

## Nowra CBD Revitalisation Strategy Committee

**Meeting Date:** Wednesday, 31 January, 2018

**Location:** Jervis Bay Rooms, City Administrative Centre, Bridge Road, Nowra

## Attachments (Under Separate Cover)

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#### 5. Reports

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## Identifying the potential for a winter event to support Nowra's revitalisation

**Client:** Shoalhaven City Council

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**Date:** January 2018

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## 1. Executive summary and Recommendations



## Overview of report and project

- This document outlines the findings of a consultancy project conducted for the City of Shoalhaven between September and December 2017 to understand the potential for a winter event to support the regeneration of the Nowra CBD. The project involved desk research, a stakeholder workshop, immersion and primary consumer research on a convenience sample, conducted in conjunction with UTS.
- The report is structured to provide both a summary of the key findings and full details of the findings and process. It has been designed to be modular in structure to enable different stakeholders to access only the information they need. As such, the report can be split into separate sections for these audiences if required.
- The core elements it covers are:

| Element   | Content  | Purpose/audience   |
|---|--|--|
| This overview of the findings and key recommendations | Summarises the project, outlines the findings and provides recommendations for next steps                                  | High level decision-makers and stakeholders, who need to know the key points but not all the details |
| About the project and; A deep dive into the insights  | Provides full details about the objectives, methodology of the project and detailed findings that support the summary      | Those who need to access the detail for preparation of feasibility studies and to brief others       |
| Appendixes  | Sources used in the desk research, research participants, survey instruments including details of the stakeholder workshop | This provides context and a permanent record   |

## Key findings and recommendations

| No | Insight  | Implication   | Suggested action   |
|----|--|---|--|
| 1  | The budget available to council made this a relatively limited evaluation of the opportunity. However, the desk research indicates that the findings of our workshops and research is very consistent. The only exception (discussed further below) was a difference within the primary research around willingness to attend. In person, people were less willing to commit to attending – a function of Nowra’s current brand reputation | That the findings of study are generally validated by other sources and can therefore be trusted                                    | Proceed on the basis of the findings.  |
| 2  | Around a quarter of Australians attend regional events, with those linked to culture, arts, music and food offering the greatest potential to drive overnight visitation. 62% of respondents contacted for this survey were willing to attend such an event in Nowra including at least half of those based outside the region surveyed. 80% were open to a winter event.  | There is sufficient demand for a an arts or cultural event if it is compelling enough to make a return on investment likely         | Council can start developing the event   |
| 3  | Nowra has many assets to bring to support an event including outdoor spaces such as stadia, a well-laid out CBD with laneways and strong public art offering and a rich cultural underpinning. However, the project has confirmed that there is a significant brand challenge for Nowra – including with locals. Any event must acknowledge these but also use the event to challenge them. ‘  | The vision identified in the workshops of an arts event for people who don’t like art’ or more popular offers a strong way forward. | The event needs to be executed well, have the objective of shifting perceptions, but this means acknowledging and designing well. It is critical that the execution of the event is strong |

## Key findings and recommendations

| No | Insight   | Implication   | Suggested action  |
|----|---|---|---|
| 4  | The research indicates that people who attend regional events tend to attend multiple different types – although there are some clear differences for certain types of events. Arts and culture events tend to appeal more to women | Targetting attendees of other regional arts and culture events will increase chances of conversion. | When promoting consider tools like Facebook ads which can reach these audiences                                       |
| 5  | There is a strong social element to attending regional events linked to art and culture. In particular, this will encourage new audiences (a key objective in the eyes of stakeholders) such as younger visitors                    | A successful event will have this social element designed into it and have talkability              | Design on this basis  |
| 6  | Events which offer some variety including food and wine as well as culture. Value for money is important and events which have both a free and paid element tend to work well. Rather than discount it is important to add value    |   | Proceed on this basis with potentially music, live events and good food offering, ensure there are some free elements |
| 7  | At the stakeholder workshop it was suggested that the current Chilli and Chocolate Festival might form a basis for the event or be partnered with it. In the research this event was seen as appealing                              | Combining the two events has strong potential   | Council should consider this as one of the options  |

## Key findings and recommendations

| No | Insight   | Implication  | Suggested action  |
|----|---|--|---|
| 7  | Successful events can have many different funding formulas. Internationally regional events tend to have commercial promoters, but that model is less common in Australia. However, one common link is that Council sponsorship is involved in them all at some level. Beyond the financial element this is also a key indicator of community support | Council can look to develop a long term commercial promoter, but will always be expected to have some level of funding | Factor this into planning   |
| 8  | Most events (e.g. Vivid Sydney) start shorter and only grow longer as the event grows. Overall, the preference of the target audience was for a 1-day event but one with both day and night elements.   | Start shorter to manage costs and develop momentum   | Consider a one-day event or one and a half day event to commence                            |
| 9  | Local support for an event is vital – and vital to driving out of area visitation as it provides authenticity. Appeal within the Shoalhaven and wider South Coast region is strongest and forms the ‘low hanging fruit’. Locals are also vital for building word of mouth for an event. However, locals themselves also underestimate Nowra           | Local support is vital, but not guaranteed   | Engage and involve the local community from the beginning, build excitement in region early |



## Key findings and recommendations

| No | Insight   | Implication                               | Suggested action   |
|----|---|---|--|
| 10 | All the desk research indicates that digital assets for the event are important – especially in the early years as this provides credibility for the event.   |   | Start planning digital assets early  |
| 11 | Visitor Information Centres are important to driving final numbers in destination.  | It is critical to promote through the VIC | Ensure VIC staff are briefed and there is good signage                                   |
| 12 | Getting the basics right is critical to a successful event and generating vital word of mouth for future years. For the first event, access and transport are important and there are examples in the desk research of investment in this paying returns. It is particularly an issue for those elsewhere in the region |   | Consider investing in additional transport for both in region and out of region visitors |

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## 2. About the project

## Project Rationale

- Shoalhaven City is located 160km south of Sydney on the South Coast of NSW with the main centres of Nowra, Ulladulla and Jervis Bay. Tourism is a major source of economic advantage to the City. In the year to September 2014 (the most recent period for which results are currently available) visitors to Shoalhaven contributed more than \$600m to the economy in direct expenditure with a major indirect flow on\*.
- Nowra is considered to be the heart of the Shoalhaven and is at a 'moment of opportunity' in tourism. Work on the Berry by-pass has shortened travel times to the city from Sydney and increased footfall from the new Visitor Centre provides an opportunity to drive greater dwell time and visitor presence in the town (which has historically been less visited than other areas in the LGA such as Ulladulla).
- To seize the opportunities for tourism, inbound migration and inbound investment, Shoalhaven City Council (SCC) has embarked on a revitalization strategy for Nowra's CBD. As part of this strategy, the CBD Revitalisation Committee is considering whether supporting the launch of an event for the low season (winter) would have a positive impact on the economy of the town: generating ROI greater than the initial outlay; providing an asset for the town and providing a commercial opportunity for a partner for the event.
- The Committee has provisionally set aside \$50,000 for the launch of the event. But prior to committing this revenue, it wishes to have a stronger evidence base for the potential impact of such an event, as well as guidance on what type of event is likely to generate the best ROI and be most appealing to visitors. Whilst locals will be a core part of the revitalization, the potential to attract visitors to the event is likely to increase its economic impact on the lives of local residents significantly.
- So the Committee (and broader Shoalhaven City Council team) is seeking assistance in developing this evidence base. It has a budget of \$5,000 excluding GST for this.
- Council appointed MyTravelResearch.com, a specialist research and strategy consultancy with extensive experience in this area – and a track record of successful work with Council – to conduct a consultation and research process to assist with this process.
- This document details the project and the findings of that consultation.

## Project Purpose

- The over-arching purpose of the project was defined as

*To enable the Nowra Revitalisation Committee and Shoalhaven City Council to confirm the potential for an engaging and commercially successful winter event and to optimise its chances of success by building a sound evidence base on the role of events in driving regional visitation and on the characteristics that will be most likely to deliver a successful outcome.*

To meet this over-arching objective we agreed the following questions should be considered

To enable the Nowra Revitalisation Committee and Shoalhaven City Council to confirm the potential for an engaging and commercially successful winter event and to optimise its chances of success by building a sound evidence base on the role of events in driving regional visitation and on the characteristics that will be most likely to deliver a successful outcome in achieving the goals in its destination management plan.

What is the evidence for the role of events in driving visitation – especially in regional areas or out of season?

What processes or steps make a successful outcome more likely?

What type of event is most likely to drive visitation to the Shoalhaven? What are its characteristics (length, approach, month)?

What assets can we draw on that best showcase Nowra?

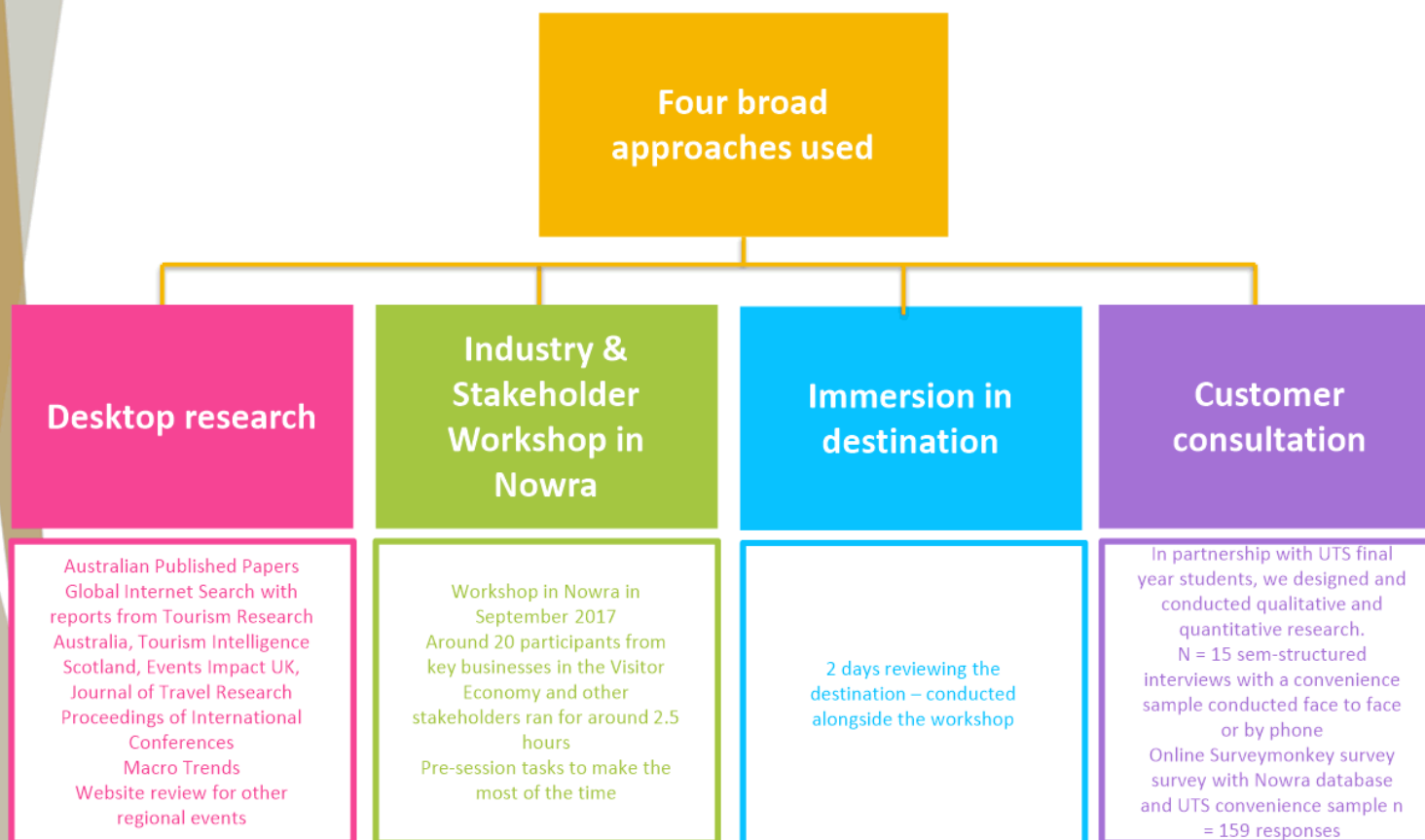
Which are most likely to appeal to a commercial partner?

What will encourage locals to take a pride in their place and advocate for the event?

What actions and approaches should Shoalhaven take to optimize outcomes for tourism whilst meeting its obligations to ratepayers?

