

FESTIVE SEASON STRATEGY 2010-2015 – revised edition
(November 2012)

1. PURPOSE

The Festive Season Strategy outlines council's role in and level of support for the delivery of community-based celebrations and region-wide events held each year during the festive season. The festive season is defined as the period between December and January during which Christmas, New Year's Eve and Australia Day are celebrated.

2. INTRODUCTION

Council has identified its vision for the Sunshine Coast to be "Australia's most sustainable region – vibrant, green and diverse". This strategy provides ways in which community celebrations can support this vision.

During the festive season, our various communities celebrate in their own unique way. These celebrations express significant aspects of our region's cultural identity and add to our sense of who we are and how we relate to the place in which we live.

This strategy has been informed by extensive community feedback received before and after festive season events held in December 2009 and January 2010. It articulates how communities will be supported by council in the delivery of festive season celebrations from 2010 and beyond.

3. BACKGROUND

Council supports a range of cultural events throughout the festive season through the provision of cultural facilities, access to public open space and grants for cultural events. Council also provides advice and guidance in the staging of such events.

4. CONTEXT

The festive season is a time when many council and community events and celebrations are mainly concentrated. Hence the Festive Season Strategy responds to Council's Events Policy vision which states:

The Sunshine Coast is a stimulating, fulfilling and fun place to live and visit, where events and celebrations reflect the diversity and lifestyle of our communities.

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5. FESTIVE SEASON PRINCIPLES

As per the Events Strategy, council supports events, including festive season celebrations, in the context of the following principles:

Lifestyle	Promoting a stimulating, diverse and fun place to live and visit
Valuing people	Nurturing local talent, businesses, community groups and volunteers in the delivery and participation in events.
Engagement	Encouraging community ownership of and involvement in events.
Environmental protection	Demonstrating a commitment to the environment through responsible event practices and management of places and spaces.
Sustainability	Supporting events that deliver council's corporate priorities and have lasting community outcomes that are transparent, accountable, relevant and sustainable.
Innovation	Fostering entrepreneurship and innovation in events that distinguish themselves from other events.
Economic development	Stimulating revenue through attracting and growing community and business involvement.
Tourism	Providing opportunities for marketing events on the Sunshine Coast to audiences across and outside the region.

6. COMMUNITY VALUES

A number of key community values underpinning festive season celebrations were identified through the community engagement on this topic undertaken in August and September 2009 and through evaluations conducted during and following the community festive events. The values include:

- upholding traditions;
- embracing diversity;
- simplicity of family, friends and community coming together;
- love, excitement and positive celebrations;
- fun and festivity; and
- catching up with and meeting neighbours.

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7. PARTNERSHIPS

The success of this strategy is dependent on council maintaining and developing partnerships with the following stakeholders:

- communities, both regional and local;
- retail/commercial sector and service providers, particularly those already producing festive season activities; and
- visitor information centres, churches, police and other emergency services, and the media.

8. STRATEGIC DIRECTIONS

Council has a strong commitment to supporting opportunities for residents and visitors to experience and participate in events and cultural activities throughout the year and, in particular, over the festive season.

In providing support for the festive season, council will:

1. Respect the identity and cultural values of both our individual, local communities and our regional communities as a whole
2. Coordinate effective and equitable placement of lighting and decorations across the region
3. Develop an effective asset management program for council owned festive decorations and lights
4. Within the limits of council resources, facilitate equitable festive season programming across the region
5. Encourage events that recognise diversity, are inclusive and accessible, and make the region a fulfilling and fun place to live and visit
6. Support community organisations and groups to plan and deliver events through council grant programs
7. Build capacity within communities by strengthening planning and organisational abilities
8. Ensure monitoring and evaluation processes are undertaken each year to determine the success of this strategy and inform any revisions required
9. Support and celebrate community events that respect the values we hold dear in order to protect the environment.

