

Draft Events Strategy - Consultation Report

Consultation Summary

Stage One consultation for the draft Events Strategy was a visioning exercise, aimed at getting a better understanding from a broad cross-section of the Northern Beaches community of why people attend events and which type of events they like the most. We also wanted to know how the community wanted events changed, added to or improved in the future.

Elton Consulting was contracted to undertake the consultation between July and September 2017. The engagement program included: -

Activity	People engaged
Survey	403
Four community workshops	40
Five internal stakeholder workshops	60
Phone interviews with businesses	7
Six pop ups	230
Manly Jazz	245
Letters	12
Your Say Feedback Form	17
Total	1014

The pop ups and survey were advertised in the Manly Daily, via emails and in flyers distributed through Libraries and Customer Service Centres. In total, over 1000 people made comments and provided ideas to the Events Strategy over the six week consultation period.

Your Say Project Page

There were 682 visits to the Events Strategy project page on the Council website between July and September, 40 people viewed the Frequently Asked Questions and 17 people wrote online comments.

There were many similar themes expressed in the online comments to those recorded in the survey, pop-ups and at Manly Jazz. These themes reinforced the community priorities for an events program as well as being a source of many great suggestions for new events and areas for improvement.

The online feedback ideas and suggestions included -

- Events that celebrate the village as distinctive creative hubs for locals and visitors
- More music, arts, books, surf and film festivals
- Transforming villages from 'any places' to distinctive places
- Celebrating older citizens and all they have to offer – '80 Years Young' event
- Encouraging recycling at events, no single use plastics
- More events focused on community rather than tourism
- Bicycle access to events
- Open air dances
- On-demand or shuttle buses
- More outdoor events
- Kids toy and book swap
- Heritage/historical events – art exhibition
- Pet-friendly movie night
- Classical music concerts
- Fireworks.

One person thought there was too much red tape and expense incurred when organising an event, making the process “too complex, time consuming and very frustrating”. Another felt that events that caused closure of public roads or changes to public transport services should not be permitted.

Workshop outcomes

Four community workshops were held in July and August with a total of 40 people participating, including event organisers, businesses and community members. The workshops, facilitated by Elton, were designed to encourage thought and discussions on the best ways Council could support and collaborate with the community to deliver future events.

Overall, the feedback from the workshops was that the community would like to see more cultural, music and arts events in the future. There was a feeling that cultural events in particular contributed to the vibrancy of the Northern Beaches and they provided the community with a ‘sense of pride’ and belonging. This was a common response at both the workshops and in the survey responses.

People felt that more consultation was required with the planning of new events and table discussions covered ways to involve more artists, musicians and innovators living on the Northern Beaches. It was mentioned frequently that talented people in the community were not being fully utilised.

There were numerous comments suggesting leveraging/‘piggy backing’ on existing events or partnering to bring satellite events such as Vivid, Sculpture by the Sea or the Spring Cycle to the Northern Beaches.

The primary improvement opportunities that arose from the workshops included -

- Clear lines of communication and having one point of contact – event organisers wanted to build a relationship with one contact in Council who would assist and support them and other community members throughout the event planning process, for example a ‘Centre of Excellence’
- Improve, streamline the online application and payment process
- Remove the red tape and restrictive thinking
- Concise and useful information on the Council website – Community Toolkit, Guidelines and resources
- Establish a Panel (involving community members and Council staff) to facilitate best practice processes to enable new event ideas and provide logistic support for that event
- Community Grants Program.
- Utilising social media more as a means to promote events.

Five internal stakeholder (staff) workshops were held in August with close to 60 staff attending. The aim of these workshops was to discuss the ways local events contribute to the Northern Beaches, to obtain a better understanding of community and staff expectations of events and what role Council plays in developing, supporting and marketing events.

There were also discussions regarding streamlining the application process, ways to prioritise events and ‘keep them fresh’, as well as more operational aspects of event delivery.

See workshop notes in Appendices 1 and 2.

Survey Results

The survey, created by Elton, was designed to gather feedback on the types of events people liked to attend, why they were popular, and ways local events could be improved. The survey also asked for suggestions for new events.

Refer to Appendix 3 for summarised data and graphs.