## Methodology used

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### 3. Deep dive into the insights

MyTravelResearch.com\*



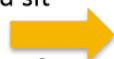
## **Understanding Regional Events: Typology, Demand, Value Drivers and Funding Models**



## A useful typology for cultural events to frame our thinking (thanks Scotland!)

| Type of event   | Description   | Opportunities for businesses  |
|---|---|---|
| <b>Cultural tourism</b><br>e.g. Spring Fling, Dumfries & Galloway<br>Craft workshops<br>NTS' Living History' events<br>Scotland's Gardens Scheme<br>Doors Open Days | Such as libraries, theatres, music, historical sites, museums, arts and crafts events, visual arts, performing arts, craft work, playing a musical instrument and creative writing. | Keep up to date with what is happening locally through your local press and online.<br>Provide information about cultural happenings in your area on your website.<br>Could you have a notice board for visitors where you give them tips about 'local highlights this week'?<br>Consider what family friendly products are available and promote them to visitors. |
| <b>Major/National</b><br>e.g. The Scottish Open Golf Championship (various)<br>World Pipe Band Championships, Glasgow<br>The Royal Highland Show, Inverlona         | Large-scale event<br>Attracts international, domestic and local visitors<br>Commercially managed<br>Marketed internationally  | Promote major events on your website as a way to get more hits and to incentivise visitors to visit.<br>Can you offer a deal that includes tickets and transport to the event?  |
| <b>Mega</b><br>e.g. London 2012 Olympics and Cultural Olympiad<br>Glasgow Commonwealth Games 2014   | Mega-scale event<br>Attracts international and domestic visitors<br>Commercially managed<br>Televised and marketed internationally  | Mega events will often produce toolkits that businesses can use for marketing purposes, including logos and images.<br>See the event website for details.<br>Can you theme a package or promotion around the event?   |
| <b>Regional</b><br>e.g. Fiddle Frenzy, Shetland<br>Spirit of Speyside Whisky Festival<br>Perthshire Amber<br>The Lammemuir Festival, East Lothian                   | Medium-scale event<br>Attracts domestic and local visitors<br>Run by professional organisers<br>Marketed nationally   | Link up with regional festivals by offering packages or deals that tie in with their core theme.<br>Think about the needs of visitors attending these regional events – will they be looking for special services that you could provide, such as transfers or packed lunches?  |
| <b>Local</b><br>e.g. Linlithgow Folk Festivals<br>Pittenweem Arts Festival, Fife<br>Battle of Prestonpans re-enactment  | Small-scale event<br>Attracts local visitors<br>Self-initiated by local businesses<br>Marketed locally  | Collaborate with like-minded businesses involved with the event and cross-promote your services.<br>Talk to cultural providers about how to promote what is unique about your area to potential visitors – they will be looking for an authentic experience.<br>Communicate with local news providers – unique offerings make great PR stories.                     |

Nowra's event should sit here..



Note the importance of packages and some great tips for business to profit!

## Overall demand for regional events

FIGURE 1: DOMESTIC TRAVEL IN THE LAST TWO YEARS

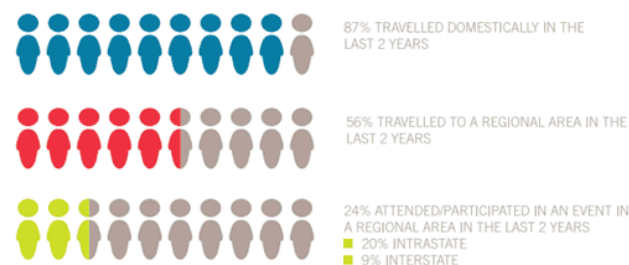
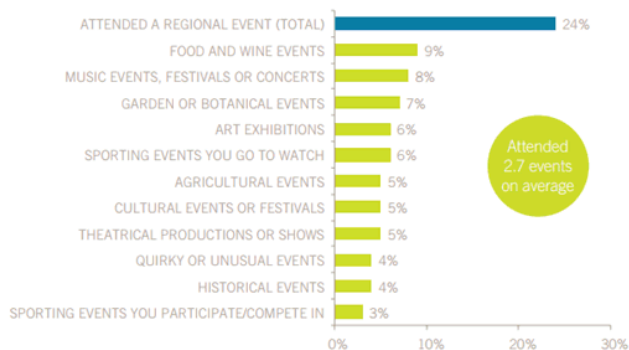


FIGURE 2: REGIONAL EVENT ATTENDANCE IN THE LAST TWO YEARS



- One quarter of Australians have attended at least one regional event in the past 2 years
  - Four out of five travel intrastate for events
  - One in three travels interstate
- Those who attend interstate attend 3.7 events on average
- Food and wine, music, gardens, art and sport are the most popular, but generally a long tail effect applies

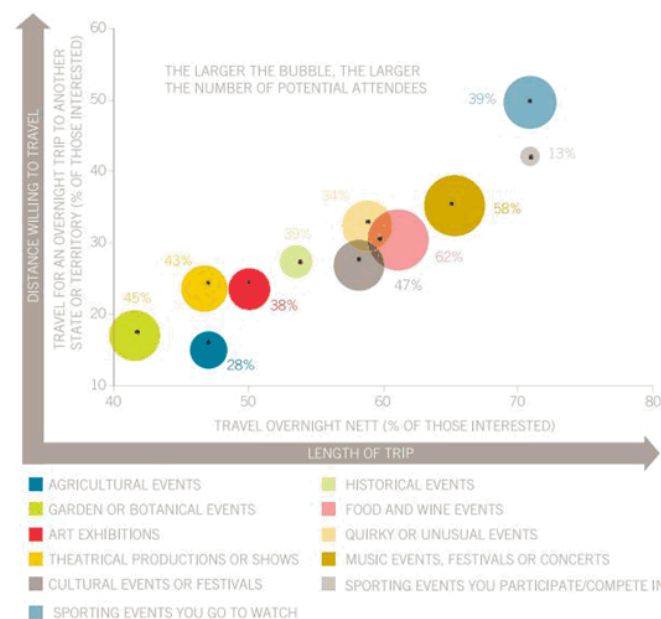
## Which type of events are most likely to drive value for the host region or destination?

Investment in music, food and wine, spectator sport and cultural events has the greatest impact in increasing regional visitation. Sporting competitions have a strong niche appeal and ability to drive trips further from home, but are best promoted through special interest groups.

Both mainstream and niche events have the potential to drive regional visitation.

- The highest value events (those with broad mainstream appeal that can drive overnight trips) were:
  - music
  - food and wine
  - cultural
  - spectator sporting events.
- The following events had broad appeal, but were more likely to drive day trips compared to other events:
  - Garden/botanical
  - theatrical productions or shows
  - historical events
  - art exhibitions.
- Sporting events to participate/compete in were high value niche events (low in mainstream appeal but high impetus to travel for overnight trips).
- Quirky or unusual events and agricultural events had smaller levels of appeal and were more likely to induce day trips.

FIGURE 11: APPEAL OF EVENTS



## Funding models for regional events

- Our review of various events noted that there are a number of different funding models for growing or established events, but all require some level of LGA support – if not as primary funding source then as a Gold Level or Naming Sponsor. However, most also have other sponsors as well – with the larger ones or those with a track record of driving overnight visitation receiving strong support from Destination NSW.
- Note that the funding arrangements are sometimes unclear. Below is our
- Commercially Managed:
  - A Day on the Green
  - Embrace Life (e.g Embrace Life Illawarra)
- Managed by/as a Not for Profit with Council as a lead partner
  - Glen Innes Celtic Festival
  - White Cliffs Music Festival
- Managed by/as a Not for Profit with Council as a sponsor
  - Blue Mountains Winter Magic Festival
- Managed by Council with 1-2 major sponsorships on funding
  - Peak Festival, Perisher
- Managed by Council, with many sponsors
  - Bathurst Winter Festival
  - Coffs Harbour Busker Festival
  - Love Lennox Festival

[MyTravelResearch.com](http://MyTravelResearch.com)\*



## Optimising Regional Events: Drivers, Success Factors and Risk Factors

## Drivers of attendance at events and festivals



Sources: MTR analysis of multiple sources including TIS, TRA Regional events, Domesticated 2011 and 2013

## Drivers of attendance (2 – by type of event)

| Type of event                 | Top 3 drivers  | Top 3 Barriers   |
|-------------------------------|--|--|
| An art or cultural exhibition | Something I am passionate about<br>World class experience<br>Learn something new   | Too far away<br>Not promoted early enough<br>Too crowded               |
| A cultural event or festival  | Opportunity to do something with friends<br>Chance for a break<br>Iconic Australian event                                | Not promoted early enough<br>Too far away<br>Poor value for money      |
| A music event                 | Opportunity to do something with friends<br>Something I am passionate about<br>Always wanted to do this sort of activity | Poor value for money<br>Too far away<br>Too crowded                    |
| A food and wine event         | Chance for a break<br>Always wanted to do this sort of activity<br>Opportunity to do something with friends              | Poor value for money<br>Too far away<br>Not aware of what is available |
| Quirky or unusual events      | A bit different<br>Something I am passionate about<br>Iconic Australian event  | Not promoted early enough<br>Too crowded<br>Too far away               |

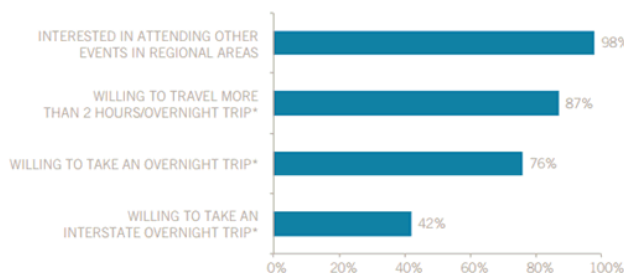
Source: TNS™ Domestic 2013 Note items in grey only in Top 3 for one type of event



MyTravelResearch.com\*

## Interest in attending events and what would drives this

FIGURE 10: INTEREST IN FUTURE EVENTS



\*For the particular regional event that interests them

**63%** said value for money

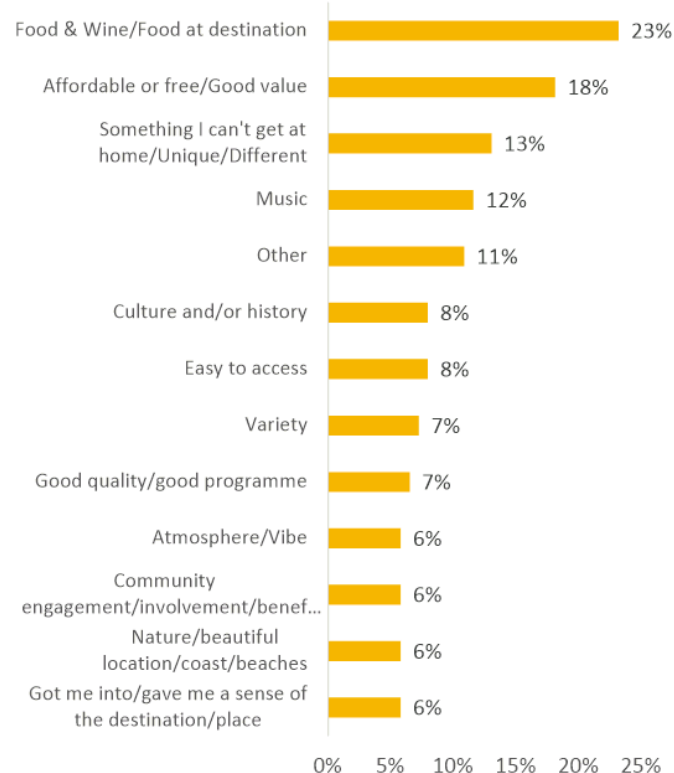
**40%** said highlight what else is there (a great way to drive economic benefit!)

