

Event Strategy 2025



Mildura Rural City Council

Purpose

The Strategy aims to position the Mildura region as a major event destination with a vibrant year-round calendar of events.

It will increase overnight visitor expenditure, showcase our stunning, iconic locations and distinctly Mildura experiences. The region provides iconic event backdrops from the legendary Murray River, vivid colours of the famous Pink Salt Lakes, Perry Sandhills, stunning

national parks, small towns of the Mallee Track and gateway to the World Heritage listed Mungo National Park (just to name a few!). Mildura events will captivate visitors to extend their stay to savour the tastes and culture enjoyed by the people who live here.

The strategic approach is to build on the region's competitive advantages to position the Mildura region's destination profile and appeal, resulting

in professional, iconic events that celebrate the region's culture, lifestyle and natural appeal while strengthening its community identity.

Through greater synergies between events, the tourism industry and the wider Murray and Victorian event strategies, the outcome is to create a stronger return on investment for the community and industry of the Mildura region.





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IMAGE CREDITS

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Event images, Mildura Rural City Council

Rehearsal

{SETTING THE SCENE}

Mildura is located on the mighty Murray River and is the largest city in North West Victoria near the borders of New South Wales and South Australia.

With its tri-state location, Mildura is just over an hours flight from Melbourne, Adelaide and Broken Hill. Mildura is the busiest regional airport in Victoria when measured by Regular Passenger Movements.

This culturally diverse region is home to 53,326 people from more than 70 cultures. Home to the second largest population of Aboriginal and Torres Strait Islander people in regional Victoria and 9% of the population speak a language other than English (Italian is the second most common language spoken).

The economy is driven by dryland farming, livestock (including Prime Mallee Lamb), irrigated horticulture, tourism, food and beverage manufacturing, transport and logistics, retail, health and community services.

With its warm climate, often described as Mediterranean, the Mildura region is known as a 'powerhouse' in the food and manufacturing sector, producing for Australia:

- 98% of dried grapes
- 75% of table grapes
- 68% of almonds
- 48% of pistachios
- 24% of citrus
- 24% of carrots
- 23% of asparagus
- 11% of melons
- 20% of Australia's wine crushed in the greater region

An extraordinary mix of abundance and stunning landscapes, Mildura is a key event location in Australia, staging over a hundred events annually from water sports, food, music, arts and cultural festivals, outdoor events to exhibitions and conferences.

MILDURA ACCESS



1 hr 10 min flight ex. Melbourne.

1 hr 5 min ex. Adelaide.

55 min ex. Broken Hill.

Virgin Australia, QantasLink and Regional Express Airlines.



6 hrs/540km, ex. Melbourne.

4.5 hrs/393km, ex. Adelaide.

4 hrs/340km ex. Broken Hill.



Daily ex Melbourne, Adelaide and Broken Hill.



Behind the scenes

{STRATEGIC CONTEXT}

The Mildura Region Event Strategy has been developed to align with local, regional and state strategies to provide a long-term competitive advantage and coordinated approach.



Mildura Rural City Council Community & Council Plan 2017 - 2021	Support a diverse range of community events and the development of major events and conferences to attract visitors.
Mildura Regional Development Strategy 2018 - 2020	Encourage the reinvigoration of events and tourism products to remain competitive and meet changing consumer demands.
Mildura Rural City Council Arts, Culture & Heritage Strategy 2016 - 2020 and Reconciliation Action Plan	Celebrate, promote, nurture and grow the arts, culture and heritage through events.
Murray Regional Tourism Strategic Plan 2015 - 2020	Facilitate the delivery of a whole-of-region events program.
Murray Region Destination Management Plan	Promote and increase year-round visitation to the Murray Region through event facility investment and coordinated development and promotion of a series of events and conferences linked to the Murray's tourism strengths.
Victorian Visitor Economy Strategy	Attract and build events in regional Victoria, increasing Regional Events Fund.
Victoria's Tourism & Events Industry Strategy 2020	Develop innovative, high yielding and high-quality products and services to meet current and future market demand, along with a superior level of visitor servicing, industry skills development and training.

Presented by

{STRATEGIC PARTNERS + COLLABORATION}

The strategy provides a cohesive framework for the development of events to create a long-term, distinctive competitive advantage for Mildura Rural City Council. This will be achieved through a collaborative approach with events, tourism and regional partners.



REGIONAL PARTNERS

Mildura Regional Development

- Networking
- Business Development
- Tourism Marketing for Mildura Region
- Media PR

Murray Regional Tourism

- Marketing campaigns
- Digital and social media platforms
- Media PR
- Tourism development
- Tourism Marketing for greater Murray Region

EVENT STAKEHOLDERS

Mildura Region Stakeholders

- Local event organisers
- Local event sponsors, venues and suppliers
- Local tourism operators
- Media partners
- Volunteers
- Local community

Major Event Organisations and Sponsors

- Major event owners and promoters
- Major event sponsors and suppliers

STATE AND NATIONAL PARTNERS

Visit Victoria (VV)

- "Your Happy Space" campaign
- Digital and social media platforms
- Regional Events Fund
- Target market insights

Tourism Australia and Tourism Research Australia (TRA)

- Digital and social media platforms
- Tourism trends
- Visitor statistics

MILDURA RURAL CITY COUNCIL

- Leadership and strategic direction
- Event attraction
- Event organiser capacity building
- Event support (financial and in-kind)

What's on

{CALENDAR OF EVENTS}

Events are a powerful strategic asset to grow visitation as they provide a definite, time-based reason to visit the Mildura Region, which helps to break the inertia gap between intention to visit and actual visitation.

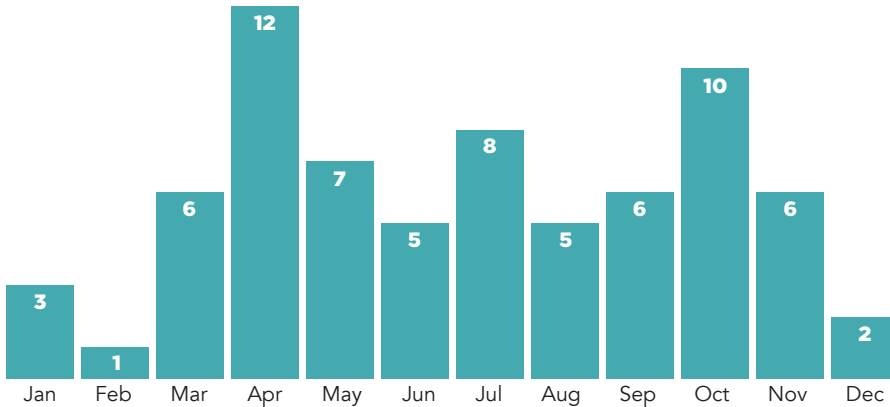
The table below illustrates a snapshot of when events are staged and the type of events staged in the region. Please note, this is by no means an exhaustive list of events, and reflects more tourism events. There are many one-off events and regular events, including those at the Mildura Arts Centre, which can be found at www.mildura.vic.gov.au/Calendar-of-Events.

<p>JANUARY</p> <ul style="list-style-type: none"> Australian Solo Speedway Championships Australia Day Celebrations Gates Sidecar Cup 	<p>FEBRUARY</p> <ul style="list-style-type: none"> Dudley Bradshaw Sidecar Shootout 	<p>MARCH</p> <ul style="list-style-type: none"> Mildura Grand Tennis International Relay for Life Ouyen Mallee Root Festival Ouyen Pacing Cup "Get your Blues On" Festival Sunassist Rainbow Run
<p>APRIL</p> <ul style="list-style-type: none"> Murray to Moyne Cycle Relay Mildura Pacing Cups Carnival Cullulleraine Music Festival Easter Power Sports Show & Shine Mildura Easter Open (Tennis) Easter Shootout Drags Mildura 100 Ski Race Easter Egg Hunt Easter Arena Cross Mildura Wentworth Easter Rowing Regatta ARB Sunraysia 400 Off Road Race SARG Paws Along the Murray 	<p>MAY</p> <ul style="list-style-type: none"> Mildura Bowls May Carnival Deutschfest Mother's Day Classic Dirt Kart All Power Nationals Shane Doherty Memorial Tri-State Masters (Golf) Mildura Field Days Mildura Day 	<p>JUNE</p> <ul style="list-style-type: none"> Mildura Eisteddfod Ulysses Wintersun Run Mildura Kart Club North West Titles Sunraysia Multicultural Festival The Mildura Great Outdoor Expo
<p>JULY</p> <ul style="list-style-type: none"> Hattah Desert Race Mildura and District Antique Fair Mildura Fringe Winter Eco Fest NAIDOC Week Mildura Writers' Festival Winter Orchid Show Koorlong Camp Oven Cook Off Mildura Cup 	<p>AUGUST</p> <ul style="list-style-type: none"> All Australian Day Great Australian Vanilla Slice Triumph Farmers Pony Express Enduro Wentworth Show Gem and Jewellery Show 	<p>SEPTEMBER</p> <ul style="list-style-type: none"> Gem and Jewellery Show Dash for Dementia Sunraysia Safari Rally Willowfest Veterans Competition Spring Orchid Show Mildura Country Music Festival
<p>OCTOBER</p> <ul style="list-style-type: none"> Mildura Country Music Festival Annual TRACS Tractor Pull Merbein Community Rodeo Pioneer Park Open Day Dot Jenkinson Ladies Bowls Cardross Spring Show Mildura Show Patchewollock Music Festival Goanna Run—Hot Rod PBR Professional Bull Riding 	<p>NOVEMBER</p> <ul style="list-style-type: none"> Ted Hurley Ski Race Classic Mildura (Melbourne) Cup Australian Alternative Varieties Wine Show State of Origin Wakeboard Championships Summer Blockbuster Exhibition, MAC 	<p>DECEMBER</p> <ul style="list-style-type: none"> World Willowfest Junior Cricket Championships New Year's Eve Celebrations

