched in the local community, with a number of local business networks and support services attracting membership and participation from businesses of all sizes.

**Major projects and big picture planning**  
We're planning for growth with the population expected to exceed 100,000 people in the next 20 years. With that in mind, our planning includes delivery of a great transport network, world class water and sewer system, new industrial estates with highway exposure, modern housing estates, and ready access to innovative technology.

local testimonials

From Port Macquarie I lead teams across Australia and overseas with one of the largest Service Management deployments in the world. With a strong work ethic, personal reliability and access to high speed internet, I can work where I love to live.

MATTHEW SMILE  
SENIOR CONSULTANT, MANAGER, WESTLIFE GROUP

Our significant manufacturing business is located in a growing industrial area right on the Pacific Highway adjacent to Port Macquarie. We are proud of our long history as a part of an innovative local business community. One of the competitive advantages of our business is having access to a talented local workforce.

PATRICK CALDERON,  
MANAGING DIRECTOR, BENTLEYWAY SPARE

## IT'S ON! IN NSW – PORT MACQUARIE ALL EVENTS - BANNER ADVERTISING

4

**IT'S ON! IN NSW**  
PORT MACQUARIE  
**WILDWOOD MUSIC FESTIVAL**  
2 OCTOBER 2016  
[FIND OUT MORE](#)

**IT'S ON! IN NSW**  
PORT MACQUARIE  
**TASTINGS ON HASTINGS**  
28 - 30 OCTOBER 2016  
[FIND OUT MORE](#)

**IT'S ON! IN NSW**  
PORT MACQUARIE  
**OYSTERS IN THE VINES**  
6 NOVEMBER 2016  
[FIND OUT MORE](#)

**IT'S ON! IN NSW**  
PORT MACQUARIE  
**THE KENDALL NATIONAL VIOLIN COMPETITION**  
17 - 18 SEPTEMBER 2016  
[FIND OUT MORE](#)

**IT'S ON! IN NSW**  
PORT MACQUARIE  
**EKAM YOGA FESTIVAL**  
18 SEPTEMBER 2016  
[FIND OUT MORE](#)

**IT'S ON! IN NSW**  
PORT MACQUARIE  
**PORT MACQUARIE BEER & CIDER FESTIVAL**  
24 SEPTEMBER 2016  
[FIND OUT MORE](#)

**IT'S ON! IN NSW**  
PORT MACQUARIE  
**BEACH TO BROTHER**  
25 SEPTEMBER 2016  
[FIND OUT MORE](#)

# IT'S ON! IN NSW – PORT MACQUARIE FACEBOOK ADVERTISING

 Visit NSW  
6 September · 🌐

Ignite your senses at Tastings on Hastings, Port Macquarie's premier food festival. Sample delicious offerings from local farmers, artisans, food producers, wine growers, brewers, restaurants and cafes. Start planning your trip!



**Tastings on Hastings - Port Macquarie**  
28 – 30 October 2016  
VISITNSW.COM [Book Now](#)

 Visit NSW  
6 September · 🌐

Take your tastebuds on a tour of Tastings on Hastings! Three action packed days of culinary celebrations featuring celebrity chef dinners, cooking demonstrations and masterclasses with the best local produce on offer.



**Tastings on Hastings - Port Macquarie**  
28 – 30 October 2016  
VISITNSW.COM [Book Now](#)

 Visit NSW  
6 September · 🌐

Calling all foodies! Join Celebrity Chef Matt Wilkinson as he teams up with the talented team of The Stunned Mullet in Port Macquarie at Tastings on Hastings. Treat yourself and book a ticket to a 'Feast with Matt and The Mullet' celebrity chef dinner or level-up your skills at the 'Learn with Matt and The Mullet' cooking demonstrations.



**Tastings on Hastings - Port Macquarie**  
28 – 30 October 2016  
VISITNSW.COM [Book Now](#)

## APPENDIX F: COUNCIL WEBSITES - SNAPSHOTS

PORT MACQUARIE-HASTINGS COUNCIL

I am looking for ...

Contact Us Have Your Say

About Us Services Building & Planning Facilities & Recreation **Community & Culture** Business

Home > **Community & Culture** > Events > Event Sponsorship Program

### Event Sponsorship Program

Are you planning a major event in our region in 2017?

The PMHC Event Sponsorship Program aims to support event organisers to develop, promote, execute and sustain locally grown long-term major events.

Major events are an important and growing part of our local economy, and add to the vibrancy of our region. Council's Event Sponsorship Program has been set up to provide grant funding of \$5,000 for events that attract (or have the potential to attract) a significant number of visitors to our region. Past events that have received funding under this program include the Port Macquarie Running Festival, Big Band Blast, Ekam Yoga Festival, and The Port Macquarie Beatles Festival.