There was a total of 403 surveys completed online and at the popups, with just over a third of the surveys being completed by people in the 40 to 54 age bracket. The results showed that over 90% of respondents thought that events had a positive impact on our community, with over half of people attending a local event within the previous three months, predominantly 'all age' events. The vast majority of respondents (96%) thought that currently there were the right number or not enough events. Survey respondents liked that events bring the community together (23%), add vibrancy and liveability to an area (22%), contributed to the local economy (17%) and promote health and well being (10%).

The survey found that people go to events because they want to be entertained, they enjoy the exciting and vibrant atmosphere or for the sense of community connection. Other reasons given were because they want to do something different or are interested in what the event has to offer – whether that is a commemorative occasion (eg ANZAC Day or Australia Day) or a food, beverage, music or arts event. Some people attend events because they accompany friends and family who are going, know or are assisting someone who is working at the event or volunteering themselves.

There were mixed responses regarding the impact of events on community assets, such as parks and open space, and tourism. Some people thought of events positively; that they maximised the use of public space (15%) and attracted tourists (11%) while others thought that events had a negative effect – reducing access to parks and community spaces (7%) and bringing in too many tourists (6%). The aspects people liked the least about local events were the increase in traffic congestion and rubbish in the area.

It was clear from the feedback that the community wants more music and entertainment events as well as events that offer greater community involvement/participation. A strong sense of local pride was reflected in many of the answers; wanting to have a spread of events in a variety of locations across the Local Government Area that celebrate the Northern Beaches and its extraordinary natural beauty.

A third of respondents would like to see new cultural events incorporating different nationalities and indigenous themes. Other people wanted events to be environmentally friendly or to support a charity. Some liked the idea of additional elements such as street performers and buskers to enliven the event even more.

There is a strong desire in the community (90%) to ensure that events are sustainable, by reducing waste, using recyclable materials (biodegradable cups and plates), removing single use plastics and encouraging active or public transport. However, 52% of people drive to events because it was considered easier, particularly for families with children, there was insufficient public transport or the event was too far from where they lived. 27% of respondents who walk to events, 17% catch public transport and 4% cycle.

Other event suggestions or perceived gaps drawn from the survey -

- Targeting interest groups such as people with a disability and their carers, family, youth, seniors
- Satellite events like Sculpture by the Sea, Vivid, Night Noodle Markets and Sports events
- Twilight and night events
- Health and wellbeing, lifestyle events
- Support local talent and businesses
- Smaller local events, place activations
- An art precinct where art, music and dance can be performed
- More environmental/sustainable or educational events

- Reinventing or reviving past events
- Events combined with markets – with local food and products
- Alternative venues
- Free transport and carpark and easy access
- School holiday activities on the beachfront
- Sporting events on Narrabeen lagoon – eg fishing competitions, kayak races
- Car free day – promoting physical activity
- Street festival – activate the laneways
- Local chefs hosting a community dinner.

Suggested new events -

- Writers Festival
- Outdoor cinema
- Medieval Fair
- Dog Show, pet friendly events
- Pop up bars
- Outdoor Opera
- Winter Festival
- Cheer Leading Festival
- Beauty Parade
- Car or air Show
- Yoga and fitness
- Harmony/Peace Day
- Boot Scooting
- Book festival
- Sand Sculpturing
- Baby expo
- Symphony on the Sand
- Carnival
- Cottage Craft Day

The top suggestions for improving events on the Northern Beaches were –

1. More and improved entertainment
2. More food and beverages
3. Improved event promotion and advertising (including on social media)
4. Improved accessibility and movement of people
5. Support local community groups, businesses and charities
6. Improve transport to and from events
7. Deliver events more sustainably – eg use solar power, recycled materials, less waste, no single use plastic
8. Better signage on the day
9. More events through the school holidays.

Pop up feedbacks

Six pop-ups were organised in high pedestrian traffic areas across the Northern Beaches during July and August 2017. They were located at:

- Dee Why beachfront
- Avalon Woolworths
- Manly Corso
- Belrose – Glen St Theatre
- Frenchs Forest Organic Market
- Warriewood Beaches Market

Approximately 230 people had conversations with staff about events on the Northern Beaches, many of these also completing surveys.

