It has been a privilege to be involved in the Bunbury Events Advisory Group, working through significant changes to the way the City of Bunbury facilitates great events for our City with many exciting outcomes during this time.

The City of Bunbury has transitioned to the role of ‘enabler’ for events in our City, providing support to event organisers and an excellent framework for funding delivery. It is heartening to see a huge calendar of events annually in our City and many of the ‘grass roots’ community events thriving. It is also exciting that an environment has been created where new initiatives such as the Bunbury Markets, Bunbury Food Truck Fiesta, Re-Discover Bunbury, the Tree Street Art Safari and others have introduced themselves to town and are seeing excellent success.

I thank the City of Bunbury Executive and Officers for the their ‘can-do’ attitude, evolving and developing a culture that is responsive to event organisers and the community; and ensuring that Bunbury is known for its “Yes, let’s make this happen” attitude.

To our committee, old and new, these volunteers offer their time and their skills purely because they want to see great events that bring our City alive. By being champions for these community-led events we aim to spread the word to the wider world that Bunbury is an awesome City, with exciting, unique and dynamic events happening all year round!

This strategy seeks to articulate the kind of events that we want for our community and give us all a framework for attracting and retaining great quality events.

Through this work we will strive to ensure events held in Bunbury have excellent outcomes for our City and our residents, as well as enable us to actively target and encourage new, bigger and better events for the future.
INTRODUCTION

The City of Bunbury has undergone significant transformation in the past two decades as it transitions from its industrial port origins into a modern and vibrant regional city. Rapid residential development in neighbouring local government areas as well as significant State funding contributions toward key infrastructure confirm the City’s status as the Western Australia’s second capital and hub of the South West. Bunbury is increasingly becoming a city of choice for residents, industry and tourists seeking an enviable lifestyle that is rich and diverse in its experiences.

Events play an important role in the cultural fabric of our community and provide significant cultural, economic and social benefit. They act to bring people together and foster a shared sense of place for the region, celebrating the diversity of our people, place and experiences.

An important catalyst for tourism and economic development, events raise the profile and reputation of our destination and deliver economic benefit through local spend and repeat visitation. They encourage social wellbeing and connectedness, facilitating community participation and pride. They also act to foster creativity and innovation – two key focus areas of Bunbury City Council.

The City of Bunbury is committed to ensuring our community and visitors have the opportunity to experience and participate in a range of quality and exciting events. This Events Strategy seeks to support the Bunbury Events Advisory Group and City Officers in their aim to attract, support and promote events that deliver community and economic benefit and add vibrancy to Greater Bunbury.
STRATEGIC DIRECTION

VISION: Bunbury will be recognised as the regional events destination in Western Australia with a vibrant and diverse annual events calendar that provides positive outcomes for our economy and showcase our culture and community.

MISSION: To increase community excitement, pride, economic benefit and add to the cultural fabric of the Bunbury Region.

This strategy will provide the City of Bunbury with a clear direction to build on its foundation of success and achieve greater social, economic and cultural benefit and vibrancy for our region.

It seeks to:

- Foster a diverse and vibrant annual calendar of events;
- Identify and attract new, iconic event/s to Bunbury;
- Support the development and sustainability of existing events;
- Support individuals, community groups, organisations and businesses to deliver high-quality events in the Bunbury Geographe region;
- Support and promote the Bunbury Geographe brand;
- Strengthen the City’s appeal as an enviable place to live, visit and invest;
- Develop partnerships to increase investment and support of events in the Bunbury Geographe region;
- Ensure alignment with regional plans and strategies.

STRATEGIC GOALS

GOAL 1: LIFESTYLE
Greater Bunbury has a diverse, vibrant and inclusive annual events calendar that promotes the region as a highly desirable place to live, work and invest.

GOAL 2: TOURISM AND MARKETING
Encourage, support and develop events that increase visitation and enhance the profile of the Bunbury Geographe region as a destination.

GOAL 3: ECONOMY
Develop partnerships and support events that provide maximum economic benefit to the region.

GOAL 4: INVESTMENT
Invest in events that align with the City’s strategic goals and outcomes.