### What do we mean by 'a significant number of visitors'?

It refers to the number of visitors from outside our region who come here for the event, and spend money in our region on accommodation, food, transport, retail, attractions and services. By way of example, events that have received full sponsorship in the past generally attract at least 400+ visitors from outside of the region. However, if you have a smaller event

Share:   

### Related Information

-  [Event Sponsorship Program 2016-2018](#) (PDF, 3MB)
-  [Event Organisers Toolkit](#)
-  [Event Toolkit Budget Planner Template](#) (XLS, 42KB)
-  [Event Toolkit Marketing Plan Template](#) (PDF, 682KB)
-  [Application to Stage an Event.pdf](#) (PDF, 648KB)

### Also in this section

- [Events Calendar](#)
- [Event Organiser's Toolkit](#)
- [Markets in Port Macquarie region](#)
- [Australia Day](#)

port macquarie

Stay See & Do What's On Information Host your Event Contact Us

Greater Port Macquarie is the perfect destination to host your next conference or event. We cater for every event size, style and budget – from an intimate boutique event, to a conference for up to 1000 people or a major sporting event. Our idyllic location is a proven draw card for strong attendance, with the added benefits of hassle free parking with less traffic, easy walking between venues within the CBD, fabulous accommodation, reliable public transport, quality suppliers and friendly local support... the perfect ingredients to make your event a success.

## Event Venues



Venues without Accommodation



Venues with Accommodation



Unique & Outdoor Venues

# APPENDIX G: TOWN GREEN & TOWN SQUARE UPGRADE INFORMATION FLYERS



**TOWN GREEN UPGRADE**  
**stage 1**

PORT MACQUARIE HASTINGS COUNCIL

**STAGE 1**

**WHAT IS THE TOWN GREEN UPGRADE?**

Over the last 20 years the streetscape and landscape in the CBD have been upgraded significantly due to the implementation of the Town Centre Master Plan (TCMP) which outlines improvements throughout the town. The 2013 review of the TCMP identified improvements to the Town Green and waterfront to create a high quality parkland for visitors and residents of Port Macquarie Hastings area. Significant community engagement occurred in 2014 to understand the community wishes for this area. These comments have been taken into account in the development of the plans. Key changes include:

- Installation of a 5m wide waterfront promenade
- Installation of a 5m wide path along the foreshore of Rydges and the Beach House
- Shade tree planting
- New turf and irrigation system
- Seating
- Lighting
- Picnic facilities

**HOW ARE THE WORKS FUNDED?**

The budget for the Town Green works is \$945,000. Funding for Town Centre Master Plan (TCMP) projects is sourced from a special tax levied on the property owners of the Port Macquarie CBD called the 'Town Centre Master Plan Reserve Fund'. This fund is administered by the TCMP Sub-Committee made up by representatives from the community, CBD landholders, Port Macquarie Chamber of Commerce, CBD traders and Council staff. The TCMP Reserve Fund will fund \$500,000 of the project and Council will fund the remainder.

**WHEN WILL THE CONSTRUCTION START?**

Construction is planned to start mid May 2017 after the IRONMAN event.

**WHAT OTHER PROJECTS ARE HAPPENING IN TOWN?**

There are several other upgrades planned for the Port Macquarie Town Centre within the next year including:

- Town Square (Horton Street north of Clarence Street)
- Landscape upgrades including new street trees and planting
- Furniture upgrades
- New banner poles

**coming May 2017**

For more information visit [pmhclisting.com.au](http://pmhclisting.com.au) or call Council's Customer Service Centre (02) 6581 8111



**TOWN SQUARE**  
**redevelopment**

PORT MACQUARIE HASTINGS COUNCIL

**WHAT IS THE TOWN SQUARE REDEVELOPMENT?**

Over the last 20 years the streetscape and landscape in the CBD have been upgraded significantly due to the implementation of the Town Centre Master Plan (TCMP) which outlines improvements throughout the town. The 2013 review of the TCMP identified the northern end of Horton Street as an opportunity to create a Town Square that would enliven the streets, draw people through to the Town Green and waterfront and be a gathering space for visitors and residents of Port Macquarie Hastings area. Significant community engagement occurred in 2014 to understand the community wishes for this area. These comments have been taken into account in the development of the plans. Key changes include:

- Reconfiguration of the car park including removal of the bus bay and central island
- Significantly wider footpaths to encourage alfresco dining
- Removal of one level to create a flush plaza surface
- New furniture including additional seating, bike racks and drinking fountains
- Large shade trees
- New illustrative entry signage
- A canopy of lights on catenary wires create an evening and safe space for events
- Removable bollards so that the space can easily be transformed into a vehicle free, pedestrian plaza for events, markets and festivals

**WHO WILL FUND THE WORKS?**

Funding for Town Centre Master Plan (TCMP) projects is sourced from a special tax levied on the property owners of the Port Macquarie CBD called the 'Town Centre Master Plan Reserve Fund'. This fund is administered by the TCMP Sub-Committee made up by representatives from the community, CBD landholders, Port Macquarie Chamber of Commerce, CBD traders and Council staff.

**WHEN WILL THE CONSTRUCTION START?**

Construction is planned to start in 2017. Further information on construction timetables will be available once a contractor has been engaged.

**WHAT OTHER PROJECTS ARE HAPPENING IN TOWN?**

There are several other upgrades planned for the Port Macquarie Town Centre within the next year including:

- Town Square (eastern section)
- Landscape upgrades including new street trees and planting
- Furniture upgrades
- New banner poles

**coming soon!**

For more information visit [haveyoursay.pmhc.nsw.gov.au](http://haveyoursay.pmhc.nsw.gov.au) or call Council's Customer Service Centre (02) 6581 8111