

Destination GIPPSLAND

A wonderland of events

GIPPSLAND REGIONAL EVENTS STRATEGY 2020-2025



The Gippsland Regional Events Strategy 2020-2025 presents a transformational model that will position Gippsland to lead the way as a competitive regional and major events destination in Victoria and Australia.

The Strategy was developed as a joint project of Destination Gippsland and Gippsland's six local government authorities (LGAs): Bass Coast Shire Council, Baw Baw Shire Council, East Gippsland Shire Council, Latrobe City Council, South Gippsland Shire Council and Wellington Shire Council and the Latrobe Valley Authority (LVA) in collaboration with event stakeholders across the region and state.

A cornerstone of the new model is an industry first—harnessing the collective strength of the region's LGAs to compete nationally as one voice for events and optimise the associated economic and social benefits across Gippsland. It creates a focus for all of the LGAs, LVA and strategic partners in relation to acquiring and developing regional and major events and enables them to leverage the collective strength to achieve outcomes beyond what would be possible independently.

We stand together as one to drive recovery in our communities and foster economic and social resilience and wellbeing through a reignited events industry and a compelling events calendar.

Economic and social outcomes

Delivery of the Strategy will attract visitors and businesses, bring communities together, foster new ways of thinking, enhance the personality of and pride in our region. Within five years of the Strategy's activation, Gippsland will receive a Return on Investment (ROI) of \$19.36 in additional visitor spending per dollar of Strategy spend, increasing to

\$62.93 in year 10. If earnings achieved from the event acquisition and development fund are retained. The new event activity will bolster Gippsland's economy by an additional \$9.6 million in regional income in five years, growing to \$20.6 million in 10 years and will generate 132.5 jobs in five years, rising to 282.5 in year 10.

*Investing in developing and acquiring regional and major events as a collective will deliver a return of \$62:1 to the Gippsland region.**

*ROI on additional visitor spending per \$ of Strategy spend (assuming any fund earnings are treated as a reserve which can be drawn upon if needed, otherwise accumulated over the first 10 years).

Our vision

Gippsland events deliver a state and national profile for the region, creating economic and social benefits now and into the future.

Our aspirations

- Position Gippsland as a competitive regional events destination
- Create a strong, single voice in attracting funding and investment support
- Develop events that build a positive destination profile and enhance brand recognition
- Attract new events that are aligned to the region's brand and competitive advantages
- Foster community connection and sense of pride in the region
- Grow overnight visitation and spend, particularly in the shoulder months and off-peak
- Maximise the dispersal of the economic and social benefits of events across the region
- Ensure responsible stewardship of Gippsland's natural assets
- Enhance the capability and sustainability of home-grown events
- Celebrate Gippsland's uniqueness, innovation, and creativity through events.

Strategic priorities

Phase 1: Immediate Response (2021)

Supporting rapid economic and social recovery across the region.

Phase 2: Putting the foundations in place (2022-2023)

Undertaking capacity building, marketing and infrastructure planning in readiness post-COVID-19 to move forward.

Phase 3: Positioning ourselves for a sustainable future (2024-2025)

Putting in place necessary enablers - infrastructure, assets and resources - to achieve our vision, aspirations and economic potential.

Events Gippsland

To lead the Strategy's activation, a regional events entity, Events Gippsland, will be established with representation from the LGAs, LVA and other strategic partners. The new entity will be supported by an innovative funding model based on a diversified funding pool. The fund will allow Gippsland to compete on a national scale.

Initially Events Gippsland's focus will be on achieving quick wins to support the economic and social recovery efforts and securing the funding needed to create a compelling events portfolio. Beyond this phase, the attention will be on growth of existing events, development of new events, event acquisition and building resilience and sustainability across the region.

The Strategy is a priority project of the Gippsland Destination Management Plan and was funded by the Victorian State Government through the LVA, as part of the Latrobe Valley Visitor Economy Events and Marketing project.