STRATEGIC ALIGNMENT

STRATEGIC COMMUNITY PLAN: BUNBURY 2030
Bunbury 2030 provides an over-arching structure for all City programs and services. The Events Strategy aligns with the following Key Priority Areas and Objectives:

Key Priority Area 1: Community and Culture
Objective 1.1: Establish Bunbury as the most accessible regional city in Australia by 2020
Objective 1.2: Promote and celebrate multiculturalism
Objective 1.4: Increase participation in sport and leisure activities
Objective 1.5: Celebrate the richness of our arts, culture and heritage

Key Priority Area 2: Regional Economy
Objective 4.3: Promote Bunbury as a place that supports commercial, residential and social development

Key Priority Area 5: Corporate
Objective 5.6: Improve local, regional, state and national perceptions of Bunbury
The Events Strategy supports and complements a number of other regional strategies:

**City of Bunbury Creative City Strategy**
- Target 1.1 Signature Bunbury arts events
- Target 1.6 Activation of open space for creative events
- Target 2.1 Opportunities for arts and cultural participation
- Target 2.2 Funding support/grants for initiatives by creative people, communities and organisations
- Target 2.4 Opportunities for sharing cultural diversity

**Regional Tourism Strategy**
- Action Area 2 aims to improve the Region’s event standards, appeal and sustainability

**Tourism Western Australia State Government Strategy for Tourism in Western Australia 2020**, specifically the following strategic pillars:
- Events: to position WA as a recognised events destination for locals and visitors
- Regional Travel: Increase visitors to regional WA

**South West Development Commission Regional Blueprint**, specifically the following priority areas:
- Tourism: Increase interstate and overseas visitation; develop infrastructure in core South West experiences of wine and food, art and culture, events, Aboriginal Noongar experiences and landscapes

**South West Development Commission Economic Opportunities for Creative Industries in Western Australia’s South West Region**, specifically the following strategy actions:
- Creative Industries: Support the creative sector to triple its jobs base from 1,000 to 3,000 by 2050
- Regional capital: Greater Bunbury: Strengthen Greater Bunbury as the SW capital, supporting commerce, international trade, arts, culture, education and human services with a population of 300,000 by 2050
- Strategic Activity Area 1: business assistance for the region’s emerging and established creative industries
- Strategic Activity Area 3: Marketing and communications
- Strategic Activity Area 4: Tourism promotion
- Strategic Activity Area 7: Coordination with other government agencies
THE ROLE OF THE CITY

LEADER
The Bunbury City Council will advocate and champion an event focus for the City and act as a catalyst for partnerships.

PROVIDER
Organising a series of significant regional events for the Greater Bunbury community and its visitors.

SPONSOR
Investing in events organised by others through targeted funding programs.

FACILITATOR
Empowering event organisers and community groups through skills development, information and advice, and relationship management.

PARTNER AND STAKEHOLDER
Working with event organisers, businesses, community groups, and individuals to support events and create new opportunities.

PROMOTER AND ADVOCATE
Championing event initiatives and their benefits to stakeholders; utilising Council’s marketing and communications resources to promote and generate audiences.
SWOT ANALYSIS

STRENGTHS
- Regional Centre less than two hours’ drive from Perth;
- Diverse style of venues;
- Wide range of accommodation options;
- Favourable climate for outdoor events;
- Diverse natural assets of the Region;
- Growing population base;
- Established and successful events;
- Viable market and appetite for events;
- Funding and support from Council;
- Marketing and communications channels;
- Focus on accessibility;
- Diverse cultural events and community;
- Event Advisory Group and City of Bunbury staff skills and expertise;
- Strong community participation and support of events.

