



#REDCENTRENT REGIONAL EVENTS STRATEGY 2018-2023



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Front cover images (clockwise) Parrtjima, Alice Springs Beanie Festival, Henley on Todd Regatta, Uluru Camel Cup.



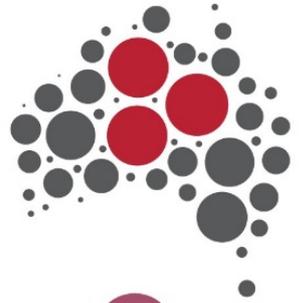
**TOURISM
CENTRAL AUSTRALIA**

The Heart. The Soul. The Centre.

#REDCENTRENT REGIONAL EVENTS STRATEGY 2018-2023

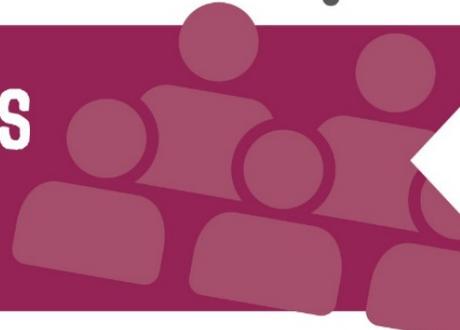
COMPETITIVE ADVANTAGE

#RedCentreNT's iconic
landscape and culture.



CHALLENGES

Access, conversion and
event industry capacity.



EVENT VISION

Famous for distinctly #RedCentreNT
events that celebrate our iconic
location and culture.

GOALS

- 1 Increase visitor stay + spend.
- 2 Facilitate regional dispersal.
- 3 Maximise visitor satisfaction.

Amplifying quirky and
culturally significant
events and packaging
them with quality
experiences will increase
desire and conversion.
This is critical for success.



STRATEGIC APPROACH

Retain + grow existing events through capacity building.



Attract new events in shoulder + low seasons.



Partnerships to promote the destination + facilitate conversion.



KEY STRATEGIES

1 Bridge Event + Destination Awareness



2 Increase Conversion



3 Strategic Focus



4 Increase Capacity



5 Partnerships



EVENT FOCUS

- 1** Raising awareness of #RedCentreNT.
- 2** Attracting visitation and increase length-of-stay.
- 3** Contributing to the regional economy by attracting more high yield visitors and increasing visitor dispersal.
- 4** Fostering community pride and cohesion.

HALLMARK
EVENTS

MAJOR
EVENTS

SIGNIFICANT
REGIONAL EVENTS

LOCAL
EVENTS

Special interest markets provide potential for events that showcase the #RedCentreNT's unique location and culture

PART 1 OUR CONTEXT

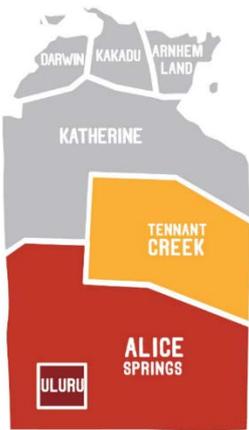
Strengths, challenges + outcomes



EASTER IN THE ALICE MOUNTAIN BIKE RACE

PART 1 OUR CONTEXT

TOURISM CENTRAL AUSTRALIA REGION



The NT government funds Tourism Central Australia to operate from Elliot in the north to the South Australian border, from the edge of the Gibson Desert at the WA border to the Queensland border including the Simpson Desert. This encompasses Alice Springs, Yulara, Watarrka and Tennant Creek amongst other regional

towns and areas.

As one of two Regional Tourism Organisations in the Northern Territory, Tourism Central Australia supports a wide variety of stakeholders including individuals, businesses and organisations to help grow the tourism industry in the Northern Territory (NT).

One of the organisation's key objectives is to promote the #RedCentreNT to increase visitor numbers, yield and dispersal.

COMPETITIVE STRENGTHS

Competitive strengths for the region are the #RedCentreNT desert environment, its cultural landscape and unique experiences, particularly quirky Central Australian events.

KEY CHALLENGE

The region's competitive position is affected by access – both the difficulty and cost of access, and the affordability of competing destinations offering similar core experience value propositions.

FIVE KEY OUTCOMES

The five key tourism outcomes for the region are:

1. Increase visitor numbers.
2. Increase visitor length of stay.
3. Increase visitor expenditure.
4. Increase visitor dispersal.
5. Maximise visitor satisfaction.



AUSTRALIAN OUTBACK MARATHON

PURPOSE OF A REGIONAL EVENTS STRATEGY

Festivals and events play a key role in showcasing the #RedCentreNT brand, driving regional dispersal, increasing length of stay and most importantly, creating conversion - providing visitors a reason to “book now”.

Events offer visitors reason to re-visit the #RedCentreNT and can offer much needed income in shoulder and low seasons.

Regionally, events such as the Field of Light have made a major contribution to the economy. From a destination perspective, events such as Henley on Todd Regatta, Uluru Camel Cup and Alice Springs Beanie Festival (to name a few), become part of the colour of the #RedCentreNT and contribute greatly to its destination positioning.

Hallmark events have the potential to attract significant visitor numbers from outside the region to inject new, export dollars and create new markets. Most importantly, over time hallmark events can further position Central Australia’s brand through imagery, media publicity and lasting visitor experiences, creating brand loyalty.

There are considerable opportunities to develop, build and leverage home-grown events that showcase the #RedCentreNT’s unique location and culture, particularly through special interest markets.