**34%** said make it easy to get there

**26%** said make it easy to organise your trip (e.g. packages)

Source: DVS Events: Drivers of Regional Tourism, Tourism Research Australia, 2014

### What makes an event a 'must attend'



Source: Quantitative Survey  
Q16 What would make it something you would go to? Base n = 138





## What type of events attract what types of customres?

TABLE 1: CHARACTERISTICS OF DIFFERENT EVENT TYPES

| Event (% attended)                                      | More likely to...  | Less likely to...   |
|---|--|---|
| <b>Food and wine events (15%)</b>                       | be pre-planned (71%)<br>be attended by couples (49%)   | be a trip driver (55%)<br>have purchased a ticket (41%)                       |
| <b>Music events, festivals or concerts (13%)</b>        | attract females (60%)<br>attract 15-34 years olds (49%)<br>be intrastate overnight trips (43%)<br>be attended with friends (61%) | be intrastate day trips (26%)   |
| <b>Garden or botanical events (11%)</b>                 | attract 65 year olds and older (25%)<br>be an intrastate overnight trip (50%)  | attract 15-34 year olds (25%)<br>have purchased a ticket (44%)                |
| <b>Sporting events you go to watch (10%)</b>            | attract males (59%)<br>be a trip driver (71%)<br>be pre-planned (86%)<br>have purchased a ticket (68%)                           |   |
| <b>Art exhibitions (10%)</b>                            | attract females (61%)  | be pre-planned and decided on the road (28%)<br>have purchased a ticket (50%) |
| <b>Cultural events or festivals (8%)</b>                |  | be intrastate overnight trips (26%)<br>have purchased a ticket (43%)          |
| <b>Theatrical productions or shows (8%)</b>             | attract females (63%)<br>have purchased a ticket (82%)   |   |
| <b>Agricultural events (8%)</b>                         | attract males (58%)<br>be attended with other family (25%)<br>have purchased a ticket (68%)                                      |   |
| <b>Quirky or unusual events (6%)</b>                    | attract males (59%)<br>be intrastate day trips (43%)   |   |
| <b>Historical events (6%)</b>                           | be attended as a family with children (32%)<br>visit to experience new things (36%)  | be a trip driver (52%)<br>be intrastate day trips (43%)                       |
| <b>Sporting events you participate/ compete in (5%)</b> | be a trip driver (88%)<br>be pre-planned (92%)   | attract 15-34 years old (24%)<br>be attended by couples (32%)                 |

- Including a music element increases the likelihood of larger groups and overnight trips
- ... And the likelihood of purchasing a ticket!
- As a general principle, culture events of all kinds (including music) skew female


## Success factors (1)

EVENTS, FESTIVALS & CULTURAL TOURISM...

### Getting the basics right

#### Dos & Don'ts

- ✓ Do add value – visitors are willing to pay the right price, but like to feel like they're getting a good deal.
- ✓ Do offer quality – in a competitive market and in the current economic climate, visitors are more discerning than ever.
- ✓ Do be flexible – people attending events may have different needs to your average visitor, so try to be one step ahead and offer what they need.
- ✗ Don't be tempted to heavily discount or hike prices – people want added value and also want to feel like they're getting a fair deal.
- ✗ Don't forget your local visitors – a high number of our visitors come from within Scotland, and they are also easier to target for day or weekend breaks.
- ✗ Don't discount during events and festivals – there's no need. Instead promote the opportunities these events provide to make visitors feel part of the occasion and appreciated at every point of their trip.



#### Montréal en Lumière

Like Glasgow with its Celtic Connections festival, Montréal has successfully turned winter into a real selling point for visitors.

Visitors can revel in an atmosphere of light and warmth in the middle of winter at **Montréal en Lumière**, one of the world's largest winter festivals, which draws in 900,000 fans each February to experience the joy of Montréal wintertime through a unique programme combining performing arts, gastronomy, free outdoor family activities and illuminations.

Pairing the finest Montréal chefs with the greatest culinary masters from five continents, the gastronomy and wine element of the festival has become an absolute must for foodies. Running alongside the food theme, an arts programme puts the spotlight on the city with a rich and eclectic mix of music, circus arts, song, theatre and dance, whilst a Free Outdoor Site turns the heart of the city into the ultimate family destination with open-air activities including braziers, shows and activities for children.

On closing night, The Nuit Blanche sees the city lit up with outdoor illuminations as locals and visitors alike join together to enjoy music, stories, installations, exhibitions and dance at venues across the city, all of them linked by a free shuttle service.

[www.montrealenlumiere.com](http://www.montrealenlumiere.com)

**CASE STUDY**

#### Crail Food Festival

**CASE STUDY**

**Crail Food Festival**, which takes place in June, is a great example of how a group of community volunteers have used market intelligence to deliver a successful event which really animates the local area for visitors and locals alike.


Devised by two guest house owners as a way of extending the summer season and attracting visitors in the traditionally quieter period between May and July, a food theme was chosen to capitalise on the area's strong links with local food and drink producers and to complement already established music and art festivals.

The three-day festival, which has helped develop Crail as a day visit and short break destination, includes supper nights with menus based around Fife produce, a market hall, a curry and comedy supper and a colourful harbour event.

Building on the festival's success, TIS's 'Food & Drink Experience in Scotland' guide has been used to encourage local businesses to promote a 'Grown in Fife' strapline on menus and to include the details of individual producers and the particular varieties they specialise in. The Festival has also been a catalyst in encouraging greater co-operation between small producers, even resulting in the launch of a number of new products.

**Organiser's Top Tip for running a successful event:**  
"Good communications between organisers, participants and visitors is the key. The better the information there is about the event, the better everyone will be prepared and the more they will enjoy it."

[www.crailfoodfest.co.uk](http://www.crailfoodfest.co.uk)



## Getting started

1. **Build on your area's strengths** – ensure your proposed idea has a good brand fit so that it can be grown into an overall experience of the area.
2. **Integrate with the community** – base the event near local businesses, so they have the best opportunity to get involved.
3. **Consider accommodation needs** – where will visitors be able to stay when attending the event? Work closely with local accommodation providers well in advance to create event packages, encouraging visitors to stay longer and spend more.
4. **Deliver an experience** – similar to all other visitor experiences, people attending or participating in events are looking for a good value experience with great service and a personal touch.
5. **Keep it Scottish** – visitors are looking for an authentic experience – in fact, they expect it. Use Scotland's strengths to your benefit. For example showcase Scottish food and drink and use local suppliers to offer a truly unique flavour.



For Scottish, read local. Think of your area's brand values

### Don't forget...

You need persistence to run a successful event. They take many years to establish themselves and reach the visitor levels and business engagement you want to achieve. But the benefits and long-term effects are well worth the investment of your time!

## Success factors (2 – don't forget the basics!)

### Weather

- Have a plan for bad weather
- Mix of locations?

### Transport & Parking

- No one enjoys a long queue to get there and away
- Easy to park
- Lay on public transport if possible
- Think Inclusive Design – families/accessibility

### Toilets

- No one can enjoy an event when they can't get to the toilet!
- Ensure you have enough and that they are easy to find
- Increasingly think about those with accessible toilet needs

### Easy to plan and book

- Give people enough time to plan
- Make it easy to book any ticketed elements

### Know what to expect

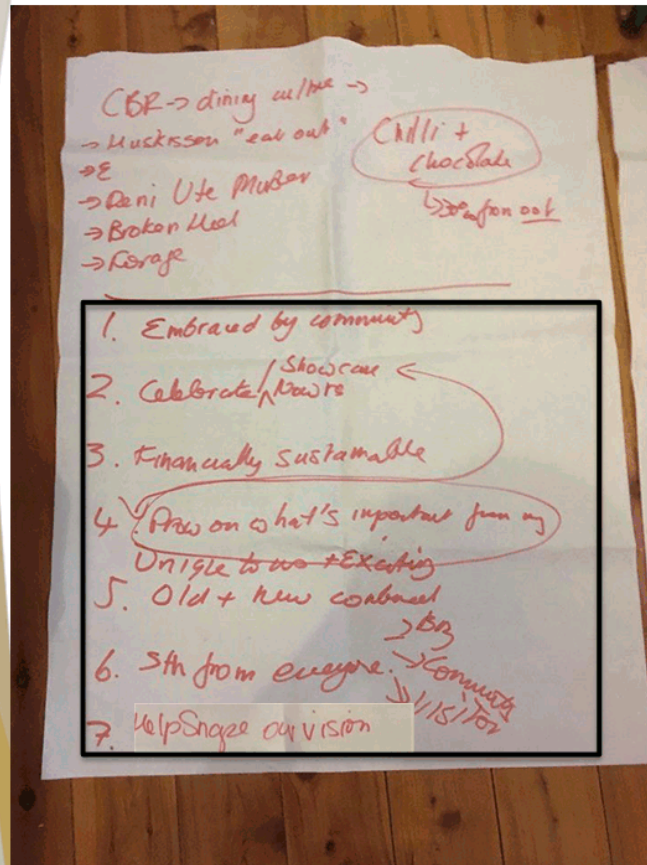
- Clear about what you are offering

### Safety

- Visible to people – public presence but not an overwhelm
- Up to date e.g. street access

Sources: MTR analysis of multiple sources including internet search, TIS, TRA Regional events, Domesticite 2011

## Success factors (3 – in the eyes of workshop participants)



In case it is not clear the factors for success are:

1. Embraced by community
2. Celebrates/showcases Nowra
3. Financially sustainable
4. Draws on what's important/unique about us
5. Combines old and new
6. Has something for everyone: businesses, community, visitors
7. Helps shape our vision for the Nowra CBD

## Reducing risk factors (1)

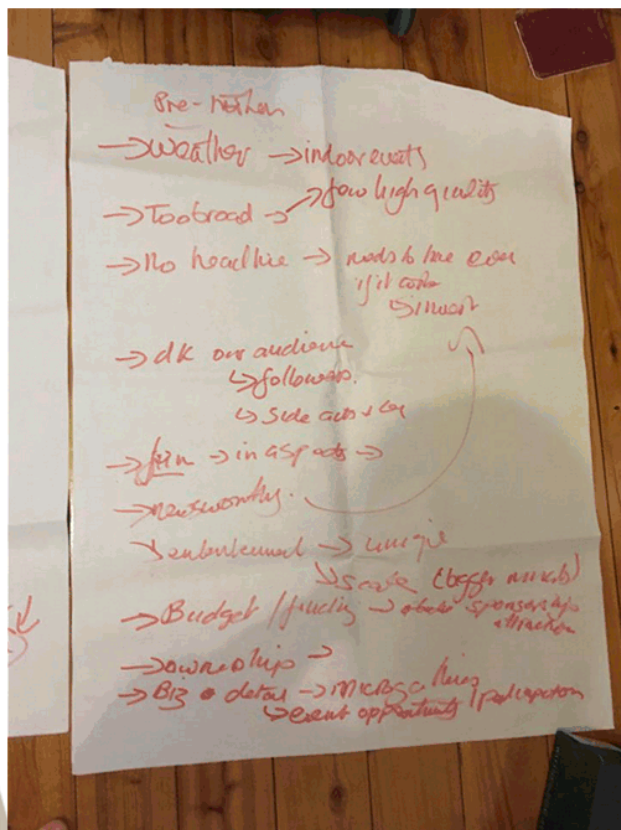
### So why does it not always happen?

Many tourism businesses, event organisers and cultural providers work together successfully to develop and promote events, but sometimes the following practical issues stand in the way:

| Barriers                                 | Suggestions of how to overcome barriers   |
|--|---|
| Lack of communication in both directions | <ul style="list-style-type: none"> <li>• Could tourism businesses arrange a familiarisation trip of their business to showcase their offering and facilities to event organisers and cultural providers.</li> <li>• It would be helpful for event organisers and cultural providers to arrange face to face briefings with local businesses to inform them about upcoming events, answer questions and brainstorm ways of working together. If you can't have a meeting, could you piggyback on a local Destination Management Organisation (DMO) meeting and get your event added on to the agenda?</li> </ul> |
| Tourism businesses don't feel engaged    | <ul style="list-style-type: none"> <li>• It would be beneficial to local businesses and operators if event organisers and cultural providers included them in their communications about their event or experience. However it would be supportive of tourism businesses to familiarise themselves and promote what is currently going on in their local area.</li> <li>• Tourism businesses would benefit from advance notice (from several months up to two years) to help promote events locally and integrate it with their own activity.</li> </ul>  |
| Parties are not collaborating            | <ul style="list-style-type: none"> <li>• It is important for all involved to understand that this is an opportunity to 'share visitors', build the profile of the area and boost tourism for future years.</li> <li>• Could someone act as a main point of contact for the local tourism businesses that want to get involved? It would help to streamline everyone's activity.</li> </ul>  |