Some of the common themes of these discussions included requests for -

- More music, arts, culture and food events (Sculpture by the Sea and Vivid were raised as similar events that they would like to see on the Northern Beaches)
- More events away from the usual event spots such as Manly, eg Frenchs Forest, Killarney Heights, Narrabeen or Mona Vale
- A balance of large and small events, spread across the entire LGA
- More sports events – ie international championships such as stand-up paddleboard competitions
- More information and event promotion on social media
- More public transport available and more connected services, eg park and ride
- More youth events
- Greater/better use of public space and Council assets
- More kids' events over the school holidays
- Reduction in the use of plastics at events generally and making events sustainable
- More dog events
- More pop up events.

There were also discussions about Council's role in managing events. Similar to the feedback from the workshops, some people felt that the Northern Beaches Council should provide a one-stop shop for advice and guidance on organising events. Others wanted Council to have a strong supportive/partnering role, expediting the process and enabling the community to put on events.

Manly Jazz

In order to tap into and access the large numbers of attendees and the festive atmosphere at a major event on the Northern Beaches, a pop-up stall was set up for the three days of the Manly Jazz in October 2017. Over 245 people provided comments on the reasons they attended events (Manly Jazz as well as others) and which aspects they liked the most. People within the 19 to 30 age group were particularly targeted as they can be difficult to engage, and there were responses from a comparable number of males and females overall.

People told us that it was the entertainment and the atmosphere (the 'vibe') that they liked most about Manly Jazz. They felt that the event was fun and a little different from other events. The feeling of belonging and connecting with their community was another strong reason for attending - it was creating memories!

They loved the ease of getting to Manly, having entertainment in their neighbourhood and an opportunity to meet friends. They thought that Manly looked stunning, with the laneways and crowded outdoor restaurants, providing an attractive, casual but exciting atmosphere.

Unsurprisingly, given that the pop-up was at a music event, people mentioned music events/festivals as their most popular type of event, followed by food and wine related events, cultural events, all age family events and then sporting events. People enjoyed that Manly Jazz was a free, 'all ages' event and that everyone was mixing.

The ability to actively participate in events was mentioned frequently when discussing why people liked and attended events. People wanted to be able to dance and partake in the festivities. Manly Jazz is one of the few events on the Northern Beaches that include dancing. The World Food Markets were also mentioned as another event with dancing.

Locals commented how they love the big events in Manly but would also like to see smaller events in different locations spread throughout the Northern Beaches.

See Appendix 4 for comments collected from Manly Jazz.

Consultation outcomes

The Northern Beaches community overwhelmingly believes that events have a positive impact on the area, helping to create a vibrant, connected and inclusive community as well as contributing to the local economy and tourism. The extensive feedback that was received over the three month consultation period revealed a strong interest in the topic of events as well as a strong sense of local pride – there were numerous comments acknowledging the wealth of local talent, combined with the desire for the community to be more involved with the event management process. The community provided an amazing array of improvement ideas and suggestions for new events at the workshops, pop-ups and in their survey responses.

The community would like to see more cultural, music and arts events being held in areas in the LGA where there are currently fewer community activities. While the large events such as Manly Jazz are hugely popular, there is also a community desire to hold small, bespoke events which activate the village and neighbourhood centres.

Sustainability is important to the residents of the Northern Beaches, who want to see events reduce waste, conserve energy and re-use and recycle materials wherever possible.

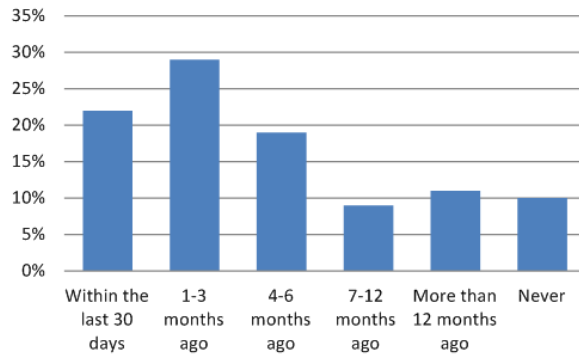
From the feedback, transport appears to be an issue, with the majority of event-goers driving to the venues because it is more convenient than catching public transport. The ease of access to events and movement of people to and within events generally was identified as an improvement opportunity by survey respondents and workshop participants alike.