The #RedCentreNT features a plethora of regional events ranging from local community events to major tourism events that attract domestic and international visitors to the region.

It is essential to continue to retain and attract new events, create an industry capacity building program for event organisers, and facilitate partnerships to promote the destination and facilitate conversion.

“Special interest markets provide potential for events that showcase the #RedCentreNT’s unique location and culture”.

Tourism Central Australia engaged Krista Hauritz Tourism and Events to develop this strategy. The purpose of this strategy is to offer a focus for the development and promotion of tourism leisure events for the #RedCentreNT, specifically to reach its corporate objectives to increase visitor numbers, yield and dispersal.

The strategy includes recommendations on how to grow the capacity, quality and number of events in the region in the Action Plan.

STRATEGIC APPROACH



SCOPE + CONSULTATION

The #RedCentreNT hosts a number of major, tourism leisure, community, sporting and business events. These events contribute to the economic and social benefit of the region and the community.

The consultation process for this strategy involved face-to-face meetings with stakeholders, in-region consultation, facilitated workshops (2 - 8 November 2017) and phone interviews.

The #RedCentreNT Regional Events Strategy development process included consultation with industry, event organisers and organisations including:

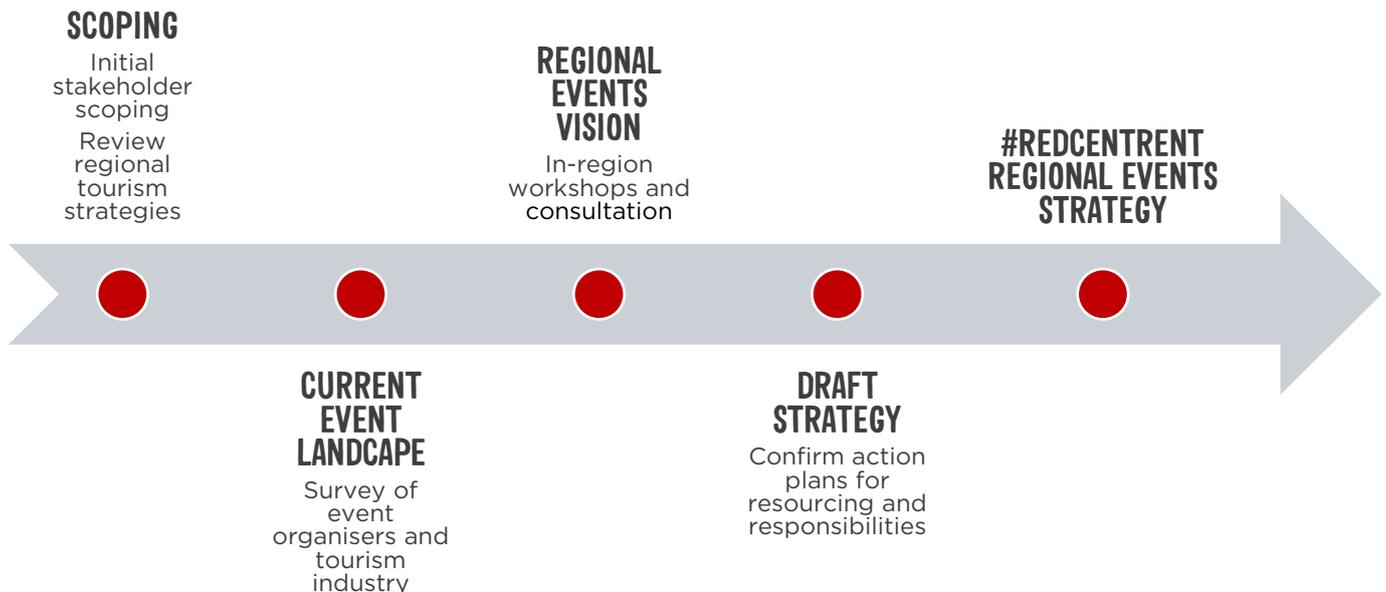
- Festivals NT.
- Parks Australia (Uluru-Kata Tjuta National Park).
- Yulara (Uluru Camel Cup, Uluru Segway Tours, Manager Parks Operations & Visitor Services).
- Alice Springs (Alice Springs Town Council, Henley on Todd, Red Hot Arts,

Central Crafts, Arunga Park Speedway Association, Yapa Styles Fashion Festival).

- Tennant Creek (Battery Hill Mining Centre/Tennant Creek Visitor Information Centre, Barkly Arts/Desert Harmony Festival).

Out of the scope of this plan are community events that are keen to maintain a community focus without growing to become tourism attractors. These events will maintain their core values to create positive community cohesion. Business events are also not specifically addressed within the scope of the strategy.

CONSULTATION PROCESS



STRATEGIC CONTEXT

The #RedCentreNT Regional Events Strategy is developed in strategic context with the NT's Tourism Vision 2020 to develop a strategic approach to major events, festivals and regional events.