WEAKNESSES
- Lack of awareness regarding economic impact of events;
- Out-dated and ageing venues and facilities;
- Lack of fenced venues;
- Out-dated external perceptions of Bunbury;
- Limited external funds and partnerships to support events;
- Short-term funding limits event growth potential;
- Transport and parking for large events;
- Unviable to host winter/off-season events;
- Uneven spread of events across the calendar;
- Difficulty accommodating event patrons in high seasons;
- Lack of marketing to Perth metropolitan areas;
- Lack of business acumen amongst event organisers;

OPPORTUNITIES
- State government funding of significant infrastructure;
- Regional focus with Growth Plan and Regional Tourism Strategy;
- Cooperative marketing for regional events under Bunbury Geographe brand;
- Increased economic benefit through attracting high-participation sporting events;
- Increased arts and cultural events in-line with Creative City Strategy;
- Identification and growth of events to increase visitation outside of peak periods;
- Growth of skills of event organisers;
- Increase growth potential of events through seed-funding;
- Develop and maintain relationships with key stakeholders;
- Increased year-round destination marketing and co-promotion with event organisers;
- Capacity building of event organisers;
- Provision of templates to support event organisers;
- Annual marketing plan to promote City of Bunbury events and the Bunbury Geographe destination;
- Development of an iconic event to showcase and promote Bunbury and the region, and increase visitation.

THREATS
- Visitors bypassing Bunbury for Busselton and Margaret River region;
- Community expectations of ongoing funding and in-kind support;
- Financial sustainability of events;
- Many events competing for limited funding;
- Events that do not compliment the regional brand or strategy objectives;
- Other destinations competing for visitors and state, national and international event opportunities;
- Limited pool of sponsorship and funding for existing City-run events and new event opportunities;
- Events not supported by business or locals;
- Resident and business concerns eg parking;
- Volunteer burn-out;
- Disconnect between proposed events, community demographics, and community feedback;
- Retention of events.
## GOAL 1: LIFESTYLE

Greater Bunbury has a diverse, vibrant and inclusive annual events calendar that promotes the region as a highly desirable place to live, work and invest.

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<tr>
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<tr>
<td>1.1 Support the development of a proactive local events industry</td>
<td>A vibrant and diverse events calendar; An involved and engaged community; Activation of venues and public open space.</td>
<td>Annual community funding round; Community capacity building workshops; One-on-one advice and guidance to event organisers; Annual review of events bookings form and venue information on website.</td>
<td>City of Bunbury community; Bunbury; Geographe community; Event organisers; Local business.</td>
<td>Staff time; Event funding program.</td>
<td>Number of annual events held in the City of Bunbury; Number of events funded; Number of event bookings through the City of Bunbury; Event attendance; Community and visitor satisfaction with event calendar; Community and visitor satisfaction with events being held; Innovation - new and existing events.</td>
</tr>
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<td>1.2 Support events that develop a sense of place and cater to our community demographic</td>
<td>Increased sense of place and community pride; Progress toward the aims and objectives of the Creative City Strategy; An involved and engaged community; Recognition and celebration of our cultural diversity.</td>
<td>Provide funding to events that align with Council’s Strategic Community Plan and Creative City Strategy; Support a diverse range of events that appeal to different demographics in our community; Advocate Council’s Arts and Place-making grant programs; Support the Choose Respect message at City of Bunbury organised events; Activation of public space in City of Bunbury.</td>
<td>City of Bunbury community; Bunbury; Geographe community; Event organisers; Local business; Arts and cultural organisations.</td>
<td>Staff time; Event funding program; Base operating.</td>
<td>Number of annual events held in the City of Bunbury; Number of events funded; Number of event bookings through the City of Bunbury; Event attendance; Community and visitor satisfaction with event calendar; Community and visitor satisfaction with events being held; Innovation - new and existing events.</td>
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<tr>
<td>1.3 Provide strategic advice, mentoring, and support to local event organisers aimed at increasing event sustainability and capability</td>
<td>Sustainable events that are retained and grow over time; High-quality events.</td>
<td>Community capacity building workshops; One-on-one advice and guidance to event organisers; Email communications with local event organisers with information, tips, and internal and external funding opportunities.</td>
<td>Event organisers; Training providers.</td>
<td>Staff time; $5,000 base operating - workshops.</td>
<td>A minimum of two workshops per year; Attendance at workshops and information session; Number of people on email database Reduction in reliance on Council funding; Growth in sponsorship obtained (external to Council); Growth in event size; Community and visitor satisfaction with events; Enhanced confidence of event organisers.</td>
</tr>
<tr>
<td>1.4 Coordinate a balanced event portfolio by evenly distributing a range of events types throughout the year</td>
<td>Events are coordinated to avoid clashes, fill gaps, and increase participation in and visitation in low seasons; Funding is provided to a range of event types.</td>
<td>Events booking calendar implemented; Funding assessment to take into consideration timing of events.</td>
<td>City of Bunbury community; Bunbury Geographe community; Event organisers; Local business; Tourism operators.</td>
<td>Staff time; Booking calendar software.</td>
<td>Number of hits to events booking system; Number of events held by month; Number of events held by type; Number of event clashes; Accommodation occupancy; Community and visitor satisfaction with event calendar.</td>
</tr>
<tr>
<td>1.5 Continually improve processes for Bunbury City Council to support the delivery of local events</td>
<td>Providing outstanding customer service; Reducing red-tape; Complying with industry best-practice.</td>
<td>Staff attendance at training and networking events; Timely response to all event enquiries; One-on-one advice and guidance to event organisers; Rostering of staff to ensure phone coverage; Provision of templates; Implement intuitive online grant funding programs.</td>
<td>City of Bunbury community; Bunbury Geographe community; Event organisers.</td>
<td>Staff time; City training budget; Smarty Grants evaluation system; Online funding application software.</td>
<td>Satisfaction by event organisers; Satisfaction by internal stakeholders; Number of enquiries; Turn-around time for response to enquiries; Turn-around time for event permits; Enhanced confidence of event organisers.</td>
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## GOAL 2: TOURISM AND MARKETING