## Reducing risk factors (2)



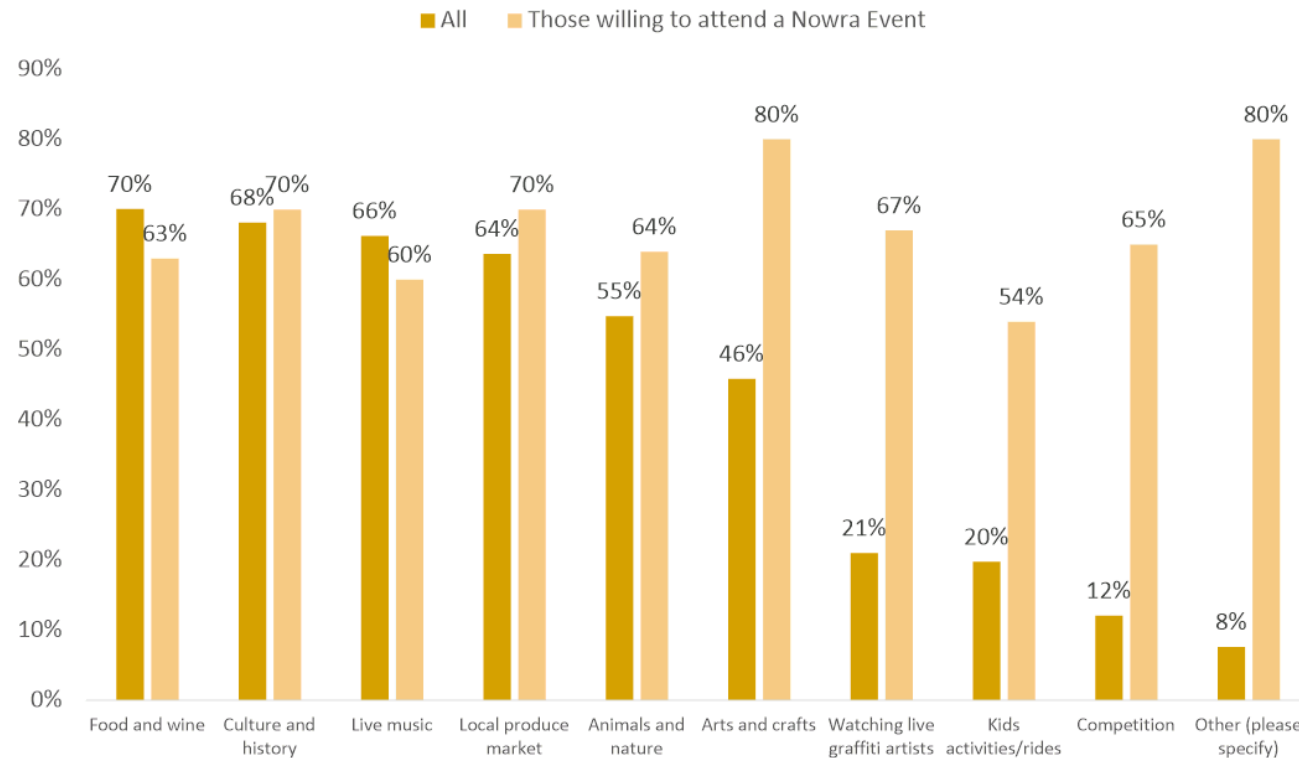
- As part of the stakeholder workshop we considered factors that would prevent us succeeding
- Key themes
  - We don't plan for a winter event eg. Weather
  - We misunderstand our audience/don't work out who are influencers are
  - We mess up the execution
    - We make it too broad
    - We don't deliver a 'wow' factor/it isn't unique or newsworthy
    - We don't fund it properly
    - We don't build sustainability into it/build a desire for future funding
    - We don't engage businesses and or the community

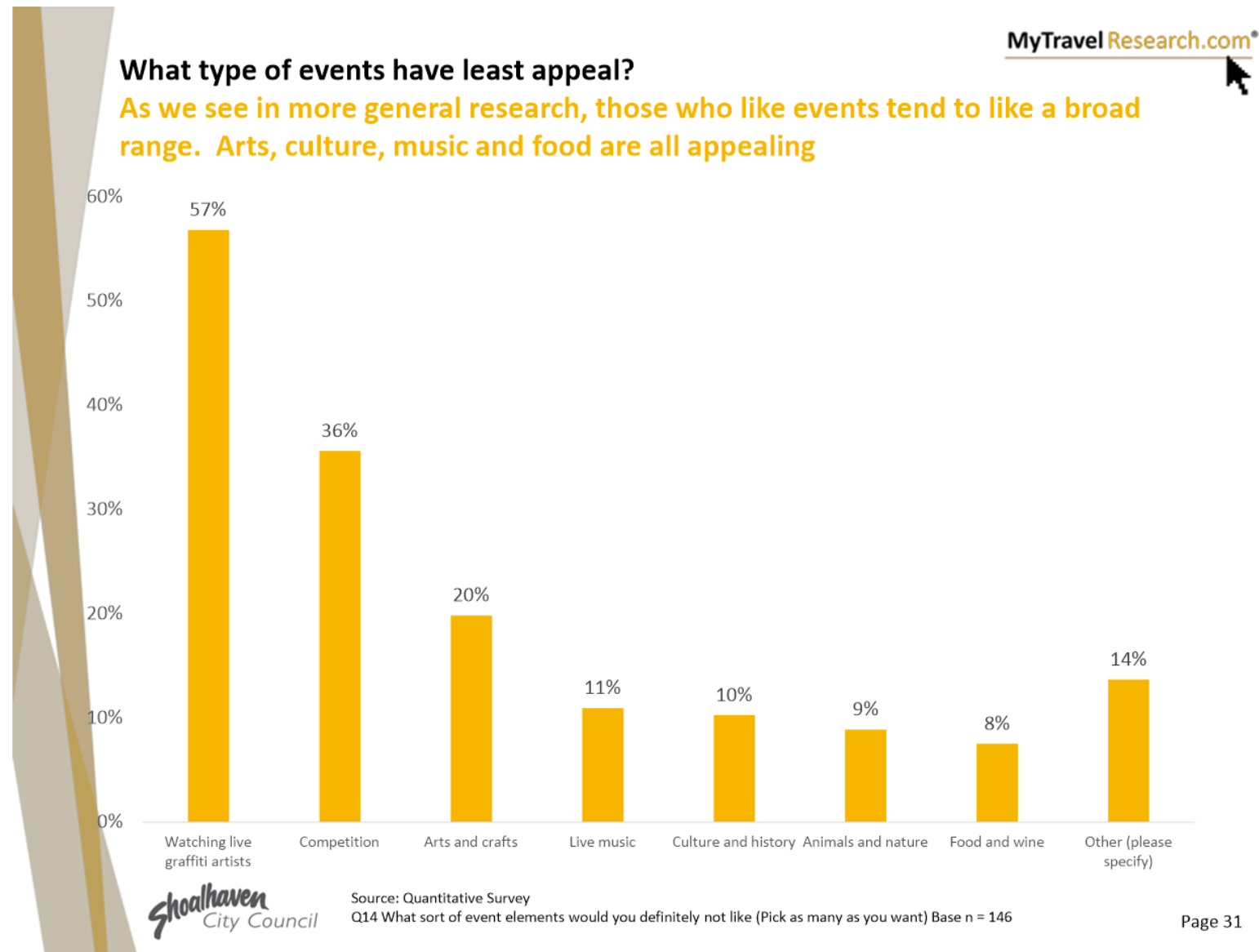
**These are consistent challenges with other event research – and should be key targets to avoid**

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## What type of events have most appeal?

As we see overall, those who like events tend to like a broad range. Arts, culture, music and food are all appealing





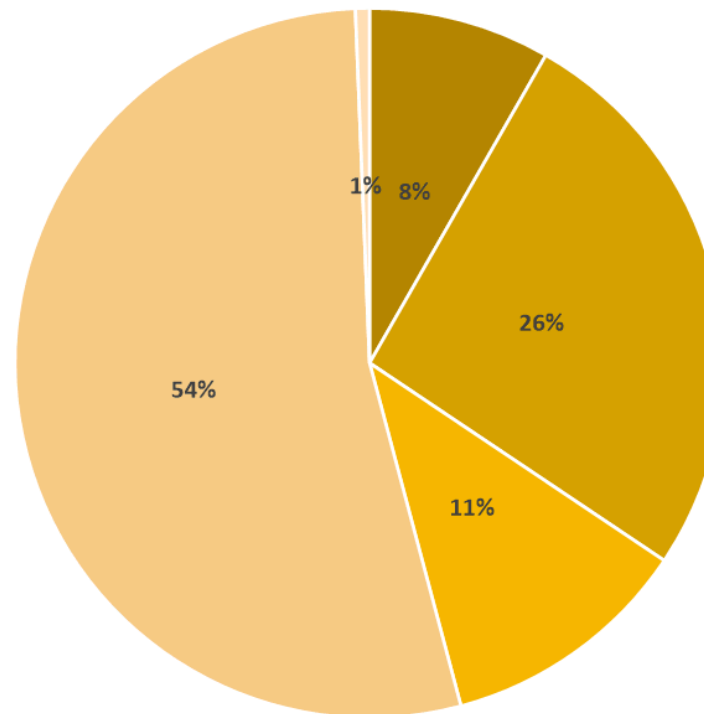


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### Distance willing to travel for events

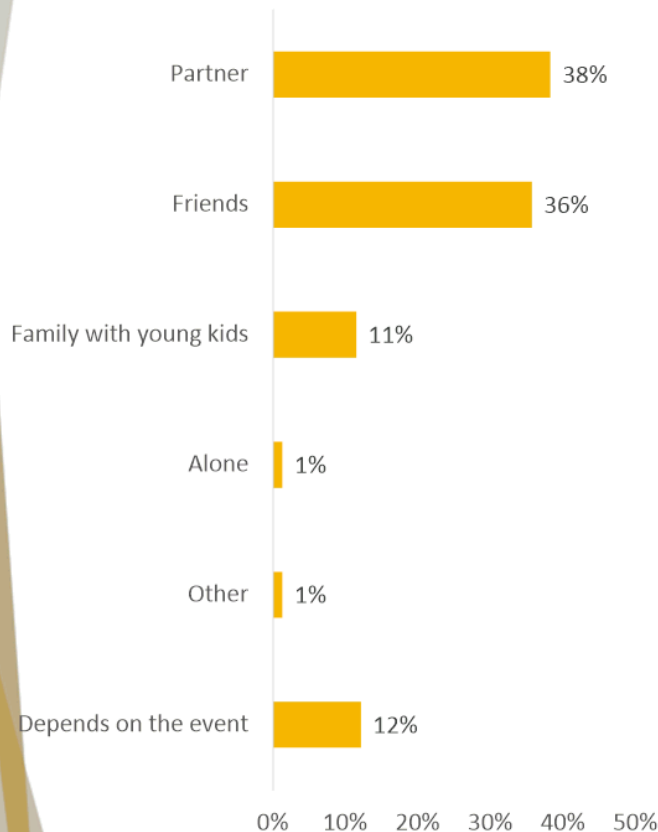
This heavily depends on the appeal of the event, but given Nowra is within two hours of key markets, most are within travelling distance for those who will only travel a certain distance

- Less than an hour
- One to two hours
- More than two hours
- It depends on the event
- I wouldn't travel for an event



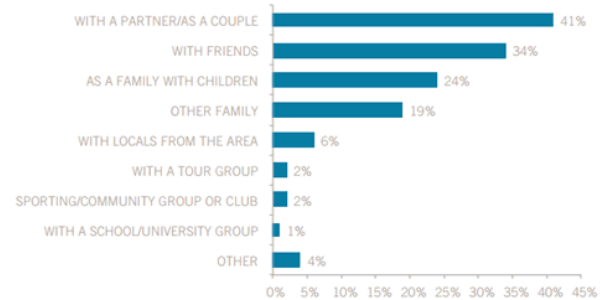
### Travel party for events

Couples and social groups/friends are key for events. Families an important secondary audience (but with different needs and perhaps different dwell points)



