

Notice of Meeting

Arts and Creative Industries Advisory Committee Meeting

An Arts and Creative Industries Advisory Committee Meeting of Byron Shire Council will be held as follows:

Venue	Conference Room, Station Street, Mullumbimby
Date	Thursday, 17 August 2023
Time	9:00am

Emeralda Davis
Director Corporate and Community Services

I2023/1180
Distributed 10/08/23



CONFLICT OF INTERESTS

What is a “Conflict of Interests” - A conflict of interests can be of two types:

Pecuniary - an interest that a person has in a matter because of a reasonable likelihood or expectation of appreciable financial gain or loss to the person or another person with whom the person is associated.

Non-pecuniary – a private or personal interest that a Council official has that does not amount to a pecuniary interest as defined in the Code of Conduct for Councillors (eg. A friendship, membership of an association, society or trade union or involvement or interest in an activity and may include an interest of a financial nature).

Remoteness – a person does not have a pecuniary interest in a matter if the interest is so remote or insignificant that it could not reasonably be regarded as likely to influence any decision the person might make in relation to a matter or if the interest is of a kind specified in the Code of Conduct for Councillors.

Who has a Pecuniary Interest? - a person has a pecuniary interest in a matter if the pecuniary interest is the interest of the person, or another person with whom the person is associated (see below).

Relatives, Partners - a person is taken to have a pecuniary interest in a matter if:

- The person's spouse or de facto partner or a relative of the person has a pecuniary interest in the matter, or
- The person, or a nominee, partners or employer of the person, is a member of a company or other body that has a pecuniary interest in the matter.

N.B. “Relative”, in relation to a person means any of the following:

- (a) the parent, grandparent, brother, sister, uncle, aunt, nephew, niece, lineal descends or adopted child of the person or of the person's spouse;
- (b) the spouse or de facto partners of the person or of a person referred to in paragraph (a)

No Interest in the Matter - however, a person is not taken to have a pecuniary interest in a matter:

- If the person is unaware of the relevant pecuniary interest of the spouse, de facto partner, relative or company or other body, or
- Just because the person is a member of, or is employed by, the Council.
- Just because the person is a member of, or a delegate of the Council to, a company or other body that has a pecuniary interest in the matter provided that the person has no beneficial interest in any shares of the company or body.

Disclosure and participation in meetings

- A Councillor or a member of a Council Committee who has a pecuniary interest in any matter with which the Council is concerned and who is present at a meeting of the Council or Committee at which the matter is being considered must disclose the nature of the interest to the meeting as soon as practicable.
- The Councillor or member must not be present at, or in sight of, the meeting of the Council or Committee:
 - (a) at any time during which the matter is being considered or discussed by the Council or Committee, or

- (b) at any time during which the Council or Committee is voting on any question in relation to the matter.

No Knowledge - a person does not breach this Clause if the person did not know and could not reasonably be expected to have known that the matter under consideration at the meeting was a matter in which he or she had a pecuniary interest.

Non-pecuniary Interests - Must be disclosed in meetings.

There are a broad range of options available for managing conflicts & the option chosen will depend on an assessment of the circumstances of the matter, the nature of the interest and the significance of the issue being dealt with. Non-pecuniary conflicts of interests must be dealt with in at least one of the following ways:

- It may be appropriate that no action be taken where the potential for conflict is minimal. However, Councillors should consider providing an explanation of why they consider a conflict does not exist.
- Limit involvement if practical (eg. Participate in discussion but not in decision making or vice-versa). Care needs to be taken when exercising this option.
- Remove the source of the conflict (eg. Relinquishing or divesting the personal interest that creates the conflict)
- Have no involvement by absenting yourself from and not taking part in any debate or voting on the issue as of the provisions in the Code of Conduct (particularly if you have a significant non-pecuniary interest)

Committee members are reminded that they should declare and manage all conflicts of interest in respect of any matter on this Agenda, in accordance with the [Code of Conduct](#).

RECORDING OF VOTING ON PLANNING MATTERS

Clause 375A of the Local Government Act 1993 – Recording of voting on planning matters

- (1) In this section, **planning decision** means a decision made in the exercise of a function of a council under the Environmental Planning and Assessment Act 1979:
- (a) including a decision relating to a development application, an environmental planning instrument, a development control plan or a development contribution plan under that Act, but
- (b) not including the making of an order under that Act.
- (2) The general manager is required to keep a register containing, for each planning decision made at a meeting of the council or a council committee, the names of the councillors who supported the decision and the names of any councillors who opposed (or are taken to have opposed) the decision.
- (3) For the purpose of maintaining the register, a division is required to be called whenever a motion for a planning decision is put at a meeting of the council or a council committee.
- (4) Each decision recorded in the register is to be described in the register or identified in a manner that enables the description to be obtained from another publicly available document and is to include the information required by the regulations.
- (5) This section extends to a meeting that is closed to the public.

OATH AND AFFIRMATION FOR COUNCILLORS

Councillors are reminded of the oath of office or affirmation of office made at or before their first meeting of the council in accordance with Clause 233A of the Local Government Act 1993. This includes undertaking the duties of the office of councillor in the best interests of the people of Byron Shire and the Byron Shire Council and faithfully and impartially carrying out the functions, powers, authorities and discretions vested under the Act or any other Act to the best of one's ability and judgment.

BYRON SHIRE COUNCIL

BUSINESS OF MEETING

1. APOLOGIES

2. DECLARATIONS OF INTEREST – PECUNIARY AND NON-PECUNIARY

3. STAFF REPORTS

Corporate and Community Services

- 3.1 Byron Shire Council Creative Public Spaces Grant 2023 -Successful Applicants 6

Sustainable Environment and Economy

- 3.2 Events Strategy - Findings Paper 9

Corporate and Community Services

- 3.3 Preliminary Concept Proposal for Feedback - Arts & Culture Festival..... 51

Report No. 3.1 Byron Shire Council Creative Public Spaces Grant 2023 -Successful Applicants

5 **Directorate:** Corporate and Community Services

Report Author: Melitta Firth, Arts & Culture Officer

File No: I2023/1090

Summary:

10 The purpose of this report is to inform the Committee of the two successful applicants for the Creative Public Spaces Grant 2023.

RECOMMENDATION:

15 **That the Committee notes successful applicants for the 2023 Creative Public Spaces Grant.**

20

Report

Seven applications were received for Council's 2023 Creative Public Spaces Grant Round. The total pool of funds available in this round is \$5,000.

- 5 The Selection Panel was composed of two relevant Council representatives and one independent arts industry professional.

Two high quality projects have been selected for funding by the Selection Panel:

1. Lighting for the LOVE sign Mullumbimby & Launch – The Paddock Project: \$3,700

- 10 The Paddock Project will recreate and light up the iconic Byron Shire "LOVE" artwork that sits at the entrance to Mullumbimby as a backdrop of Mt Chincogan. The LOVE sign is well recognised and appreciated by the community, evidenced by the significant community fundraising already achieved for its repair.
- 15 The LOVE sign was irreparably damaged in the floods and the Paddock Project has spent the past year raising money for its replacement. Studio Kite, a design studio based in the Pocket, has been appointed to remake the work. The new sign will be fabricated out of recycled plastic, 3D printed and secured to a concrete strip footing in its current position.
- 20 Council funding will support the costs to illuminate the LOVE sign at night and a launch of the new sign. Lighting will allow illuminate different projections on culturally significant days like for example, NAIDOC week and LGBTQI pride events.

2. Signage – Queer Family: \$1,300

- 25 A series of community workshops will bring artists and community together to collaborate on the creation of signage for Queer Family Inc. The co-designed signage will be significant for the organisation's community visibility, as well as acting as a cultural marker in town.
- 30 Local artists Asphyxia and Nina Hurr will work closely with Queer Family and community members in a co-design process to develop the concept for the sign. Local organisation Shedding will help bring the design to life, and community members will be invited to a workshop to help construct and decorate the sign.
- 35 Both projects will be required to work with Council to ensure adherence to the Development Control Plan (Signage) and to consider flood protection or mitigation strategies.

Strategic Considerations

Community Strategic Plan and Operational Plan

CSP Objective	CSP Strategy	DP Action	Code	OP Activity
2: Inclusive Community We have an inclusive and active community where diversity is embraced and everyone is valued	2.1: Foster opportunities to express, celebrate and participate in arts and cultural activity	2.1.1: Public Art - Increase creativity in public spaces and build public art opportunities	2.1.1.1	Support Council's role in public art across policy and projects (Council and Community), the Creative Place Grant program and the Development Control Plan.

Recent Resolutions

- 5
- **20-295:** Report of the Public Art Panel meeting held on 9 April 2020. Resolved: 1. That Council adopts the Public Art Annual Small Grants Program, incorporating feedback provided from Public Art Panel members, and prepares to advertise the first round.

Legal/Statutory/Policy Considerations

- 10
- Public Art Policy – adopted August 2018.
- Public Art Strategy – adopted August 2018.
- Public Art Guidelines – adopted December 2019.
- Creative Public Spaces Grant Guidelines 2023

Financial Considerations

- 15
- \$5,000 from the Public Art Budget

Consultation and Engagement

Previous Public Art Panel
 Council's 2023 Creative Public Spaces Grant Selection Panel

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

Report No. 3.2 Events Strategy - Findings Paper

Directorate: Sustainable Environment and Economy

5 **Report Author:** Sharyn French, Manager Environmental and Economic Planning

File No: I2023/32

Summary:

10 We are working with consultants from Tilma Group to develop an Events Strategy for small to medium events in our Shire. The project aims to:

- align events with the values of our communities
- consider existing venues and land available
- streamline event planning and approvals processes for best practice
- support economic and social recovery


15 On the back of extensive research and discussions with event organisers through focus groups and interviews, a Findings Paper has been produced. The Findings Paper is the precursor to the Events Strategy and will be on exhibition until 10 September for broader industry and community feedback.

20 Linda from Tilma Consulting will present the paper to the Committee for their input.

RECOMMENDATION:

25 **That the Committee note the presentation from Tilma Consulting on the Events Strategy Findings Paper.**

Attachments:

30 1 Event Strategy Findings Paper - exhibition version, E2023/80308 , page [12](#) 

Report

This Findings Paper has been developed to provide a platform for discussions on the critical elements of a Byron Shire Events Strategy. Specifically, the Paper seeks to:

- 5 1. Reflect the views and expertise of event stakeholders on the challenges and opportunities facing small to medium sized event attraction, growth and development in the Shire
2. Outline the aspirations, overarching principles and key pillars for best practice events.

10 Feedback gathered to date and directly to this Findings Paper will inform the development of the Events Strategy. The Byron Shire Events Strategy will:

- Outline the types of events that will achieve the best economic, social and environmental outcomes for Byron Shire now and in the future
- Identify the resources and initiatives needed to ensure event success
- 15 • Provide Byron Shire Council (Council) with a strategic framework to guide decision making on event support that maximises economic and social outcomes, optimises Council resources and increases the sustainability of local events.

The Strategy will fulfill actions in the draft Arts and Cultural Action Plan, the Community Strategic Plan 2032 and will align with the Business Industry and Visitor Economy Strategy being developed concurrently.

20 Linda from the Tilma Group will guide the Committee through the Findings Paper for their input.

Next steps

25 The Findings Paper will be on exhibition until 10 September 2023. A survey to accompany the paper will be available from 14 August at [Events Strategy - Byron Shire Council \(nsw.gov.au\)](https://www.byrongov.au/events-strategy)

Committee members are encouraged to share the Findings Paper with their networks and can make further individual submissions.

Strategic Considerations

Community Strategic Plan and Operational Plan

CSP Objective	CSP Strategy	DP Action	Code	OP Activity
2: Inclusive Community	2.1: Foster opportunities to express, celebrate and participate in arts and cultural activity	2.1.3: Events and festivals - Support and enable arts & cultural activity, festivals, projects, and events	2.1.3.10	Develop an Events Strategy

Recent Resolutions

- 22-288

5 Legal/Statutory/Policy Considerations

N/A

Financial Considerations

Existing budget funds this work.

