

TASMANIAN
GOVERNMENT
EVENTS STRATEGY
2015 – 2020





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Making Tasmania the boutique events capital of Australia

The spotlight is well and truly shining on Tasmania's tourism and hospitality industry.

The Tasmanian Government Events Strategy 2015-2020 will ensure it continues to illuminate every region and even the darkest of seasons.

Over the past year a record number of travellers visited Tasmania. For the first time holiday-makers spent more than a billion dollars and *Lonely Planet* ranked Tasmania in the top four "must-see" destinations in 2015.

We're not done with the record books just yet. I'm confident we can do even better; that Tasmania can attract 1.5 million visitors each year by 2020.

To achieve this we have to put Tasmania at the top of the must-see list of even more travellers, and events are a sure-fire way of getting there.

We want Tasmania to become Australia's boutique events capital, and one of the world's greatest event destinations.

Tasmania is already renowned for hosting events of extraordinary quality and distinctive flair that entice more than 70 000 visitors to our state every year.

They come to see everything from the eccentric mid-winter artistic hot-bed that is Dark Mofo to the V8 Supercars, the state's single largest sporting event.

Typically, these visitors stay for about seven nights and spend around \$200 a day, injecting \$100 million of new expenditure into the Tasmanian economy each year, supporting hundreds of urban and regional jobs.

This Events Strategy lays out a blueprint for enhancing our events calendar and generating greater economic and cultural benefits.

The Strategy supports the creation of even more new and enticing events to put Tasmania front of mind for tens of thousands of additional travellers.

It ensures that events are rolled out from coast to country and from the peak summer season to the traditionally quiet winter period.

Importantly, the Strategy reinforces the cultural fabric of our communities, big and small, by providing guidance and support for events that express and celebrate all that is unique about Tasmania.

The Strategy focuses on investing in the Regional Events Start-up Program, promoting Tasmania as a business events destination and increasing our engagement with the industry, to make the most of its knowledge and expertise.

This strategic approach to events in Tasmania ensures that the tourism and hospitality sectors continue to grow, attract more visitors and create additional jobs.

The Honourable Will Hodgman MP

Premier of Tasmania

Minister for Tourism, Hospitality and Events

Minister for Sport and Recreation

The value of events



In Events Tasmania's 2014-2015 events portfolio:

- + It is estimated that around **70 000** interstate and international visitors came to Tasmania specifically to attend one or more of the 80 supported events*
- + Typically this type of visitor stays for seven days and spends approximately \$200 per day, equating to around **\$100 million** being injected into the Tasmanian economy as a result of supported events^



Events create jobs



90% of adult Tasmanians consider the hosting of major events in Tasmania as important or very important, and **79% attended** at least one Tasmanian major event in the year ending March 2015†



Events create excitement, entertainment and employment for Tasmanians



Events enrich our sense of place, engender pride, and promote participation



Events provide a legacy of infrastructure and skills

* data provided by event organisers and through studies conducted by Tasmanian research company EMRS on behalf of Events Tasmania in the 2014/15 financial year

^ data provided by the Tasmanian Visitor Survey

† data provided by the Tasmanian Events Survey Community Tracker

+ CASE STUDY

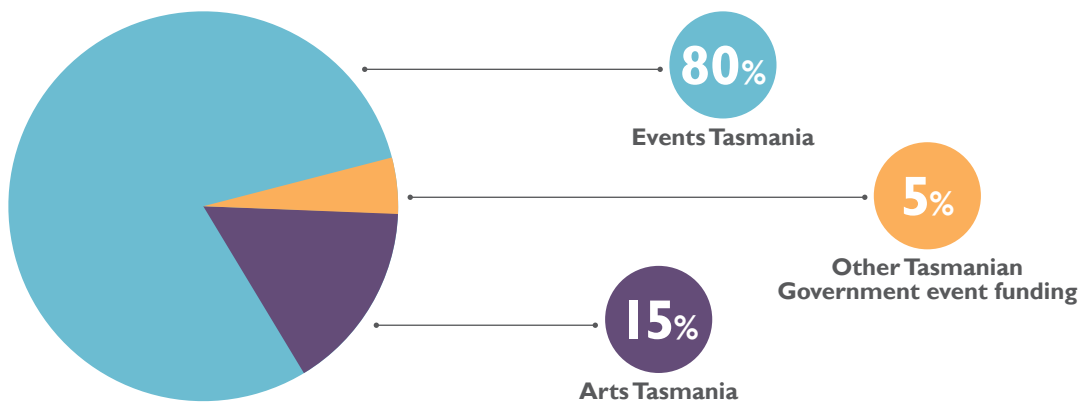
QUEENSTOWN HERITAGE AND ARTS FESTIVAL, QUEENSTOWN

This biennial festival is held in and around Queenstown on the west coast of Tasmania and receives \$100 000 per festival from the Tasmanian Government. The event has a significant impact on the Queenstown community, with more than 1 500 people attending the 2014 festival, supporting cultural pursuits on the west coast and celebrating the things that make the region unique.