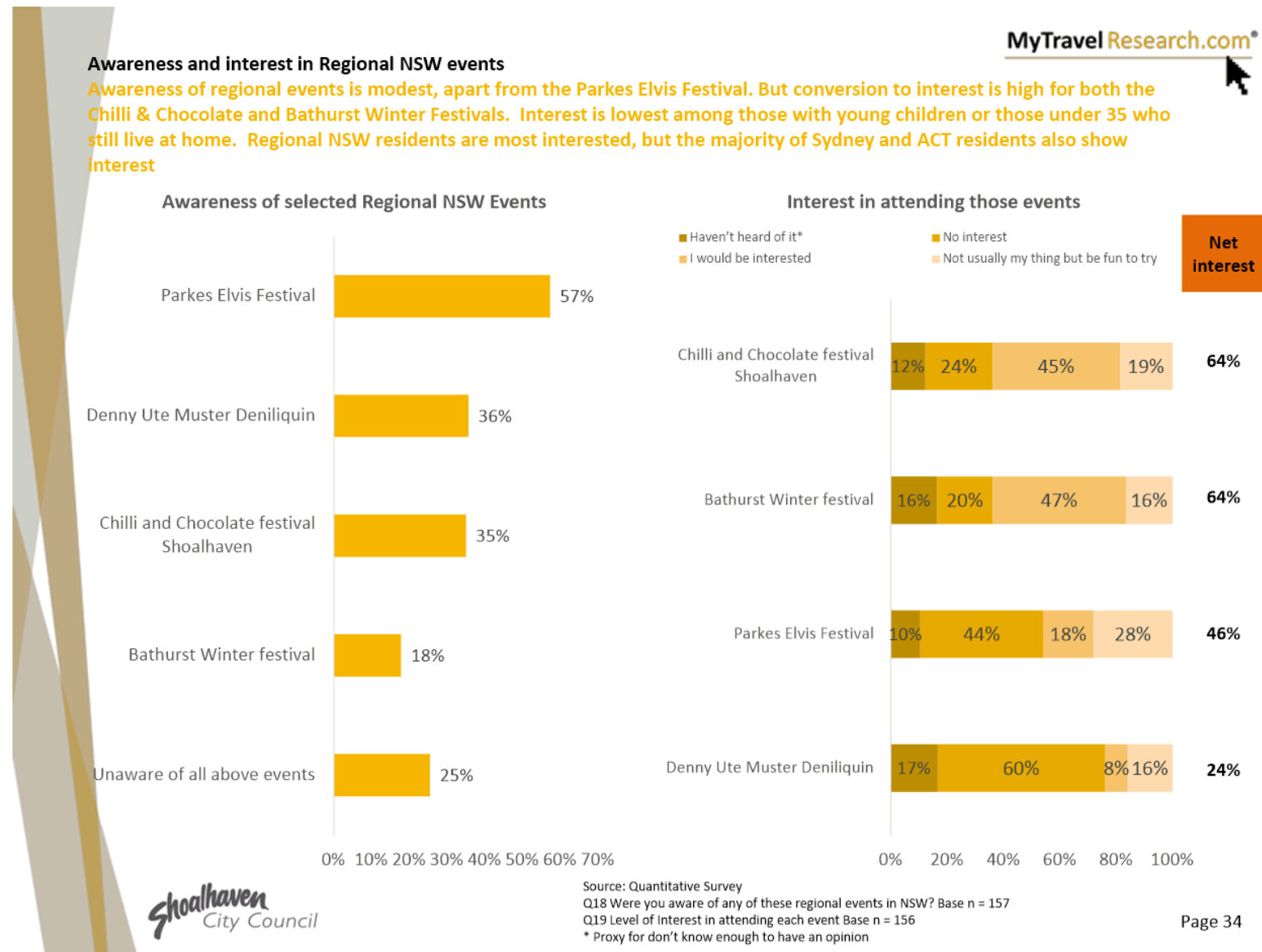
- This is consistent with other published research on regional events:

FIGURE 8: TRAVEL PARTY\* FOR THE EVENT



\*Total is more than 100% as multiple responses allowed

Source: DVS Events: Drivers of Regional Tourism, Tourism Research Australia, 2014



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**What sort of event would work best for Nowra?**

## What's the vision for the event for stakeholders?

Vision → growth  
Events → new people to area  
→ Community pride (out of routine)  
enrichment (cultural)  
brings people in from elsewhere  
→ Spend money for businesses →  
inside town → money in pockets  
→ improves relationship → brings mix  
expose people to things they  
→ get local people to work together  
→ money funding is of visitors  
→ if both images of Nowra can change  
to longer "airport of Shoalhaven"  
→ repeat event.  
→ sustainable.

→ attract a diverse audience  
→ Tap into a lot of markets.  
→ Support from local community  
as base  
Bring people into town and for  
beaches  
→ different demographics  
→ make ppl realise what's here  
→ not just see what we miss out!  
→ legacy → what is left can be  
remembered... a story  
→ repeat visitation → events  
→ identifying to how we can do this  
→ partners on maps e.g. Parks  
→ Townships  
→ Share "our place" → one at a time

- Elements of the event:
  - Attracts a diverse audience – including new visitors
  - Sustainable in every sense (economic, environmental, resourcing)
  - Sustainable over time as well... this should become part of the Shoalhaven calendar
- Builds social and economic capital for Nowra
  - Drives growth and supports the CBD regeneration
  - Repositions Nowra's reputation to customers
  - Enriches our community
  - Builds pride in/re-evaluation of Nowra
  - Enables greater collaboration
  - Makes money for businesses
  - Encourages visitation/footfall in Nowra

## What assets can Nowra draw on in developing an event (1 – the Stakeholder view)?

(Close to CBR/SM)  
 Life style Sports → lots going on  
 River → Extreme sports → rock climbing  
 Live work + play → Thompson's → comes to syp/cor  
 Deep history → Yarns → 100 years → 200 years  
 genuine not touristy / got soul → not many have seen  
 meeting place → meeting place → 1881 Bridge  
 best cafes in region → 1881 Bridge  
 good / individual businesses  
 Entertainment Centre → walk from CBD → to world class  
 Characters → unique → engineers  
 skilled big people → chemical mungies  
 community is close → artists / creative  
 → artists / creative → 1881 Bridge  
 → Mark Moorhead  
 → Arthur Bayle

Murals + arts  
 historical foot path / mural  
 chilli + chocolate.  
 Hyper Hyper No 1 coffee  
 Hipster Café.  
 Micro galleries → eclectic  
 → New South  
 Laneways → Real → Bushy  
 Uncool is cool → Trucks + Ugg boots  
 ↓  
 Muggles



## What assets can Nowra draw on in developing an event (2a – from the immersion)?

### Street Art



Nowra has a great street art tradition  
But there is no context or background to the images from an outsider's perspective – nor are they connected (no trail, app or map)  
Also not many young or non-white faces (!)

## What assets can Nowra draw on in developing an event (2b – from the immersion)?

### Built/owned assets

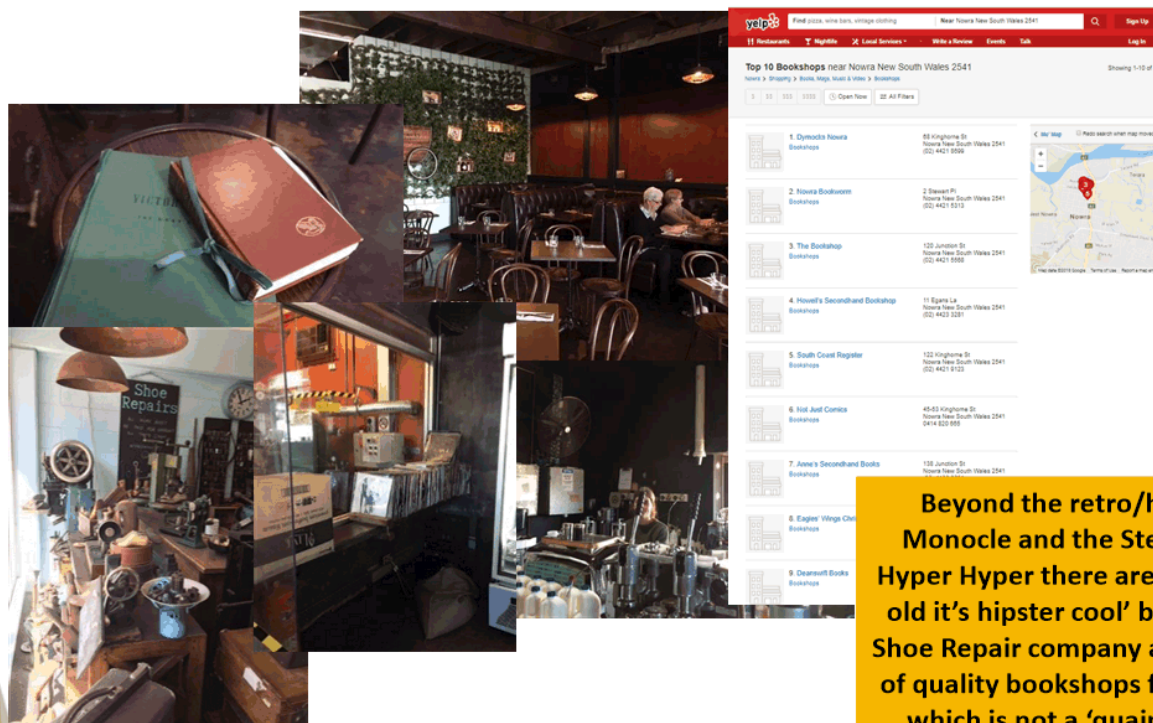


The overall environment has a great natural footprint and council has several spaces that can be utilised  
Laneways and car parks also have high potential



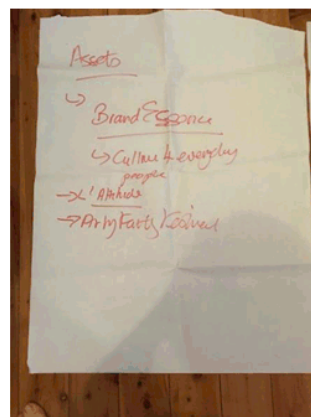
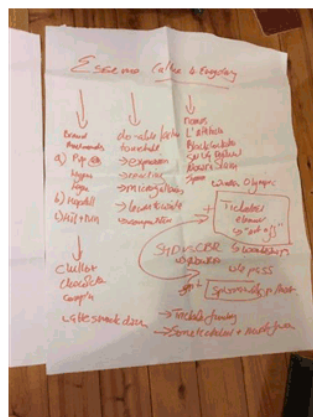
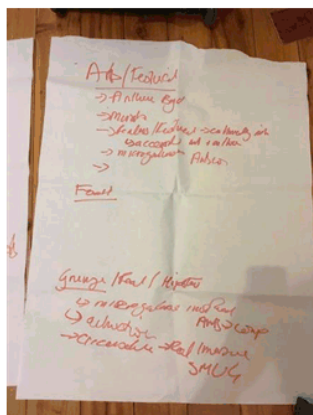
## What assets can Nowra draw on in developing an event (2c – from the immersion)?

Soft assets – businesses that challenge negative perceptions of Nowra



Beyond the retro/hipster Dog and Monocle and the Steam Punk vibe of Hyper Hyper there are some fabulous 'so old it's hipster cool' businesses like this Shoe Repair company and a large number of quality bookshops for a town this size which is not a 'quaint, tourist town'. Engaging these businesses and using them to tell the story is important

## What sort of event do stakeholders want to see?



The core idea is an arts festival  
Could be connected to the Chilli  
and Chocolate Festival and  
expand it

Essence is to use Nowra's  
slightly grungy reputation, but  
depth of local creativity to  
create an Arts Festival for real  
people/those who think they  
don't like art

Assets would include the  
branding and vibe  
Essence is that culture is for all  
A summarised version of this  
idea was tested in further  
research

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### Consumer interest in the event as envisaged by stakeholders

Broadly there is interest in the event, but most would like it to have a variety of elements. Interest is strongest locally but the majority of those from outside the region also say the idea could appeal. Interest rises with age and is stronger among women (consistent with other research)

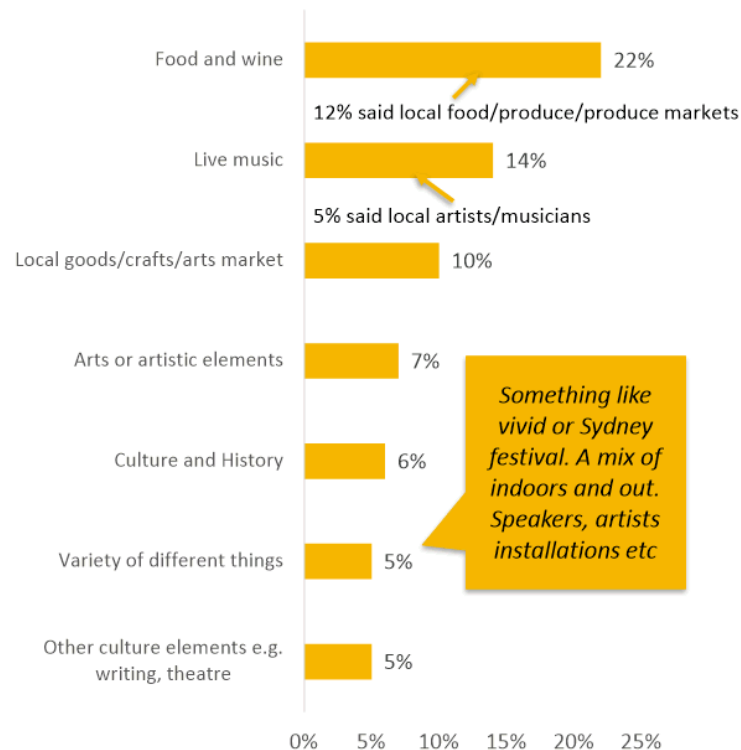
**74%** would attend an event based around art and culture in a regional town