Consultation and Engagement

- 10 Engagement with Council staff, event organisers, venues, tourism and community representatives and state tourism bodies, as outlined in Attachment 1 of the Findings Paper, has informed the Paper.

FINDINGS PAPER

Byron Shire Events Strategy 2024-2028

Prepared by Linda Tillman and Jayne Jennings (July 2023)



Findings Paper – Byron Shire Events Strategy 2024-2028

Jingi Walla - Welcome

Acknowledgement

Byron Shire Council acknowledges the Bundjalung of Byron Bay – Arakwal people, Widjibal people and Minjungbal people as the traditional owners of the area now known as the Byron Shire. Council acknowledges the important work of the Arakwal Corporation, Tweed Byron Local Area Land Council, Jali Land Council and Ngilingah Local Area Land Council in our local community in protecting cultural heritage. Council also acknowledges all Aboriginal and Torres Strait Island People who now reside within the Shire.

The traditional owners of the Byron Shire have a rich history of culture and heritage and creative expression through music, dance and visual arts. Byron Shire Council encourages event organisers to engage with the local Bundjalung people to find a culturally appropriate way of continuing this cultural heritage.



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Table of Contents

1.0 Introduction.....	4
2.0 Local stakeholder driven	5
What we heard	5
3.0 Aspirations for Byron Shire Events.....	10
4.0 The Key Pillars	12
4.1 Pillar 1: Events portfolio.....	12
Event Principles.....	12
Event categories.....	15
Types of events	17
Events calendar.....	18
SEASONAL EVENTS CALENDAR CASE STUDY: COOLAMON, NSW	19
4.2 Pillar 2: Support for the events industry	21
Targeted event support	21
Capacity and capability building	22
4.3 Pillar 3: Streamlined event approval process	24
STREAMLINED APPROVAL PROCESS CASE STUDY: FRASER COAST, QLD	24
4.4 Pillar 4: Fit for purpose event venues and sites	26
Pre-approved sites	26
Potential sites and venues to be considered for pre-approval status	27
Updating the policy for events in sensitive areas	28
POLICY FOR SENSITIVE AREAS CASE STUDY: NOOSA SHIRE COUNCIL, QLD.....	29
4.5 Pillar 5: Meeting community needs	31
Community driven outcomes recognised	31
Leveraging tourism	31
Triple bottom line measurement of event impacts	32
ATTACHMENT 1: STAKEHOLDERS ENGAGED.....	34

Findings Paper – Byron Shire Events Strategy 2024-2028

1.0 Introduction

This Findings Paper has been developed to provide a platform for discussions on the critical elements of a Byron Shire Events Strategy. Specifically, the Paper seeks to:

1. Reflect the views and expertise of event stakeholders on the challenges and opportunities facing small to medium sized event attraction, growth and development in the Shire
2. Outline the aspirations, overarching principles and key pillars for best practice events.

Feedback gathered to date and directly to this Findings Paper will inform the development of the Events Strategy. The Byron Shire Events Strategy will:

- Outline the types of events that will achieve the best economic, social and environmental outcomes for Byron Shire now and in the future
- Identify the resources and initiatives needed to ensure event success
- Provide Byron Shire Council (Council) with a strategic framework to guide decision making on event support that maximises economic and social outcomes, optimises Council resources and increases the sustainability of local events.

The Strategy will fulfill actions in the draft Arts and Cultural Action Plan, the Community Strategic Plan 2032 and will align with the Business Industry and Visitor Economy Strategy being developed concurrently.

Council's key aims for events in Byron Shire underpin this Findings Paper:

- To improve efficiencies in regulatory and compliance processes related to event production, making them easier to navigate, as well as maximising Council staff time and input into best practice event management.
- To promote the value of events to the overall 'fabric of community' and garner support and acceptance for best practice events in the Shire.
- To attract and support events that strengthen the Byron Shire identity and economy with low impact on the local environment and community.
- To support and enable event organisers to embed best practice models into their events (e.g., waste and environmental management, community consultation, site infrastructure, corporate social responsibility), moving towards zero net emissions and zero waste to landfill and a circular economy for all events.

For the purpose of the Events Strategy, the focus is on small to medium tourism (leisure, sports and business events) and community events. (Small to medium events are defined in 4.1 below.

2.0 Local stakeholder driven

One-to-one discussions and focus group workshops have and will continue to be held with a range of stakeholders in the development of the Events Strategy including Council staff, event organisers, venues, tourism and community representatives and state tourism bodies. The stakeholder engagement plan has taken into account the considerable consultation undertaken over recent years, including Council's draft Arts and Cultural Action Plan 2023-2036). Existing reports and engagement notes have been drawn on as relevant. (See Attachment 1 for a list of those stakeholders that have participated in consultation forums to date.)

This Findings Paper is a key element of the conversation with local event stakeholders about the aspirations for events in the Byron Shire over the next five years. The key milestones in developing the Events Strategy include:



What we heard

From initial engagement, event stakeholders shared the types of events they see as appropriate for the Shire, the role they want Council to play in events and what they want events to deliver for the Shire.

Types of events	Role of Council	Event deliverables
<ul style="list-style-type: none"> Events that improve the shire's liveability and community wellbeing Recognition of the different character and identity of the Shire's towns and villages First Nations representation in events Events that create local jobs and skill development opportunities 	<ul style="list-style-type: none"> Clarity of roles and responsibilities of Council in events – to clarify boundaries of Council's involvement Leadership through a transparent event decision making framework and events policy Streamlined event compliance process including approvals through other agencies 	<ul style="list-style-type: none"> Activation of local businesses through events Byron brand leveraged by events Recognition of event organisers that are delivering community outcomes such as a locally certified event Growing volunteer base Foster grass roots arts, encouraging new

Findings Paper – Byron Shire Events Strategy 2024-2028

Types of events	Role of Council	Event deliverables
<ul style="list-style-type: none"> Events that showcase, amplify and support the artistic and creative industries. Inclusive and accessible events Family friendly and intergenerational events Affordable and participatory events Prioritise local events over external events- local first 	<ul style="list-style-type: none"> Well organised and coordinated events calendar Targeted support for events Providing an understanding of the economic and social benefits of events Education about and enabling of environmental sustainability of events Information sharing and workshops to help events maximise their potential Networking opportunities that encourage collaboration across events Management and maintenance of Council owned and managed venues and sites for identified uses and ensuring fit for purpose 	<ul style="list-style-type: none"> thinking from within community Nurture local artists and creatives through involvement in events and festivals Reduce seasonality to improve the sustainability of the events sector across the year Effective use of event venues and spaces

The initial engagement, alongside a desktop review, also identified the current strengths, challenges and opportunities associated with events in the Shire.

	Strengths	Challenges	Opportunities
EVENTS PORTFOLIO	Breadth and quality of events offered across the shire	Uncertainty of ongoing viability, with events reaching a tipping point as they grow and/or struggling to cover costs, and committee fatigue and burnout	Focus on building the viability and long-term sustainability of local home-grown events

BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

3.2

Findings Paper – Byron Shire Events Strategy 2024-2028

	Strengths	Challenges	Opportunities
COMPLIANCE	Event approval process, with a concierge approach offering a single point of initial contact for event organisers	<p>Potential for time delays and uncertainty due to complexity of navigating different land tenure and multiple approvals process</p> <p>Event organisers can underestimate time required for the processing of their application for event approval, limiting ability for Council staff to respond with enough time for event organisers to plan their next steps.</p>	<p>Streamlined permitting process with:</p> <ul style="list-style-type: none"> - Online portal of information, checklists and resources - Single point of contact to manage relationship across different areas of Councils and inter-agency collaboration and decision making - Pre-approved event sites - Standard Traffic Guidance plan prepared for pre-approved sites
EVENTS COORDINATION	Upcoming events listed on multiple web and social media platforms including, Byron Shire Council Byronbay.com, visitnsw.com and DestinationNorthCoastNSW.com	Limited event coordination and forward planning with conflicting events within the Shire that are aimed at same audience	Centralised event planning calendar for event organisers and networking opportunities to encourage collaboration across event organisers to assist with event planning and activations
SITES AND VENUES	<p>Many spaces and venues including sporting fields and smaller indoor venues like halls, community centres, theatres, with the potential to be developed into fit for purpose event spaces</p> <p>Council and Crown Lands currently</p>	<p>Lack of fit for purpose venues matched with the needs of the right fit events</p> <p>Demand for sensitive sites and prime locations such as Main Beach and Denning Park with decision making occurring on event use in absence of standard decision-making framework for</p>	<p>Identified fit for purpose venues</p> <p>Update the existing policy on the use of sensitive areas and prime locations for public events</p> <p>An event infrastructure development plan to ensure the build of high-quality fit for purpose venues and upgrades to</p>

7

BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

3.2

Findings Paper – Byron Shire Events Strategy 2024-2028

	developing new plans of management for coastal sites	events, resulting in uncertainty	existing venues are scheduled as needed to meet the requirements of right fit events
ENVIRONMENTAL SUSTAINABILITY	Byron Shire Event Guide provides suggestions for delivering a sustainable event; and planned requirement for removal of single use plastics from events Council's environmental sustainability advocacy and local organisations supporting events to avoid/minimise environmental impacts	Sustainable event practices occurring in pockets, with no broad scale uptake due to costs of introducing initiatives such as wash stations and monitoring and transport of waste bins	Environmental criteria and checklists incorporated into event permitting process Encourage local businesses to provide equipment and assets to support events to be more sustainable e.g., wash up station, team of bin fairies, public transport plans, etc
BRAND BYRON	Byron is a strong brand that attracts domestic and international visitors Each community has its own unique identity	The brand for Byron Shire is unclear for some event organisers, making it difficult to know what events align and how they can leverage; with no clear link between the events and the brand or identity	Align the right fit events with the identity of the community to offer a rich and balanced calendar of events across the Shire
LEVERAGING TOURISM	Range of tourism experiences to attract visitor markets	Seasonality reducing sustainability of local businesses Council not actively promoting tourism resulting in an adhoc approach of events	Scheduling events at the right time and in the right location to achieve a balanced calendar of events across the year and the shire, and minimise seasonality

BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

3.2

Findings Paper – Byron Shire Events Strategy 2024-2028

		leveraging the tourism offering Limited event packaging with tourism experiences to encourage overnight stays and fill a gap in night-time activities	Packaging events with tourism experiences and tourism activations around events to increase yield and ensure maximum outcomes from events
MEASUREMENT AND MONITORING	Planned event data research project will provide an 'event evaluation template' for event organisers to assess the audience profile and impact of their event, provide support materials to event organisers to allow them to collect and analyse survey data and assist Council to assess the audiences of supported events	Current data collection is not capturing the economic and social impacts of events	Capture cost benefit analysis of events from triple bottom line perspective: social, environmental, and economic benefits and costs
COMMUNITY DRIVEN OUTCOMES	Strong sentiment amongst local home-grown event organisers (not for profit and commercial) to support the local community	Differential treatment in event permit and funding of not for profit and home-grown commercial events despite opportunity for both to deliver positive local outcomes	Event categorisation based on local outcomes delivered (not commercial vs community) Introduction of 'Local Event' stamp of recognition to differentiate local events from external
EVENT RESOURCES (VOLUNTEERS AND EQUIPMENT)	Passion and enthusiasm of local communities actively engaged in running events, with local residents volunteering	Limited volunteer pool and access to event infrastructure placing cost and time burden on volunteer event organisers	Register created to enable sharing of volunteers and infrastructure pool Training and support for volunteers