SEASONALITY

The table below illustrates April, October and July as the months with the most events. Summer, particularly February are low season for visitor events.

NUMBER OF EVENTS BY MONTH



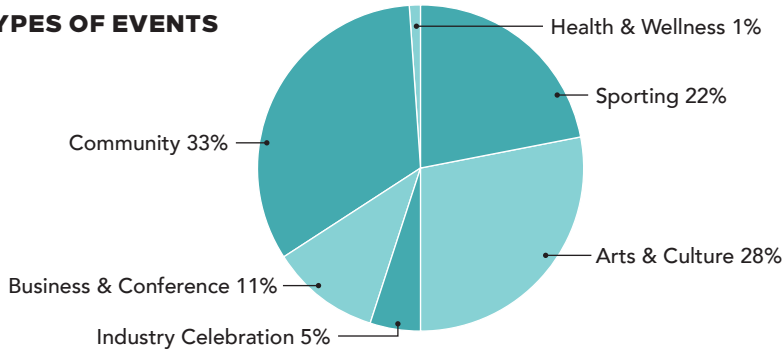
EVENT TYPE

The Mildura region stages over 100 events and festivals ranging from civic, community, arts and culture, leisure and sporting events.

Approximately 33% of events in Mildura are community events, followed by 28% arts and culture, 22% sporting and 11% are business and conference events.

Source: Mildura Rural City Council Event Strategy Survey

TYPES OF EVENTS

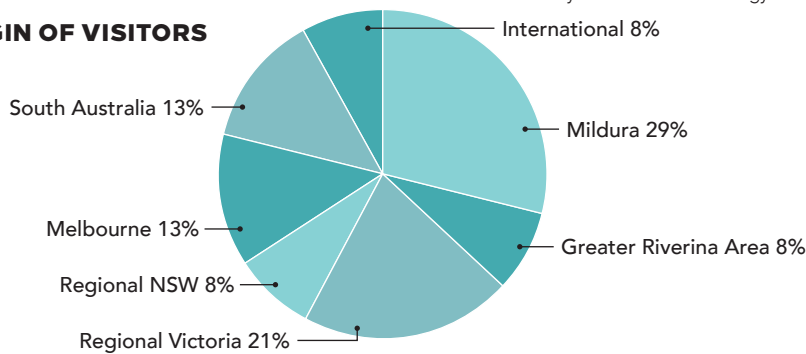


ORIGIN OF VISITORS

Events in the Mildura region attract over 64,000 attendees, with approximately 29% originating from Mildura, 21% from Regional Victoria, 16% Regional NSW (half from Greater Riverina South Western NSW), followed by 13% from Melbourne and South Australia.

Source: Mildura Rural City Council Event Strategy Survey

ORIGIN OF VISITORS



Event snapshot

100+

festivals and events p.a.¹

64,000

total attendance at Major Events¹



COUNCIL FUNDED EVENTS¹

- 8 Major Events Funded
- \$13m Economic Impact
- 100:1 ROI



ACCOMMODATION CAPACITY²

- 9,676 Total Accommodation Capacity
 - 4,737 Total Capacity (Motel/Hotel Capacity/ Self-Contained Apartments)
 - 3,358 Total Capacity – Cabin/Caravan/Tent Sites
 - 1,581 Total Capacity – B&Bs/Farm stays/Houses/ Houseboats/Hostels
- 3,755 Total Rooms/Units



BUSINESS EVENTS AND CONFERENCES³

- 20+ Meeting and Conference Venues
- 1,370+ Venue Capacity
 - Up to 500 pax. Venue Capacity



PEAK EVENT SEASON

- April, July, October



SPORTS VENUES + GREEN SPACES¹

- 39 Sports Venues
- 8 Green Spaces Suitable for Events



¹ Source: Mildura Rural City Council 2019

² Source: Mildura Visitor Information Centre 2018

³ Source: Mildura Business Events Planner 2018

Visitor snapshot

Insights into the visitor market provide a foundation for attracting external visitors to Mildura events and potential programming and packaging.

Events have the propensity to increase visitation and length of stay in the Mildura Region to ultimately increase overnight visitor expenditure. The domestic overnight visitor spend per trip is more than double as compared to the day-tripper spend per trip.

VALUE OF TOURISM¹

Total Spend \$308 million

LENGTH-OF-STAY¹

Domestic 3 nights

International 31 nights

Generating 1,829,000 nights

VISITORS¹

Total Visitors – 736,000

International – 19,000

Domestic Overnight – 474,000

Domestic Day-trippers – 243,000

SPEND¹

Total Average spend per trip \$418

Total spend \$308 million

DOMESTIC¹

Domestic spend \$240 million

Domestic spend per trip \$507

INTERNATIONAL¹

International spend \$21 million

International spend per trip \$1,082

DAY-TRIPPER¹

Total spend \$47 million

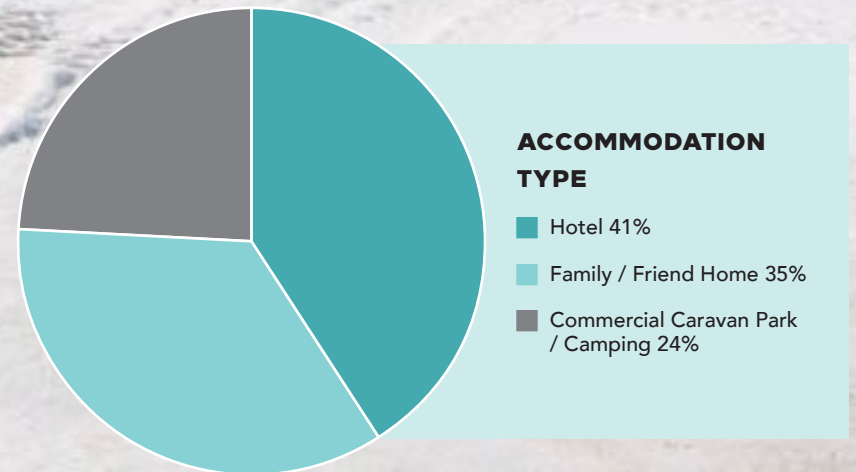
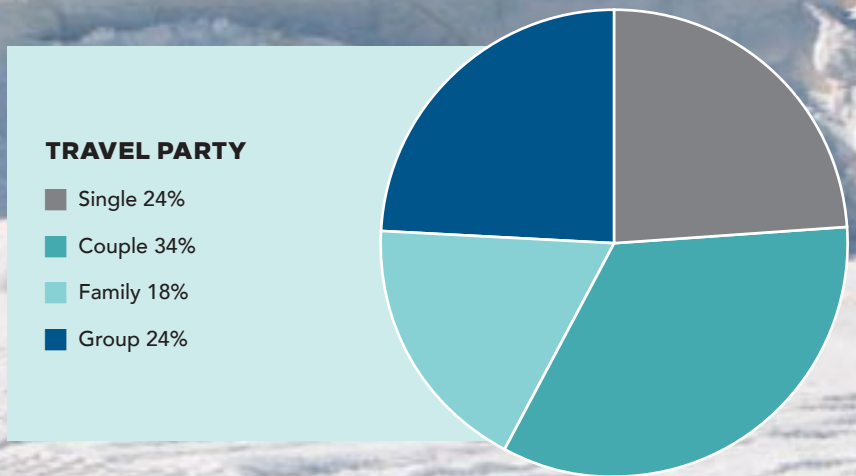
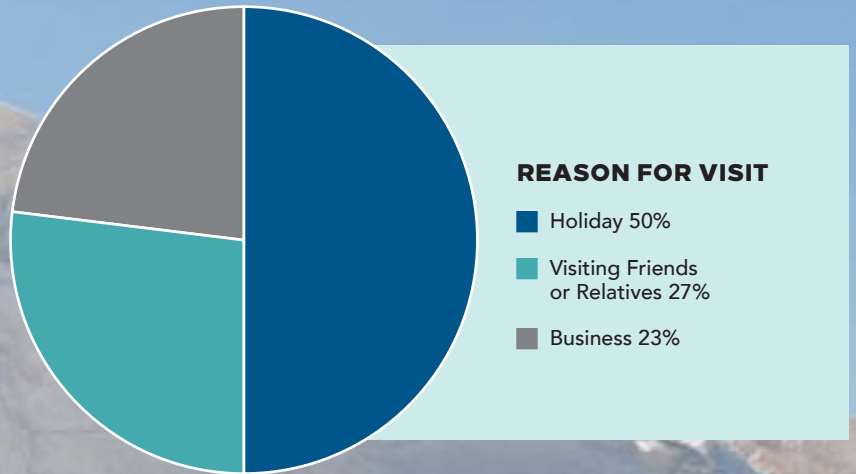
Average spend per trip \$243