**62%** would attend an arts and culture event in Nowra

A further **28%** might do so (meaning 90% are open to the idea in principal)

Source: Quantitative Survey  
Q20 Would you attend an event based around art and culture in a regional town? Base n = 157  
Q27 Would you go to an event if it was in Nowra? The event will reflect the local people and culture Nowra has to offer, with an overall art and culture theme. In combination with local businesses the aim to produce a unique event that brings together the community and helps improve out of season visitation. The idea would be a cultural event that is for ordinary people. Base n = 148

### Additional elements the event should incorporate besides those mentioned – most common themes



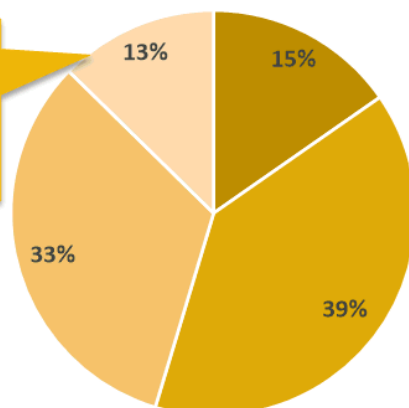
Source: Quantitative Survey  
Q30 'Would there be anything else you would like to see the event incorporate ? Base n = 86  
Page 42

## Nowra's reputation is both a challenge and an opportunity

Perceptions of Nowra  
(Quantitative Study)

■ Great place ■ Average place ■ Basic place ■ Never been

Not sure what  
Nowra has to  
offer, plenty  
of other  
towns around  
that area



Q21. What is your perception of Nowra? Base n = 150

Shoalhaven residents were at least as likely to think poorly of Nowra as those elsewhere

Perceptions of Nowra  
(Semi-structured study)

| Base n = 15     | Description              | Frequency (n) |
|-----------------|--------------------------|---------------|
| Positive        | Relaxed                  | 2             |
| Negative        | Bogan                    | 9             |
|                 | Rough                    | 5             |
|                 | Industrial area          | 4             |
|                 | No character             | 3             |
|                 | Poor                     | 3             |
| Neutral/Unknown | "What does Nowra offer?" | 6             |
|                 | Haven't heard of it      | 2             |

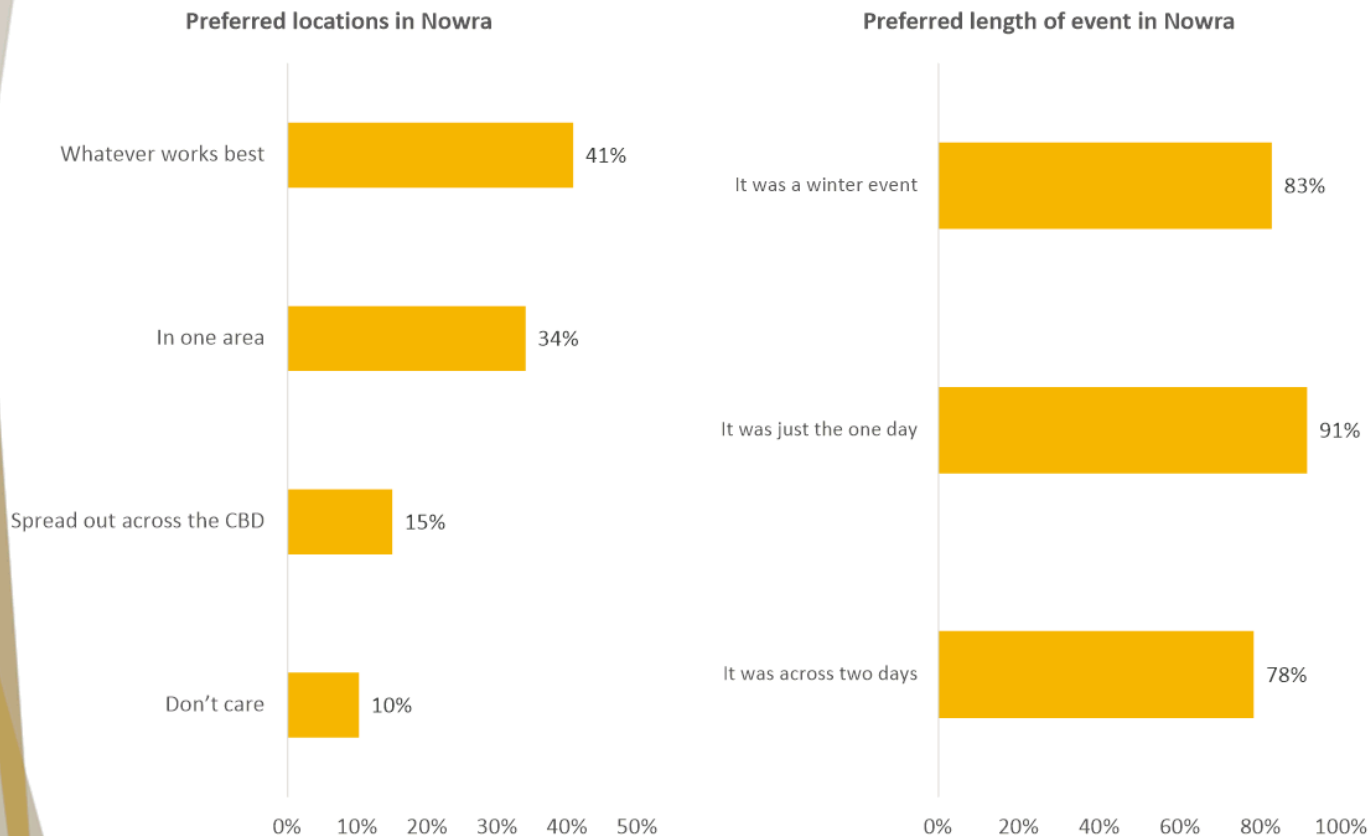
In contrast to the quantitative study, in the semi-structured study people were far less likely to attend the event: only 14% said they would definitely go and fully 42% said they would not. This difference is likely to be because the semi-structured interviews were conducted live (i.e. with another person) whereas the quantitative study was conducted online.

To overcome this embarrassment, an event in Nowra must both acknowledge AND challenge Nowra's reputation. Engaging and driving advocacy from locals and residents will be important in this

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## Executing the event – the practicalities

Most happy to attend a winter event, slight preference for a one day event. Location should be driven by effectiveness/relevance to the event



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**How do we engage people with the event to  
optimise success?**



## Marketing - consumers

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### Marketing an event

Building your events' profile takes time and effort. Get into the mindset of your visitors and think about what will entice them to come along. Make sure you are promoting with your local VisitScotland Information Centre, and also promote at entry points such as bus, train and ferry ports – they can be an excellent way to catch day visitors, too.

|                  |  |
|------------------|--|
| Before the event | <ul style="list-style-type: none"> <li>Establish your event – set up a domain name; set up your social media presence with Facebook and Twitter – allowing you to develop a relationship with potential attendees and start a blog to excite and engage potential attendees during the build up</li> <li>Start communicating – create a content roll-out plan to include exciting news announcements, images from past events, competitions and incentives</li> <li>Try to make posts shareable and interesting, and demonstrate the 'personality' of your event through your content, so it really speaks to your target market</li> <li>Re-tweet and re-post relevant news and events that relate to your event</li> <li>Promote your online presence – in PR, marketing materials and email signatures</li> <li>Cross-promote between your own website and social media sites</li> <li>Cross-promote with participants' online presence or venues' online presence</li> </ul> |
| During the event | <ul style="list-style-type: none"> <li>Encourage visitors to 'check-in' to your event with small rewards – it will increase your visibility online</li> <li>Encourage visitors to share information about their experiences through their own social media</li> <li>Stream parts of your event with live online video through your website</li> <li>Share images of your event in real time</li> <li>Generate discussion about interesting bits of news and gossip related to the event</li> <li>Make everything inclusive – not an exclusive club of those 'in the know' – this is about everyone, attendees and non-attendees</li> </ul>   |
| After the event  | <ul style="list-style-type: none"> <li>Blog about the highlights of your event</li> <li>Ask event-goers for feedback and get them to post their favourite pictures</li> <li>Keep your fanbase engaged in the build-up to the next event by tweeting updates and posting competitions on Facebook</li> <li>Measure how successful social media was in spreading the word and review your marketing plan</li> </ul>  |

For more information see the presentation *Digital & Social Media for Event Organisers*, available at [www.visitscotland.org](http://www.visitscotland.org).

Source: Events, Festivals and Cultural Tourism in Scotland, Tourism Intelligence Scotland

**Digital presence and assets are key – both paid (website) and earned (social media)**  
**But so is driving advocacy**  
**VICs can play a role in driving last minute visitation – 25% of those who attended a regional event once in destination found out about it via a VIC**

FIGURE 12: SOURCES OF INFORMATION – FIRST HEARD ABOUT EVENT

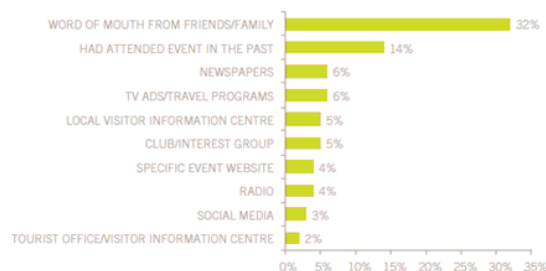


FIGURE 13: SOURCES OF INFORMATION – FOUND OUT MORE ABOUT EVENT



Source: DVS Events: Drivers of Regional Tourism, Tourism Research Australia, 2014



## Engaging stakeholders

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CASE STUDY



### The Bunkers Festival

For the past two years local businesses in Inverness have enthusiastically embraced the **Bunkers Festival**, developed to add value for visitors attending the Scottish Open Golf Championship.

Highland Council Events Officer Gerry Reynolds says: "We decided early on that we wanted Inverness to be known to the Open visitors for more than their golf experience at Castle Stuart; and we saw this as a great opportunity to add to our existing festivals programme. Our plan was quite simple – get locals and performers into the city centre and invite golfing visitors and normal tourists to join in the fun.

Playing on the golf theme, we 'trapped' visitors in entertainment bunkers and put on performances in as many unusual places as possible. Local businesses added to the party atmosphere by laying on even more themed activities.

We successfully turned our city centre into a fun space for golf fans, tourists and locals, giving everybody a chance to make new friends and enjoy our culture, humour and hospitality.

Feedback from golf fans has been fantastic and the European tour organisers were really pleased to discover that our city offers a lot more than an exceptional golf course and some wonderful hotels."

[www.invernessfestivals.com](http://www.invernessfestivals.com)

### How event organisers and cultural providers can engage with tourism businesses

Have a clear point of contact for tourism businesses – it will save them time and effort trying to find the right person to talk to.

Have a web-based portal to communicate general information and contact details – it's easy to access and also to update.

Create a toolkit for businesses with logos, images and promotional wording that they can use about the event, which will also keep your message consistent.

Provide details about how to access tickets for potential packages. For example, accommodation providers might want to offer a Dinner, Bed & Breakfast deal with tickets to your event.

Give reciprocal links to tourism businesses' websites.

Offer advertising space for local businesses in your marketing materials.

Create online adverts that can be used/integrated on tourism businesses' websites.

Work together with tourism businesses on your social media platforms – link and cross-promote.

Consider teaming with attractions that are unrelated to your core programme. For example, sporting events can team up with local museums or galleries – visitors may want to experience a range of activities.

If you can, provide some basic visitor information about the type of people coming, what they will be looking for and where they come from – it will help to guide tourism businesses in their offers and service.