Many in the community want to organise and hold their own events with support and guidance from Council. They would like to have a centralised point of contact in Council, a streamlined booking and application process, together with resources and useful information easily accessible on the Council website.

Appendix 1 – Survey Results

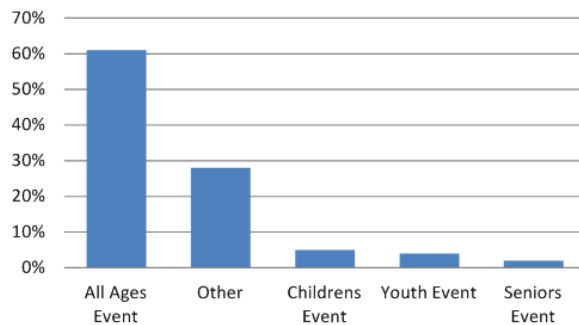
Please note: Questions 1, 9, 12, 16 and 17 have not been included in the results as they are either open ended questions that have been described in the main body of the report or contain personal details.

Q2 When was the last time you attended an event on the Northern Beaches?



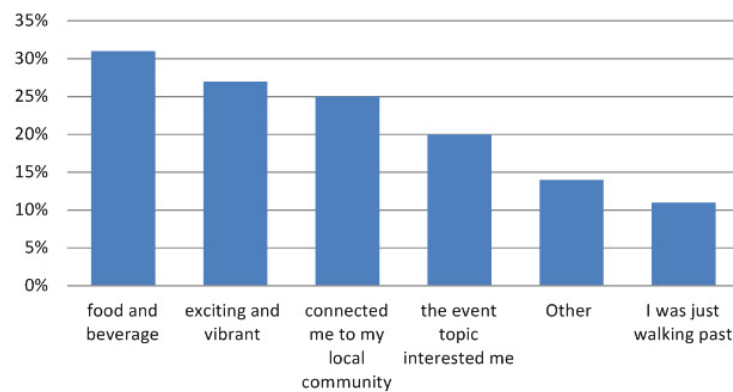
ANSWER CHOICES	RESPONSES	
Under 18	5.06%	17
19-29	12.80%	43
30-39	19.64%	66
40-54	31.55%	106
55-64	16.37%	55
65+	14.58%	49
TOTAL		336

Q3 What was the event?



ANSWER CHOICES	RESPONSES	
Children's event	5.14%	17
Youth event	3.93%	13
Seniors event	1.81%	6
All ages event	61.03%	202
Other (please specify)	28.10%	93
TOTAL		331

Q4 Why did you attend this event?

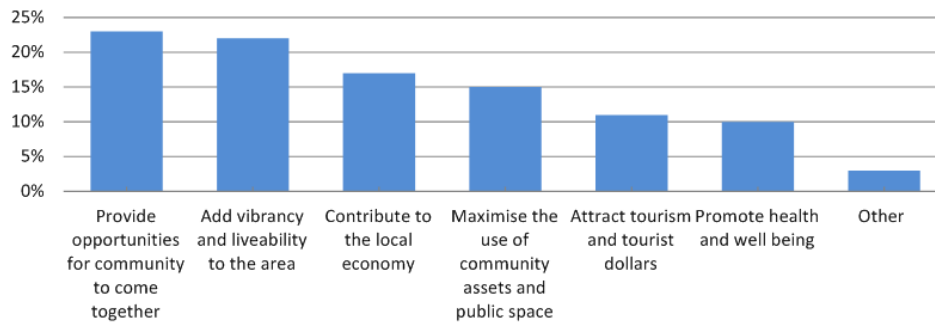


ANSWER CHOICES	RESPONSES	
It was an event that connected me to my local community	24.77%	82
It was an exciting and vibrant event	27.19%	90
The event promoted and supported environmental and/or sustainability initiatives	9.97%	33
The event raised funds for local charities and/or not for profit organisations with a cause	6.04%	20
The event promoted health, wellness and fitness	3.93%	13
It was an event that promoted my local area well to tourists	9.06%	30
The event supported youth initiatives, interests and activities	6.65%	22
The event raised funds for community projects such as arts, sports centres and equipment, schools, and cultural hubs	3.63%	12
The event supported local economic development such as small business forums, job and career fairs, and local businesses	6.34%	21
It was a food and beverage event	30.82%	102
It was a topic I was interested in	20.24%	67
I was just walking past	10.57%	35
My kids wanted to go	6.34%	21
My friends dragged me	4.83%	16
Other (please specify)	14.20%	47
Total Respondents: 331		

Q5 What type of impact do you think events have on the Northern Beaches community?