\$243

Domestic day-tripper
Average spend per trip

\$507

Domestic overnight
Average 3 nights per trip



¹ (Source: Local Government Area Profiles 2018, Mildura (RC), Victoria, Tourism Research Australia)
Data is based on a four year average from 2015 to 2018.

Our fans

{TARGET MARKETS}

KEY GEOGRAPHIC TARGET MARKETS FOR MILDURA EVENTS ARE:

1. REGIONAL VICTORIA
2. REGIONAL NSW (PARTICULARLY GREATER RIVERINA SOUTH WESTERN NSW)
3. MELBOURNE
4. SOUTH AUSTRALIA

The following market segments align with Murray Regional Tourism. They are predominantly well educated, higher in affluence and travel for short breaks.

MARKET SEGMENT BY EXPERIENCE	GEOGRAPHIC	AGE GROUPS	LIFECYCLES
Inspired by Nature: Outdoor adventurers: water sports, golf.	VIC, SA, NSW	19–44, 45–64	Young families, self-funded retirees.
Creative Opinion Leaders: Events and business events.	VIC, SA, NSW, ACT	25–44, 45–64	Young to mid-life social groups, golf enthusiasts.
Food and Wine Lifestylers: These can cross over into other categories.	VIC, SA NSW, ACT	25–44, 45–64	Young to midlife couples, social groups, empty nesters.
Inspired by Nature: Caravan & camping enthusiasts.	VIC, SA, NSW, ACT	All age groups	All lifecycles.
Inspired by Nature: Eco-tourists, nature enthusiasts.	VIC, SA, NSW, ACT	25–44	Young families, active mid-life empty nesters and self-funded retirees.
Creative Opinion Leaders: History and heritage enthusiasts.	VIC, SA, NSW	25–44, 45–64	Young families, active mid-life, empty nesters.



Potential economic impact

Based on the current estimated total major event attendance of 64,000, if the visitors from outside Mildura (approximately 71% of those attendees i.e. 45,440) were to stay one more night, it could equate to an additional \$7m spend (using an average of \$162 per person spend).

If the region were to develop an existing event or attract a major iconic event (e.g. the size of the Byron Bay Blues Fest), the economic impact would be substantial, with an estimated direct output of over \$32 million, more than 240 associated direct jobs and total economic contribution exceeding \$25 million.²

²(Source: Economic Impact of Livingstone Shire Events 2019, Lawrence Consulting)

“

The key to creating greater economic return on investment is to increase event visitors' length-of-stay (even by just one night) and attract and develop iconic events that generate overnight visitation.

”





“

A “one stop shop” approach will assist in becoming known as an event friendly destination.

”

Local government benchmarking

Benchmarking with similar local government areas was undertaken to further develop the Mildura region's competitive advantage. The local government areas included Latrobe City Council, City of Greater Shepparton and Tamworth Regional Council.

OBJECTIVE OF EVENTS

- Increase **visitation** in the region.
- Increase the **length of stay**.
- Increase **economic benefit** for the region.
- **Community health and wellbeing** benefits.
- **Supporting** local event organisers.
- **Attracting** events to the region.

EVENT SPONSORSHIP AND GRANTS

- Increased visitation.
- Economic impact.
- Environmental impact.
- Community and business engagement.
- Event sustainability.
- Profiling the region – brand alignment.

EVENT FRIENDLY DESTINATION PROFILING

To be known as an event friendly destination, local government areas are:

- Implementing a “**one stop shop**” with exceptional **customer service** to streamline the approval process for event organisers to assist in growing the **event destination brand**.
- **Streamlining** procedures to minimise red tape.
- Encourage **reinvigoration** of events to stimulate growth and increase destination profiling.

LEARNINGS

- **Event Attraction** – enhances the destination profile and increases visitation during the low shoulder season. Event attraction is often a dedicated role.
- **Infrastructure** – existing infrastructure should enable and support event and visitation growth.
- **Sponsorship** – assessed against council objectives. The sponsorship application and approval process is not onerous and post-event acquittals are mandatory.
- **Industry training** and **networking opportunities** assist in growing the event capacity, reinvigoration to ultimately **enhance** visitor experiences.
- **Collaboration** between Council, event organisers and tourism industry to develop products and experiences.
- **Economic benefit** – demonstrated economic benefits are often the **catalyst** to **attract funding** to build and invest in infrastructure.

RECOMMENDATIONS

- To be competitive in **event attraction**, the **event attraction budget** needs to be bolstered.
- **Sponsorship and grants** should **align** with the Council objectives and easy to navigate **selection criteria**.
- **Review** the sponsorship criteria to be less onerous and sponsorship/grant funding scales.
- Develop **guidelines** around event **acquittal** reporting to be consistent and tracking of economic benefit.
- Provide **training and networking** to unite the tourism and event industries, build event organiser capacity, reinvigorate events and profile the destination.
- Develop an **event toolkit** to provide event organisers with information about the region, suppliers and processes.
- Develop a “**one stop shop**” approach for event enquiries and event organisers and provide support to grow event capacity.

Challenges and opportunities

Arising from consultation, the following challenges and opportunities were identified.

CHALLENGES

COUNCIL SPONSORSHIP AND GRANTS

- Criteria and tiers are too complicated.
- Tier 1 and 2 could be commercial operators – if they have demonstrated benefits.
- Inconsistency validating number and origin of visitors.

APPROVALS AND PERMITS

- Event organisers are not aware of identified associated costs of compliance issues.
- Templates for permits are difficult to use and not available online.
- Event organisers leave permit approval to the last minute.

DESTINATION PROFILING

- Limited destination profiling in event marketing.
- Events are not aware of marketing resources available.

INFRASTRUCTURE

- Losing accommodation beds. Motel sites being purchased for other uses.
- Limited space to build new accommodation.
- Two major events are almost at space capacity.
- High Council fees to hire green spaces.
- Limited capacity to host large conferences in one location.

EVENTS

- Limited capacity with lack of strategic direction, reliance on funding, lack of volunteers and limited succession planning.
- Lack of event attraction.
- Lack of contingency plans and insurance against inclement weather.
- Volunteer burnout.
- Reliance on a few volunteers.
- Lack of professional event organisers.
- Increased cost/risk staging an event.

OPPORTUNITIES

SPONSORSHIP AND GRANTS

- Development of an online visitor survey to capture data required for the acquittal process.
- Simplify and streamline the sponsorship approval process.
- Criteria to support long-term event growth, including multi-year agreements.

APPROVALS AND PERMITS

- Council could provide event support in-kind for compliance issues (e.g. risk).
- Centralised online system for hiring venues – booking online, automatically generating permits.

EVENT ORGANISERS

- Develop online toolkits for event organisers.
- Capacity building and event symposium to increase networking and resource sharing.

EVENT ATTRACTION

- Opportunities exist to attract major sporting, arts and business events.
- Mildura Recreation Reserve – multi use venue.
- Partnering sports, arts, food and culture to deliver new experiences.
- Work with motorsports groups.

INFRASTRUCTURE

- Dedicated conference centre/multi-functional stadium with 3,000 seat entertainment and 2,000 seat convention space.
- Nowingi Place – capacity for events to grow.
- Old Aerodrome Sporting Complex has the potential to host large events with additional infrastructure.