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Strategy	Actions
<p>1. Respect the identity and cultural values of both our individual, local communities and our regional communities as a whole.</p> <p>Council intends to ensure the distinctive character of each community is celebrated and protected.</p>	<ul style="list-style-type: none"> • Work with community groups and local businesses before and throughout the festive season, to ensure council's support for festive season activities is delivered in a manner that addresses both local and regional community values and needs; • Evaluate annually community and business satisfaction with council-supported festive season activity.
<p>2. Coordinate effective placement of lighting and decorations across the region.</p> <p>Communities have expressed their desire to partner with council in the provision of signature trees in designated locations relevant to respective communities. The tree will be recognised as the community's perpetual Christmas tree.</p> <p>These trees should be located in parks, on roundabouts or in areas where the general public can enjoy them. The tree should enliven the space it is in and be prominently and conveniently located where community members can celebrate festive season activities.</p> <p>The proposed budgets for these trees and decorations will be provided annually from Christmas 2010 - onwards, and will be reviewed annually.</p>	<ul style="list-style-type: none"> • Work with local communities to install lighting in signature trees (Attachment 1); • Ensure the amount of lighting is appropriate for each tree; • Continue to install banners in <u>nominated</u> locations (Attachment 2) and, in consultation with the community, <u>investigate</u> possible new sites; • Conduct a cultural development program for and with communities to determine, where appropriate, their preference of site and type of celebration; • Investigate the costs to council and community associated with providing power to signature tree sites (roundabouts etc) along with Workplace Health and Safety issues in installing and maintain the trees and lights year round; • Identify local businesses who wish to sponsor components of the signature trees on an annual basis; • Work with Chambers of Commerce, traders and markets to develop revenue raising opportunities to contribute to festive season activities; • <u>Promote all decorated trees including community decorated trees at other locations;</u> • Initiate a design competition for the creation of any new banners; • <u>Review council funded lighting of trees and other fixed locations in other activity centres each year.</u>

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<p>3. Develop an effective asset management program for council owned festive decorations and lights</p>	<ul style="list-style-type: none"> • Develop a register of <u>and maintain</u> council-owned Christmas lights; • Develop a register of <u>and maintain</u> council-owned Christmas banners; • Co-ordinate the necessary approvals for the installation, dismantling, maintenance and storage of banners; • Commission the production of new banners each year to replace irreparable banners; • Source external contractors to deliver Light Emitting Diode (LED) lighting and install, dismantle and maintain the lighting; • <u>Where community purchased or made decorations contribute to placemaking, council will provide storage through the year but will not be responsible for the cost of their replacement or major repair;</u> • Develop a register of <u>and maintain</u> community owned decorations and banners.
<p>4. Within the limits of council resources, facilitate a range of accessible festive season programming across the region.</p> <p>Council will work with local communities to fill gaps in the regional events calendar and optimise funding opportunities. Council will also encourage event organisers to seek external sponsorship to fund additional components of their festive season event.</p>	<ul style="list-style-type: none"> • Establish <u>and administer</u> a separate category for Festive Season event applications <u>as part of</u> council's <u>Community Grants Program</u>; • Support festive season events that reflect communities' needs and council's corporate priorities. Council recognises that some festive season events may be large and multi faceted; • <u>Commencing in the 2013/14 financial year, council will continue to manage and deliver the following events which have been recognised to be regional in focus delivering significant community benefit and/or are civic in nature:</u> <ul style="list-style-type: none"> ○ <u>Mooloolaba New Year's Even celebrations – attracting in excess of 40,000 local and visiting patrons</u>; ○ <u>Australia Day citizenship ceremony – rotated annually across the region at major locations</u>; ○ <u>Australia Day Awards ceremony – rotated annual across the region at major locations</u>; • <u>Commencing in the 2013 calendar year, work with community/business groups/associations in the Maroochydore and Caloundra areas to seek expressions of interest for the management of the following high-profile locally-focussed community events, currently wholly funded and managed by council:</u> <ul style="list-style-type: none"> ○ <u>Carols at Cotton Tree</u> ○ <u>Carols on Kings</u> ○ <u>Australia Day on Kings celebration.</u>

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<#>Where festive season events are duplicated or are not judged to be delivering a core service, with the exception of the Mooloolaba New Year's Eve, Cotton Tree and Caloundra Carols celebrations, council may produce only one of each of the following events:¶