It strategically aligns with the goals of the Northern Territory Major Events Company (NTMEC) and Festivals NT to engage the local community, attract visitors and showcase the Northern Territory to:

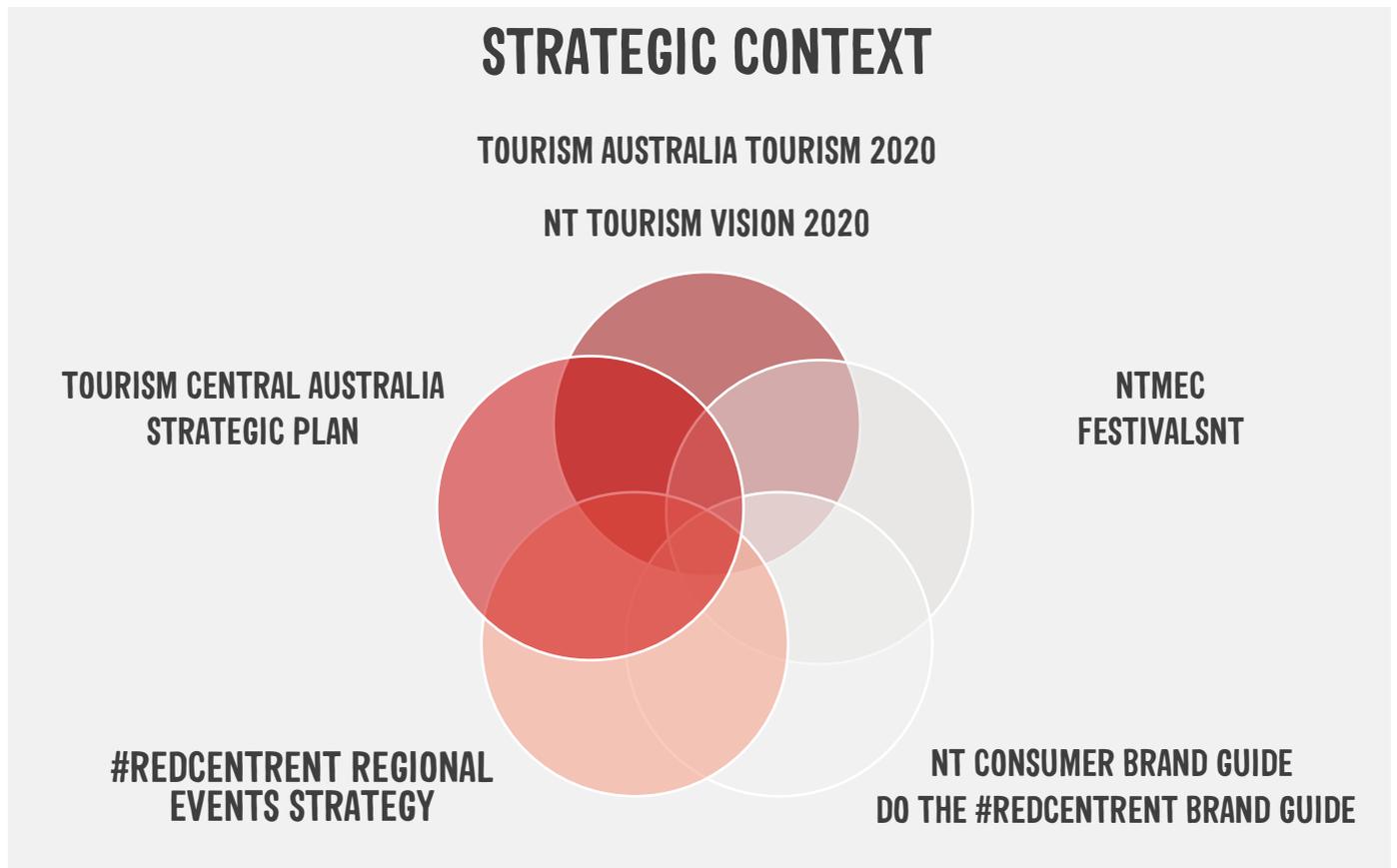
- Create new and develop existing events.
- Improve commercialisation.
- Improve communication and engagement.
- Improve event research and reporting.

The strategy will focus on:

1. New and existing events to grow and deliver stronger destination benefits for the community.
2. Industry capacity building program for tourism events to increase their sustainability, marketing reach and growth.

It recognises the Northern Territory's objectives to develop a long-term comprehensive strategic approach to major events, festivals and regional events that leverages the NT Brand, activates infrastructure, energises local communities and drives visitation and yield.

The strategy specifically delivers on the Tourism Central Australia's Strategic Plan to leverage and promote events in Central Australia to grow yield through length of stay and dispersal.





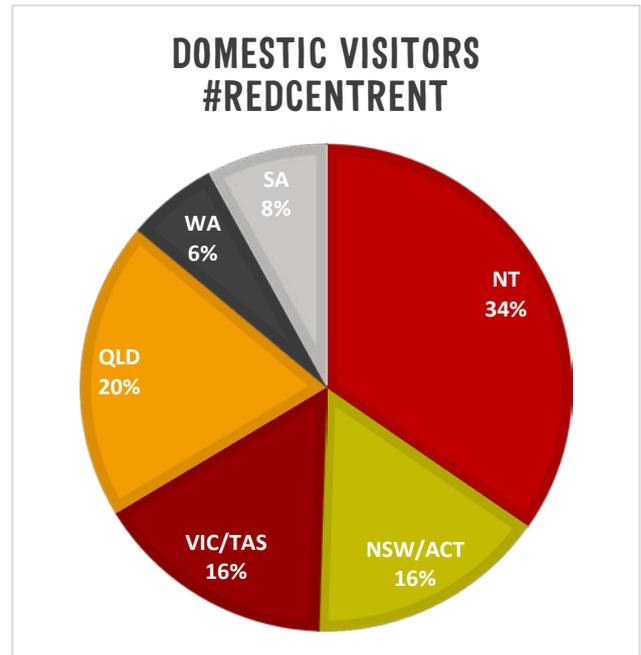
VISITOR ANALYSIS

The #RedCentreNT, received a total of 404,000 visitors for the year end September 2017*, with an almost 50/50 split of domestic and international visitors.