DESTINATION PROFILING

- Collaboration with Mildura Regional Development, Murray Regional Tourism and Visit Victoria to profile Mildura events.
- Contracting a specialist to assist with marketing and event packaging.

NEW + REVITALISED EVENTS

- Endurance events e.g. a national running marathon in winter (June) as Australia's largest marathon.
- Food events in iconic locations (e.g. dining on the Pink Salt Lake).
- Opera at the Lock and the Perry Sandhills.
- River events (e.g. Paddle Steamer races).

What fans want

(CONSUMER TRENDS)

With some events plateauing in attendance and receiving limited media profiling outside the region, the need to meet market appeal and changing consumer demand is paramount.



Live like a Local. Explosion of Airbnb, tourism blogs and content relating to eating like a local, hang out where the locals go, speak like a local.

Opportunities - Promote localised "untourist" spots and create regional dispersal, encourage event attendees to develop a deeper connection with the region.



Health + Superfoods + Wholesome Foods, major recent Australian trends, with food and coffee culture, paddock to plate experiences and health and well-being relating to food high on consumer agendas.

Opportunities - Provide signature Mildura food experiences at all events from sports, festivals to business events.



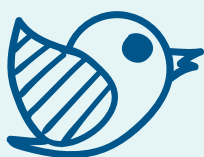
The Green Consumer, being environmentally aware. Desire to contribute and give back are major consumer trends affecting all events, particularly in business events and events targeting Millennials and Gen Z.

Opportunities - Develop the Region as a "green" event stage for all events, incorporating environmental messaging.



Cutting Edge Arts + Live Performances are two trends creating enormous followings and media profiling for destinations. Events such as Dark Mofo and Adelaide Fringe Festival are examples of prolific media profiling and cut-through born from cutting edge creativity and innovation.

Opportunities - Embracing Mildura arts and incorporate arts components into all event genres.



Social Media uptake across all demographics, interaction and sharing, with many events actively using social media advertising and e-mail marketing as primary marketing tools, with increasing livestreaming.

Opportunities - Quality and creative content creation incorporating stunning destination footage, actively incorporating social media advertising and developing e-mail data bases.



Smartphone responsive and Digital Retail, with two thirds of Australians using mobile internet for 90 minutes per day. Increasing use of APPs to convey event information and programming updates.

Opportunities - Events must be easily sourced and booked online, via a smart phone.



Measuring + Monitoring in a competitive environment, understanding the event visitor, attendee satisfaction ratings to improve event delivery, understanding where they're from, spending and how they purchase the event is increasingly important to remain competitive.

Opportunities - Surveying of event patrons will need to be given higher priority to meet changing consumer needs, increase visitor satisfaction and be more targeted for future marketing.

Competitive advantage

To create a vivid and competitive event landscape, distinct and innovative events that build on the Mildura region's unique selling points will be essential into the future.

Replenish the soul and reconnect with the romance of the mighty Murray River, Australia's longest and most iconic river. Unearth the World Heritage Mungo National Park and vibrant colours of the famous Pink Salt Lakes. Immerse yourself in Mildura's fringe arts scene and savour the famous tastes of Mildura's local produce, food and wine.

The Mildura region delivers on all of Visit Victoria's leading visitor experiences, including nature-based, cultural, events, food & wine, wineries and aboriginal experiences.

ICONIC LOCATIONS

Leveraging the brand profile of iconic locations through:

- Legendary Murray River – longest and most iconic river in Australia.
- World Heritage Mungo National Park – one of the oldest places outside of Africa to have been occupied by modern humans since ancient times.
- Famous Pink Salt Lakes of the Murray Sunset National Park.

ICONIC EXPERIENCES

Incorporating iconic Mildura region experiences within event programs and packaging.

- Water Sports and Riverboats - Mildura100, the fastest ski race in the world!
- Prolific Local Produce (98% of dried grapes. 75% of table grapes, 68% of

almonds, 48% of pistachios, 24% of citrus & carrots, 23% of asparagus, 11% of melons and 20% of Australia's wine crushed in the Murray Darling and Swan Hill region).

- Food, including a two chef hat restaurant.
- Sandy River Beaches – Australia's only inland surf lifesaving club.

CLIMATE

Mediterranean climate with dry summers and mild winters, averaging 122 days of sunshine.

LOCATION

Tri-state location, approximately one hour flight from Melbourne, Adelaide and Broken Hill.

SPORT

Mildura is famous for its vast array of competitive sports, including the World's fastest water ski race, numerous high octane motorsports and award winning tennis events.

ARTS + CULTURE

The Mildura region is culturally diverse with more than 70 different cultures, 9% of the population speaking a language other than English (Italian being the second most common language spoken) and home of the second largest population of Aboriginal and Torres Strait Islander people in regional Victoria.

This cultural diversity gives the region a vibrant arts and cultural scene, with

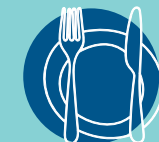
many emerging arts events. The region had a strong event reputation based on previous high profile arts and cultural events.

Arts & Culture has the propensity to change perceptions, and where possible, all events from sports, to business to festivals, should incorporate distinctive Mildura creative arts, cultural and food experiences.

MILDURA REGION COMPETITIVE ADVANTAGES



ICONIC LOCATIONS



ICONIC EXPERIENCES



CLIMATE



LOCATION



ARTS + CULTURE



WATER SPORTS

Vision

“

To be known as a vibrant event destination, famous for events that celebrate our iconic locations on the Murray River and vivid ancient landscapes. We will captivate visitor imaginations with events that savour the tastes and culture of one of Australia's most prolific food producing regions.

”

The main event

{VISION, GOALS + STRATEGIC APPROACH}

IN FIVE YEARS TIME.....

The Mildura region will be recognised as a vibrant major event destination, famous for events that reflect iconic locations on the Murray River and vivid ancient landscapes. Through our vibrant culture and creativity, our events will captivate visitors' imaginations, encouraging them to stay longer and increase overnight visitor expenditure.

Mildura events will be recognised nationally, featured in Victorian and Australian event calendars.

Event attraction and acquisition will be aligned with the region's competitive advantages and bolster visitation during shoulder and low seasons.



STRATEGIC GOALS

DRIVE OVERNIGHT VISITOR EXPENDITURE

Attract external visitation, extend length of stay and increase overnight visitor expenditure.

SHOWCASE MILDURA

Build Mildura's destination brand profile through events that align with the region's competitive advantages, attracting significant media profile.

VIBRANT & SUSTAINABLE EVENTS

Facilitate vibrant events that captivate visitor imaginations in a diverse year-round calendar.

CREATIVE COMMUNITY

Encourage creativity, community connectedness and civic pride through event participation.

STRATEGIC APPROACH

The strategic approach is to develop hallmark event/s, grow capacity of existing events and attract new leisure and business events that are brand and strategically aligned in shoulder and low seasons.

The focus for all events is to better reflect the Mildura region's iconic locations and competitive advantages to develop creative event experiences that captivate visitor imaginations.

STRATEGIC APPROACH

- Develop hallmark event/s.
- Grow existing events and event organiser capacity.
- Attract new events in shoulder and low seasons.
- All events to better reflect iconic locations + culture.
- Creative event experiences that captivate visitor imaginations.

Hitting the high notes

{CRITICAL SUCCESS STRATEGIES}

**1. AMPLIFY
DESTINATION
BRAND.**

**2. ATTRACT
BUSINESS
EVENTS.**

**3. RESOURCE
AND FACILITATE
SUSTAINABLE
EVENTS.**

**4. INCREASE
OVERNIGHT
VISITOR
EXPENDITURE.**

**5. CREATE AN
EVENT FRIENDLY
DESTINATION.**

1. Amplify destination brand

HALLMARK EVENTS

Hallmark and major events will play a pivotal role in amplifying a positive destination profile for the Mildura region and increasing overnight visitor expenditure.

They have the potential to be a catalyst for repeat visitation, contribute to destination profile, infrastructure development and community connectedness.

A prevalent theme throughout consultation was a strong desire for larger and higher quality events with a hallmark event that could establish a brand name for the Mildura region.

Leadership by Council and its strategic partners will be instrumental in facilitating and attracting hallmark and major events that deliver on the strategy's event vision and strategic goals.

Existing events with hallmark potential need to further develop their competitive advantage and increase their media and online profile.

To give a genuine competitive advantage, events should leverage the region's iconic locations such as the Murray River, the region's vivid landscapes, and unique selling points, of climate, location, food and produce, arts and culture and water sports.