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## 4. Appendix a – Quantitative Survey Participant Profile

## About our quantitative survey participants



**77%** female



Good age range: at least a  
**third** from each age  
cohort (<35, 35-55, 55+)



**78%** tertiary educated  
**50%** have at least a  
bachelors degree

**53%** live outside the  
Shoalhaven

**45%** live in Sydney &  
surrounds

**74%** of non-residents  
have visited Nowra

**50%** have done so  
more than once

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## 4. Appendix b – Desk Research Sources



## Sources used by MTR in support of this project

- Review of:
  - It's On in New South Wales
  - Websites for: A Day on the Green; Bathurst Winter Festival; Blue Mountains Winter Magic Festival, Coffs Harbour Busker Festival; Embrace Life Illawarra; Glen Innes Celtic Festival; Love Lennox Festival; It's On! In NSW; Peak Festival; White Cliffs Music Festival
  - Event evaluations:
    - SUPPORT FOR MAJOR EVENTS – SPONSORSHIP OF VIVID, SYDNEY 2017 TO 2019, City of Sydney
    - Have your Say Bathurst Regional Council, Bathurst Winter Festival
    - VIVID SYDNEY INJECTS \$110 MILLION INTO NSW ECONOMY, [www.vividsydney.com.au](http://www.vividsydney.com.au) 9 Sept 2016
    - ESTIMATING THE ECONOMIC IMPACTS OF FESTIVALS AND EVENTS: A RESEARCH GUIDE, STCRC, CRC for Sustainable Tourism Pty Ltd, 2002
- Academic Research:
  - Database review of Journal of Travel Research
  - Visitor attractions and events: Responding to seasonality Joanne Connell a, \*, Stephen J. Page b, Denny Meyer c; a University of Exeter Business School, UK, b School of Tourism, Bournemouth University, UK c School of Health Sciences, Swinburne University of Technology, Australia, Elsevier Open Source 2014
  - Employment Impacts of Off-Peak Seasonal Tourism Development, Stephen C Morse1\* and Eva M Smith2, 1Associate Professor, Hospitality and Tourism Management, College of Business, Western Carolina University, Cullowhee, NC, USA, 2Associate Professor, Business Organization and Leadership, Brevard College, Brevard, NC, USA, *Business and Economics Journal*, April 2015
- Commercial/Destination Research on Regional Events
  - DVS Events: Drivers of Regional Tourism, Tourism Research Australia, 2014
  - Events, Festivals and Cultural Tourism in Scotland, Tourism Intelligence Scotland
  - [www.eventsimpact.com](http://www.eventsimpact.com) ( a collaboration between a number of different event organisations in the UK) including evaluation of the Hay on Wye Writers Festival
  - Strategic Regional Research – Australian Capital Territory: Major Blockbuster Events in the ACT, Tourism Research Australia and ACT, 2012
  - TNS Domestic, 2010, 2011, 2013
- Other:
  - London and Partners, Global Events Research – 2012 and Beyond



## Sources used by the UTS students to support this research project

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## 4. Appendix c – Data Collection Tools



[MyTravelResearch.com](http://MyTravelResearch.com)\*

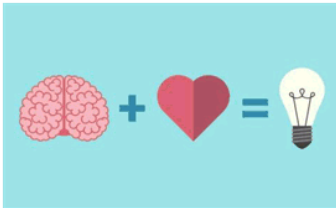


## Workshop Agenda, Pre-session Tasks and prompt slides

## Agenda –18<sup>th</sup> September

| Timing    | What  | Lead by        | Approach                | Outcome   |
|-----------|---|----------------|-------------------------|---|
| 1700-1710 | Introduction<br>Housekeeping and Context setting                | Carolyn Childs | Round table             | Clearly understand what we are doing, rules to ensure all views are covered<br>Create a 'safe' environment where views can be shared respectfully |
| 1710-1725 | Discovery session 1:<br>Vision for event                        | Carolyn Childs | Group discussion        | Agree a vision for the project/what success will look like  |
| 1720-1740 | Discovery session 2:<br>Nowra Assets                            | Carolyn Childs | Moderated brainstorming | Use the pre-work tasks to understand what we have to offer  |
| 1740-1750 | Prioritising the assets   | Carolyn Childs | Moderated brainstorming | Create a short list of themes for a winter event  |
| 1750-1815 | Operationalising the assets 1- what events fit with this?       | Carolyn Childs | Moderated brainstorming | Create a list of ideas for events under the key themes  |
| 1815-1830 | Operationalising the assets 2 – building that up into an option | Carolyn Childs | Team tasks              | Break into 2-3 x-functional teams and put some detail to the event  |
| 1830-1845 | Present and review plans  | Carolyn Childs | Group discussion        | Present and review plans – amend any details  |
| 1845-1855 | Pre-mortem – where could it go wrong?                           | Carolyn Childs | Envisioning exercise    | Unearth the pitfalls and ensure success for key events  |
| 1855-1900 | Wrap up/Review  | Carolyn Childs | Review Summarise        | Confirm what worked about the process   |

## Pre-session tasks - 1



Please help ensure the success of the session  
by completing a few simple questions.  
Please bring these along to the session

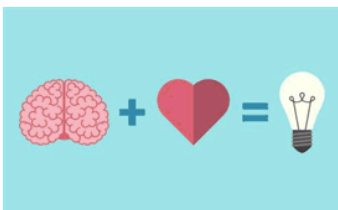
Tell me 3 interesting facts about Nowra? (Top of mind – don't look them up)

- 1.
- 2.
- 3.

What do you love about Nowra?



## Pre-session tasks - 2

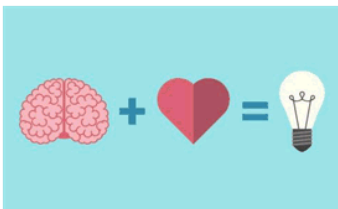


Please help ensure the success of the session  
by completing a few simple questions.  
Please bring these along to the session

What are the best things about Nowra in winter?

If we launch a winter event and it is successful, what difference will it make to Nowra? What will make it a success?

### Pre-session tasks - 3



Please help ensure the success of the session  
by completing a few simple questions.  
Please bring these along to the session

If you knew the event couldn't fail, what would your ideal event look like? Assume that the budgets as we have them are in place

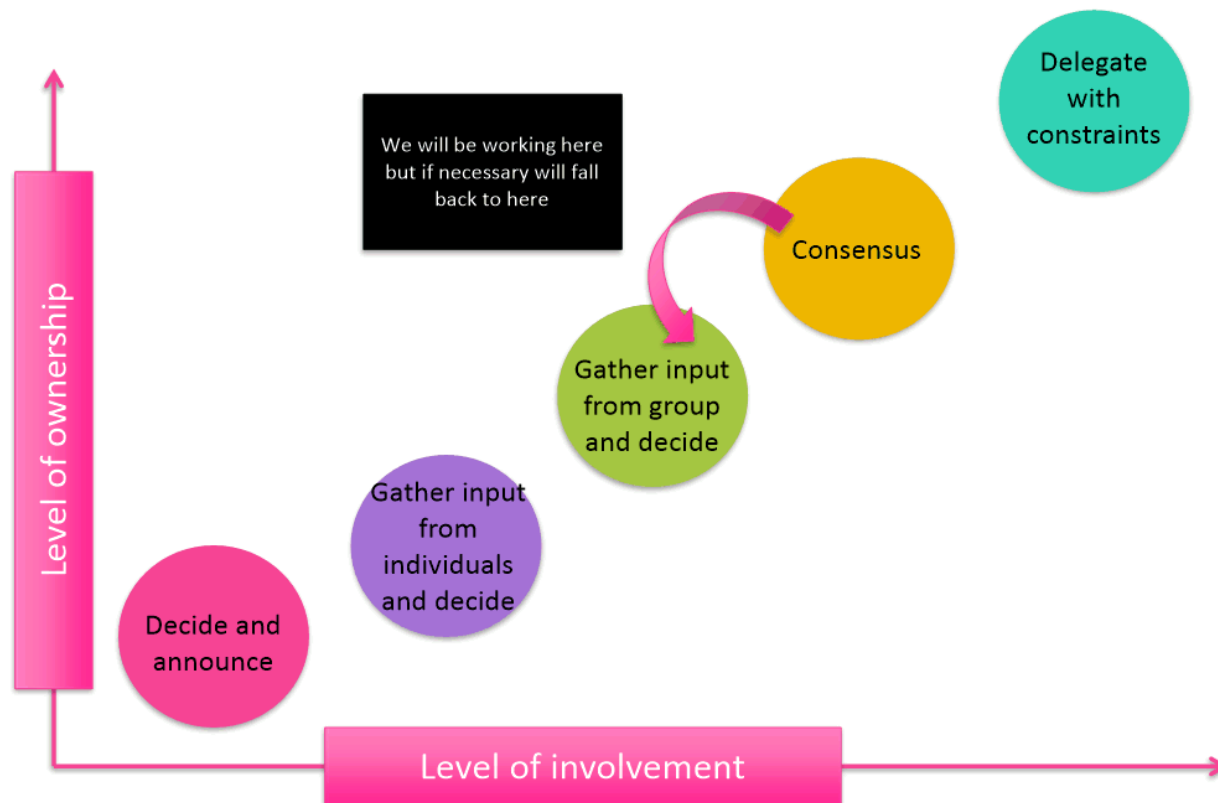


**What are we here to do?**

**To enable the Nowra Revitalisation Committee and Shoalhaven City Council to confirm the potential for an engaging and commercially successful winter event and to optimise its chances of success by building a sound evidence base**

## What we are trying to achieve – where on the decision hierarchy are we

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**We would like to get to know you...**

**Your name?**

**Your connection to Nowra?**

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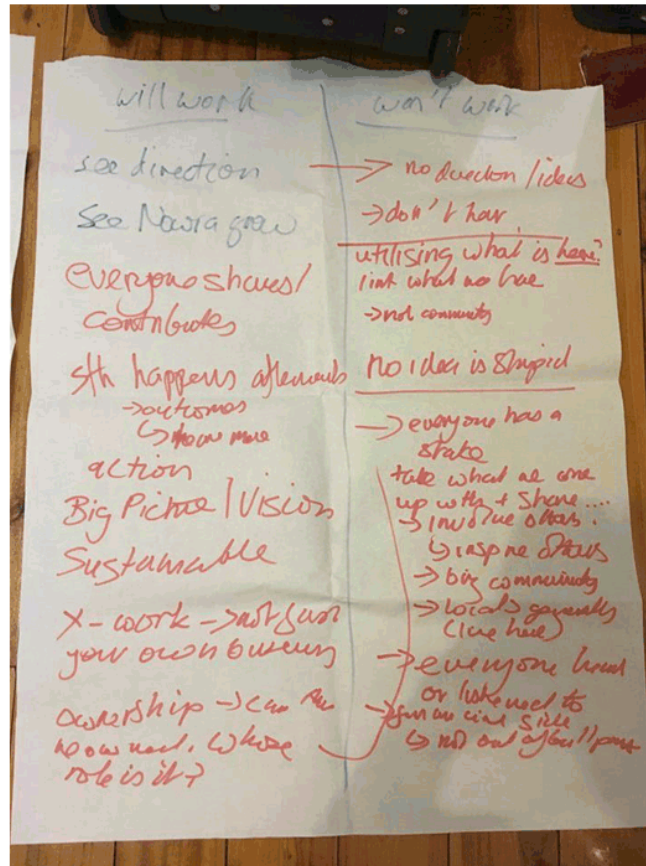


## Success factors for the day



## Success factors agreed in the workshop

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### Key takeouts...

It is based on what we have  
We want it to drive growth –  
and inspire our community  
with pride in what we have  
We want something to  
happen not just talk!  
We own it because we  
helped develop it

At the end, these were  
revisited and confirmed to  
have been covered

## Discovery session 1: The vision thing



Why would we even have an event?  
What difference will it make to  
Nowra?