Events landscape

- + The Tasmanian Government invested over **\$10 million** supporting **167 events** around the state in 2014
- + **80%** of funding is administered through Events Tasmania
- + Other Government agencies such as Communities, Sport and Recreation Tasmania, Screen Tasmania and Arts Tasmania also support events
- + The Government provides core funding to support the activities of Business Events Tasmania

Tasmanian Government event investment by funding body



+ CASE STUDY

DARK MOFO, HOBART

The mid-winter event associated with the Museum of Old and New Art began in 2013 and receives \$1 million per festival from the Tasmanian Government. By 2014, Dark Mofo achieved over 120 000 attendances, with 3 500 visitors from interstate and overseas travelling specifically for the festival. The festival contributes substantial arts and cultural benefit to the state and helps position Tasmania as a cultural tourism destination.

Towards becoming the boutique events capital of Australia



To help meet our target of 1.5 million visitors to Tasmania by 2020

- + We are introducing a new Regional Events Start-up Program to grow and refresh our event offering, and to encourage long term self-sustainability

This program will provide reducing balance seed funding for up to three years for new regional events to establish themselves, and to support existing minor events to go to the next level. This program will encourage visitation to regional areas in traditionally non-peak periods and reinforce Tasmania's brand position by adding variety to the current events portfolio.

- + Tourism Tasmania will leverage major events to contribute to Tasmania's culturally vibrant brand and create a trigger for visitation

Tourism Tasmania's event leveraging activity will maximise the exposure of Tasmania's major event portfolio. To position Tasmania as a boutique events destination of choice, both to potential visitors and event organisers, we will develop cooperative partnerships with access partners and use social media to harness the influence of events, visiting performers and attendees.



To promote Tasmania as a business events destination

- + We are increasing core funding to Business Events Tasmania to enhance its capacity to generate and convert more bids, target opportunities and increase sales activities

Business events attract high-yielding visitors with an estimated total annual direct economic return to Tasmania of \$112 million*. Additional funding will allow Business Events Tasmania to disperse the economic and social benefits of business events across the state, attract business events that capitalise on Tasmania's competitive advantages and industry strengths, and benefit their partners, key stakeholders and the Tasmanian community.

* data provided by the Tasmanian Visitor Survey



To highlight the social and economic value of events that promote cultural, sporting and artistic pursuits

- + We will extend the representation on the Major Events Assessment Group

The Events Tasmania Major Events Assessment Group will include external tourism and hospitality industry representation to enhance industry knowledge and expertise into the events sector. This aims to establish a stronger understanding of and increased participation by the tourism and hospitality sector in the major events portfolio.

- + We will establish a whole-of-government approach to event investment and support

This approach will bring together input from government departments and associated organisations to ensure that Tasmania has a balanced calendar of events, both seasonally and regionally. This approach will immunise the state against major event scheduling clashes, reducing the risk of over-burdening our tourism and hospitality sector.



To enrich Tasmania's keen sense of community

- + We are initiating the Community Participation and Appeals Program to support significant ongoing community events