ATTRACT MAJOR EVENTS

The region has the capacity to attract major events in shoulder and low seasons.

With its tri-state location and accommodation capacity, opportunity lies to attract sporting, arts, cultural and business events.

The development of the Mildura South Regional Sporting Precinct will allow the region to attract major sporting events.

Increasing the event attraction and acquisition budget and partnerships with strategic partners, venues and accommodation providers will be required to compete with other regional destinations, as evidenced in the local government benchmarking undertaken.

ELEVATING EVENTS WITH CULTURAL EXPERIENCES

The incorporation of arts, multicultural and indigenous experiences across all event genres will assist in profiling the region's rich cultural heritage.

This could include the development of professionally staged Welcome to Country at sporting, arts and business events. Community leaders could welcome event visitors to the region and include an invitation to explore the region's significant cultural sites to encourage a richer understanding and increase regional dispersal.

HALLMARK EVENT CONCEPT

With its historic street scapes, vibrant multi-cultural and indigenous community and iconic Murray River, a "White Night" style event concept, engaging 3D animators and water sculpture artists could be engaged to develop a hallmark event that increases destination profile and bolster overnight visitation during winter.

The event could link with feast street, profiling tastes of Mildura and live music and cultural performances.

This could include seeking arts funding to enable and develop the staging of Welcome To Country, indigenous arts and performances at Mildura events.

Indigenous and multicultural groups should be encouraged to stage and participate in events that celebrate their culture.

CROSS POLLINATION

Cross-pollinating events, for example, sporting events with arts, food and cultural experiences will contribute to developing "distinctly Mildura" events with a point of difference.

BRANDING, MEDIA PR + DIGITAL

Existing events need to amplify their messaging and digital presence to gain media cut-through and attract greater media coverage externally.

Strategies to amplify destination profiling include:

- Integrating stunning Mildura region destination images into event marketing, linking the regional visitor website and social media channels to event websites.
- Subject to privacy laws, developing a database of visitors from event online ticketing systems to provide targeted visitor insights.
- Encouraging event organisers to participate in tourism marketing and leverage with strategic partners (e.g. Mildura Regional Development, Murray Regional Tourism and Tourism Australia).
- Developing an event brand toolkit that aligns with the destination brand will improve the quality and consistent messaging.
- Maximising Mildura region exposure at events, e.g. with signage placement, provision of destination images and footage to event organisers for social media and television broadcasts.
- Encouraging established events to enter business, tourism and event awards could further profile Mildura

region events on a regional, state and national stage.

To facilitate an increase in the promotion and distribution of event content externally, contract professional media and PR specialists, social media correspondents, photographers and videographers for major events.

The development of a Mildura region events image and footage library for use by event organisers and distribution to Murray Regional Tourism, Visit Victoria and Tourism Australia for their use would help to increase Mildura event profiling. Undertaking video news releases (VNR) to regional, state and national media during major events will also contribute to greater media profiling.

MILDURA REGION EVENT SURVEY 2019

79% of survey respondents stated their business or event was not listed with the ATDW (Australian Tourism Data Warehouse)



2. Attract business events

Business events, including meetings, incentive trips, conferences and exhibitions, provide an opportunity to grow the visitor economy for the Mildura region.

As high value travellers, business travellers generally have a higher spend than leisure travellers, mainly spending more on commercial accommodation, travel, dining and shopping.

Business travellers will often extend their visit or return with family or friends. They contribute to local economies and drive visitation and business during quiet periods (i.e. mid-week and shoulder seasons).

The Mildura region can currently cater for small to larger business events. With its tri-state location and accommodation capacity, the region has the opportunity to further attract business events.

UNDERSTAND THE MARKET

To ensure the best return on investment in the market it is imperative to understand the current market in Mildura and regional Victoria.

This will include the development of a market snapshot on business travellers in regional Victoria and Mildura.

Research on existing business event travellers to Mildura should include

the identification of source markets, expenditure, satisfaction and an understanding of decision making for purchasing.

INDUSTRY FOCUS

The focus of business event attraction should build on the strengths of the region and target specific industry sectors and regional, state and national associations e.g. horticulture, agritourism, arts, regional development.

3 ELEMENTS OF SUCCESS

1. Give information early.
2. Sell the destination.
3. Package offers – make it easy to sell.

RAISE AWARENESS

The strategy will involve building awareness of Mildura region's ability to cater for business events.

A marketing and sales strategy, should include destination profiling, sales targeting key markets, tradeshow participation, sales calls, Regional Victoria Showcase and familiarisations.

Business events in regional Victoria have contributed over \$475 million to the State's economy, said Chris Porter, Executive Officer, Business Events Victoria.

BUSINESS EVENTS TOOLS

To implement the marketing and sales strategy, identifying gaps and updating information in the Mildura Conferencing & Business Event Planner Guide should be undertaken.

As part of event toolkit, develop an online portal for Professional Conference Organisers (PCO's) as "one stop shop" including venues and local event suppliers.

PACKAGING + VALUE-ADD OPPORTUNITIES

Strengthening partnerships with the tourism and events industry to encourage packaging and value-add opportunities for business event delegates should be undertaken.

INFRASTRUCTURE + ATTRACTION

Long-term consideration should be given to the development of a dedicated conference space with over 1,000 capacity.

Increasing the event attraction and acquisition budget and partnerships with strategic partners, venues and accommodation providers will be required to compete with other regional destinations, as evidenced in the local government benchmarking undertaken.

TOURISM AUSTRALIA - ASSOCIATION CONFERENCE DELEGATE BEHAVIOUR.

Offering a social program that includes networking events in iconic settings, choosing event venues that make leisure activities such as shopping, dining and sight-seeing convenient, and providing opportunities to discover the destination are all highly appealing to delegates.

3. Resource and facilitate sustainable events

GROW EVENT ORGANISER CAPACITY

Grow event organiser capacity through training, networking and in-kind support resources.

Collaboration through training workshops and networking functions for the event and tourism industry would assist in uniting the industries and provide operators with an opportunity to increase capacity by packaging events with accommodation, transport, attractions, tours and dining experiences.

Event organisers were surveyed as part of the Mildura Events Survey to indicate what areas of training they would attend.

INCOME DIVERSIFICATION

The need to further develop income diversification and profitability is required for long-term event financial sustainability.

Increased income, sponsorship and reliance on funding was identified

by many events as a major inhibitor to growth. Strong financial training, understanding that non-profit doesn't mean break-even and the need to generate surplus to innovate event programs is required.

HUMAN RESOURCING

Following income and funding, human resourcing and overstretched volunteers was cited by many event organisers as another major inhibitor to growth.

To elevate existing events, the contracting of creative directors to assist with innovative program development and community outsourcing should be considered.

Volunteer exchanges at events and skills exchanges between events e.g. one event shares sponsorship skills in exchange for social media skills.

MILDURA EVENT SYMPOSIUM

During consultation a strong desire for networking between event organisers and the greater tourism industry

was cited. To facilitate this process the concept of an event symposium that included the planning of the event calendar for the following year, information exchange, case studies and training was identified.

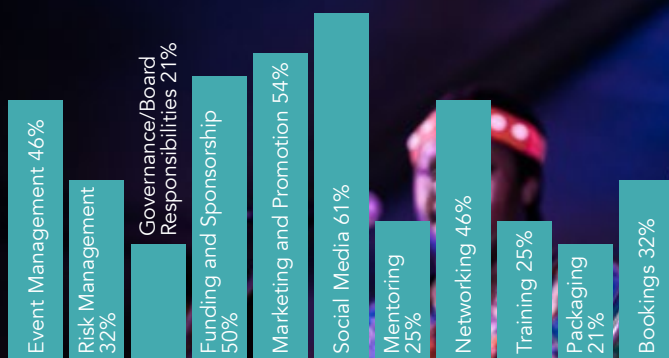
The timing of the symposium was recommended to be undertaken annually during October.

EVENT TOOLKIT

Develop an online event portal for event organisers and professional conference organisers that could include a 'clash calendar', event templates, brand guide and toolkit including destination images/footage, conferencing information, such as unique locations, settings and venues, venue/accommodation capacities and packages, event suppliers and support networks.

The portal could act as a central, "one stop shop" for event organisers to seek government approvals with links to relevant departments.

WOULD YOU ATTEND TRAINING OR PARTICIPATE IN ANY OF THE FOLLOWING AREAS?



4. Increase overnight visitor expenditure

INCREASE CONVERSION

Online ticketing and packaging can create a higher conversion rate; making it easier for visitors to purchase with one click or one phone call.

