

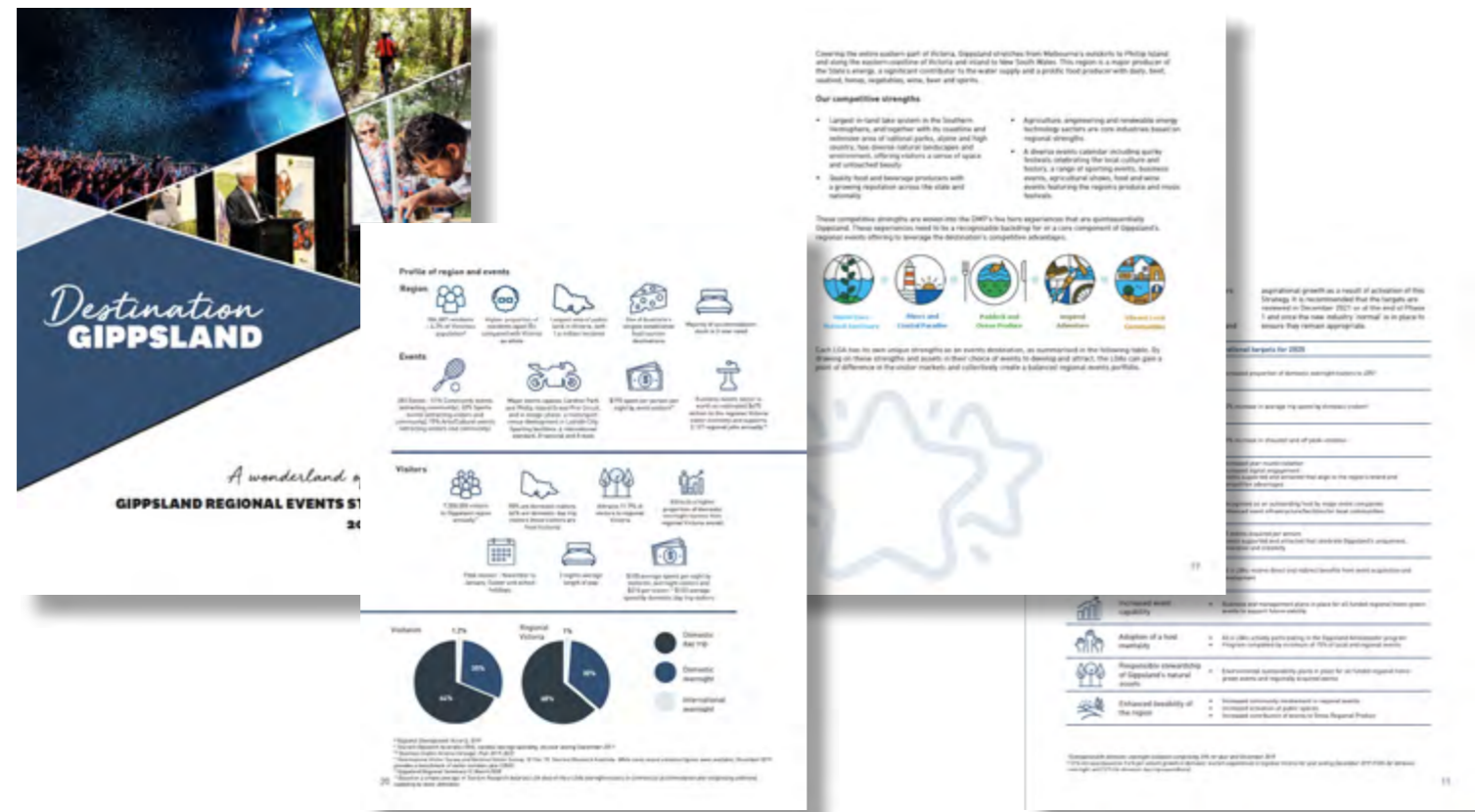
# REGIONAL EVENTS STRATEGY

Covering almost 20% of Victoria, Gippsland is roughly the same size as the Netherlands. It encompasses six local government areas (LGAs) stretching from Melbourne's eastern suburbs to the border with New South Wales in Victoria's far east. Gippsland contains some of Victoria's most striking landscapes, significant national parks, and outstanding alpine areas.

Gippsland's events calendar is diverse, with golf and racing days, music festivals and agricultural shows, and a host of food and wine events presenting the region's fresh produce. Latrobe City hosts a diverse range of sporting events in its national- and international-standard sporting facilities.

## PROJECT PURPOSE

Following three years of drought and severe bushfires in January 2020, immediately followed by COVID-19, the region is focused on long term and sustainable recovery via investment in diverse and exciting regional events.



*Tilma Group's collaborative and inquiring approach coupled with their dedication and professionalism have been a delight in what has been a challenging year for the visitor economy sector. We have no hesitations in recommending their work.*

- JANINE HAYES, MANAGER TOURISM & EVENTS LATROBE VALLEY, DESTINATION GIPPSLAND

## PROJECT OVERVIEW

The project reviewed the needs of events across Gippsland and identified innovative solutions based on the following desired outcomes.

1. Use the collective strength of Gippsland to compete nationally in the event space and optimise the associated benefits; economic – branding – social – legacy
2. Adopt a robust Events Procurement framework and strategy to attract events to the region
3. Explore multiple models and identify the pros & cons of a single entity or structure "Events Gippsland" that includes all primary stakeholders, to provide a one-stop shop for Gippsland events
4. Explore multiple models for the creation of an Event Acquisition Fund that allows for strategic acquisition, growth of existing and creation of new events across the region.
5. Explore the idea of a Coordinated Event Volunteer Pool to support major events and community events and encourage a 'host' mentality within communities hosting events to ensure a positive visitor and participant experience that results in return visitation and positive word of mouth promotion of the region.

## PROJECT OUTCOMES

This strategy is a first for Australia with its focus on creating a modern and innovative governance model that is Australia's first collaborative regional events entity across multiple LGAs.

This governance model is supported by an acquisition and development fund and programs and initiatives that will support resource efficiencies, improved volunteer management, and infrastructure sharing to support the region's recovery and allow the destination to be more competitive against other regional Victoria destinations.

The Board of Destination Gippsland (and all Local Government partners) have agreed to the activation of the model and are excited by the region's future in events.

## REFEREE

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