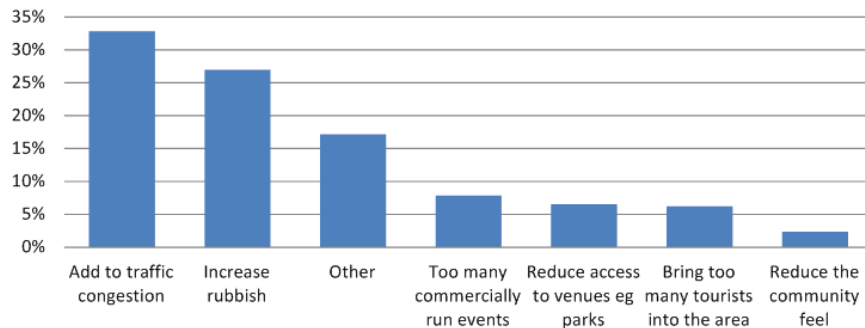
STRONG POSITIVE IMPACT	POSITIVE IMPACT	NEUTRAL	NEGATIVE IMPACT	STRONG NEGATIVE IMPACT	TOTAL	WEIGHTED AVERAGE
50.27%	40.16%	8.20%	0.82%	0.55%		
184	147	30	3	2	366	1.61

Q6 What do you like most about events on the Northern Beaches? (select all that apply)

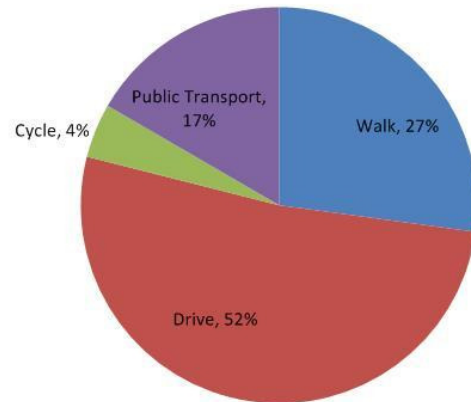


ANSWER CHOICES	%	RESPONSES
Provide opportunities for community to come together	23%	240
Add vibrancy and liveability to the area	22%	226
Contribute to the local economy	17%	178
Maximise the use of community assets and public spaces	15%	162
Attract tourism and tourist dollars	11%	110
Promote health and wellbeing	10%	103
Other	3%	29
Total	100%	361

Q7 What do you like least about events on the Northern Beaches? (select all that apply)



Q8 How do you usually get to events?



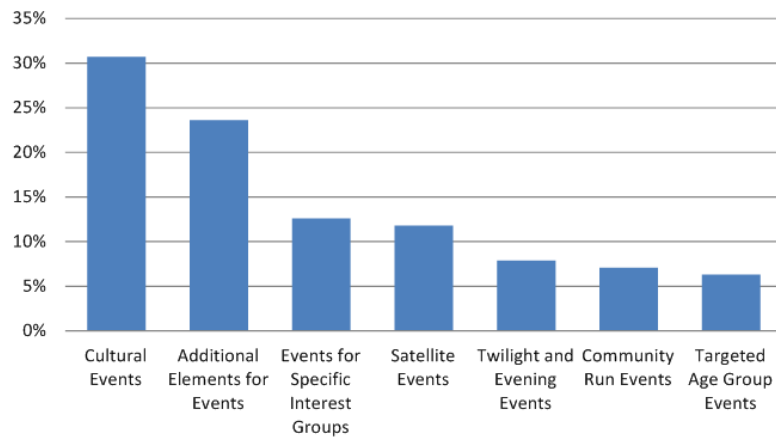
Q10 How important is it to you that our events are sustainable ie having recycling bins and using recyclable or biodegradable cups and plates?