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	<p><u>Council will provide professional event management advice in the handover and delivery of these events.</u></p> <ul style="list-style-type: none"> • <u>On the successful completion of the previous action, allocate the following funds annually towards each of the three previously council-run high-profile locally-focussed community events (ie. Carols at Cotton Tree, Carols on Kings and Australia Day on Kings celebration) to facilitate the transition of the event and provide financial support to the new organising body:</u> <ul style="list-style-type: none"> ○ <u>2013/14 = \$25,000</u> ○ <u>2014/15 = \$20,000</u> ○ <u>2015/16 = \$15,000</u> <p><u>The allocation will be provided annually in the form of a formal three year sponsorship agreement. The development of a new Festive Season Strategy at the end of this strategy's life will include a review of this sponsorship program.</u></p> <ul style="list-style-type: none"> • <u>Allocate a maximum of \$15,000 towards each of the additional high-profile locally-focussed community events currently produced by external organisations:</u> <ul style="list-style-type: none"> ○ <u>Noosa Carols on the River</u> ○ <u>Caloundra New Year's Eve community celebration</u> ○ <u>New Year's Eve Noosa Marina, Tewantin</u> <p><u>The allocation will be provided in the form of a formal sponsorship agreement. The development of a new Festive Season Strategy at the end of this strategy's life will include a review of this sponsorship program.</u></p> <ul style="list-style-type: none"> • Explore opportunities to enable community celebrations to occur in proximity to larger events with the same theme hence maximising the use of public open space – e.g. Happy Valley celebrations working in conjunction with Kings Beach amphitheatre, Caloundra; • Encourage communities to celebrate Australia Day <u>at community events</u> in their local area.
<p>5. Encourage events that recognise diversity, are inclusive and accessible, and make the region a fulfilling and fun place to live and visit.</p>	<ul style="list-style-type: none"> • Plan for and support festive events that build social connections and encourage community participation and ownership; • Facilitate a balanced festive season events program that demonstrates an appreciation of and respect for the community's values, history and environment of the local area or region in which the event is being held; • Council recognises the need for a safe, inclusive and accessible place for the community to come together and celebrate. Council will continue to support the Mooloolaba New Years Eve event as

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its largest free community event in the region;

- Actively encourage and support community events that celebrate the diversity of our population and our local communities;
- Council will support unique events that activate public open space and contribute to Festive Season celebrations. They include:
 - Australia Day Local Legends Awards, Noosaville
 - Australia Day on Buderim
 - Beerwah Library Art workshop and installation
 - Christmas in Cooroy
 - Coolum Fiesta
 - Glasshouse Community Carols
 - Lights on the Lake, Currimundi
 - Maleny Christmas Street Carnival
 - Mooloolaba Christmas Boat Parade
 - Mooloolah Valley Community Event
 - Maroochy Christmas Lights Event
 - Nambour Alive! Festival
 - Noosa Junction Festive Fridays
 - North Shore Carols in the Park, Mudjimba
 - Twin Waters Christmas Carols.

Each event will receive a maximum of \$5000 with CPI adjustments per annum.

The funding allocation will be provided in the form of a formal Festive Season program partnership agreement. The development of a new Festive Season Strategy at the end of this strategy's life will include a review of this partnership program.

- Council will produce an annual Festive Season Guide promoting all known council and community organisation produced events and activities and will be available on council's website and in print form available from council Customer Contact Centres and libraries.
- Council will create a map with the sites of council and community organisation produced festive season signature trees and decorations. The map will be available on council's website.

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 <#>Christmas in Cooroy;¶
 <#>Coolum Fiesta (support for community event);¶
 <#>Nambour Alive! Festival;¶
 <#>Maleny Christmas Street Carnival;¶
 <#>Lights on the Lake, Currimundi;¶
 <#>Mooloolah Valley community event;¶
 <#>Maroochy Christmas Lights Event;¶
 <#>Beerwah Library Art workshop and installation;¶
 <#>Light Up Glass House Country;¶
 <#>Mooloolaba Flotilla; and¶
 Maroochy North Shore Christmas celebrations (x 2).