MULTI-DAY PACKAGING

Development of multi-day packaging will drive increased overnight visitor expenditure. This could include multi-day event passes, packaging with accommodation and value-add packaging e.g. sports event with evening dining and arts experience.

Multi-day packages need to be easily purchased online.

EXPERIENCE DEVELOPMENT

Encourage the development of Mildura region signature experiences to meet changing consumer trends.

Developing new and tailored experiences within events, such as distinct Mildura behind the scenes and VIP experiences could increase profit margins for events to assist with income diversification.

TOURISM PACKAGING

Encourage packaging with existing tours will help to ensure wider distribution, particularly with iconic locations in the wider region. The packaging of events with tourism experiences, accommodation, transfers and flights should be developed with tourism retailers to increase distribution of Mildura events.

“

Encouraging events to include dawn, dusk and/or evening experiences within their programming will assist in extending length-of-stay and overnight visitor expenditure.

”



5. Create an event friendly destination

ONE STOP SHOP APPROACH AND CULTURE

Developing the Mildura region's reputation as an event friendly destination will be an essential component in attracting major events and growing new and existing events.

The development of a "one stop shop" approach and culture with council, strategic partners and the greater tourism industry should be a key priority.

This will require a concerted commitment to the development of a corporate culture that is customer centric, with a whole of Council and regional approach with key strategic partners including industry, Mildura Regional Development (MRD), Mildura Arts Centre (MAC) and Murray Regional Tourism (MRT).

A seamless team approach as "Team Mildura" and a "can do" attitude that responds in an agile way to event enquiries, event support and major event attraction will create an event friendly destination.

STRATEGIC FOCUS + ROI

To increase return on investment (ROI) for Council event funding, investment should be made based on the four strategic goals:

1. Driving overnight visitor expenditure.
2. Showcasing the Mildura region.
3. Vibrant and sustainable events.
4. Creative community.

These goals align with Visit Victoria's strategic priorities and funding criteria.

TIERED SUPPORT MODEL

Council's current events funding and support policy is based on a three tiered system. The recommendations are to:

- Streamline the application to be less onerous on the applicant to apply for funding, and less onerous on Council resourcing to assess event funding.
- Tier 1 – re-name category Hallmark Event Sponsorship to better reflect desired outcomes.
- Tier 2 – reduce economic impact (e.g. to \$250,000 economic impact) to allow community events a pathway of growth from Tier 3.
- Tier 1 and 2 and New Events (with tourism potential) could include in-kind support as an option of the total support for compliance issues (e.g. risk assessment, Council venue/green space hire).

- Negotiate tenders with private companies for in-kind support.
- Provision of standardised visitor surveys for Tier 1 and Tier 2 to assist with standardised post-event reporting.
- Event Tourism Impact modelling conducted by firm/s specialising in event analysis for Tier 1 events.
- Provision of professional photographers, videographers and footage for Tier 1 and Tier 2 events to grow Mildura event image and footage library.
- Tier 3 – rationalise and simplify application process e.g. donation style system.
- Review and re-consider the eligibility of fundraising events, unless they deliver on the four strategic goals.

MULTI-YEAR PARTNERSHIPS

Where Tier 1 and Tier 2 events have successfully acquitted funding for two or more consecutive years, and have secured funding from other government sources (e.g. Visit Victoria, Creative Victoria, Festivals Australia) they could be eligible to apply for a three-year partnership agreement, whereby funding is committed for

up to three years to allow for longer-term, strategic planning. It should be noted, events would require a three year business and marketing plan and annual post event reporting would still be a pre-requisite.

ONE STOP SHOP ONLINE

A centralised online event system that acts as a “one stop shop” should be developed for attracting new events and supporting existing events.

This could include:

- Conferencing and sporting facilities.
- Accommodation.
- Hiring venues – availability and booking online.
- Automatic generation of permits.
- Event ancillary services (e.g. sound, lighting, staging).

- Events calendar.
- Event toolkit.
- Branding, images and footage.

CONCIERGE APPROACH

A concierge approach with major events needs to be implemented to develop Mildura region’s reputation as an event friendly destination.

This would involve a key contact person/team to be the first point of contact for major event organisers. Their role would be to act as a concierge across multiple Council departments and with the key stakeholders (e.g. MRD, MRT, MAC, VV, TA).

Where appropriate, they would organise an “Events Mildura” “one stop shop” meeting for the major event organiser with all key stakeholders as a round table

Any event proposal to Visit Victoria must be endorsed by the Regional Tourism Board - *Chris White, Head Regional Events, Visit Victoria.*

discussion to facilitate and mobilise the event to maximise the region’s return on investment and long-term sustainability of the event.

The “one stop shop” round table meeting should also include, when applicable, state and national representation e.g. police, department of transport, national parks, airport, liquor licensing etc.

It should be noted “event friendly” does not mean “cutting corners” or not being compliant, but facilitating and assisting event organisers so they can deliver events that captivate visitor imaginations that will ultimately deliver better return-on-investment for the community and outcomes based on the four strategic goals.



POTENTIAL STRATEGIC PARTNER ROLES

The following outlines potential roles of key strategic partners and is provided as a recommendation for their role in major events. They are not confirmed as Council policy or by any partners.

Mildura City Heart plays an important role in the delivery of events in the City Heart. It should be considered a strategic partner in “Events Mildura” for events that could be developed pre and post other day-time events which are staged in the wider region to encourage increased economic impact.

Mildura Arts Centre (MAC) could play an integral role for arts advocacy and inclusion and should also be considered a strategic partner in

“Events Mildura”. Through their networks they could play an important role in encouraging and facilitating inclusion and participation of Mildura local, cultural and indigenous artists in Mildura events of all genres.

COUNCIL EVENT TEAM

The focus for the Council’s event team needs to be more on facilitator and enabler, and less on event grant funder and assessor.

The team’s roles should evolve around the **facilitation, brokering and enabling** of events to:

- Develop hallmark event/s, grow capacity of existing events and attract new leisure and business events that are brand and strategically aligned in shoulder and low seasons.

- Assist and encourage events to better reflect the Mildura region’s iconic locations and competitive advantages to develop creative event experiences that captivate our imaginations.

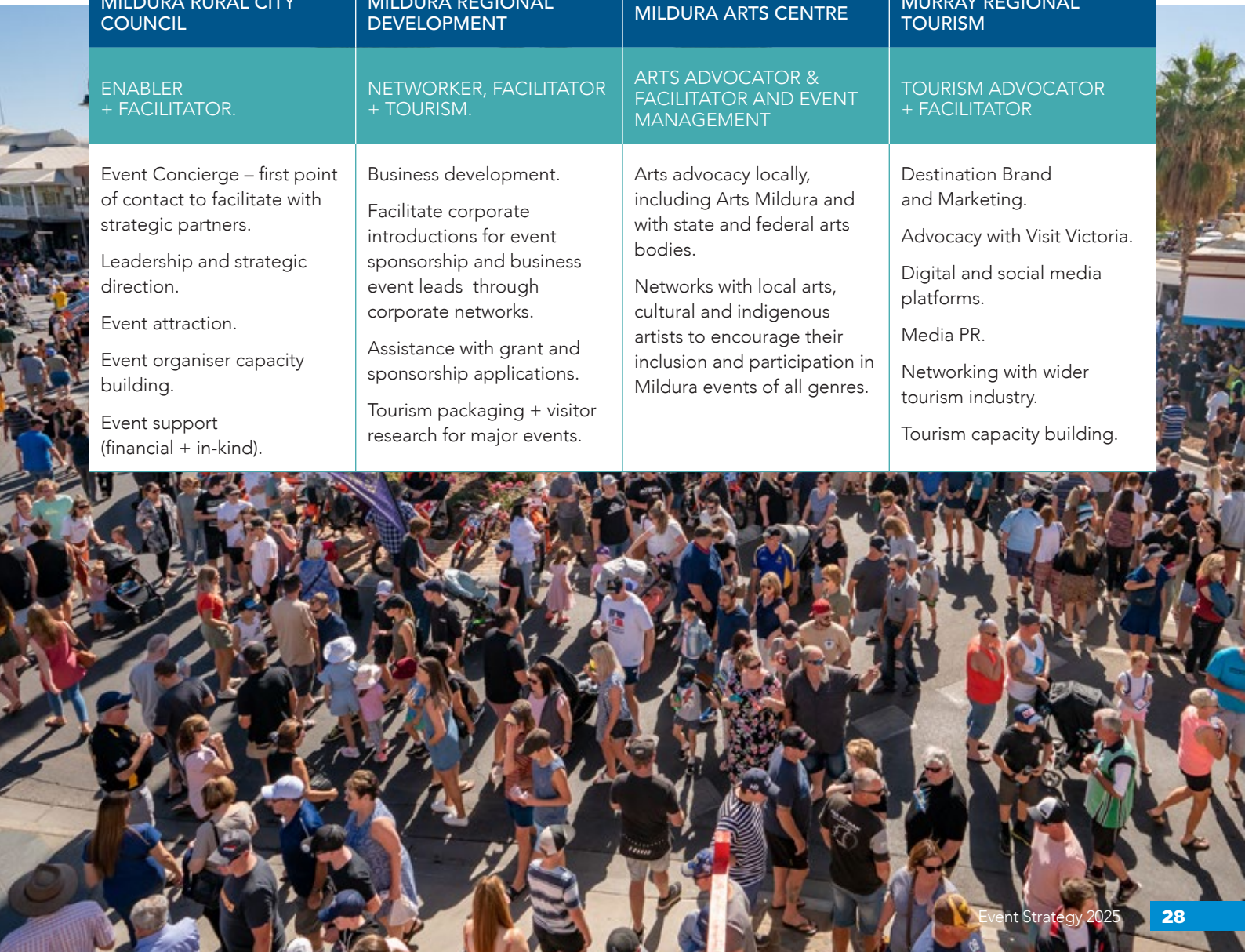
This will require the team’s roles to be the event concierge.