VERY IMPORTANT	IMPORTANT	NEUTRAL	NOT IMPORTANT	VERY UNIMPORTANT	TOTAL	WEIGHTED AVERAGE
67.13%	23.12%	5.85%	1.39%	2.51%		
241	83	21	5	9	359	1.49

Q11 Thinking about events on the Northern Beaches, do you think there are:

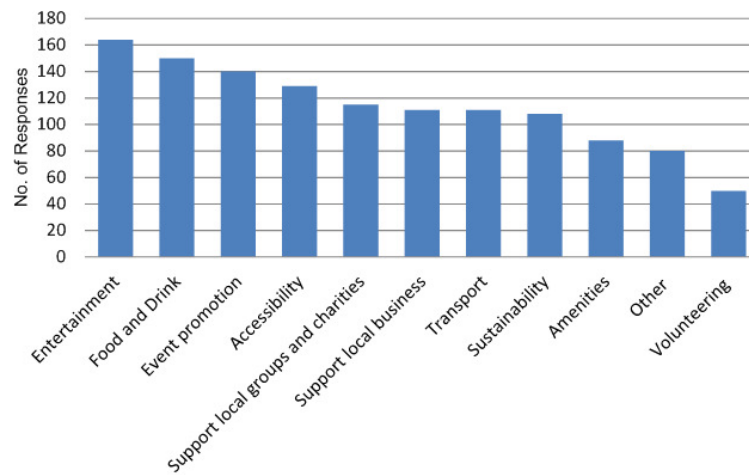
ANSWER CHOICES	RESPONSES
Too many events	4.18% 15
Right number of events	48.19% 173
Not enough events	47.63% 171
TOTAL	359

Q13 What events would you like to see introduced or participate in?



ANSWER CHOICES	%	RESPONSES
Cultural events	31	39
Additional element to events	24	30
Events for specific interest groups	13	16
Satellite events	12	15
Twilight and evening events	8	10
Community run events	7	9
Targeted age group events	6	8
Total	100	127

Q14 Do you have any suggestions for improving existing events on the Northern Beaches?



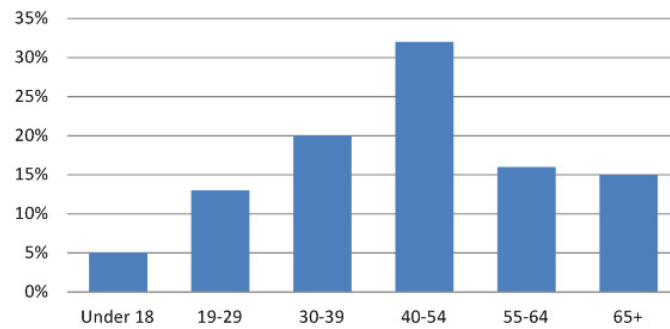
ANSWER CHOICES	RESPONSES
More promotion about upcoming events such as on social media	40.23% 140
Support a local community groups and charities	33.05% 115
More food and beverage stalls	20.11% 70
Better quality food and beverage	22.99% 80
More entertainment	27.87% 97
Better entertainment	19.25% 67
Improved accessibility at the event - wheelchair/mobility friendly and/or pram friendly	18.10% 63
Easier to get there and home	31.90% 111
Better flow of crowds	18.97% 66
More amenities e.g. toilets	25.29% 88
More volunteer opportunities	14.37% 50
Deliver them more sustainably i.e. use renewable power, local suppliers, produce less waste, use less water, support sustainable businesses?	31.03% 108
Support local business	31.90% 111
Other (please specify)	22.99% 80
Total Respondents: 348	

Q15 If Council was to create a new major community event, what suggestion/s would you have for such an event?