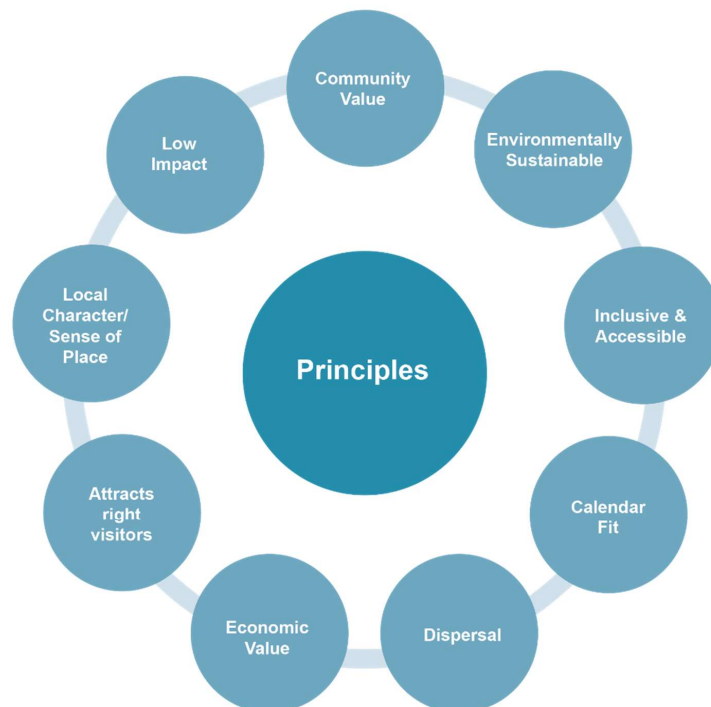
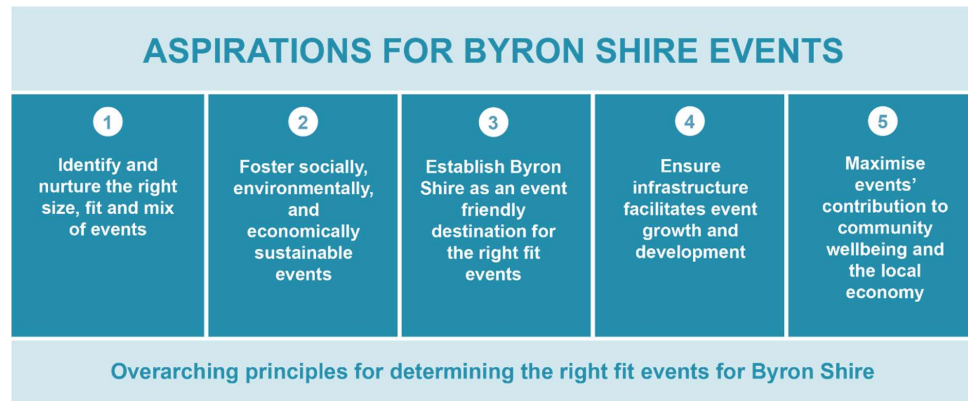
3.0 Aspirations for Byron Shire Events

Based on the engagement conversations to date, five aspirations for Byron Shire events over the next five years have emerged:

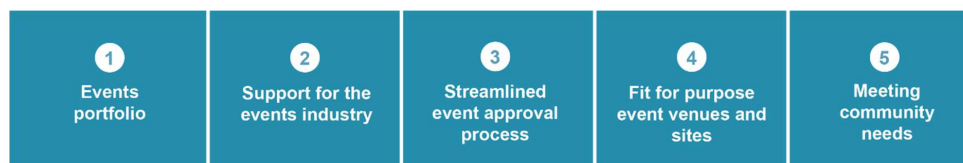
1. Identify and nurture the right size, fit and mix of events.
2. Foster socially, environmentally and economically sustainable events.
3. Establish Byron Shire as an event friendly destination for the right fit events.
4. Ensure infrastructure facilitates event growth and development.
5. Maximise events' contribution to community wellbeing and the local economy.

To achieve these aspirations, a strategic framework is proposed of the aspirations, and nine overarching principles that will guide the decision making for the right fit events for the shire, and five pillars of action areas.

Findings Paper – Byron Shire Events Strategy 2024-2028



4.0 The Key Pillars



4.1 Pillar 1: Events portfolio

This pillar explores a pragmatic and transparent assessment framework to enable Council to proactively assess and determine the right fit events, how those events should be supported, and the outcomes sought from that assistance.

The intention of the event assessment framework is to ensure event resources are allocated adequately and strategically to support and leverage events that satisfy the overarching event principles, and event categories for Byron Shire.

RATIONALE

One of Council's key aims for events is to attract and support events that strengthen the Byron Shire identity and economy with a low impact on the local environment and community. The intention with the Events Strategy is to create a balanced portfolio of events across arts/culture/leisure, sports and business that deliver on this aim, while also contributing to community wellbeing, pride, connection and participation across all demographics.

Event Principles

Potential overarching principles for determining the right fit events for Byron Shire are as follows:

Principle	Description
Low impact	<p>Events that have low impact upon the environmental, landscape and cultural values of a site, and surrounding areas or other users.</p> <p>Events that demonstrate they have considered impacts on the local community such as noise, traffic, waste, etc, and have mitigation strategies in place.</p>
Character/identity/sense of place	Events that align to (and activate) the destination brand and unique identity and character of each community:

Findings Paper – Byron Shire Events Strategy 2024-2028

	<ul style="list-style-type: none"> • Brunswick Heads – simple pleasures, family friendly (evolved from a fishing town) • Mullumbimby – creativity, spiritual, home of Spaghetti Circus & National Circus Festival • Bangalow – boutique, agriculture, retail & hospitality • Byron Bay – entrepreneurs, nature, well-being, beaches • Rural Communities & Villages – farmers markets, fresh produce, permaculture, regenerative farming <p>The destination brand reflects the following elements of Byron Shire:</p> <ul style="list-style-type: none"> • The diversity of the people, Aboriginal living culture, places and lifestyle in the Byron Shire. • Rich ancient, and biodiverse land and seascape. • Abundant health and well-being choices. • Vibrant music, arts and crafts, festivals, markets, spiritual and creative communities. • Adventures on and in the air, land and water. • Eclectic villages. • Home grown produce and farmers markets: our way of life. • Green consciousness and aspirations. • An active and caring community. “That’s why we love Byron Shire with all our heart and soul.”
Community and cultural value	<p>Events that connect community and enable community expression.</p> <p>Events that the community is proud of and that offer positive value for residents of all ages.</p> <p>Events that enable First Nations representation.</p> <p>Events that enhance the indigenous, heritage, artistic and cultural diversity of Byron Shire.</p> <p>Events that have a local first policy and are delivered by local organisations (not for profit or commercial).</p> <p>Events that support local artists and artisans and stimulate creative communities.</p>

Findings Paper – Byron Shire Events Strategy 2024-2028

Economic value	<p>Events that deliver economic outcomes through opportunities for local businesses, community groups; consistency of income for events supply chain.</p> <p>Events that activate local businesses and the night time economy.</p>
Environmentally sustainable	<p>Events that respect the environment, including:</p> <ul style="list-style-type: none"> • Use of active and public transport • Sustainable purchasing • Proactive resource recovery • Emissions reductions and offsets • Education/engagement of attendees and suppliers in sustainable behaviours • Conservation of waterway health <p>Events should have an environmental policy in place which includes actions around how they will support the priorities of Council and the local community.</p>
Attracts the right type of visitor to Byron Shire	<p>Events that attract the right type of visitor to Byron Shire (based on the markets identified in the Business, Industry and Visitor Economy Strategy).</p> <p><i>Byron Shire welcomes visitors and supports a visitor economy that cares for and respects our residents, creates low-impact visitor experiences, protects our natural environment, celebrates our cultural diversity and shares our social values".</i></p> <p><i>"A Council-led strategy for Byron Shire would endeavour to change the visitor mix, manage visitor behaviour and attract visitors who respect our community and environment, stay longer, are low impact, and want to explore various towns and villages within the Shire. These are the visitors we want to attract; those who share our community values".¹</i></p>
Calendar fit	<p>Events that fill gaps during off-peak and shoulder season.</p> <p>April – September and also mid-week will have biggest impact to the visitor economy and not displace the leisure market.</p>

¹ Draft Byron Shire Sustainable Visitation Strategy 2020-2030

Findings Paper – Byron Shire Events Strategy 2024-2028

	Events that disperse visitation over a longer period i.e., multi day events.
Disperses visitors across the Byron Shire	Events that are hosted in quieter areas of the Byron Shire will reduce pressure on high visitation destinations. Events that fill a geographic gap in the annual calendar of events and achieve a geographic spread of visitation and economic impact across the Byron Shire.
Inclusive and accessible	Events that are held in accessible venues and provide for social inclusion, such as events that use an accessible location and have a social inclusion policy in place.

Event categories

Definitions:

An event: a planned public happening which is available either free or ticketed to provide specific information or entertainment to a defined audience.

A destination activity: those activities that occur within a tourism destination and undertaken either in public or private settings, e.g., attractions, experiences, activations around an event, or private activities such as weddings and filming.

Filming and weddings will be assessed differently to events, with separate protocols to be followed. The aspirations for these activities will be addressed in the Business, Industry and Visitor Economy Strategy.

There are many different categories and types of events which can often make it challenging for a Council to understand which they should support and enable. To support the event principles outlined above, the following small – medium event categories have been recommended as the best fit for Byron Shire. Major events are noted in the table below only to show the full suite of events.

Destination events	Local home-grown events	External events	Business events	Community events & Farmers markets
<ul style="list-style-type: none"> events that are aligned with, and activate, the Byron 	<ul style="list-style-type: none"> events that are owned and managed by a local 	<ul style="list-style-type: none"> events that are owned and managed by an external 	<ul style="list-style-type: none"> events that are aligned to the industries 	<ul style="list-style-type: none"> connect community and generate pride

BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

3.2

Findings Paper – Byron Shire Events Strategy 2024-2028

<p>Shire brand and local community identity</p> <ul style="list-style-type: none"> held in shoulder or low season with the objective of attracting overnight visitation locally owned and managed attract the right type of visitor market/s appeal to community, but are primarily about tourism outcomes 5,000 – 15,000 attendees on any one day of the event 	<p>organisation or not-for-profit</p> <ul style="list-style-type: none"> events that are aligned with the Byron Shire brand and local community identity community focused - connect community and generate pride; as well as attract visitors and their spend in the community 5,000 – 15,000 attendees on any one day of the event 	<p>event company</p> <ul style="list-style-type: none"> events that are aligned with the Byron Shire brand and local community identity 	<p>within Byron Shire</p> <ul style="list-style-type: none"> mid-week events typically hosted by private venues small attendance but high yield opportunity to encourage extended leisure time or repeat visitation in low and shoulder seasons 	<ul style="list-style-type: none"> events that are owned and managed by a local not for profit or Council up to 5,000 attendees on any one day of the event
<p>Examples: Bangalow Billycart Derby, Sample Food Festival, National</p>	<p>Examples: Byron Writers Festival, Byron Music Festival, Soul Street NYE, Byron Surf</p>	<p>Examples: Byron Triathlon, AFL9s Invitational, Aboriginal Rugby League</p>	<p>Examples: business events, incentive groups</p>	<p>Examples: Farmers Markets, Winter Whales Ocean Swim Classic, NAIDOC Week,</p>

Findings Paper – Byron Shire Events Strategy 2024-2028

Circus Festival, former Mullum Music Festival	Festival, A Day in the Bay, Brunswick Valley Woodchop, Brazilian Jiu Jitsu Australian Open, Byron Lighthouse Run	Knockout Carnival, Tuff Nutterz		Matsuri Byron Bay
Major events				
<ul style="list-style-type: none"> • can be owned/managed by local or external company or NFP • these events can be one off or recurring • 15,000+ attendees on any one day of the event 				
Examples: Byron Bluesfest, Splendour in the Grass, Falls Festival				

Types of events

Within each of the categories outlined above, there is an opportunity to have a mix of the following different types of events.

Cultural and leisure events

These events play an important role in forming and celebrating the identity of a destination and its community. Homegrown arts and cultural events can establish or build a point of difference from other destinations compared with external events that are held in multiple locations.

Events such as Bangalow Billy Cart Derby and Byron Writers Festival are important in differentiating the Byron Shire, increasing vibrancy and liveability, and strategically positioning Byron Shire in the minds of travellers. Cultural events also give leisure visitors more reasons to travel to and stay and add value to business and sport event visitors either through additional activities or the energy they create in the region.

The Byron Shire is full of arts, cultural and creative organisations and individuals that should be tapped into for such events.