During this period 1,043,000 visitor nights were generated with an average length-of-stay of 4.8 nights.

Of the total visitor nights, 880,000 were international, representing 79% of the Northern Territory's total international visitor nights.

Of international short term visitor arrivals, the high season for YE Sep 16 and YE Sep 17* was June to September, with July and August being the heaviest arrivals months, coinciding with when most events are staged in the #RedCentreNT.



Where are visitors travelling from?

Major domestic markets for #RedCentreNT are the Northern Territory and Queensland, followed by New South Wales and Victoria. Internationally for the Northern Territory, primary markets are Europe, USA, UK, Japan and Greater China, with visitors from France and Switzerland averaging the highest spend per trip.*

**Source: Derived by TourismNT from Tourism Research Australia's National and International Visitor Survey.*



EVENT SNAPSHOT

The #RedCentreNT is home to a diverse range of events, such as the Alice Springs Beanie Festival, Parrtjima, the iconic Alice Springs and Uluru Camel Cups, Red CentreNATs, Finke Desert Race and Rotary Henley on Todd Regatta (to name just a few). The Events Calendar below provides a highlight of events in the region, highlighting peak event months during Easter and winter.

JANUARY/FEBRUARY

Men's and Women's Big Bash League

National Indigenous Cricket Championships

AFL Women's Match

MARCH/APRIL

Easter in the Alice Mountain Bike Race

Blacken Open Air

Tjungu Festival

Alice Springs Heritage Festival

MAY

Alice Springs Cup Carnival

Wide Open Space Festival

Uluru Camel Cup

AFL Men's Match

JUNE

Finke Desert Race

Brunette Downs Races

Alice Springs Beanie Festival



JULY

Alice Springs Show

Tennant Creek Show

Alice Springs Camel Cup

Australian Outback Marathon

AUGUST

Desert Harmony Festival, Tennant Creek

Run Larapinta

Henley on Todd Regatta

Desert Festival

The Redback MTB

Red Centre NATS

SEPTEMBER

Desert Song Festival

Parrtjima

Alice Springs Masters Games (biennial)

OCTOBER

Barkly Muster Goldrush Challenge

NOVEMBER

Yapa Styles Fashion Festival



SWOT

In the context of events, the following strengths, weaknesses, opportunities and threats have been identified.

STRENGTHS

1. Iconic Australian location.
2. Internationally significant living culture and arts.
3. Unspoilt, raw, authentic.
4. High on consumer bucket lists.
5. Quirky, established events that gain national/international media coverage.
6. Proven ability to stage events.
7. Range of events with differing special interest markets.

WEAKNESSES

1. Access - cost and distance, for visitors, performers and event equipment.
2. Conversion - limited partnering between some event organisers & tourism industry with limited packaging.
3. Seasonality - perceptions of weather.
4. Limited capacity for some events with limited resources and managed by volunteers at risk of burn-out.
5. Limited skills + resources available within the region
6. Short-term planning of events - ad hoc/last minute event promotion
7. Regional connectivity within region
8. Lack of digital connectivity - poor telecommunications e.g. Wi-Fi on location
9. Limited ability to purchase events online e.g. event ticketing.

OPPORTUNITIES

1. Developing hallmark signature event/s for region.
2. Current events that have tourism potential.
3. Leveraging new NT branding.
4. Up-skilling and capacity building of event organisers, including local audience building.
5. Build on adventure outdoor and cultural events to showcase the region's competitive strengths - significant locations and unique culture.
6. Cluster and packaging existing events with potential for regional dispersal.

THREATS

1. Competition from festivals nationally (e.g. camel races) and destinations targeting event market.
2. Potential reduction in airline capacity and/or increase in transport costs.
3. Reduced local and Territory government focus and/or funding of events.