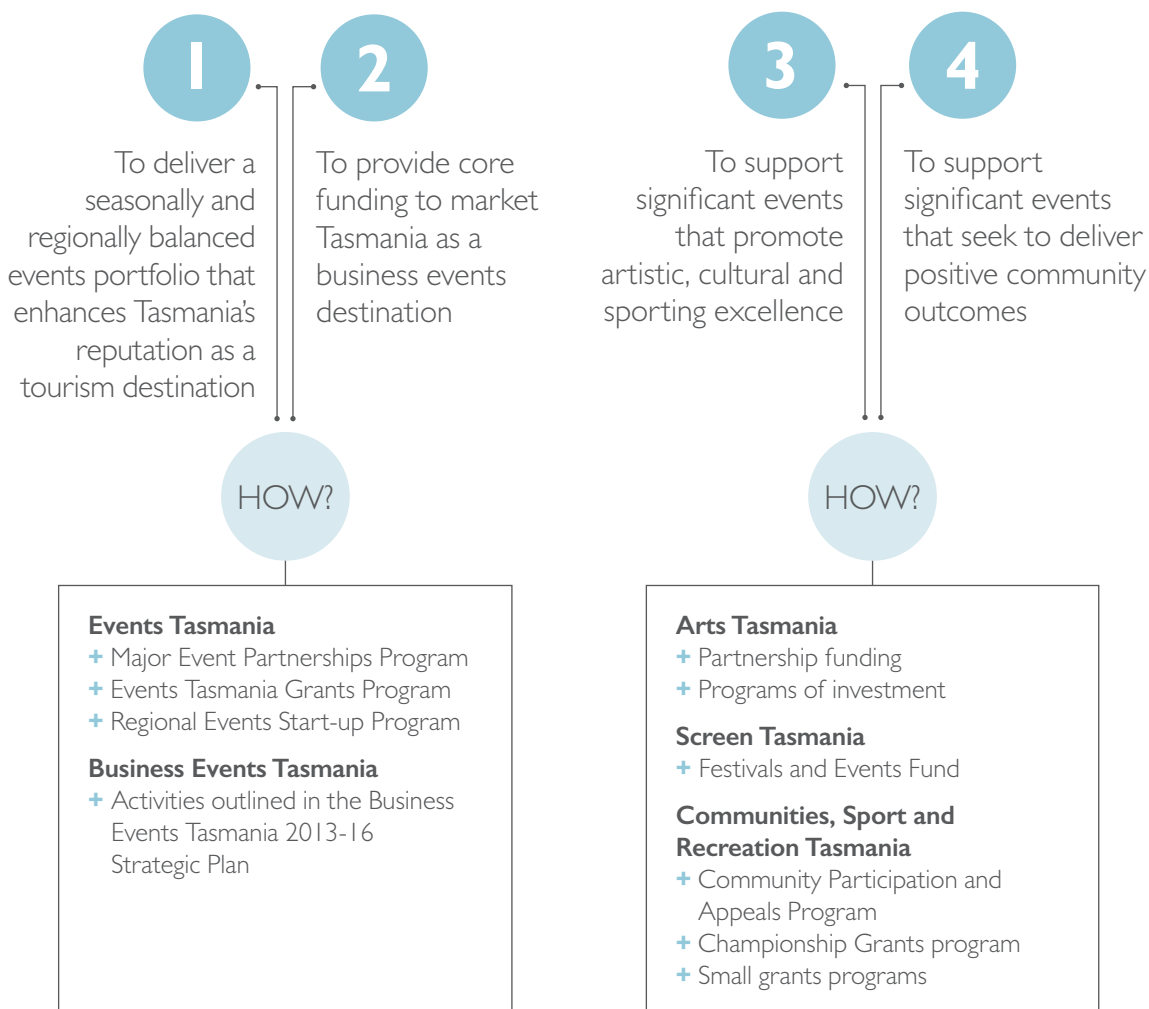
This program will provide support for significant community and cultural events, as well as charitable appeals. The aim of the program is to provide clarity for community events, introducing a more certain funding stream which will allow organisers to better plan for the future, ultimately building social cohesion, community pride and participation in this sector.

+ CASE STUDY

V8 SUPERCARS CHAMPIONSHIP SERIES, SYMMONS PLAINS

The Tasmanian Government is supporting this event with \$4.125 million over five years, with the current arrangements running until 2019. The V8 Supercars is arguably the state's largest single sporting event, with the 2014 event attracting a total audience of 52 766 across three days. Yield from visitors to this event is between \$3.5 and \$4.5 million each year.

Four pillars of event investment



+ CASE STUDY

JUNCTION ARTS FESTIVAL, LAUNCESTON

This festival is a multi-arts event held in the non-peak tourism period in Launceston, featuring Tasmanian, interstate and international artists. The Tasmanian Government provides \$250 000 per festival. The Junction Arts Festival contributed over \$1.4 million to the Launceston economy during the 2014 event, and attracted an audience of 40 000, of which 400 were from interstate or overseas.

Key players and stakeholders



**“We want Tasmania to become
Australia’s boutique events
capital, and one of the world’s
greatest event destinations”**

The Honourable Will Hodgman MP, Premier of Tasmania





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