Sport and recreation events

Events that fit the personality of Byron Shire and promote positive interactions with the natural environment (i.e., nature-based triathlons, boutique hinterland adventures, and eco-sporting events) are ideal.

Byron Shire has the Cavanbah Centre and many great sporting venues that can be used to host sporting events.

Findings Paper – Byron Shire Events Strategy 2024-2028

Business events

Business events can attract high-yield guests year-round and open opportunities for return leisure visits. The direct expenditure per business event is around \$74,000 on average, with \$820 spent per delegate on average.²

There is opportunity for Byron Shire to gain greater benefit from this market that attracts high yield and low impact attendees often visiting mid-week. A focus on attracting those business events that add value to existing industries such as agriculture, medical, wellness, food production, innovation/entrepreneurial will go a long way in positioning the region.

Events calendar

Once the portfolio of events is determined, there will be a need for the coordination and maintenance of a centralised event planning calendar in collaboration with event organisers.

A forward planning calendar has three key functions:

1. Support event organisers on setting dates and preventing clashes. Event organisers to plan their timing to avoid date clashes.
2. Informing businesses of opportunities to leverage and maximise outcomes from events. With the knowledge of upcoming events, event organisers can link with complementary events and work with tourism operators to package accommodation and experiences around their event, maximising economic outcomes.
3. Promote to local residents and family and friends (the VFF market). The forward calendar is an important resource to share with local residents who are valuable advocates for encouraging visits from VFF.

RATIONALE

The event planning calendar will assist event organisers with their scheduling to avoid date clashes and associated capacity issues and enable the Shire to maximise outcomes from events.

Creating the calendar together with event organisers would enable event organisers to come together, share ideas and support each. Collaboration with others currently happens on an ad hoc basis, limiting the potential that 'group synergy' can bring to the local event sector.

² Business Events Council of Australia: Value of Business Events to Australia – FY19 high-level update

Findings Paper – Byron Shire Events Strategy 2024-2028

SEASONAL EVENTS CALENDAR CASE STUDY: COOLAMON, NSW

Coolamon is a rural agricultural village of 2,200 residents, 30-minutes' drive from Wagga Wagga with its population of 64,000. A seasonal calendar of events has been a vital tool in increasing visitor numbers to, and the overall visitor economy of, Coolamon.

The Council's Community Development Officer sends a call out to event coordinators, community groups and relevant businesses via a Mailchimp template e-newsletter, and via Council and school newsletters every three months to collect details on upcoming events.

Event managers are encouraged to participate for the following free marketing opportunities:

- A listing on the Visit Coolamon Shire website
- A listing in the events calendar brochure, which is distributed throughout the shire and region, and is available for download from the website
- A mention in the Visit Coolamon Shire e-newsletter which is circulated to the tourism database
- Promotion on the Visit Coolamon Shire blog
- A listing on the regional tourism app, SeeRiverina
- Promotion across Visit Coolamon Shire's social media channels

Event managers upload information on their event via a Google form on the region's [tourism website](#). The form automatically populates an event listing on the website, and on a spreadsheet which is used to develop the calendar's brochure. While the free event listings on the Australia Tourism Data Warehouse (ATDW) could be used to populate the event information, Coolamon has experienced good uptake on their simple form. The Community Development Officer or event committees upload to ATDW larger events likely to attract significant out-of-region visitation.

The types of events added to the calendar include concerts, markets, live music, theatre productions, special meal events (e.g. long lunches), events for public holidays such as ANZAC Day or Mothers' Day, agricultural shows, car shows, fun runs, photography competitions, art exhibitions, race days, open days, festivals, street parties, comedy nights, participatory sports competitions (cycling, triathlon), trivia nights, and more.

Each season the events are promoted with Visit Coolamon branding (brochure and social media graphics). The word is spread via a radio ad, brochure distribution (VICs, and major nearby attractions, restaurants, libraries and medical centres), and social media (Facebook events, and organic and paid posts). The Community Development Officer also attends events where possible to capture social media content. Locals are kept informed of what is coming up and encouraged to invite family and friends to visit for events. This has meant the calendar is an effective VFR marketing tool. The calendar also

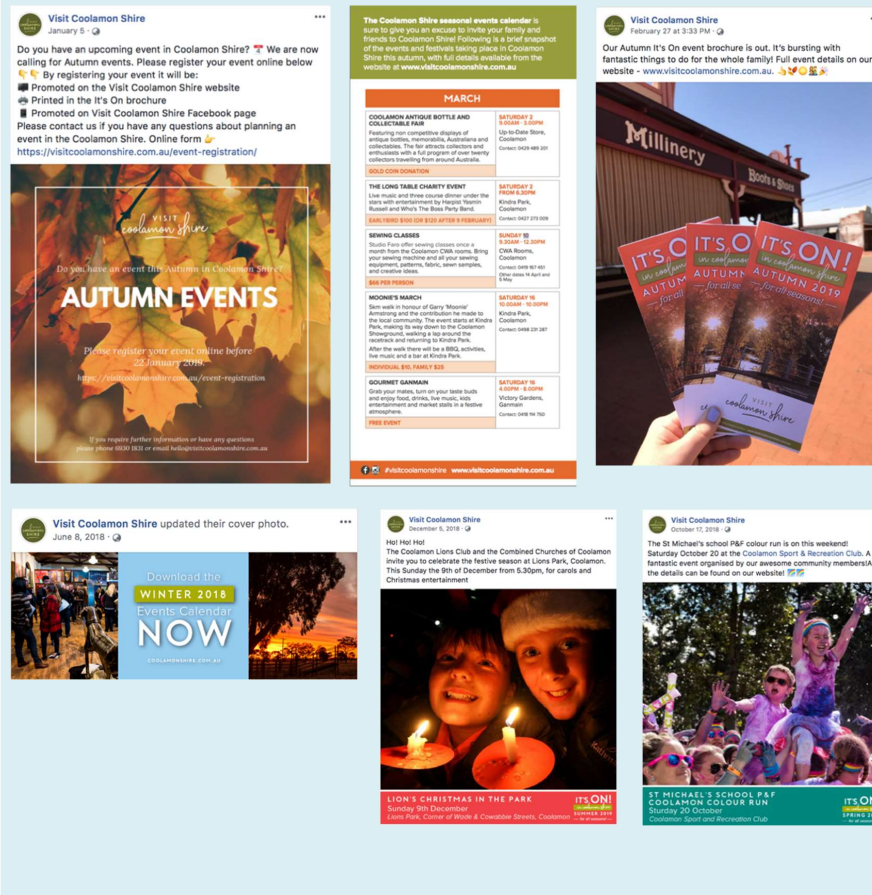
Findings Paper – Byron Shire Events Strategy 2024-2028

helps community groups and businesses to forward plan and ensures event dates do not clash.

Council's event funding program provides financial assistance to promote events that will increase the number of out-of-town visitors, along with mentoring on marketing and event sustainability for their committees.

The region's events promoted through the seasonal calendar have had an impressive impact on visitation to Coolamon. Together with initiatives such as the introduction of an anchor attraction (a cheese factory/restaurant), the town has transformed, particularly on weekends, resulting in the opening of new main street businesses.

"The Seasonal Event Calendar has effectively marketed our local events to a wide target audience and been instrumental in attracting increased visitors to our town. It is a wonderful resource that encapsulates and communicates the vibrant culture of our region beautifully." - Bron Hatty, Advance Ganmain.



4.2 Pillar 2: Support for the events industry

Targeted event support

This pillar proposes reviewing the current funding support and investigating introducing a targeted focus on selected events to help them achieve their full potential and ensure their long-term sustainability and viability.

Considerations to investigate include:

- Limiting eligibility to 'destination events' as per the event categories above.
- Requiring satisfactory demonstration of the event assessment criteria and achievement of the associated key performance indicators
- Financial support focused on enabling event organisers to access a paid coordinator and/or paid professionals to assist with aspects of event delivery. For example, an event may want to use this funding to engage a marketing expert to manage marketing and sponsorship, or they may want to hire someone to manage aspects such as risk/compliance, administration or they may want a creative director to help develop the event experience.
- In-kind support could include assistance in developing sustainability and accessibility plans.
- Reviewing the funding distribution: replacing the existing \$10,000 Events and Festivals Sponsorship Fund with a new fund or extending the investment to offer two funds, with a mix of financial and in-kind support
- Additional internal resources required to manage the revised funding program.

Current Event Funding

Byron Shire Council's Events and Festivals Sponsorship grant aims to support local events and festivals that address one of the following themes:

- Embedding sustainability practices into local events.
- Supporting new and emerging events to assist them in establishing themselves.
- Supporting events to recover from the impacts of the COVID pandemic and floods.

RATIONALE

Supporting events is an important function of the Council in fostering and delivering wellbeing, economic and social outcomes for the local community. A refreshed event sponsorship program focused on targeted investment offers the opportunity to improve event outcomes for Byron Shire.

There is an opportunity with these events to become a benchmark for other events in their planning and outcomes achieved.

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Capacity and capability building

In addition to the funding support, it is important to ensure all local events have access to resources to assist them in developing and evolving to keep the offer compelling for target markets and grow financially sustainable events. These can include access to specialist knowledge and expertise, skilled and enthusiastic volunteers and to event equipment.

Educating and empowering event organisers about introducing practical initiatives to ensure their event is following best practice in environmental sustainability is a core element of capacity building and an important Council role.

Considerations to investigate include:

- Offering access to specialist advice services (on a fee basis)
- Encouraging event organisers to bring in outside artists for professional event development to enable the Shire to cross pollinate ideas with local organisers, build skills and knowledge and the talent base within the local community.
- Extending the current Events Guide into a practical online toolkit to assist and increase the knowledge of event organisers and event committees, for example with information including:
 - marketing (planning, media, budgeting, templates)
 - sponsorship (planning and securing templates)
 - event management (planning, contacts, templates)
 - approvals/compliance (contacts, templates, risk management)
 - register of community contacts, suppliers and volunteers
 - succession planning event evaluation framework and tools
 - event sustainability and accessibility guidelines and templates.
- Establishing a register of event equipment hirers
- Establishing a volunteer database
- Partnering with high schools, and tertiary institutions to maximise the opportunities provided to students by internships and volunteer roles in events.

RATIONALE

The commitment and passion of event organisers and volunteers are drivers of event success. Developing skills and sustaining enthusiasm, particularly amongst volunteer-driven events, will ensure Byron Shire delivers quality events all year round. Developing and evolving events over time is critical to keep the offer compelling for target markets and to grow financially sustainable events. This pillar also supports and delivers on the Draft Arts and Culture Action Plan's action: 4.03 Support event organisers through information and workshops on planning, accessibility, grant writing and sustainability.

Findings Paper – Byron Shire Events Strategy 2024-2028

The Shire has the opportunity to foster capacity building that encourages new thinking and innovation in the events offered, and strengthen the local identity and competitive strengths such as the Climate Conversations initiative with local artists and community. By improving event organisers performance, Byron Shire has the potential to be a leader in sustainable and environmentally responsible events.

An important component of the supply chain for events is equipment hire providers. Equipment hire can be a costly component of event delivery, particularly if local suppliers are unable to meet needs. Local solutions help to ensure economic value is retained in region, support event sustainability and employment opportunities.

A pool of ready volunteers can support the viability of events and enhance community connections. There is an opportunity to take a shire-wide proactive approach to connecting events with equipment and volunteer resources. A coordinated and professional approach to volunteering is also likely to appeal to education institutes and support the development of long-term relationships to secure regular intakes of student volunteers.

Findings Paper – Byron Shire Events Strategy 2024-2028

4.3 Pillar 3: Streamlined event approval process

This pillar responds to the engagement commentary about events permitting, with considerations to further streamline the Council's event approval process.

There is an opportunity to expand on the information provided in the Events Guide to inform and educate event organisers on the different pathways and processes required for event approval. Information recommended includes the following.

- Event organisers planning checklist and timeline on the steps the organiser needs to go through in planning the event, and the items they need to supply to Council at various stages.
- Overview of event venues and spaces with detailed information on all available venues, infrastructure, the types of events they are suitable for, associated fees and charges, and the booking process.
- Overview of the role of Council in events, the support available and key contacts.
- Event funding opportunities.
- Database of support services, equipment hire, volunteer recruitment agencies, etc.