*Encourage, support and develop events that increase visitation and enhance the profile of the Bunbury Geographe region as a destination*

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<td>2.1</td>
<td>Develop marketing materials and a promotional plan to support the attraction of events to the City</td>
<td>Attraction of high quality national and international events to Bunbury; Promotion of Bunbury as a premier events destination.</td>
<td>Development of an events-specific portfolio; Review City of Bunbury website information; Develop and implement marketing plan to target event organisers; Networking events and famils; Leverage opportunities through the Bunbury Geographe brand.</td>
<td>Media; Regional Tourism Working Group; Tourism operators; Australia’s South West; Tourism WA; SWDC; State and National major event organisers.</td>
<td>Staff time; $5,000 base operating - promotions.</td>
</tr>
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<td>2.2</td>
<td>Promote a vibrant and diverse events calendar to increase visitor numbers to the region</td>
<td>Strengthen the Bunbury Geographe brand; Increase in the number and length of stay of visitors to the region; Promotion of the Bunbury Geographe region as an enviable place to live, visit and invest.</td>
<td>Up to date events calendar on tourism website; Social media posts and media releases for supported events; Use hash tags to align with ASW and Tourism WA campaigns; Support corporate marketing campaigns; Support Bunbury Geographe marketing campaigns; Provide marketing advice to event organisers to improve their campaigns; Encourage event organisers to utilise the Bunbury Geographe brand and marketing channels.</td>
<td>Media; Regional Tourism Working Group; Tourism operators; Event organisers; Australia’s South West; Tourism WA.</td>
<td>Staff time.</td>
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<td>2.3 Encourage tourism packaging and offers to compliment major events</td>
<td>To promote the region and increase visitor numbers; Increase length of stay; Increase economic benefit; Support local tourism operators and business; Strengthen the Bunbury Geographe brand.</td>
<td>Joint initiatives with Bunbury Geographe tourism marketing and Visitor Centre; Joint initiatives with regional tourism operators and organisations.</td>
<td>Media; Regional Tourism Working Group; Tourism operators; Australia’s South West; Tourism WA.</td>
<td>Staff time.</td>
<td>Number of visitor nights; Increased economic growth; Feedback from tourism operators; Enhanced business confidence; Brand awareness.</td>
</tr>
<tr>
<td>2.4 Proactively encourage increased collaboration between Councils in the Bunbury Geographe Region</td>
<td>Co-promotion of events; Strengthen the Bunbury Geographe brand; Increase reach and effectiveness of marketing campaigns; Increase opportunities to engage stakeholders.</td>
<td>Joint initiatives with Bunbury Geographe tourism marketing; City of Bunbury representation on Regional Tourism Working Group; Networking and advocating among key stakeholders.</td>
<td>Regional Tourism Working Group; Bunbury-Wellington and Boyup Brook Councils.</td>
<td>Staff time.</td>
<td>Funding for regional events and initiatives from Councils and State Government; Level of media and marketing coverage; Number of joint initiatives; Increased economic growth; Brand awareness.</td>
</tr>
<tr>
<td>2.5 Develop new ‘iconic’ arts and cultural festivals to showcase the strengths of the region</td>
<td>To promote the region through iconic events that are closely linked to the lifestyle, culture and/or history of Bunbury, and would unlikely be relocated to another host city.</td>
<td>Attract iconic events through revised seed funding program; Communicate vision for iconic event to key stakeholders eg Tourism WA; Networking with event organisers.</td>
<td>Event organisers; Australia’s South West; Tourism WA; SWDC; Arts and cultural organisations.</td>
<td>Staff time; Annual seed funding program.</td>
<td>Development and implementation of a new iconic event; Growth in size and attendance over three years; Sustainability over three years; Level of media coverage; Bunbury’s image with visitors and the community; Increased sense of community pride; Increased cultural appreciation.</td>
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### GOAL 3: ECONOMY