COMPETITIVE ADVANTAGE

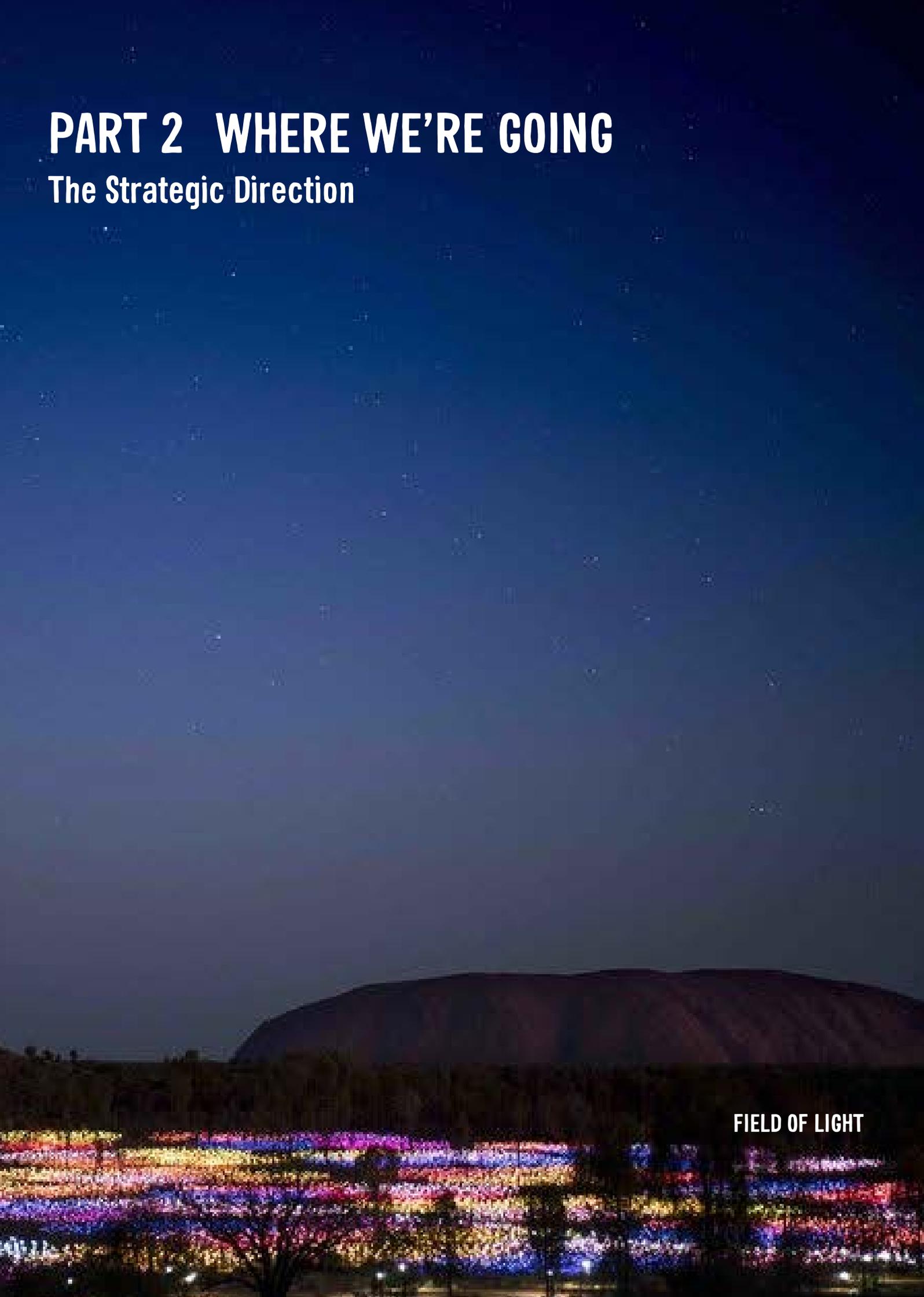
The #RedCentreNT's competitive advantage is both its iconic landscape and culture.

Amplifying quirky and culturally significant events and packaging them with quality experiences will increase desire and conversion. This is critical for success.

PART 2 WHERE WE'RE GOING

The Strategic Direction

FIELD OF LIGHT



PART 2 WHERE WE'RE GOING

STRATEGIC DIRECTION

EVENT VISION

“Famous for distinctly #RedCentreNT events that celebrate our iconic location and culture”.

GOALS

1. Increase visitor stay + spend.

2. Facilitate regional dispersal.

3. Maximise visitor satisfaction.

STRATEGIC APPROACH

Retain + grow existing events through capacity building.

Attract new, destination aligned events in shoulder + low seasons.

Partnerships to promote the destination + facilitate conversion.

KEY STRATEGIES AND OUTCOMES

<p>1. BRIDGE EVENT + DESTINATION AWARENESS</p>	<p>Build awareness and further grow the destination's brand through events that reflect our iconic location and distinct culture.</p>
<p>2. INCREASE CONVERSION</p>	<p>Create greater conversion, increase visitor spend and maximise the economic return from events.</p>
<p>3. STRATEGIC FOCUS</p>	<p>Provide focus, direction and a strategic platform for growing events.</p>
<p>4. INCREASE CAPACITY</p>	<p>Facilitate the capacity and capability of event organisers to deliver distinctly #RedCentreNT events that are consistently high quality to increase sustainability, visitor satisfaction and repeat visitation.</p>
<p>5. PARTNERSHIPS</p>	<p>Grow partnerships across the region, particularly between tourism and events to increase length of stay and regional dispersal.</p>



GROWING THE VALUE OF EVENTS

To grow the value of the events industry for a region will require long-term commitment, partnerships and secure investment to create an event friendly environment.

Strategies to grow the value of events for the region include:

CONVERSION through the development of online ticketing and packaging to make it easier to buy. All marketing and event communications should specifically include succinct access/“Getting to” information on #RedCentreNT from major source markets around Australia, including intra-regional access and services information.

INCREASING DISTRIBUTION through regional, state and national platforms, such as the Australian Tourism Data Warehouse (ATDW), social media platforms to amplify the message of iconic and signature events and availability through retail and wholesale tourism networks.

PACKAGING “HERO EXPERIENCES” offering pre and post touring options to increase length-of-stay and further enhance the distinct #RedCentreNT experiences. For example, developing an “adventure pass” with Segway

Tour, Camels at Sunset and Skydiving that is an optional package offered online with event tickets.

ENHANCING THE VISITOR EXPERIENCE by increasing the capacity of the region to stage distinct events through creating strong local event followers and advocates, “what’s on” event campaign and experience development within event programming.

SEASONALITY developing events that build on the region’s competitive advantage e.g. focusing on adventurous events that are minimally affected by heat.