RATIONALE

Engagement with event organisers highlighted a need to identify additional ways to remove compliance and red tape barriers and address pain points. The further streamlining and automation of the event approval process would remove the frustration and uncertainty that exists amongst the event industry and internally for Council departments.

STREAMLINED APPROVAL PROCESS CASE STUDY: FRASER COAST, QLD

Fraser Coast Regional Council streamlined their event approval process by providing:

- Clear information for event organisers on their website: on approvals, venues, funding opportunities
- Resources to support event organisers such as an event management guide and templates
- Online forms for booking venues and applying for approval with automation for internal processes

However, Fraser Coast does not provide a simple way for event organisers who are unfamiliar with the region's parks and event venues to identify which venues might suit the event's needs. Currently it is not easy for event organisers to understand the different features of the event venues and sites and determine the best fit for their event.

Findings Paper – Byron Shire Events Strategy 2024-2028

A further opportunity is to automate and streamline the current concierge process provided by the Council's Events Team. Potential approaches to investigate include:

- Providing a single online entry point to Council with comprehensive information resources and checklists to determine the appropriate approval pathways for events based on specific triggers (e.g., public or private land, pre-approved site or not etc)
- Based on the information provided to Council online, the Events Team coordinate the internal processes for the event organiser in a timely manner to give adequate planning time for the event organisers
- Establishing an events interagency group or utilising the existing agency group for the Local Transport Committee, to create a network of relevant agencies such as Police, Transport, Emergency Services, and across land tenures. The purpose of the group would be to meet monthly to consider the upcoming events, and raise any concerns to be addressed with the Events Team in advance.

4.4 Pillar 4: Fit for purpose event venues and sites

Pre-approved sites

This pillar proposes introducing pre-approved sites and venues that are identified as 'fit for purpose' for specified types and sizes of events. Fit for purpose are those venues and sites with infrastructure that will enable event growth and development as appropriate, with streamlined event planning and approvals. These venues and sites would be allocated on a first served basis for the right fit events.

Approaches to explore in establishing pre-approved sites and venues:

- Considering the needs of the right fit events as outlined in section 4.1 above.
- Matching the events determined as the right fit (based on the event principles and categories) with the current sites available.
- Identifying any gaps in infrastructure or limitations in usage.
- Exploring existing sites such as North Byron Parklands (Splendour and Falls) and Byron Events Farm (Bluesfest) and approved Byron hinterland spaces as 'blank canvas venues' for large scale business events.
- Taking into account the recent Local Environmental Plan amendment to permit events such as low impact performance of live music or arts on Council land at the Cavanbah Centre without the need for a Development Application. (Event organisers will still be required to apply to Council for use of the site.)
- Working with an external professional (consultant planner) to undertake the process of applying for pre-approved, multi-year development applications (where required).
- Developing supporting traffic management plans, waste management plans, and relevant conditions that ensure that they are only used for appropriate events and do not have negative impacts on community or other uses.
- Seeking Open Spaces input, including infrastructure development planning outlining the event infrastructure requirements, including upgrades to existing venues to meet the requirements of the events portfolio.
- Updating the existing policy on the use of sensitive areas for public events (see below for more details).

RATIONALE

The introduction of pre-approved sites will support quicker approvals and response times to event operators and help to streamline the administration and internal processes for Council departments. Potentially spreading the use of Council-owned venues more evenly will also address wear and tear as a result of the concentrated foot traffic of events.

This pillar aligns with the Draft Arts and Cultural Action Plan's program area of Arts and Culture Infrastructure: Identify needs and gaps for hard and soft arts and cultural infrastructure; and the specific action *1.06 Seek funding to review cultural infrastructure and explore opportunities for Council-owned community buildings to be maximised as creative spaces available for operations, production and presentation.*

Findings Paper – Byron Shire Events Strategy 2024-2028

Potential sites and venues to be considered for pre-approval status

The following are the sites and venues with the potential to be pre-approved for specific event categories, subject to any upgrades necessary to meet the requirements of the right fit events in those categories.

Space	Suitable event category/type
Apex Park, Byron Bay	If we followed the Noosa policy, it would be 4-6 legacy events only permitted (Destination, local-home grown and external events)
Dening Park, Byron Bay	Mass participation sporting events – triathlons, ocean swims, running event (Destination, local-home grown and external events)
Bay Lane Precinct in Byron Bay	Community events & markets
Byron Butler Street Reserve	Community events & markets
Cavanbah Centre, Byron Bay	Destination Events, local home-grown events, external events
Red Devil Park, Byron Bay	Destination Events, local home-grown events, external events
Memorial Park, Brunswick Heads (corner of Fawcett and Mona Lane)	Community events & markets
Banner Park, Brunswick Heads	Community events & markets
Heritage Park, Mullumbimby	Community events & markets
Terrace Park, Brunswick Heads	Community events & markets
Railway Park precinct, Byron Bay	Community events & markets
Sandhills Skate Park, Byron Bay	Community events & markets
Green Room at North Byron Farm site	External events, business events
North Byron Parklands	Community events & markets, destination events, local home-grown events, external events
Mullumbimby Showground	Community events & markets

Findings Paper – Byron Shire Events Strategy 2024-2028

Bangalow Showgrounds and A&I Hall	Community events & markets
Additional Community Halls <ul style="list-style-type: none"> • Mullumbimby Civic Memorial Hall • Brunswick Heads Memorial Hall • CWA Halls – Brunswick Heads and Mullumbimby • Brunswick Valley Community Centre • Bangalow Heritage House • Durrumbul Hall • Kohinur Hall • Marvell Hall • Ocean Shores Community Centre • Drill Hall Mullumbimby • Scout and Guide Hall Mullumbimby • Scout Hall Byron Bay • South Golden Beach Hall • Suffolk Park Community Hall 	Community events

Updating the policy for events in sensitive areas

There is an opportunity to Byron Shire Council to work with NSW Crown Lands to review the Commercial Activities on Coastal and Riparian Crown Reserves Policy and ensure the Plan of Management developed defines the types of events permitted.

RATIONALE

The Shire has several sensitive sites and spaces that event organisers would like to activate with festivals and events. This includes sites such as Denning Park, Main Beach, Arakwal National Park and Cape Byron State Conservation Area which have a mix of environmental sensitivities, landscape and cultural values, and high community usage. Permitting festivals

Findings Paper – Byron Shire Events Strategy 2024-2028

and events on these sites is challenging and extremely time consuming, with long processes from multiple land tenures and governing bodies.

POLICY FOR SENSITIVE AREAS CASE STUDY: NOOSA SHIRE COUNCIL, QLD

Noosa Shire Council has an events policy for high-use areas, as well as a policy specifically for events on Noosa's popular Main Beach. Council is the trustee for Crown land and state reserves and therefore has control over the management of their use. These policies are publicly available on Council's website.

Councillors and Council staff developed a policy that puts the community first – community before commercial, and not-for-profit before for-profit.

The policy's development was driven by some blatantly commercial events that involved drinking alcohol on the beach and where rubbish was left on the beach, negatively impacting the community.

The policy sets a cap on sports and tourism events as well as not-for-profit community events on Main Beach to ensure the beach is not 'loved to death'. The cap is 7 tourism events and 8 community events.

"The Noosa Main Beach Events Policy responds to the increasing pressures being placed on this public space. It guides Council's approach to event applications to ensure community access to the beach is not unreasonably diminished and that an appropriate number of events are allowed that add value to the Noosa brand and provide economic and social benefits to the local community wherever possible."

Currently the tourism and sporting events that have permission to use the beach are legacy events, such as the Noosa Tri, the Festival of Surfing, and Noosa Eat & Drink. When one ceases operations, that provides an opportunity for another event to take its place.

Council doesn't run an EOI process for those opportunities. Which event receives approval is driven by community need rather than commercial – an event that adds value to the community rather than a bar and dance party on the beach. Council reserves the right at its absolute discretion not to approve an event upon consideration of the potential impacts on the community and commercial businesses.

Some excerpts from the policy include:

- Events that require the beach or the water as the core element of event activities (e.g. events involving swimming or surfing) will be given precedence over events that could be staged elsewhere (e.g. food festivals and concerts).
- Events that are locally owned and operated are preferred over events run by operators based outside the Shire.
- Council will not support events that do not add value to the Noosa brand.

Findings Paper – Byron Shire Events Strategy 2024-2028

- Tourism events will not be approved in the school holiday periods or on long weekends.
- The event must not adversely impact the beach or the surrounding environment.

Additionally, due to weather events, Council cannot and does not guarantee there will be sand/beach available for use, and events must have a Plan B venue in the case of a storm washing away the beach.

The policy suggests a preferred alternative beach venue (Main Beach West) and an alternative nearby park venue that event organisers can use, particularly for cultural, food, and corporate events. However, events grow and change; for example, if an event impacts the beach for two weeks with bump in and bump out then the community will start to push back.

A separate permit system manages commercial activities on the beach such as selling drinks or hiring umbrellas. There are 9 five-year permits which go out for EOI. Filming on Council land also has a separate application.

Findings Paper – Byron Shire Events Strategy 2024-2028

4.5 Pillar 5: Meeting community needs

Community driven outcomes recognised

This pillar explores recognising and fostering all local event organisers that are delivering beneficial outcomes for the community. Engagement to date highlighted that both community and commercial event organisers are committed to making a positive impact, however commercial event organisers are subject to different standards and fees and can be regarded negatively by the community.

A consideration to explore is introducing a 'Local Event' stamp of recognition to differentiate local events from external providers, and to communicate the community outcomes generated by the events. This has the potential to build pride amongst local event organisers and to encourage positive relationships between the event organisers and local community.

The principles and event categorisation noted in 4.1 continue to put the community first when considering events in the Shire. The principle, Character/identity/sense of place, seeks to align events with the identity of the community to offer a rich and balanced calendar of events across the Shire. The event categorisation focuses on the local outcomes delivered measured by the principles rather than assessing as community vs commercial.

RATIONALE

Event organisers engaged talked of their passion for the community, giving back and making a difference. These local event organisers, regardless of community or commercial structures, are part of the dynamic cultural fabric of the community and important contributors to the local economy. There is potential to elevate community outcomes through recognition and encouragement of the efforts of both community and commercial event organisers.

Both community and commercial events play a key role in achieving this vision for Byron Shire, as noted in the Byron Shire Community Strategic Plan 2032. **Byron Shire is a 'meeting place' — Where people can come together to connect, share, grow, inspire, and create positive change.**³ Local event organisers are part of the cultural and creative fabric of the Shire. As noted in the Draft Arts and Culture Action Plan, the population of the Northern Rivers, and particularly Byron Shire, is strongly engaged with arts and culture and shows higher levels of engagement than other areas of regional Australia and even most metropolitan regions.⁴

Leveraging tourism

There are a number of tourism operators that work with business and sporting event organisers to increase the appeal of the Shire as the event host and to encourage event visitors to stay longer and result in more spend in the local economy. Through a managed

³ The Byron Shire Community Strategic Plan 2032

⁴ Report on Creative Industries Recovery Arts Northern Rivers / Pattern Makers 2022

Findings Paper – Byron Shire Events Strategy 2024-2028

approach to identifying and responding to these opportunities there is potential to increase the economic and social outcomes for the Shire.

A consideration to explore is identifying the most appropriate entity to plan and manage activations around events and pursue opportunities.

RATIONALE

Community and/or shire-wide activation during and around events provide opportunities to extend and enhance the event experience for locals and visitors and encourage visitors to increase their length of stay and spend locally. These activations can include pop-up activities near event sites or enroute to an event that align with the event theme and event specific deals offered by hospitality, retail, accommodation and attractions. There are specific opportunities around business events, with break out options of local tourism experiences pre and post events to extend the length of stay.

Byron Shire can also strategically leverage events in neighbouring local government areas, for example, local activations during Gold Coast's Bleach Festival. Encouraging local event organisers to undertake related activations, Byron Shire can capitalise on the interest in the event and attract the same target audience and build the Shire's own positioning in that area of interest (e.g., contemporary arts in the case of Bleach Festival).