*Develop partnerships and support events that provide maximum economic benefit to the region*

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<td>3.1 Support major and significant events based on economic and branding criteria</td>
<td>Significant economic, community and branding benefit; Support business and tourism operators.</td>
<td>Providing funding through major events and seed funding program; Funding assessments based on benefit criteria; Identify and secure state, national and international sporting events through SMA.</td>
<td>Event organisers; Sports Marketing Australia; Local sporting, arts and cultural organisations / groups.</td>
<td>Staff time; Seed funding program; Grant Funding Program; Sports Marketing Australia funding.</td>
<td>Level of media coverage; Increased economic growth; Feedback from operators and business; Event evaluations to measure outcomes and benefits; Bunbury’s image with visitors and the community; Positive benefit to the community.</td>
</tr>
<tr>
<td>3.2 Identify and leverage opportunities for strategic partnerships and collaborations</td>
<td>Increased sustainability of events through less reliance on Council funding; Increased opportunity and capacity to win major event bids.</td>
<td>Networking with key events stakeholders and organisations; Alignment with state and regional strategic plans; Representation on regional tourism and community working groups; Workshops to improve capacity of local event organisers; Identify and apply for funding to support and develop events; E-communications to event organisers regarding funding programs.</td>
<td>State government funding bodies; Tourism WA; Australia’s South West; Regional Tourism Working Group; Lotterywest; SWDC; Event organisers; Sports Marketing Australia.</td>
<td>Staff time.</td>
<td>Amount of private and government investment in events; Number of repeat requests for Council funding; Number of new events; Number of retained events; Increased economic growth; Collaboration with surrounding LGAs; Innovation - new events; Growth in market share and competitiveness; Bunbury’s image with stakeholders.</td>
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<td>3.3 Investigate opportunities for key event markets being business, sporting and cultural</td>
<td>A diverse event offering with something to appeal to all demographics.</td>
<td>Work with SMA to identify and secure sporting and other events; Networking with event organisers; Networking with industry stakeholders eg Tourism WA.</td>
<td>Tourism WA; Regional Tourism Working Group; Event organisers; Sports Marketing Australia.</td>
<td>Staff time.</td>
<td>Number of business events; Number of sporting events; Number of cultural events; Innovation - new events; Community and visitor satisfaction with events being held; Increased sense of community pride; Increased cultural appreciation.</td>
</tr>
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<td>3.4 Develop and nurture partnerships with local business</td>
<td>Support business and suppliers; Increased economic benefit; Increased support and collaboration on events; Increased sentiment toward City of Bunbury.</td>
<td>Encourage event organisers to utilise local business; Provide contact details for local event suppliers; Support events that demonstrate their support of local business; Utilise local business and suppliers for all City of Bunbury events and initiatives where possible; Collaborate and engage with local business for events; Reduce ‘red tape’ to allow more business involvement in events.</td>
<td>Event organisers; Local business.</td>
<td>Staff time; Annual grant funding program.</td>
<td>Percentage of local business utilised for City of Bunbury events; Number of events funded that utilise local business; Business sentiment towards Council and events; Engagement of local business in events; Increased economic benefit; Increased business confidence.</td>
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**GOAL 4: INVESTMENT**