A dedicated role for event attraction and acquisition, including business conferencing is also recommended.

To ensure the successful implementation of the Event Strategy, the Events Team will require full strategic support for events as a **whole of Council and region approach**, from all levels, with a customer centric attitude.

EVENTS MILDURA

MILDURA RURAL CITY COUNCIL	MILDURA REGIONAL DEVELOPMENT	MILDURA ARTS CENTRE	MURRAY REGIONAL TOURISM
ENABLER + FACILITATOR.	NETWORKER, FACILITATOR + TOURISM.	ARTS ADVOCATOR & FACILITATOR AND EVENT MANAGEMENT	TOURISM ADVOCATOR + FACILITATOR
<p>Event Concierge – first point of contact to facilitate with strategic partners.</p> <p>Leadership and strategic direction.</p> <p>Event attraction.</p> <p>Event organiser capacity building.</p> <p>Event support (financial + in-kind).</p>	<p>Business development.</p> <p>Facilitate corporate introductions for event sponsorship and business event leads through corporate networks.</p> <p>Assistance with grant and sponsorship applications.</p> <p>Tourism packaging + visitor research for major events.</p>	<p>Arts advocacy locally, including Arts Mildura and with state and federal arts bodies.</p> <p>Networks with local arts, cultural and indigenous artists to encourage their inclusion and participation in Mildura events of all genres.</p>	<p>Destination Brand and Marketing.</p> <p>Advocacy with Visit Victoria.</p> <p>Digital and social media platforms.</p> <p>Media PR.</p> <p>Networking with wider tourism industry.</p> <p>Tourism capacity building.</p>



Implementation

The following Action Plan outlines the priority implementation of critical success strategies for the Mildura Rural City Event Action Plan 2025. It is intended as a working document that is regularly reviewed and updated.

The existing Events and Grants budgets may need to be adjusted to align with the recommendations and actions of this Strategy. Budgets will be developed and presented on an annual basis as part of the budget process.

TIMEFRAMES



CRITICAL SUCCESS STRATEGIES

1. AMPLIFY DESTINATION BRAND	2. ATTRACT BUSINESS EVENTS	3. RESOURCE AND FACILITATE SUSTAINABLE EVENTS	4. INCREASE OVERNIGHT VISITOR EXPENDITURE	5. CREATE AN EVENT FRIENDLY DESTINATION
<ul style="list-style-type: none"> Hallmark Events. Attract Major Events. Elevate Events with Cultural Experiences. Cross-Pollination. Branding Media PR + Digital. 	<ul style="list-style-type: none"> Understand the Market. Industry Focus. Raise Awareness. Packaging + Value Add. 	<ul style="list-style-type: none"> Grow Event Organiser Capacity. Income Diversification. Human Resourcing. Event Symposium. Event Toolkit. Support events to move through funding tiers. 	<ul style="list-style-type: none"> Increase Conversion. Multi-Day Packaging. Experience Development. Tourism Packaging. 	<ul style="list-style-type: none"> Concierge Approach. Team Mildura. Strategic Focus. Tiered Support Model. Multi-Year Partnerships. “One stop shop” online. Event Team.

ABBREVIATIONS

- MRCC – Mildura Rural City Council.
- MRD – Mildura Regional Development.
- MAC – Mildura Arts Centre.
- MCH – Mildura City Heart.
- MRTB – Murray Regional Tourism Board.
- VV – Visit Victoria.
- BEV – Business Events Victoria.

The bolded organisation identified in the stakeholder column of the Action Plan is the lead agency, with other key stakeholders identified as potential partners to help facilitate the action.

1. AMPLIFY DESTINATION BRAND

STRATEGY	ACTION	STAKEHOLDERS	KPI'S	2019 – 21	2021-23	2023-25
Hallmark + Major Events	Investigate Hallmark Event concept (e.g. White Night) with Team Mildura. Develop pre-feasibility. Consideration in feasibility of major civic events (e.g. NYE, Australia Day) for hallmark potential and/or reallocation of funds.	MRCC. MRD. MRTB. VV.	Feasibility study of hallmark event.			
	Increase event attraction + acquisition budget in-line with other regional Victorian areas, such as Shepparton.	MRCC.	Event attraction + acquisition budget.			
	Attract and support Hallmark and Major Events.	MRCC. MRD. MRTB. VV.	No. of event bids. Successful bids. Hallmark event. Economic Impact.			
Elevate All Events with Cultural Experiences	Incorporate arts, multicultural and indigenous experiences across all event genres. Facilitate this process through capacity building and partnerships.	MRCC. MAC. MRD. MRTB.	Events with evidence of “distinctly Mildura” cultural experiences.			
Branding, Media PR + Digital	Facilitate integration of destination branding into event marketing and participation in tourism marketing.	MRD. MRTB. MRCC.	Increased integration of destination brand in event marketing.			
Event Footage + Stills Library	Develop professional event drone/moving/stills footage + content for Tier 1 and Tier 2 events that showcase the region’s competitive advantages. Work with partners to ensure distribution of the footage/stills through regional/state/national tourism libraries.	MRCC. MRD. MRTB. VV.	Library of event footage and stills. Increased event content in tourism marketing.			
Increased Digital Distribution	Facilitate and encourage event listings on ATDW, Trip Advisor. Content and image sharing with tourism partners.	MRD. MRTB. MRCC.	Increased number of events on ATDW and 3rd party sites.			

2. ATTRACT BUSINESS EVENTS

STRATEGY	ACTION	STAKEHOLDER	KPI'S	2019 – 21	2021-23	2023-25
Understand the Market	Develop market snapshot on business traveller market for regional Victoria. Develop research on existing Mildura business event traveller to identify source markets, expenditure, needs, satisfaction, purchasing decision making.	MRCC. MRD. MRTB. BEV.	Development of business event traveller in regional Victoria and Mildura region.			
Industry Focus	Identify specific target industry sectors and associations that build on the strengths of the region e.g. horticulture, agritourism, arts, regional development. Develop data base of business events and professional conference organisers (PCO's).	MRCC. MRD.	Database of potential targeted business events and PCO's.			
Raise Awareness	Build awareness of Mildura region's ability to cater for business events. Develop a marketing and sales strategy, including destination profiling. Include sales targeting key markets, tradeshow participation, sales calls, Regional Victoria Showcase and familiarisations.	MRCC. MRD. MRTB.	Marketing and sales strategy implemented. No. of event bids. No. of successful bids. Economic impact of business events.			
Business Event Toolkit	As part of Event Toolkit, develop an online portal for Professional Conference Organisers (PCO's) as "one stop shop" including venues and local event suppliers. Identifying gaps and update information in the Mildura Conferencing & Business Event Planner Guide	MRCC. MRD.	Online Business Event portal as part of Event Toolkit completed. No. of PCO enquiries. Updating of Conferencing & Business Event Planner Guide.			
Business Event Packaging	Develop partnerships with tourism and business event industry to encourage packaging and value-add options for business event delegates.	MRCC. MRD.	No. of event bids. Successful bids. Hallmark event.			