Triple bottom line measurement of event impacts

There is an opportunity to explore a triple bottom line perspective to measuring event impacts. A triple bottom line approach balances economic, social and environmental outcomes for the Shire. This approach involves setting social, environmental and economic measures.

Consideration is required into incorporating triple bottom line measures into the acquittal process for events receiving event funding. The overarching principles for the right fit events would provide the framework for identifying the social, economic and environmental measures.

Potential measures to consider include:

- Community connections
- Opportunity for input by community, industry, networking groups and Chambers of Commerce groups
- How many participants from local community
- Showcasing local artists
- Offering spaces for local artists to perform
- Opportunities for diverse groups to participate
- Social capital
- Environmental improvements
- Circular economy measures (including waste/recycling, water, energy)
- Local suppliers used

Findings Paper – Byron Shire Events Strategy 2024-2028

- Providing information and education on Electric Vehicles, promoting EV charge facilities
- Promotion of cycling and cycleways, car and bike hire and sharing facilities
- Participation in Ecotourism Australia's Strive for Sustainability Scorecard Program.

RATIONALE

Engagement suggested social and environmental benefits outweigh economic outcomes in the Shire. Triple bottom line measures would provide a means to capture the contribution of events back to the community. Such measures can be monitored over time to determine improvements or areas needing attention.

The triple bottom line measures would extend upon on the metrics provided by event organisers and introduce consistent data collection and measurement methodology. They would also inform a separate event assessment project Council is undertaking that involves:

1. Event evaluation – creating an event evaluation template for event organisers to use to assess the audience profile and impact and outcomes of their event and provide support materials to enable them to collect and analyse survey data
2. Event assessment research – assessing the events that Council funds in terms of their value and impact.

The project is on hold until the Event Strategy is complete to enable any additional event data and research needs to be considered.

ATTACHMENT 1: STAKEHOLDERS ENGAGED

The following are those stakeholders invited to participate in the conversations to date. Additional conversations heard with tourism industry stakeholders as part of the engagement for the Business, Industry and Visitor Economy Strategy, with some discussion about events, are not listed here.

STAKEHOLDERS	
Byron Shire Council	<p>ARTS AND CULTURE COMMITTEE</p> <p>COUNCILLOR REPRESENTATIVES</p> <ul style="list-style-type: none"> • Cr Ndiaye • Cr Balson • Cr Westheimer • Cr Coorey (Alternate) <p>Community Representatives</p> <ul style="list-style-type: none"> • Bronwyn Bancroft • Jane Fuller • Lou Hodgson • Samantha Collyer • Jack Dods • Denise Napier • Gwyneth Broug • Laurel Cohn <p>Events & Business, Industry and Visitor Economy Team</p> <ul style="list-style-type: none"> • Sharyn French • Lisa Richards • Ari McElroy • Helen Motteram • Alice Meir • Jess Gilmore <p>BSC / Open Spaces / Facilities</p> <ul style="list-style-type: none"> • Jim Roberts, Coordinator Open Space

Findings Paper – Byron Shire Events Strategy 2024-2028

	<ul style="list-style-type: none"> • Pattie Ruck, Open Space Facilities Coordinator • Andy Erskine, Open Space Technical Officer • Darren McAllister, Project Officer Open Space & Facilities <p>BSC / Compliance – event approvals</p> <ul style="list-style-type: none"> • Tim Connors, Team Leader Environmental Health • Scott Brodie, Community Enforcement Lead Officer • Gray Blunden, Development Engineer • Judd Cornwall, Traffic & Transport Engineer <p>BSC / Culture & Community Services team</p> <ul style="list-style-type: none"> • Melitta Firth, Arts & Culture Officer • Cynthia McDermott, Community Project Officer • Rob Appo, Project Officer Aboriginal • Sarah Harvey, Lone Goat Gallery • Emily Fajerman, Community and civic events • Karen McKay, Council depot <p>BSC / Byron Bay Place Manager & Place Planner/s</p> <ul style="list-style-type: none"> • Claire McGarry & Rachel Derbyshire, Place Manager Byron Bay • Andrew Fitzgibbon, Place Planning <p>BSC / Resource Recovery / Sustainability</p> <ul style="list-style-type: none"> • Danielle Hannigan, Resource Recovery • Julia Adams, Sustainability • Ianna Murray, Access Committee Working Group • Chloe Dowsett & Liz Caddick – Coast & Biodiversity
Mullumbimby Event Organisers	<ul style="list-style-type: none"> • Renewfest • Chincogan Charge • Ingenuity Sculpture Festival • Mullum Music Festival • National Circus Festival
Byron Bay Event Organisers	<p>Community</p> <ul style="list-style-type: none"> • 1 Billion Rising, Day of the Dead • World Naked Bike Ride

Findings Paper – Byron Shire Events Strategy 2024-2028

	<ul style="list-style-type: none"> • Matsuri Byron Bay • Soul Street New Years Eve • Byron Multicultural <p>Commercial (homegrown)</p> <ul style="list-style-type: none"> • Byron Music Festival • Byron Surf Festival • Caper • A Day In The Bay • Byron Comedy Festival • Festival of the Stone • BB International Film Festival <p>Sports</p> <ul style="list-style-type: none"> • BJJ Aust Opens • Byron Triathlon & Byron Lighthouse Run • NX Sports • Winter Whales Ocean Swim Classic • Ballina Byron Coastal Charity Walk • Northern Rivers Revolt Roller Derby • AFL9s Invitational • Byron Rugby 7s Byron Bay Lighthouse Run
Business & Community Event Venues	<ul style="list-style-type: none"> • Island Quarry & Mullum Railway Station • North Byron Parklands • Beach Café • Brunswick Picture House • Byron Events Farm
Brunswick Heads Event Organisers	<ul style="list-style-type: none"> • Mullum2Bruns Paddle & Marine Rescue • Brunswick Visitor Info Centre • Brunswick SLSC • Brunswick Nature Sculpture Walk • Old & Gold • Brunswick Valley Woodchop

Findings Paper – Byron Shire Events Strategy 2024-2028

Bangalow Event Organisers	<ul style="list-style-type: none"> • Bangalow Film Festival • Bangalow Billycart Derby • Sample Food Festival • Eat Street Foragers Market • Byron Writers Festival • Showground Manager
Markets Focus Group	<ul style="list-style-type: none"> • Byron & Bangalow Farmers Markets • Mullum & New Brighton Farmers Markets • Byron Markets • Brunswick Markets
Byron Events Industry Association (BEIA)	<ul style="list-style-type: none"> • Rockinghorse Studios
NSW National Parks / Cape Byron Marine Park Authority	<ul style="list-style-type: none"> • National Parks & Wildlife Service • Cape Byron Marine Parks Authority • Bundjalung of Byron Bay Aboriginal Corporation (Arakwal) • Jali Local Aboriginal Land Council • Tweed Byron Local Aboriginal Land Council
Destination Network / Destination North Coast	<ul style="list-style-type: none"> • General Manager, Destination North Coast NSW • Business Events Executive, Destination North Coast Business Events
Individual stakeholders	<ul style="list-style-type: none"> • Mullum Cares • Zero Emissions Byron • Cavanbah Centre • Northern Rivers Performing Arts • Margot Natoli Project Management Pty Ltd • Bewilderness • Byron Bay Coffee Festival

Findings Paper – Byron Shire Events Strategy 2024-2028

Your Feedback

We would welcome your thoughts about the aspirations and principles proposed in the Findings Paper. Please complete the [survey questions](#) by 10 September 2023.



BYRON
SHIRE
COUNCIL

FOR MORE INFORMATION

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www.byron.nsw.gov.au

STAFF REPORTS - CORPORATE AND COMMUNITY SERVICES

**Report No. 3.3 Preliminary Concept Proposal for Feedback
- Arts & Culture Festival**

5 **Directorate:** Corporate and Community Services

Report Author: Esmeralda Davis, Director Corporate and Community Services

File No: I2023/1104


Summary:

10 Council has received a preliminary concept proposal for a 'Byron Shire Contemporary Art and Culture Festival' (Attachment 1). The proposal was submitted by an Arts and Creative Industries Committee member, Cr Westheimer, for the Committee's review and feedback.

15 **RECOMMENDATION:**

That the Committee notes the report and provides any feedback on the proposal.

Attachments:

- 20 1 Concept preliminary proposal for Art Festival - Cr Westheimer - Arts and Creative Industries Committee Meeting 17 August 2023, E2023/75589 , page 55
- 2 Further Information About Cementa Festival, E2023/76469 , page [67](#) 

Report

Council received a preliminary concept proposal for an Arts and Culture Festival, submitted by Dr Peter Westheimer and Ms Maya Martin-Westheimer (Attachment 1).

- 5 The proposal notes that the proposed festival could be similar to multi-site hybrid festivals such as the Cementa Festival in Kandos NSW. The proposal cites a number of positive impacts for Byron Shire including cultural enrichment, economic opportunity, community connection and artistic development.

- 10 Council's roles and priorities in arts and culture are documented in the Draft Arts & Culture Action Plan 2023-2026, on exhibition until end July, as well other strategic documents (e.g., Festival and Events Strategy under development). Council's direct delivery of an Arts and Culture Festival has not been identified as a priority by stakeholders and is therefore not included in the Draft Arts & Culture Action Plan or Festival and Events Strategy.

- 15 Council has a limited budget for delivery of public art. The preliminary concept proposal does not include a budget or indicative budget range required for its delivery.

In light of these factors, it is vital to consider the role Council would have in progressing elements of this proposal.

- 20 It is recommended that the proposal authors further explore the preliminary concepts with regional creative groups and/or creative producers. Such discussions have the potential to achieve creative partnerships or may result in the proposal concepts being incorporated into another existing event(s).

Further detail on similar benchmark festivals is provided at Attachment 2.

Key considerations

- 25
- Leadership and coordination required from an industry organisation with dedicated creative producers and experienced event professionals,
- 30
- Ability to secure and attract sufficient funding and resourcing,
 - Numerous established festivals in the shire, including Byron Music Festival, Art Byron, Brunswick Nature Sculpture Walk and others,
 - Potential to partner with, and build on, existing festivals,
 - Consistency with the Draft Arts and Culture Action Plan, Festivals and Events Strategy (under development), and the Business and Visitor Economy Strategy, and
 - Council's established role as an arts supporter rather than as a service provider in the festival and events industry.

35

Strategic Considerations

Community Strategic Plan and Operational Plan

CSP Objective	CSP Strategy	DP Action	Code	OP Activity
2: Inclusive Community We have an inclusive and active community where diversity is embraced and everyone is valued	2.1: Foster opportunities to express, celebrate and participate in arts and cultural activity	2.1.4: Artistic and creative industries - Build, support, and advocate for the artistic and creative industries of the Shire to inspire a thriving and sustainable arts community	2.1.4.2	Develop Arts and Culture Action Plan
2: Inclusive Community We have an inclusive and active community where diversity is embraced and everyone is valued	2.1: Foster opportunities to express, celebrate and participate in arts and cultural activity	2.1.3: Events and festivals - Support and enable arts & cultural activity, festivals, projects, and events	2.1.3.10	Initiate development of an Events Strategy

Recent Resolutions

Council Notice of Motion – Resolution **22-288** resolved:

- 5 1. *That Council creates an action plan to enable and encourage small to medium sized festivals to operate in the Byron Shire.*
2. *That Council reviews small and medium sized festival proposals currently pending or recently determined to explore the feasibility for these festivals to be conducted in the period 2022-24.*
- 10 3. *That Council reviews its policy and processes to ensure we support enabling festivals to enhance our creative industries, provide jobs and opportunities for creative companies and workers, and to contribute to community well-being.*
4. *That as part of this process, council reviews their staffing and processes as part of an events strategy.*
- 15 5. *That council do further work to clarify the DA and tenure issues around local potential sites capable of hosting events of various sizes.*

Legal/Statutory/Policy Considerations

Draft Arts and Culture Action Plan 2023-2026 identifies priority actions for Council in the arts and culture arena based on broad community feedback and consultation.