INCREASE INDUSTRY CAPACITY through a program of training, including a pathway of growth, support networks and mentoring to increase event sustainability.

MULTI-YEAR PARTNERSHIP AGREEMENTS investigate potential multi-year sponsorship and funding agreements to assist in providing a more stable investment environment for both government and event organisers and assist in overcoming last minute marketing and ad hoc event quality experiences.



PARRTJIMA

EVENT TYPES

For the purpose of this strategy and to provide strategic focus for the region, a hierarchy of events has been developed.

The hierarchy is to identify events that contribute to the triple bottom line, that is, that deliver social, environmental and economic benefits to the region, specifically by:

1. Raising awareness of #RedCentreNT, contributing to destination image,
2. Attracting visitation from outside the region and increase length-of-stay,
3. Contributing to the regional economy by attracting a higher yield visitor and visitor dispersal, and
4. Fostering community pride.



Hallmark events have been specifically identified for the role they can play in giving the #Red CentreNT a genuine competitive advantage, where over time, the events and the destination become inseparable.

EVENT TYPE DEFINITIONS

The hierarchy of events relates to categories of events distinguished by:

HALLMARK EVENTS	Events that are “distinctly #RedCentreNT” celebrating location and culture. Usually recurring events with at least 50% of visitors/participants from outside the region, generate triple bottom line benefits and attract national and international media coverage.
MAJOR EVENTS	Events which generate significant economic benefits with at least 40% of visitors from outside the region and generate national and international media coverage. Often one-off or occasional events that may not be unique to the region (e.g. major sporting events/concerts).
SIGNIFICANT REGIONAL EVENTS	Events that are “distinctly #RedCentreNT”, celebrate our locations and attract at least 25% of visitors and participants from outside the region, with a loyal, local following. They generate triple bottom line benefits and attract regional and national media coverage.
LOCAL EVENTS	Primarily community based events that attract local visitors and local media that contribute to social cohesion. Some may have potential to attract visitors and participants from outside the region, but would need additional resourcing to do so.

PATHWAY TO GROWTH

Integral to growing the value of events for the #RedCentreNT is a “Pathway to Growth” for events who show potential and an interest to grow their events.

The following outlines a four step Pathway to Growth to transition, for example, from a significant regional event to a hallmark event or local event to a significant regional event.

4 STEP PATHWAY TO GROWTH



ROLE OF TOURISM CENTRAL AUSTRALIA

As the official regional tourism organisation, Tourism Central Australia has and will continue to play a pivotal role in events for driving tourism economy outcomes. Its key strategic roles in event strategy implementation include:

Leader: providing strategic direction for tourism and events in the #RedCentreNT.

Marketer: inclusion of #RedCentreNT event content and experiences marketing. Leveraging and participating in Tourism NT and Tourism Australia opportunities.

Collaborator: partnering with the tourism industry and key stakeholders (e.g. arts/event

organisations and service providers) to help profile and support #RedCentreNT events.

Facilitator: provide capacity building opportunities in partnership with key stakeholders for event operators to create sustainable events and develop distinctive #RedCentreNT event experiences.

It should be noted Tourism Central Australia is not an event manager/organiser or a training organisation and will rely on successful partnerships with key stakeholders for capacity building of event industry and implementation of the action plan.



PART 3 HOW WE'RE GOING TO GET THERE

The Action Plan



PART 3 HOW WE'RE GOING TO GET THERE

To reach the key outcomes of the Strategy, the following Events Action Plan has been developed. The Action Plan should be reviewed at regular intervals to gauge progress and report outcomes with partners.

The success of the Action Plan is highly dependent on human resourcing to implement the key actions over five years. Implementation will also be enhanced with key partners including, but not limited to:

Event Managers/coordinators	Tourism Central Australia (TCA)
Tourism NT (TNT)	NT Major Events Corporation (NTMEC) /Festivals NT (FNT)
Department of Tourism and Culture	Chamber of Commerce
Red Hot Arts	Regional Development Australia
Alice Springs Town Council	Barkly Regional Council
MacDonnell Regional Council	Central Desert Regional Council

EVENT OFFICER

Human resourcing to implement the Events Action Plan will be imperative for ensuring outcomes for the region and a lasting legacy for #RedCentreNT.

It is recommended to engage an Event Officer whose key role will be that of facilitation and implementation of the Action Plan.

An estimated project funding of \$100,000 - \$120,000 per annum, based on salary and project implementation costs is recommended in the short-term. Specific project funding required for packaging, digital and event expertise in the mid and long-term stages of the plan.

CASE STUDY



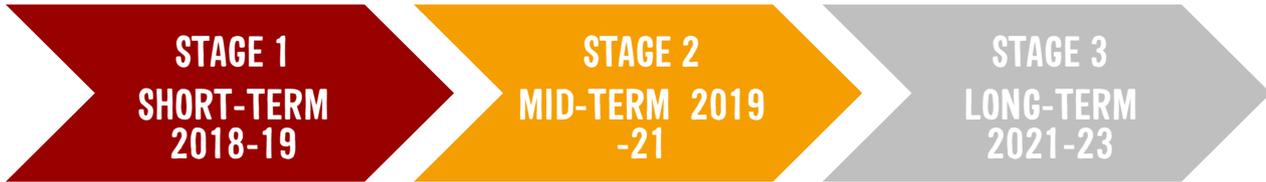
Many Regional Tourism Organisations (RTOs) in Australia are extending their engagement with events to drive stronger visitation and economic outcomes. Some RTOs, such as Tourism Tropical North Queensland and Tourism Sunshine Coast have expanded their organisation structures, integrating events roles within their marketing teams or giving events their own department.