(There were 272 responses – a selection is summarised here)

- **Arts** - There are always lots of good artists in Australia. Have an event here on a weekend around Easter time.
- **Surf Art Competition**
- A few years ago, plain white surfboards were handed out to people and local artists were invited to decorate them. These were then auctioned off for charity. We should repeat that, make it into a competition, then have the surfboards on display on the beach.
- We could have a t-shirt design competition as they do in Japan with people sending in their designs, having them printed on a t-shirt, and then those going on display on giant washing lines on the beach with prizes for the best. The beach is an art form anyway, let's remind people of that and then maybe they wouldn't litter it and abuse it.
- **Music** - **Buskers' Sunday** - Close off the beachside road in Manly or Dee Why, the first Sunday of every month, and make it available only to cyclists, pedestrians and skateboarders with a call out to more buskers to come into the area. Once a year, there could be a Busker of the Year competition with finalists voted on during the year.
- A separate music festival similar to Manly Jazz but devoted to music of different styles and ages at Easter that focuses on local and international talent with food and beverage stalls
- A rockabilly music weekend but don't just have it free and in the open air, make it paid for so that it's there for people who really want to hear music and you can attract the best possible musicians and put it in tents so that it's not affected by weather
- More food and music and room to move further north, not always Manly or the beach, maybe in a park.
- **Targeted age groups** – eg 80 Years Young - celebrating the older citizens of the Northern Beaches, many of whom have amazing tales to tell.
- Single awareness day, under 18 years old to 29 years old.
- **Multicultural** - Need to have a more inclusive multi-cultural event which promotes the different cultures we have here eg Maori, Polynesian, Tibetan, Japanese etc
- **Films** - Hold a competition with decent prizes for the best short film, the best writing and the best photo-essay. On the weekend of the displays, encourage visitors to bring their grandparents for lunch and hold open air dances as they do in Europe and invite some amazing older people for demonstrations of their prowess in anything from art to contortionism. Blues, Roots and Rockabilly
- **Competitions** - The great barbecue-off. Have a competition for the best barbecue chef. Entrants send in their recipes, the judges pick the best from various categories - professional chefs, kids, amateurs, fish, meat, vegetarian, etc and then the recipes are cooked for the public and tasters and judges choose their favourites.
- **Health and wellbeing** - Live, Love, Laugh – a community based event on welcoming life with FREE family fun in conjunction with Lifeline, Livin, RUOK. Or just more of a community spirit.
- **Active Transport** - Car free day – promotes physical activity and lets children build confidence riding bikes safely without having to be driven to a special park.
- **Community** - An event that highlights local talent and skills
- **Operational** - Seamless ticketing in and out
- **Sport** - Kayak races on Narrabeen Lake – very underutilised

Q18 Which age group do you belong to?



ANSWER CHOICES	RESPONSES	
Under 18	5.06%	17
19-29	12.80%	43
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65+	14.58%	49
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Appendix 2 – Comments and quotes from Manly Jazz

Quotes from the 19 - 30 age group

- *I go to events to **create a memory***
- *I enjoy other **music** festivals but I love that this one is free and it's at the beach and you can come and go as you please*
- *I love being in a crowd of like-minded people **doing something active together**. I also think it supports a healthy lifestyle, and contributes to reducing mental health issues – can we have more events that support mental health?*
- *There is a bit of diversity except it seems staged. We need some spontaneity, say spontaneous groups popping up*

Quotes from the 13 - 18 age group

- *I enjoy coming together to celebrate and everyone is there for the same thing*
- *Let's do silly things to involve people. When you are involved in the event its great - get up and dance, silly street games and street performers would really vibe it up*
- *I want events like this that inspire you to participate*
- *I like most of the events I go to because they are fun and entertaining*
- *I like events, it gives people something to look forward to and brings people together*
- *I like jumping castles*

Other common comments

- The word 'VIBE' was mentioned a great deal.
- INVOLVEMENT came up time and time again.
- People loved the ATMOSPHERE
- Manly is beautiful
- Love getting the ferry
- It's FREE – it's awesome
- I like discovering new people
- I love seeing the kids perform, would like more opportunities for this to occur beyond just jazz
- I love the shops in Manly, they are great and the skateboarding
- Transport - make it easy
- I love watching the dancers
- Events are about doing different things
- Perhaps active events which encourage you to join in
- Can you do more frequent bin cleaning during the day?

Good conversations were held with locals about:

- ACTIVATING separate villages along the Northern Beaches
- People like small events/targeted events in town centres
- ARTS FESTIVALS are needed – many people mentioned the need for culture and art events.