*Invest in events that align with the City’s strategic goals and outcomes*

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<td>4.1 Provide funding and in-kind support to events in line with the City’s event funding program</td>
<td>A fair and equitable process for supporting events in the City of Bunbury; A diverse annual events calendar that increases the social and cultural fabric of Bunbury.</td>
<td>Annual funding program; Develop and implement marketing plan to attract event applications; Review event evaluations to include intrinsic measures.</td>
<td>City of Bunbury community; Bunbury Geographe community; Event organisers.</td>
<td>Grant funding program; Staff time.</td>
<td>Number of funding applications received; Number of community and major events supported; Diversity of events supported; Event evaluations to measure outcomes and benefits; Level of media coverage; Level of community benefit; Community and visitor satisfaction with event calendar; Community and visitor satisfaction with events being held; Innovation - new and existing events.</td>
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<tr>
<td>4.2 Provide funding and support to events that meet the objectives of Council’s adopted plans and strategies</td>
<td>Provision of events that align with community feedback and Council’s Strategic Community Plan; Progress toward the outcomes of the City’s Creative City Strategy; Progress toward the key action areas of the Regional Tourism Strategy.</td>
<td>Clearly communicate with event organisers the City’s strategic goals and objectives; Refine funding assessment criteria to ensure alignment with Strategic Community Plan; Advocate Council’s Arts and Place-making grant programs; Support a range of events to cater for all demographics within our community.</td>
<td>Regional Tourism Working Group; City of Bunbury community; Community organisations; Event organisers.</td>
<td>Staff time; Seed funding program; Grant Funding Program; Sports Marketing Australia funding.</td>
<td>Satisfaction with events as per Council’s annual community survey; Performance against the objectives of the Creative City Strategy; Implementation of high and medium priority areas of the Regional Tourism Strategy.</td>
</tr>
<tr>
<td>4.3 Support the growth and development of new and significant events for Bunbury</td>
<td>To promote the development of significant, new and unique events to the City of Bunbury; Economic benefit through increased visitation; Promotion of the Bunbury Geographe brand.</td>
<td>Review iconic event funding program to allow for multi-year seed funding; Networking with key event stakeholders and organisations; Provision of advice to event organisers to assist with growing events; Continue partnership with Sports Marketing Australia to place State, national and International events in Bunbury.</td>
<td>Event organisers; Tourism WA; Lotterywest; Sports Marketing Australia.</td>
<td>Staff time; Seed funding program; Grant Funding Program; Sports Marketing Australia funding.</td>
<td>Number of funding applications received; Growth in supported event – attendance, size and sustainability; Level of media coverage; Increased economic growth; Increased business confidence; Brand awareness; Community and visitor satisfaction with events being held; Innovation - new and existing events.</td>
</tr>
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<td>4.4 Support events that are inclusive to everyone in our community</td>
<td>To ensure events are accessible and inclusive in-line with the City’s aim to be the Most Accessible Regional City in Australia (MARCIA); To increase participation in events; To appeal to the community demographic of Bunbury; Demonstrate and celebrate the cultural fabric of our community.</td>
<td>Incorporate accessibility question/s to funding application form; Develop information sheets to assist event organisers to make their events more accessible; Event workshop regarding event accessibility and funding available; Continue to include and grow accessible elements at City of Bunbury events; MARCIA information at events.</td>
<td>City of Bunbury community; Bunbury Geographe community; Event organisers; Local business; Access Committee.</td>
<td>Staff time; $5,000 base operating – workshops; Seed funding program; Grant Funding Program; Sports Marketing Australia funding.</td>
<td>Percentage of events that are accessible to everyone in our community; Number of events that are free or low-cost; Number of events that celebrate multiculturalism; Number of events that support the Choose Respect message; Increased cultural appreciations; Increased sense of community pride.</td>
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