

Draft Culture Strategy - Festivals and Events 2022-27



Festivals and events can connect communities, create opportunities for social inclusion, support local business and employment, improve wellbeing and build a sense of pride in one's 'hometown'.

Recognising the importance of developing this space, Council has developed a five-year strategy to support a thriving local events scene.

What does the strategy propose?

There are five key initiatives outlined within the draft Culture Strategy - Festivals and Events that all contribute to a vision of vibrant festivals and events in a remarkable location.

The strategy aims to achieve the following goals in partnership with event organisers, industry, business and the local community:

- Building capacity of event organisers, business and community
- Creating and activating places that provide an event-ready destination
- Increasing participation and engagement by promoting events and festivals.

The wealth of potential sits in the hands of event organisers, industry, and the local community. Council's role is to enable and activate that potential by utilising strengths and areas of influence.

Why are festivals and events so important?

Festivals and events provide significant benefits for the local community and visitors alike.

Events can connect communities, create opportunities for social inclusion, improve wellbeing and build a sense of pride in one's 'hometown'. They support local business, employment, and the local economy.

Currently, the City of Victor Harbor invests an annual average of \$270,000 in the development of events, with the annual event calendar contributing approximately \$5.8 million in additional expenditure into the local economy.

More information

For more information about this project, visit www.yoursay.victor.sa.gov.au.

You can share your feedback:

- **Online** – visit www.yoursay.victor.sa.gov.au
- **In hard copy** – collect from the Civic Centre at 1 Bay Road, Victor Harbor and return via post to PO Box 11, Victor Harbor SA 5211; email to localgov@victor.sa.gov.au; or deliver in person to the Civic Centre.

Please submit all feedback before 5pm on Friday, 16 September 2022.