Festival and Event Strategy (under development) identifies priority actions related to Festivals and Events.

- 5 The proposed event does not currently align with identified Council priorities.

Consultation and Engagement

The preliminary concept could be further scoped and discussed with key stakeholders in the festival and events industry.

Byron Shire Contemporary Art and Culture festival

"Providing a stage for Byron Shire's arts and culture to thrive"

Preliminary concept proposal June 2023



Image sources in order: Russell Shakespeare, <https://byronbay.com/events/byron-twilight-market/>
Hans Zimmer, Candlelight at Byron Community Centre

Preliminary concept created by:

Dr. Peter Westheimer

Councillor, Musician, chairman of the Byron Shire council Arts Committee

pwest@mullum.com.au

(Initial & developing concept)

Maya Martin-Westheimer

MA Curating and Cultural Leadership UNSW

& Founder of Floorplan Studio

mayaamw@outlook.com

(Concept development)

Festival Summary:

- A regional, multi-site non-for-profit contemporary art and cultural festival celebrating the diversity of arts and culture in the Byron shire - Nearby towns and shires also invited to contribute
- embed a festival meaningfully into the community and engage with local histories, communities and storytelling through contemporary creative practice.
- Festival operating for 1-2 weeks biennially, in low rainfall months of August/September showcasing talent, ingenuity, and variety of arts practitioners, creative thinkers, and leaders in the area, providing cultural enrichment, economic benefits, community building, and artist development.
- A community-driven participatory creative core- component, focused on community consultation, identifying what is needed in the shire's contemporary creative scene and how to enhance and strengthen community.
- Central core thematic element – responding to current events, (e.g. Speculative futures for Byron or changing ecologies) adding a cohesive, flowing theme binding the satellite spaces- theme changes each festival to open up new conversations.
- A strong online element to support the festival to have considerable reach outside the Byron Shire and have an impact and resonance to the broader Australian arts dialogue through accessible content. It will also serve as a database for contemporary artists and cultural leaders in the Shire.
- A conference could be a core element of the festival in order to bring together creatives from across Australia to discuss the festival's theme and feature participating artists and creatives engaging in meaningful dialogues.
- Post-festival a publication can be developed each to feature core elements, conversations and practices which have taken place across the festival.
- Festival contributors, artists creatives must orientate themselves around creating site responsive works

Additional notes:

- New creative director each festival to bring new vision and perspective. (Maximum 2 yrs. consecutively if desired by festival management committee)
- Moving away from the idea of Byron as a holiday town- instead focusing on the richness of creatives and stories operating within this unique space and a place with cultural richness and togetherness in its own right.
- Community artmaking opportunities
- Potentially partnering with a pre-existing organisation e.g. Art Byron and extending the festival and concept if they liked the core ideas

Creative Residency Options: (core festival component):

Festival offers free/low-cost residency options for selected community groups and artists leading up to the event, providing the opportunity for meaningful engagement and relationship building within the community.

- Public spaces in the Shire halls, empty shops, could be activated for use.
- Creatives could apply to inhabit those spaces and showcase their works/practice and or/ shops can participate by creating unique shopfront artworks or designs and apply to be part of programming.
- Online art trail/ map of all available spaces made accessible to artists.
- The art trail or map will encourage visitors to explore the various locations and artworks on display throughout the Shire.

Points of Difference:

- Conscious engagement with artists & creatives in contemporary conversations surrounding the Shire and contemporary artmaking methods and storytelling
- Driven by community consultations to determine the festival's focus and participants, with opportunities for all members to participate in varying capacities
- Partnerships and collaborations with major art institutions in cities to bring in different perspectives and enrich the festival experience – creating a cross cultural dialogue and bridging the rural/urban divide
- Residencies for creatives to have a better understanding of the Shire, foster lasting relationships, and create engaging creative works in response to the area; artists hold workshops and presentations for communities
- Highly developed online presence and good design making it an online destination (a core graphic design team essential working alongside director)
- Highly interactive and thematic, with a core element driving conversations and interactions throughout the festival.
- Community consultation focus groups.
- Commissioning new artworks through artist residences.

Background

The Byron Shire is recognised for its vibrant and diverse creative community, which attracts people from all walks of life. While there are several popular festivals in the area, including the Writer's Festival, Splendour in the Grass, Blues Fest and Art Byron (among others), there is a significant opportunity and benefit from establishing a community-centred multidisciplinary contemporary arts festival. The Byron area is home to many unique figures and creatives, and there is immense potential to embed a festival meaningfully into the community and engage with local histories, communities and storytelling through contemporary creative practice.

The success of hybrid multi-site arts festivals like the Cementa Festival in Kandos NSW, Documenta Festival in Kassel Germany, and the Belfast International Art Festival demonstrate the potential to foster community cohesion and stimulate important discussions within a festival context. These festivals along with successful Australian festival models such as the Adelaide arts festival and fringe, showcase social practice art, a contemporary art form that engages communities and addresses social and political issues to promote social change. Social practice art often involves collaboration, participation, interdisciplinary approaches, and takes place in public spaces and communities, rather than traditional galleries. It blurs the lines between art, activism, and social engagement, creating experiences and interactions for reflection and transformation.

The festival could help maintain young adults who often leave the Byron Shire to seek opportunities elsewhere. The festival could run for one to two weeks biennially, as a multi-space festival with a central hub bringing together major venues as well as activating smaller halls, venues, and suitable outdoor locations and stages. The festival could feature theatre, video projection, installations, music, dance, visual art, film, outdoor sculpture, design competitions, surfing competitions, land repair and climate change solution forums. The festival has the potential to showcase ever-changing niches for the creative industries, making it an exciting event for both locals and tourists alike.

Byron already has an active and engaged community ready to interact and come together. The regionally situated hybrid multi-site contemporary art festival would celebrate the rich diversity of creatives in the area. The festival could invite stakeholders to participate and respond, encouraging shops and stores to sign up to have their space advertised alongside the festival if they are holding events for the duration.

Positive impacts:

1. Cultural enrichment: A contemporary arts festival exposes residents in a regional town too diverse forms of artistic expression, broadening their cultural horizons and encouraging creativity and artistic appreciation.
2. Economic benefits: The festival can attract tourists, boost local businesses, and stimulate the local economy by creating job opportunities and generating revenue through ticket sales and tourism.
3. Community building: A contemporary arts festival can bring people together and foster a sense of community by providing a shared cultural experience.
4. Artist development: The festival can provide opportunities for local and emerging artists to showcase their work, helping to develop their careers and build their reputations.
5. Opportunity for youth in area to attend and work within contemporary arts.
6. Raising the town's profile: The festival can increase the cultural profile and visibility of the regional city, attracting investment and contributing to its growth and development.

Identified Key Personelle

- Creative director
- Festival producer
- Festival manager
- Community engagement manager
- Location coordinator
- Finance Manager
- Treasurer
- Staff manager
- Partnership manager
- Artist coordinator
- Marketing manager
- Designer

Venue Brainstorm:

- Cavanbah Centre Byron
- Mullumbimby Civic Hall
- A&I hall Bangalow
- Mullum and Byron High schools
- Marvel at the hall
- Drill hall
- Coorabell hall
- Durrumbul hall
- Kohinur hall
- Eureka hall
- Tyagarah hall
- Uki hall and others
- Ocean shores community centre
- Suffolk Park community centre
- Nimbin bush theatre
- Byron Library
- Tyagarah Hall
- Byron Community Centre
- Potential for outdoor venues
- **Regional** venues and facilities eg: Tweed Gallery, Lismore Hall, Blues and Splendour sites and others.

Galleries/ Creative Initiatives & Businesses in the area

- Lone Goat Gallery
- Byron School of Art
- Yeh Nice Gallery
- Brunswick Picture House
- Habitat
- Byron Arts magazine
- Tripoli Gallery
- Paradiso Magazine
- Art Byron
- Doma café

Case studies:

Cementa Festival – Kandos, NSW

CEMENTA24 CALLOUT!

'Cement a Friendship - Visit Kandos' is what we have been saying since Cementa began a decade ago. In that time, we have delivered five exciting and memorable festivals that show how communities and art can come together and make magic. Conceived as a socially embedded regional festival, Cementa acknowledges how contemporary art and ideas mean more when communities and relationships are the driving focus.

So, if you are keen to 'Cementa Friendship' with Kandos and the crew, we encourage you to put in a proposal. How it works is that we ask all artists to complete residencies in Kandos (between one to three weeks), to conceive work that relates to the social, cultural, environmental or historical context of the town and/or its regional situation. The residency gives artists an opportunity to meet and engage with our community and involve them in projects when and where possible. Cementa does occasionally curate existing works into the festival, if we believe the works will activate a dimension of the community or town or provide experiences that would not otherwise be available to them.

We are asking artists from all stages of career and practice to submit proposals for potential works for Cementa24.



SWEATIN' THE IDEAS AT WAYOUT

We had our first meeting for the space this year, aptly titled "What To Do With WAYOUT?" and had approximately 14 artists from across regional NSW show up to put their two bob into the pot and help mix the metaphor. It was impressive to see artists from The Blue Mountains, Lithgow, Dubbo, Wagga, Kandos and Bathurst come together to discuss what we might be getting ourselves into. We talked in 43 degree heat with only two little fans that we couldn't seem to direct properly to relieve anyone but the person directly in front of it. And still the meeting lasted for two hours. In that time a lot of ideas were thrown into the air and batted around the room.

Sources: <https://cementa.com.au/welcome> Source: <https://cementa.com.au/blog/2020-02-20-wayout-goes-all-the-way-out>

"Cementa is a unique, regionally situated, socially-engaged, artist-led organisation dedicated to cultivating contemporary art in our regional context. Our annual program of residencies and special projects culminates in our major production, Cementa Festival, a biennial festival of contemporary art that brings together over 60 regional and urban artists for a four-day celebration of Australian contemporary art and the small town that hosts it. This is done through the exhibition of video, installation, sound, performance and 2D/3D artworks in venues and locations across the town and surrounds. Venues include shopfronts, vacant lots, the scout hall, local museum and community centre, the golf course, front yards and public parks. Taking its regional situation as its focus, Cementa celebrates the rich diversity of voices that can be heard within our contemporary arts communities." – Cementa Website, About

- Shopfronts and houses alike are invited to participate in an arts festival for everyone, with a social practice initiative that encourages residents to showcase something on their yards.
- The goal is to bring the community together for a great cause and create a sense of cultural camaraderie.
- This festival invites the shire to embrace creativity and have fun in an inclusive, contemporary way.



Source: <https://www.culturescouts.com.au/stomping-ground-blog-source/2019/11/25/cementa-arts-festival>

Neighbourhood Contemporary Arts Festival – Footscray, VIC



Source: <https://neighbourhoodfest.com.au>

Co-presented by Footscray Community Arts and The Substation, *Neighbourhood* spans across a number of notable venues including The Bowery Theatre, Incinerator Gallery, West Space, as well as Maddern Square, and Werribee and Williamstown train lines.