3. FACILITATE EVENT SUSTAINABILITY

STRATEGY	ACTION	STAKEHOLDERS	KPI'S	2019 - 21	2021-23	2023-25
Event Organiser Capacity Building	Identify and support existing events with potential for elevation to hallmark event through pathway of growth in the capacity building program.	MRCC. MRD. MRTB.	Recognised hallmark event.			
	Develop event organiser capacity building program, including (but not restricted to) income diversification and human resourcing. Stage an annual event symposium.	MRCC. Event organisers.	Capacity building program in place. Participation in training.			
Online Event Toolkit	Develop event toolkit, including branding, content and templates. Phase 2 with portal as "one stop shop" including venue bookings and local event suppliers.	MRCC. MRD.	Completion of event toolkit online. Use by event coordinators.			



4. INCREASE OVERNIGHT VISITOR EXPENDITURE

STRATEGY	ACTION	STAKEHOLDERS	KPI'S	2019 - 21	2021-23	2023-25
Increase Conversion	Facilitate the uptake and use of online ticketing by events.	Event organisers. MRCC.	Increased number of events with on-line ticketing.			
Multi-Day Events	Investigate multi-day events and look for opportunities to add to calendar.	MRCC. MAC. MRD. Event organisers.	Increase in multi-day events and measured economic impact.			
Experience Development and Tourism Packaging	Encourage development of Mildura region signature experiences. Encourage packaging with existing tours. Collaboration with stakeholders to develop event packages with accommodation, tours, transport and flights. Regional packaging with greater Murray Region.	MRCC. Event organisers. MRD. MRTB.	New event experiences. Number of packages in the market place.			



5.CREATE AN EVENT FRIENDLY DESTINATION

STRATEGY	ACTION	STAKEHOLDERS	KPI'S	2019 - 21	2021-23	2023-25
Concierge Approach	Ensure council event team as the key contact person for major event organisers to act as concierge across multiple council departments, Team Mildura and strategic partners.	MRCC.	Concierge process implemented and recognised internally and by strategic partners.			
	Develop cross-department strategic event project team to facilitate strategy implementation and assist with event friendly corporate culture across council departments.	MRCC.	Cross-departmental project team implemented.			
Events Mildura One Stop Shop	Establish Events Mildura to facilitate major event enquiries. Confirmation and clarity of roles for Events Mildura and strategic partners.	MRCC. MRD. MRTB. MAC. MCH. VV. BEV.	Strategic partner contact, agreement and buy-in. Events Mildura established.			
Strategic Focus	Council event investment to align with four strategic goals, also aligning with Visit Victoria.	MRCC.	Events funded according to strategic goals.			
Tiered Support Model	Streamline application process. Implement recommendations where possible as outlined in strategy.	MRCC.	Streamlined application process.			
Multi-year Partnerships	Multi-year partnership agreements with events who have successfully acquitted two or more consecutive years with projected growth.	MRCC.	Multi-year funding agreements with eligible Tier 1 and 2 event.			
Event Team	Investigate resourcing of events team to achieve strategic actions.	MRCC.	Team focus implemented.			



Consultation process

The development of this Event Strategy has been undertaken by listening and engaging with the Mildura community.

Consultation and feedback from stakeholders was gained through community workshops, cross departmental workshops and councillor meetings. Face-to-face meetings and phone interviews have been held with Mildura Regional Development, Mildura City Heart, Arts Mildura, event organisers, Visit Victoria and other key stakeholders.

In addition to in region workshops and face-to-face meetings, the strategy development process included a

desktop audit of reference materials and benchmarking with Latrobe City Council, City of Greater Shepparton and Tamworth Regional Council.

Mystery shopping was undertaken as an outside event organiser to potentially bring an event to the Mildura region with council, as an event attendee with the Visitor Information Centre and as an event organiser with internal council departments.

Both the events and tourism industries were invited to participate in an online event survey distributed to participants by the council. The survey was sent to over 150 tourism and event operators and strategic partners with 58 respondents.

MILDURA RURAL CITY COUNCIL EVENTS STRATEGY 2020 – 2025

- 1 ONLINE SURVEY
March 2019
- 2 FACE-TO-FACE CONSULTATION
April 2019
- 3 DESKTOP AUDIT
April - May 2019
- 4 BENCHMARKING – DESKTOP + PHONE INTERVIEWS
April - May 2019
- 5 FRAMEWORK & RECOMMENDATIONS
July 2019
- 6 COUNCILLOR PRESENTATION
August 2019
- 7 EVENTS STRATEGY & ACTION PLAN
August 2019

Applause

A SPECIAL THANK YOU to the people who gave time, input and advice into the making of this strategy.

NAME	ORGANISATION	POSITION
Adam Hobbs	Mildura City Heart	Chair
Ange Johnstone	Mildura Regional Development	Tourism Industry Development Officer
Anne Ross	Mildura Rural City Council	Project Officer
Antonette Zema	Mildura Rural City Council	Arts & Culture Dev. Manager
Arron Huttig	Mildura Rural City Council	Acting Manager- Engineering
Ben Piscioneri	Mildura Rural City Council	Public Relations Officer
Chris Mitchell	Mildura Bowls Club	President
Chris Parham	Mildura Rural City Council	Acting CEO
Chris White	Visit Victoria	Head Regional Events
Connie De Maria	Mildura Rural City Council	Community Engagement Officer
Cr Anthony Cirillo	Mildura Rural City Council	Councillor
Cr Gavin Sedgman	Mildura Rural City Council	Councillor
Cr Greg Brown	Mildura Rural City Council	Councillor
Cr Helen Healy	Mildura Rural City Council	Councillor
Cr Jason Modica	Mildura Rural City Council	Deputy Mayor
Cr Mark Eckel	Mildura Rural City Council	Councillor
Cr Min Poole	Mildura Rural City Council	Councillor
Cr Simon Clemence	Mildura Rural City Council	Mayor
Danielle Hobbs	Mildura City Heart	Manager
David Folvig	Mildura Rural City Council	Acting General Manager
David McNabb	Mildura City Heart	Board Member
David Storer	Mildura Entertainment	Owner
David Zacher	Mildura Rural City Council	Visitor Services
Dawn Johnston	Mildura Rural City Council	Recreation Support Officer
Ellen Giddings	Mildura Rural City Council	Risk and Insurance Officer
Eric Oguzkaya	Mildura City Heart	Board Member
Fran Thornton	Mildura Eisteddfod	Sponsorship
Gareth Hart	Arts Mildura	Manager
Geoff Thomson	Mildura Ski Club/MRD	President/Deputy Chair

NAME	ORGANISATION	POSITION
Gloria Wall	Mildura Show Society Inc.	Secretary/Treasurer
Hayley Wilson	Desert City Rodders & Sunassist	Event Organiser/Fundraising Committee
Ian Benning	Sunraysia Gliding Club	President
Jackie Heaysman	Chances For Children	Coordinator
Jamey Mullen	Mildura Rural City Council	Manager Leisure & Cultural Services
Jeff Mullen	Merbein Community Rodeo	President
John Arnold	Mildura Country Music Festival	Director
Kate Henschke	Mildura Rural City Council	Events & Projects Coordinator
Kealey Lush	Mildura Rural City Council	Property Officer
Ken Mutimer	Willowfest	Administration
Kevin McCartney	Sunraysia Dirt Karts	Committee
Kirsten Lloyd	Mildura Regional Development	Communications/OP
Kym Doherty	Shane Doherty Mem. Tri-State Masters	Tournament Director
Mandy Whelan	Mildura Rural City Council	General Manager Development
Marg Tegart	North West Victorian Motorcycle Club	Policy and Procedure Officer
Maria Elizabeth Carrazza	Mildura Regional Development	Board Member
Marina Durban	Mildura Houseboats	Owner/Director
Mark Francis	CEO	Murray Regional Tourism
Martin Hawson	Mildura Rural City Council	General Manager Community
Michael O'Callaghan	Mildura Ski Club	Committee/Promotions/Sponsors
Michelle Nicholas	Mildura Rural City Council	Events & Projects Officer
Monique George	Visit Victoria	Manager Regional Events Fund
Nicole Jamieson	Mildura Rural City Council	Admin Officer - Property
Paul Gibbens	Mildura Regional Development	Chair
Peter Griffith	Merbein Community Rodeo	Secretary
Rachel Kendrigan	Mildura Rural City Council	Community Planning/Mildura Fringe
Raywin Jamieson	Mildura Show Society Inc.	Events Coordinator
Richard Sexton	Mildura Rural City Council	Manager Corporate Administration
Rod Trowbridge	Mildura Regional Development	Acting Chief Executive Officer
Sara Wrate	Mildura Rural City Council	Senior Events & Projects Officer
Stefano de Pieri	Mildura Regional Development	Board Member
Susan Watts	Football Federation Sunraysia	General Manager

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