Tourism Tropical North Queensland has a Business & Tourism Events department with three dedicated roles headed by a Director Sales & Marketing – Events with two support roles, one focused on business events and the other on leisure events.

Sunshine Coast Tourism has a combined Marketing & Events team with three dedicated event roles (Events Marketing Coordinator, Business Events Manager & Events Executive).

EVENTS ACTION PLAN

The Events Action Plan focuses on five key strategic priorities with recommended partners and three implementation stages over five years.



KEY STRATEGIC PRIORITIES

The Action Plan is broken into the five key strategic priority areas:

**1. BRIDGE EVENT
+ DESTINATION
AWARENESS**

**2. INCREASE
CONVERSION**

**3. STRATEGIC
FOCUS**

**4. INDUSTRY
CAPACITY**

5. PARTNERSHIPS



PRIORITY 1 BRIDGE EVENT + DESTINATION AWARENESS

Build awareness and further grow the #RedCentreNT's brand through events that reflect our iconic location and distinct culture.

Key Strategies + Actions	Partners	Timing
Engage Event Officer	TCA	2018-19
Identify key events which could transition for growth. <ul style="list-style-type: none"> Identify potential existing events e.g. 1. Contribution to destination awareness, 2. Attract out of town visitors, 3. Increase length of stay. Collaborate with key partners to encourage multi-year, cross-partnership agreements with event organisers. 	TCA	2018-19
Leverage tourism partners <ul style="list-style-type: none"> Leverage TNT & TA marketing. Maximise participation and presence of #RedCentreNT events within event campaigns, marketing and social media. Encourage use of tourism hashtags by event marketing. 	TCA TNT Event organisers	2018-19
Media + VIP Hosting. <ul style="list-style-type: none"> TCA to provide a program of hosting of visiting VIPs and media for event organisers. Encourage visiting journalists/famil programs during event periods. 	TCA Event organisers	2018-19
Integrate key destination experiences into events. <ul style="list-style-type: none"> Work with event organisers to include hero experiences in event programming. Maximise distinct #RedCentreNT location and culture. Develop suggested "Hero Experience" packages for pre and post touring to create regional dispersal. 	TCA Event organisers Tourism partners	2019-21
Develop consistent branding across events <ul style="list-style-type: none"> Incorporate #RedCentreNT brand creative into event marketing Develop an Event Marketing Toolkit (e.g. brand creative, destination images, footage, copy) Distribute to event organisers and local creative agencies 	TCA Event organisers Creative agencies	2019-21
Develop #RedCentreNT Event Content <ul style="list-style-type: none"> Develop library of quality event images, footage and content 	TCA	2019-21
Develop a suite of #RedCentreNT branded event materials <ul style="list-style-type: none"> Banners, signs, small marquees, media backdrop. Work with potential Hallmark Events to brand elements e.g. competitor bibs, finish lines. 	TCA Event organisers	2021-23
Develop and attract events that celebrate our iconic locations and distinct culture <ul style="list-style-type: none"> Actively seek major events that meet the destination brand and provide a competitive edge for the region. 	NTMEC FNT	2021-23

PRIORITY 2 INCREASE CONVERSION

Increase conversion and visitor spend to maximise the economic return from events.

Key Strategies + Actions	Partners	Timing
<p>Promote access.</p> <ul style="list-style-type: none"> Make it easier for visitors to ‘join the dots’ of travel from source markets. Develop access infographic maps, shared to event organisers to place in marketing, social media + websites. Encourage event organisers to link to TCA consumer website for visitor information. 	TCA Event organisers	2018-19
<p>Target special interest & repeat visitors.</p> <ul style="list-style-type: none"> Target content to special interest groups related to event, including social media groups, clubs and media Develop direct marketing to previous event attendees with special offers, packages and new experiences. 	Event organisers TCA	2018-19
<p>#RedCentreNT tourism campaigns.</p> <ul style="list-style-type: none"> Encourage event organisers to participate in #RedCentreNT tourism campaigns. 	Event organisers TCA	2018-21
<p>“Ask Me What’s On” campaign.</p> <ul style="list-style-type: none"> Create a local community campaign to promote awareness of “What’s on in the #RedCentreNT” to increase conversion, length-of-stay and spend once in region. 	TCA Whole of region partnership	2019-21
<p>Make it easy to buy.</p> <ul style="list-style-type: none"> Encourage events to use online event ticketing systems with multi-day options and bundling to suit different markets. Use existing packages and add events tickets/experiences to relevant packages Develop flight and accommodation packages with key events. 	TCA Event organisers Tourism partners	2019-21
<p>Work with the tourism industry to develop cross marketing and specific packaging.</p> <ul style="list-style-type: none"> Cross-marketing and incorporating events in tourism operator marketing, such as e-mail footers and website tiles linking to event websites. Align businesses with events that share a similar target market, through packages and value adds for event patrons. 	TCA Event organisers Tourism partners	2019-21
<p>Increase distribution of events in wholesale, retail and digital channels.</p> <ul style="list-style-type: none"> Increase distribution in wholesale and retail channels by identifying events through the Events Type Hierarchy with tourism potential to engage a packaging expert to work with events over a 12 – 24 month period. 	TCA Event organisers Tourism partners	2021-23

PRIORITY 3 STRATEGIC FOCUS

Provide focus, direction and a strategic platform for growing events in #RedCentreNT.