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<p>6. Support community organisations and groups to plan and deliver events through council grant programs.</p>	<ul style="list-style-type: none"> • Conduct regular festive season grants workshops delivered by Community Partnerships; • Facilitate the development of links between festive events organisers and local businesses and sponsors.
<p>7. Build capacity within communities by strengthening planning and organisational abilities.</p>	<ul style="list-style-type: none"> • Provide event guidelines and access to information and support; • Simplify council approval procedures for festive season events; • Develop a user friendly toolkit for planning and staging a festive season event.
<p>8. Ensure monitoring and evaluation processes are undertaken each year to determine the success of this strategy and inform any revisions required.</p>	<ul style="list-style-type: none"> • Review and realign council's financial investment in the festive season to build support for community produced festive season events including new events as they emerge; • Annually assess risk levels associated with council managed festive season activity and adjust procedures accordingly; • Annually review and evaluate council produced and supported festive season events and decorations to assess community engagement and value.
<p>9. Support and celebrate community events that respect the values we hold dear in order to protect the environment.</p>	<ul style="list-style-type: none"> • Use only Light Emitting Diode (LED) lighting for council managed festive season activity; • Promote the use of recycled, natural materials and other ephemeral media when planning and delivering festive season events; • Environmentally damaging products, <u>eg glow sticks, will be discouraged at council produced events, in line with appropriate health and safety regulations;</u> • Council will investigate the environmental and cost effectiveness of replacing council-funded firework shows with laser designed Son et Lumiere.

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Appendix 1 – Signature Trees

Suburb	2010/11	2011/12	2012/13	2013/14
Alexandra Headland	✓	✓	✓	✓
Bokarina		✓	✓	(3)
Buderim	✓	✓	✓	✓
Caloundra	✓	✓	✓	✓
Conondale		✓	✓	✓
Coolum	(1)		✓	✓
Cooran		✓	✓	✓
Cotton Tree		✓	✓	✓
Eudlo	✓	✓	✓	✓
Glasshouse Mountains		✓	✓	✓
Kenilworth	✓	✓	✓	✓
Kin Kin	✓	✓	✓	✓
Kings Beach			✓(2)	✓
Landsborough	✓	✓	✓	✓
Maleny		✓	✓	✓
Mapleton	✓	✓	✓	✓
Marcoola	✓	✓	✓	✓
Montville	✓	✓	✓	✓
Mooloolaba	✓	✓	✓	✓
Mudjimba		✓	✓	✓
Nambour	✓	✓	✓	✓
Noosaville	✓	✓	✓	✓
Pacific Paradise	✓	✓	✓	(3)
Palmwoods	✓	✓	✓	✓
Peregian Beach	✓	✓	✓	✓
Pomona	✓	✓	✓	✓
Tewantin		✓	✓	(3)
Town of Seaside		✓	✓	(3)
Woombye	✓	✓	✓	✓
Wurtulla/Currimundi		✓	✓	✓
Yandina	✓	✓	✓	✓
Total	19	29	31	27

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(1) Coolum traders elected to create their own festive season decorations for 10/11. This can be reviewed for future years if the community decides it wishes to have a signature tree.

(2) Large star relocated from Bill Vernados Park (in front of council chambers) to Kings Beach Amphitheatre for increased access/exposure and place within Carols event site.

(3) Decommission following strategy review consultation – limit tree decorations to only high visibility/high access trees. 4 low access trees identified – Bokarina, Pacific Paradise, Town of Seaside and Tewantin.

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Appendix 2 – Banner locations as at 2012/13

Suburb	No. of Banners (approx)
Alexandra Headland	7
Bokarina / Buddina / Wurtulla	31
Buderim / North Buderim	14
Caloundra	10 ⁽¹⁾
Chancellor Park	4
Cotton Tree	9
Currimundi / Wurtulla	10
Dicky Beach	10
Kenilworth ⁽²⁾	10
Landsborough	10
Maleny	5
Marcoola	8
Maroochydore	21
Montville	10
Mooloolaba	14
Nambour	26
Twin Waters	8
Woombye	4
Total	213

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(1) Number of banners reduced by two due to relocation from Wilson to Elizabeth Street

(2) Kenilworth displays festive frames (not banners) due to pole infrastructure.

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