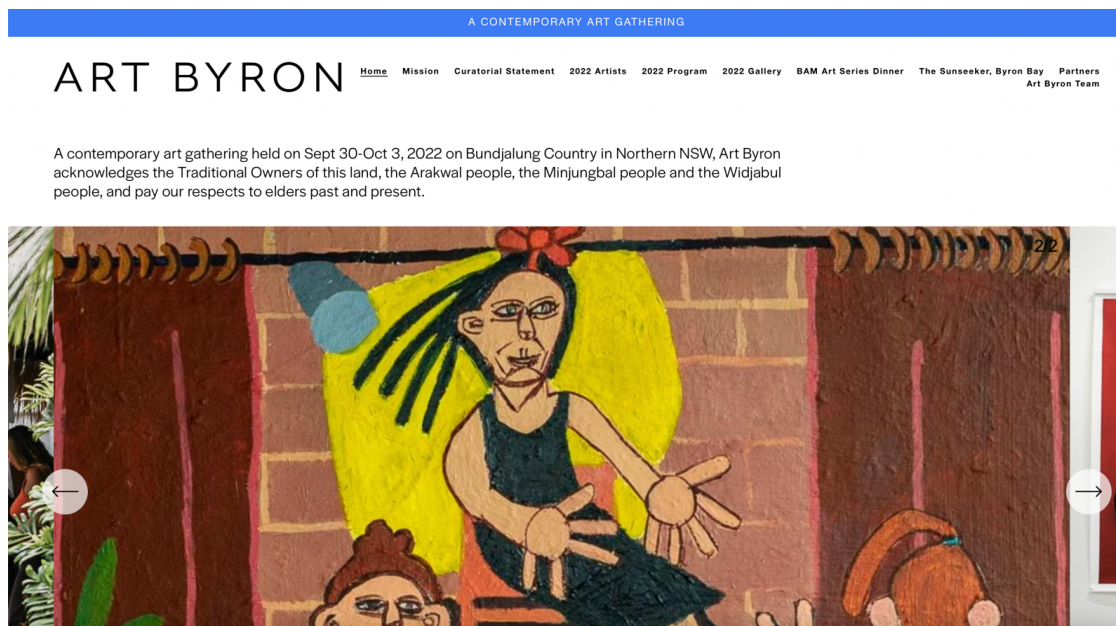
This inclusive festival connects audiences to contemporary cultural challenges; provide a safe place for conversation; and reveal the beauty of our common humanity found right here in our Footscray Neighbourhood.

“This program will provide unique insight into the different traditions, practices and demands experienced by communities historically marginalised by mainstream art and sculpture.

A multi artform festival program will take you all over the west of Melbourne, with a number of performances bringing fresh perspective to the meaning of place.

Neighbourhood will spotlight the communities that make up our social fabric – platforming their voices to create social change and shape contemporary Australian identity.”- <https://neighbourhoodfest.com.au>

Art Byron – Byron Bay, NSW



A contemporary art gathering held on Sept 30-Oct 3, 2022 on Bundjalung Country in Northern NSW, Art Byron acknowledges the Traditional Owners of this land, the Arakwal people, the Minjungbal people and the Widjabul people, and pay our respects to elders past and present.

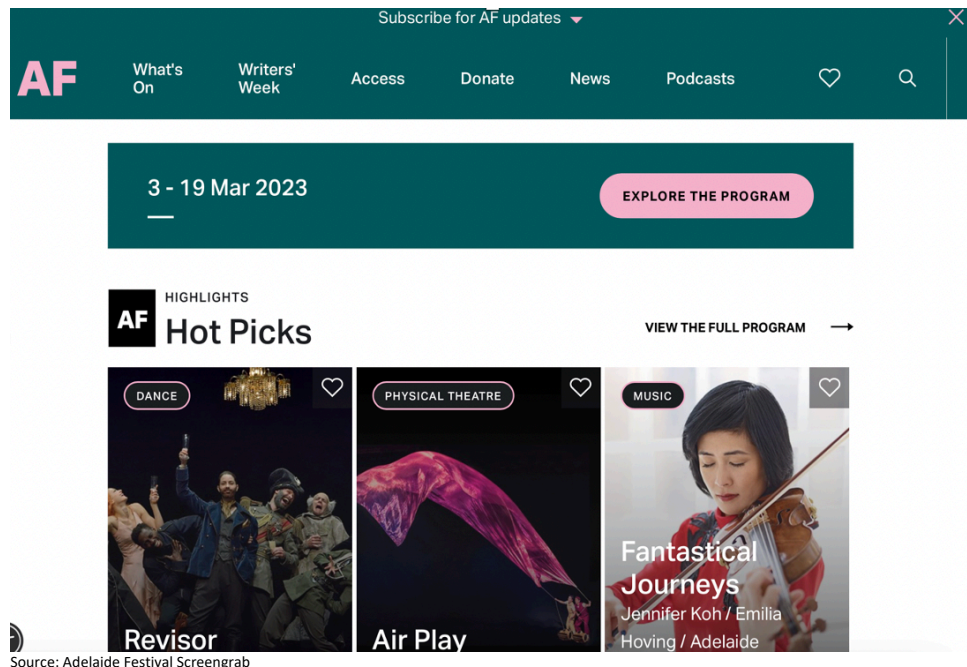
Art Byron is a dynamic platform for contemporary art. The annual gathering will bring together outstanding talent, creating an open forum for like-minded people to share, discuss and explore contemporary culture.

Groundwork for Art Byron's 'Love or Fear' theme was envisioned by renowned First Nation artist Karla Dickens who lived through the devastating March flood events that swept across Bundjalung country around Lismore, the place she has called home for the last 20 years.

The Team

Founder/ Executive Producer - Lisa Cowan
Executive Director - Mouche Phillips
Curator - Karla Dickens
Publicist - Janelle Morse
Event Producer - Jordana Henry
Marketing Manager - Holly McCauley
Acting Chair - Mouche Phillips
Board Member - Ursula Sullivan
Treasurer - Ishwin Thind

Adelaide Festival – Adelaide, SA



"Fringe is such a strong part of South Australia's identity and the program for 2023 will draw audiences locally, and from interstate and overseas again, to generate valuable economic, social and cultural activity for the state." - BankSA State General Manager, Consumer and Business, Ben Owen.

"Adelaide Fringe is an absolute drawcard for South Australia and it's no secret as to why. You only need to see how the city's atmosphere shifts across February and March to understand why it's special and why it has such an immense impact on tourism and the economy in South Australia." - Minister for Arts, Andrea Micheals MP.

"For 60 years our state has nurtured the arts. The result is one of the world's great multi-arts festivals, which in turn injects \$76 million into South Australia's economy each year, not to mention its immeasurable benefits in community engagement with the arts. Now through the Foundation, with the help of our donors, we can invest funds to ensure the Adelaide Festival's financial stability for the future." - Chair of the Adelaide Festival Anna Baillie-Karas.

MISSION of the Adelaide Festival:

Foundation Adelaide Festival will, through philanthropic fundraising, stewardship of funds and provision of financial support, assist the Adelaide Festival (including Adelaide Writers' Week) in achieving:

- the Festival's Mission to create and present programs that inspire, challenge and delight local, national and international audiences; stimulate local creativity and community involvement and attract artists from across the country and around the world.
- the Festival's Vision to be recognised nationally and internationally as one of the world's greatest multi-arts festivals that brings to the audience the power of great art; pursues new creative horizons; places Adelaide at the centre of Australia's culture; and creates a transformative impact on our city, making arts central to the culture of our society.

Perth Fringe Festival – Perth, WA



Source:

<https://fringeworld.com.au>

- Fringe World Festival is funded by the State Government, with Artrage receiving \$250,000 per year from the Department of Local Government, Sport and Cultural Industries and Lottery west committing \$3.6 million over the period 2022 to 2024.
- Established in 2011, the annual event is one of the largest fringe festivals in the world.
- The 2023 program has a theme of “feel good” and features 545 shows at 117 venues, with hundreds of thousands of attendees expected.
- FRINGE Sunday Funday supported by Lottery west returns for a second time in 2023, featuring roving performers, a silent disco, and bright pink Astro turf between Roe and Francis Street.
- The popular Arts and Culture Trust programmed STATE OF PLAY returns at the State Theatre with a theme of Air Guitar, featuring 30 productions and 145 performances from 20 January to 5 February 2023.
- State of Play promotes homegrown talent through music, comedy, dance, cabaret, improv, and workshops, including events for children and families.
- The Perth Cultural Centre will be a bustling hub of the Fringe World program.
- Fringe World Festival Director, Amber Hasler, promised the 2019 edition would deliver a smorgasbord of the hilarious, the heart-stopping, the surprising, and the wonderful.
- 4 DAYS – 11 SESSIONS – 7 NATIONAL AND INTERNATIONAL FRINGE FESTIVAL SPEAKERS - There are over 100 Fringe Festivals in operation across the world today. The Fringe World Summit is where some of the brightest and boldest minds from across the World of Fringe are gathering for three days of insight and inspiration, as we get ready for Perth Fringe to join the list in 2012.

Edinburgh festival – Edinburgh, UK



Source: <https://www.thetimes.co.uk/article/edinburgh-art-festival-grayson-perry-and-joana-vasconcelos-make-a-splash-5zbz6npvk>

The Edinburgh Art Festival is an annual celebration of visual arts that takes place in Edinburgh, Scotland. It showcases a diverse range of contemporary and modern art from both established and emerging artists, with exhibitions held in various venues throughout the city. The festival aims to engage and inspire audiences of all ages and backgrounds through the power of art, creating opportunities for people to discover and explore new ideas, perspectives, and ways of thinking. Through exhibitions, events, talks, and workshops, the Edinburgh Art Festival encourages critical thinking and fosters a sense of cultural exchange and dialogue among artists, visitors, and wider community.

CULTURE SUMMIT

The Edinburgh International Festival is a founding partner of the Edinburgh International Culture Summit, together with the Scottish Government, the UK Government, the Scottish Parliament and the British Council. The summit presents a unique platform for collaboration between artists, practitioners, thinkers and policy makers from across the globe.

The sixth edition of the summit took place at the Scottish Parliament, entitled *Culture and a Sustainable Future*. Ministers and Cultural Policy delegations from over 30 countries attended to reflect on the urgent need for investment in our future.

Participating delegations also attended performances of Akram Khan's *Jungle Book reimagined* and National Theatre of Scotland's *Medea*.

Annual Review Link:

<https://eif-c3.s3-eu-west-1.amazonaws.com/Documents/Annual-Reports/Annual-Review-2022.pdf>

- Consider reaching out to Artspace Sydney who helped found the Cementa festival and hear their ideas and experiences

Information About Cementa Festival

Research into the Cementa Festival demonstrates the significant amount of work and the extensive resourcing required to further develop and implement this concept. An overview of the key elements of the Cementa Festival is provided below for the Committee's information.

- Cementa Inc. is a not-for-profit incorporated association, established in early 2012 with the first festival held in 2013.
- Artists, Ann Finegan, Alex Wisser and Georgie Pollard created Kandos Projects, which together with Artspace, founded the Kandos Institute of Contemporary Art (KICA) who organised the inaugural Cementa Festivals.
- KICA/Cementa was housed in the empty cement works at Kandos (in regional NSW – approx. 60km south east of Mudgee).
- In 2018 Cementa moved to Angus Hall (a Kandos Community Hall) in the main street of Kandos and worked towards the purchase of the Hall in 2019 for \$180,000. The Building was purchased by way of \$55k fundraising, \$90k NSW Govt Creative Capital Fund Grant and approx. \$45k from an art action and other donations (total raised \$190k). Space is now called “WAYOUT Art Space”
- Cementa Festivals have been held in 2013, 2015, 2017, 2019, 2022 with the next to be held in 2024.
- Cementa have artists spaces, Artist Mentoring workshops, Artists Residency, exhibition programs. Artists cannot enter the Festival unless they have done a residency in Kandos, or their work is related to the town in some way. It is noted the 2015 Festival attracted 2,500 visitors (with 40 artists). 2017 had 60 artists showcasing at 20 local Kandos venues.

Funding:

- Midwestern Regional Council funding:
 - 2012 - \$4,750
 - 2014 - \$2,500
 - 2016 - \$2,500
 - 2019 - \$1,862
 - 2019 - \$2,500
 - 2021 - \$12,500
 - 2022 - \$2,000
- Other grant funding included:
 - 2012 NSW Government/Arts NSW granted \$59,532
 - 2016/17 Department of Communications and the Arts \$30,129 (for a collaboration between Powerhouse Youth Theatre and a local youth dance group)
 - 2018 NSW Government's Arts and Cultural Development Program - \$100,000
 - 2019 Regional Arts Fund - \$20,000 for 'River Lung' a drought project
 - 2019 Department of Infrastructure, Transport, Regional Development, Communications and the Arts (Humanities Grant) -

- \$64,185 for "Swimming Pool is a site-responsive, participatory theatre performance"
- 2019 NSW Government's Creative Capital Fund Grant \$90,000 (to assist purchase of Hall)
 - 2023 - 2025 NSW Government's Regional Festival Funding program 150,000 per year (total \$450,000) for three years