Key Strategies + Actions	Partners	Timing
<p>Become great advocates for #RedCentreNT events - further build and maintain strong relationships with potential funding providers, media and industry bodies that can influence event growth.</p>	TCA NTMEC/FNT Local, state, national	2018 onwards
<p>Champion, advocate and create policies and funding criteria that support distinctly #RedCentreNT events that</p> <ol style="list-style-type: none"> 1. Contribute to destination awareness. 2. Attract out of region visitors. 3. Increase visitor length of stay. 	TCA	2018 onwards
<p>One Stop Shop Approach - Build the #RedCentreNT's reputation as a region that supports events.</p> <ul style="list-style-type: none"> ▪ Develop a “one-stop-shop” approach to facilitate group meetings for event organisers with key stakeholders. ▪ Develop a central “one-stop-shop” website, incorporating the FestivalsNT ‘clash calender’, events toolkit, brand creative toolkit, event suppliers and support networks, plus links to licensing and approvals required for events. ▪ Develop whole of region and whole of council “event friendly” policies - one stop shop approach for event organisers. 	TCA Key strategic partners Local government FestivalsNT	2019-21
<p>Review and Monitor the #RedCentreNT Events Strategy and Action Plan quarterly, engaging with and communicating outcomes to event organisers.</p>	TCA	2019 -23



PRIORITY 4 INDUSTRY CAPACITY

Facilitate the capacity and capability of event organisers to deliver sustainable and distinctly #RedCentreNT events with consistent quality experiences to increase visitor satisfaction and repeat visitation.

Key Strategies + Actions	Partners	Timing
<p>Improve quality of events through increased capacity and capability of event organisers through a Pathway to Growth</p> <ul style="list-style-type: none"> Develop a scheduled event training and development program e.g. Event Bootcamps, seminars/symposiums and workshops for event organisers, including financial sustainability, programming, ticketing, packaging etc. 	TCA with key training partners Event organisers	2019-2021
<p>Volunteers</p> <ul style="list-style-type: none"> Volunteer exchange between event organisers. TCA to encourage event volunteering through Facebook members group and LinkedIn. TCA to offer one day paid staff volunteering at events. 	Event Organisers Tourism partners TCA	2019-21
<p>Sharing event resources.</p> <ul style="list-style-type: none"> Mentoring each other, sharing of ideas, learnings, sourcing resources, expertise and where possible equipment. Provide networking opportunities throughout training and development programs. Incorporate Resources Register in central events portal/website with a list of events, clubs, associations, suppliers and organisations that can provide potential resources to share, including pooling of volunteers. 	Event organisers TCA	2021-23



Barkly Muster Goldrush Challenge

PRIORITY 5 PARTNERSHIPS

Grow partnerships, particularly between tourism and events to increase length of stay and regional dispersal.

Key Strategies + Actions	Partners	Timing
<p>Develop networking opportunities for event organisers and the tourism industry.</p> <ul style="list-style-type: none"> Invite event organisers to profile events at existing tourism member functions. Create networking opportunities post event training and development programs. Cluster events around key themes or timing in common e.g. if there are multiple food related events or events within a month, to encourage self-drive touring for regional dispersal. 	<p>TCA Event organisers Industry partners</p>	<p>2018-19</p>
<p>Engage wider business community through building relationships with event organisers</p> <ul style="list-style-type: none"> “Ask Me What’s On” campaign, whereby front line staff, taxi drivers, services stations, cafés etc. in the community promote events with a badge “Ask Me What’s On”. Encourage event organisers to attend tourism, Chamber of Commerce, service club meetings (e.g. Rotary) and arts meetings to develop awareness of events, business partnerships and potential sharing of resources. Engage with relevant council staff e.g. Economic Development Officers, City Centre Coordinators and Community Coordinators. Encourage local businesses to create experiences and theming around event that celebrate the region. 	<p>Industry partners TCA Business community Chamber of Commerce Local Government</p>	<p>2018 onwards</p>





Desert Festival

MONITORING THE EVENTS ACTION PLAN

It is recommended to review the Strategy and Action Plan quarterly. Key outcomes to monitor the strategy include:

SHORT-TERM

Stage 1 - 2018-19

Focus

Increasing Event Organiser Capacity and Partnerships

Engage full-time Event Officer to facilitate implementation of Action Plan

Planning “Pathway to Growth”

Event engagement – number of event organisers engaged and participating in TCA activities.

Increased number of #RedCentreNT events featured in ATDW and in campaigns.

Commence “Ask Me What’s On” campaign.

MID-TERM

Stage 2 – 2019 -21

Focus

Policy, Experience Development and Digital

“One stop shop” – central point of contact to facilitate regional meeting and central online events portal/website.

Adoption of regional branding by events.

Pre and post event hero experience packages.

Online ticketing available for significant regional and hallmark events.

Updated central online events portal with resources register.

Wider business community networking.

Sharing of resources/volunteer exchange.

LONG-TERM

Stage 3 - 2021-23

Focus

Packaging and Event Development/Attraction

Significant Regional and Hallmark event featured in retail channels.

Promotion of Hallmark event in destination campaigns.

Incorporation of destination experiences in event programs.

Increased out-of-region visitors attending events.

National media PR generated by Hallmark and Significant Regional events.

Attraction and development of shoulder/low season event.



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