



POLICY

Policy Name	FESTIVALS AND EVENTS POLICY
Department	Council
Responsible Position	Group Manager Council
Policy Approved by	Ordinary Council Meeting (5/6/2000)
Next Revision Due	1 July 2009
Supporting Guidelines	Nil

REVISIONS

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	5/6/2000	Council Report		Council
Revision 1	October 2006	Reviewed only no changes	Council Report	Council

FESTIVALS AND EVENTS POLICY **“Celebrating East Gippsland”**

1 Goal Statement

To support the development of festivals and events in the East Gippsland Shire which celebrate cultural achievement, provide opportunity for economic development and community growth and promote a stronger sense of Shire identity.

1.1 Defining Festivals and Events

Festival: An organised and programmed series of events and any occasion set aside for celebration. Festivals Australia define a festival as a regular public celebration that is organised by members of the community and has clear and strong community support (Festivals Australia Guidelines 2000)

Event: An important happening or occasion.

Culture: The culture and cultural practices of the people, groups and organisations within the Shire have a distinct and identifiable vitality, which needs to be valued and protected.

2 Principles for the Festivals and Events Policy

2.1 Local Recognition

The Council can and should recognise and promote the productivity, creativity, resourcefulness and innovation evident within the Shire across arts, sport, industry, design, community activity, business, the environment and daily life.

2.2 Cultural Relevance

Cultural relevance means thinking and responding in ways, which seek to understand 'where people come from', what their language and customs are, and what they value.

2.3 Hierarchy of festivals and events

Council recognises that there are differing levels of Festivals and events which occur within the Shire and as such believes that each needs to be valued and supported for what it achieves for any given community/cultural group. A hierarchy of festivals and events is established to assist in defining what each festival and event aims to achieve and allocating the funding pool. The three broad categories are: -

Local: A festival /event which fosters local community wellbeing and is of direct benefit in the immediate community in which it operates. It attracts local community members to celebrate in the activities.

District: A festival/event that is in line with Council's strategic direction, has clear district economic benefit, and has opportunity for growth and expansion. It attracts larger numbers of the East Gippsland Shire community and attracts external visitors to the area.

Regional A festival/event that is in line with Councils strategic direction, has demonstrated regional economic benefit, and has opportunity for growth and expansion. It has the opportunity to be marketed externally and attracts large numbers of external visitors to the region.

2.4 Local Integrity

The culture and cultural practices of the people, groups and organisations within the Shire have a distinct and identifiable vitality, which needs to be valued, supported, promoted and protected.

2.5 Local Employment, Resources and Business

The skills, capacities, talent and innovation across the community is a local resource which can be utilised, developed and extended at local, regional, national and international levels.

2.6 Sustainability

Council policy, planning and projects need to contribute to the long term environmental, economic and social development and growth of the Shire.

2.7 Co-ordination and leadership

Implementation of cultural development initiatives will be more successful within Council if there is effective co-ordination across all disciplines. As well as developing coordinated systems within the organisation, Council must work collaboratively with community and commercial activity both within the municipality and across the region.

3 Policy Objectives

To provide support for the conduct of festivals and events, and to explore new opportunities and initiatives for their development within the East Gippsland Shire

To provide opportunities for the skill development of individuals and groups involved in the organisation and festival logistics.

To encourage openness and fairness in the allocation of Council funds for the promotion of the Shire through the support of festivals and events.

To enhance the cultural & economic life of the Shire and its residents, and to allow a forum for the local community to showcase their talents.

To enhance and develop information distribution and networking between groups and individuals engaged in the organisation of festivals and events and the community.

To enhance and foster the quality of festivals and events organised within the Shire and to promote standards of excellence and local significance which will have the capacity to attract regional, State, interstate and international tourists.

To establish a hierarchy of festivals and events eg local, district and regional categories that will assist selected events to become part of a regional network of tourism assets in the Gippsland region.

To encourage and support festivals and events, which focus on issues of equity and access, and encourage participation of disadvantaged groups within the community eg. Kooris, young people, the unemployed and socio economically disadvantaged.