Use the thoughts you had in the pre-work to agree what this event is for?  
Think emotional as well as rational

## Discovery session 2



Truly successful events are grounded  
in a truth of the place and what you  
have to offer

Use the thoughts you had in the pre-work about Nowra – let's compile a list of  
what we have to work with

## Prioritising the assets



1. Do we see any common themes?
2. Take a piece of paper and rank your top 3 from the total list (1<sup>st</sup> = most important)
3. Review and share
4. Agree a list
5. Option to play devil's advocate



Create a short list of themes that we could bring to a winter event

Don't worry about the event yet, just the core theme

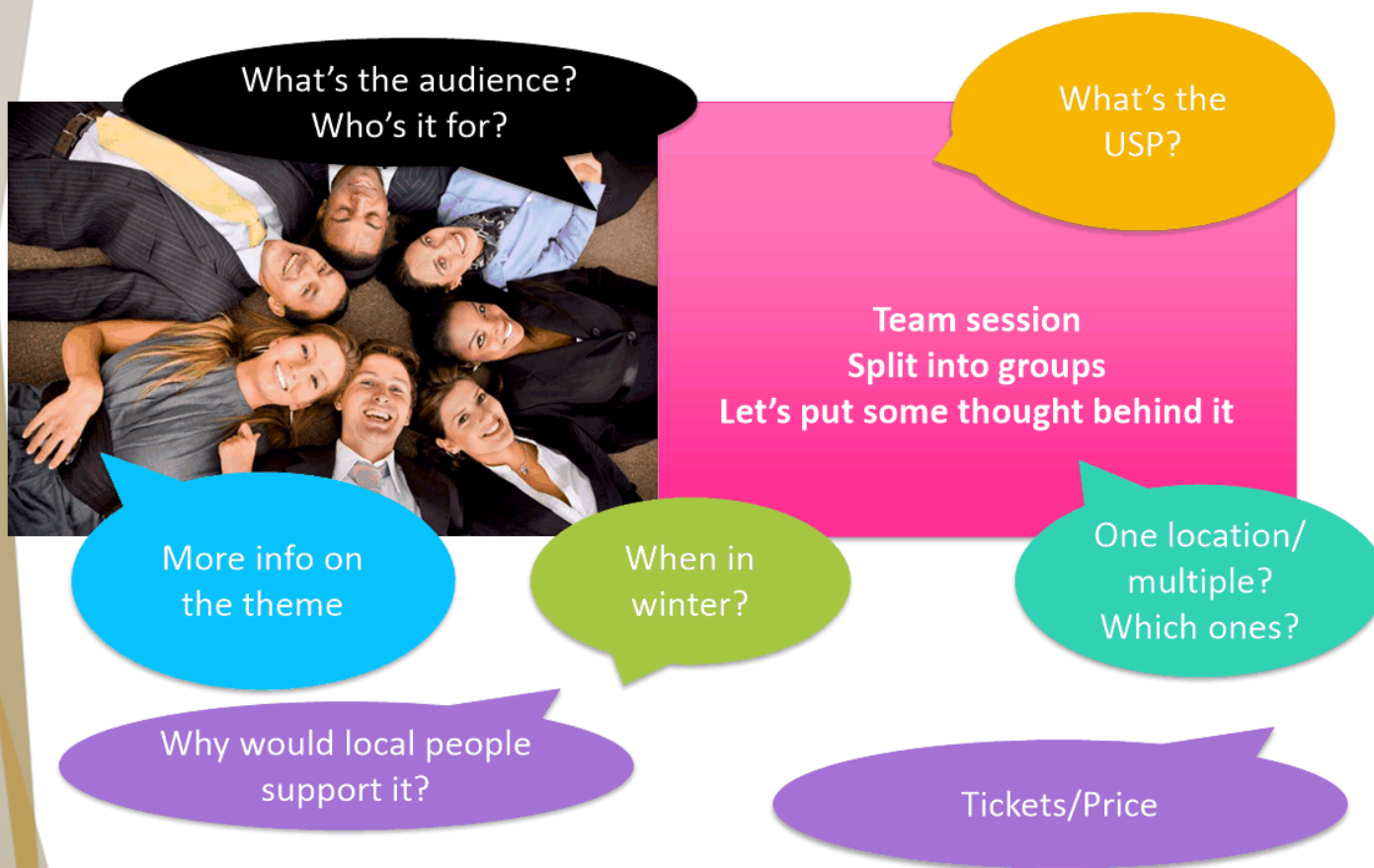
## What events fit with these themes?



- Now it is time to think events!
- For each of our core themes, can we think of an idea for an event that would work in winter around that.....



## Building up the ideas into options





## Present and review plans



Present and review your ideas

## Pre-mortem – disaster review session



Team session  
The new event is launched and it's a  
disaster!!!!  
You're called into a crisis meeting

What is the problem? What went wrong?

How did it happen? What should we have done differently?

## Wrap up



## Questionnaire - Quantitative



## Quantitative Questionnaire (1)

Welcome to our Regional events Questionnaire.

Thank you for taking the time to do our survey, your replies will help us identify the potential for winter event to support revitalisation of regional areas. The questionnaire should take about 10 minutes to complete. For most answers, you simply check a box but for a few you will need to write in your responses.

Everyone who completes the survey and answers one 'game of skill' question also has the chance to Win a Shoalhaven Goody Bag! Which will be filled with local produce, regional information books and other Shoalhaven surprises.

The Goody Bag is worth approx. \$100

All replies are completely confidential.

1

Travel Motivations

1. People have many different reasons why they take a holiday. Which of these best describes your attitude to holidays overall? (Pick up to 3)

- ☐ Holidays for me are about relaxing – I just want to switch off and do nothing
- ☐ When I travel, I really want to get into the place I am visiting – ideally I would like to live like a local
- ☐ I think we should experience Australia before we travel overseas
- ☐ Holidays are about reconnecting with the people I care about
- ☐ Holidays are about revisiting places I love
- ☐ Holidays are about trying new things
- ☐ Holidays are when I reflect on what is important to me
- ☐ I really like to challenge myself when I am on holiday – it should be an adventure
- ☐ I like to spoil myself when I am on holiday – only the best will do
- ☐ Holidays are a chance to focus on me want - with no children there
- ☐ None of these are me

2. How often do you travel for leisure in a year? (includes overseas, small weekend breaks or overnight trips away from home)

- ☐ At least once a year
- ☐ A few times a year
- ☐ More than 5 times a year
- ☐ Whenever I can

2



## Quantitative Questionnaire (2)

3. Have you travelled to any of these regional areas (in the last 2 years) in NSW?

☐ Nowra  
☐ Bathurst  
☐ Port Macquarie  
☐ Katoomba  
☐ Carberry  
☐ Central Coast  
☐ Hunter Valley  
☐ Jervis Bay  
☐ None of the above

4. What influences you most to go to the destination?

☐ Weather  
☐ Relaxation  
☐ Business  
☐ Adventure activities  
☐ Sport  
☐ Nature  
☐ Culture  
☐ Food and drink  
☐ Trying something new  
☐ Other (please specify)

5. Are you the decision maker?

☐ Sole decision maker in your family  
☐ A joint decision maker  
☐ Neither  
☐ Don't know

3

6. What activities do you participate in when you are on holiday?

☐ Water activities e.g. beach, swimming etc  
☐ Nature  
☐ Shopping  
☐ Attending events  
☐ Explore the destination

4





## Quantitative Questionnaire (3)

**Demographics**

7. Are you?

☐ Female

☐ Male

☐ Other

8. In which of these age groups do you fall?

☐ Under 18

☐ 18-24

☐ 25-34

☐ 35-44

☐ 45-54

☐ 55-64

☐ 65-74

☐ 75 or over

☐ Prefer not to say

9. In which of the following locations do you currently live?

☐ Sydney and surrounds

☐ South coast regional NSW

☐ North or Central Coast Regional NSW

☐ Inland Regional NSW

☐ ACT

☐ NT

☐ Queensland

☐ Victoria

☐ Western Australia

☐ South Australia

☐ Tasmania

☐ Other

10. How long have you lived in Australia?

☐ Born here

☐ More than 20 years

☐ 10-20 years

☐ 5-10 years

☐ Less than 5 years

☐ Don't know

11. What is the highest level of education you have completed ?

☐ A university degree or higher

☐ An advanced certificate or diploma course at a TAFE or other college

☐ A basic certificate course at a TAFE or other college

☐ The equivalent of year 12

☐ The equivalent of year 10

☐ Other

☐ Don't know

5

12. What best describes your household ?

☐ Single/living alone

☐ Share house with non related persons

☐ Live with my parents

☐ Couple no children

☐ Family, young children (eldest under 13 years)

☐ Family, older children aged 14+ at least some living at home

☐ Empty nesters, children have moved out

☐ Other

6



## Quantitative Questionnaire (4)

**Event Consideration**

13. What sort of event elements would motivate or interest you (Pick as many as you want)

☐ Watching live graffiti artists

☐ Food and wine

☐ Local produce market

☐ Live music

☐ Culture and history

☐ Arts and crafts

☐ Kids activities/games

☐ Competition

☐ Animals and nature

☐ Other (please specify)

14. What sort of event elements would you definitely not like (Pick as many as you want)

☐ Watching live graffiti artists

☐ Food and wine

☐ Live music

☐ Culture and history

☐ Arts and crafts

☐ Competition

☐ Animals and nature

☐ Other (please specify)

15. What would make it something you would go to?

16. How far would you be willing to travel for an event?

☐ Less than an hour

☐ One to two hours

☐ More than two hours

☐ It depends on the event

☐ I wouldn't travel for an event

17. Who do you normally attend events with?

☐ Alone

☐ Family with young kids

☐ Friends

☐ Partner

☐ Other

☐ Depends on the event

18. Were you aware of any of these regional events in NSW?

☐ Chili and Chocolate festival Shoalhaven

☐ Denny Ute Muster Deniliquin

☐ Bathurst Winter festival

☐ Parkes Elvis Festival

☐ Unaware of all above events

19. Level of interest

|   | Level of interest    |
|---|----------------------|
| Chili and Chocolate festival Shoalhaven | <input type="text"/> |
| Denny Ute Muster Deniliquin             | <input type="text"/> |
| Bathurst Winter festival                | <input type="text"/> |
| Parkes Elvis Festival                   | <input type="text"/> |

20. Would you attend an event based around art and culture in a regional town?

☐ Yes

☐ No



## Quantitative Questionnaire (5)

**Nowra Awareness**

Shoalhaven region

21. Have you visited the Shoalhaven region?

☐ Yes -for a day trip or visit only ☐ Not applicable- lives in the Shoalhaven

☐ Yes- for an overnight trip ☐ Not visited

☐ Yes- for both day and overnight trips

22. Have you visited Nowra?

☐ Yes once

☐ More than once

☐ Been to surrounding suburbs

☐ Never

23. What was your overall perception of Nowra?

☐ Great place

☐ Average place

☐ Basic place

☐ Never been

24. Please select which of the following towns you have visited in the Shoalhaven Region, only select those places you actually stopped at.

|   |   |
|---|---|
| <input type="checkbox"/> Nowra            | <input type="checkbox"/> Kangaroo Valley              |
| <input type="checkbox"/> Berry            | <input type="checkbox"/> Lake Conjola                 |
| <input type="checkbox"/> Shoalhaven Heads | <input type="checkbox"/> Gerringong                   |
| <input type="checkbox"/> Ulladulla        | <input type="checkbox"/> St Georges Basin             |
| <input type="checkbox"/> Culburra         | <input type="checkbox"/> Jervis Bay                   |
| <input type="checkbox"/> Huskisson        | <input type="checkbox"/> Not applicable, haven't been |

9

25. What were the main reasons for choosing the Shoalhaven region?

☐ Great place for a family vacation

☐ Visit family

☐ Great deals on accommodation

☐ Convenient stop over

☐ Variety of things to see

☐ Spend time with my partner

☐ Attend a specific event

☐ Visit a specific attraction

☐ Experience nature

☐ Water sports or activities

☐ Camping

☐ Visit Museum or historical places

☐ See art exhibition

☐ Winery tour

☐ Golf

☐ Visit friends

☐ Not applicable, haven't been

☐ Other (please specify)

26. How would you describe your travel party when you have been to the Shoalhaven region? (Pick as many apply to you)

☐ Alone

☐ Partner

☐ Immediate Family

☐ Relatives

☐ Friends

☐ Business associates

☐ School/uni group

☐ Other

☐ Not applicable, haven't been

10



## Quantitative Questionnaire (6)

**Nowra event**

27. Would you go to an event if it was in Nowra?  
The event will reflect the local people and culture Nowra has to offer, with an overall art and culture theme. In combination with local businesses the aim to produce a unique event that brings together the community and helps improve out of season visitation. The idea would be a cultural event that is for ordinary people.

☐ Yes  
☐ No  
☐ Maybe

28. If you were to attend an event in Nowra would you prefer the location to be?

☐ In one area  
☐ Spread out across the CBD  
☐ Don't care  
☐ Whatever works best

29. Would this event still interest you if

|                         | Yes                   | No                    |
|-------------------------|-----------------------|-----------------------|
| It was across two days  | <input type="radio"/> | <input type="radio"/> |
| It was just the one day | <input type="radio"/> | <input type="radio"/> |
| It was a winter event   | <input type="radio"/> | <input type="radio"/> |

30. Would there be anything else you would like to see the event incorporate ?

11

**Game of Skill**

If you would like to be considered for the 'Game of Skill' Prize Draw to win an Shoalhaven Goody Bag, please answer the following question.

31. The Nowra Bridge joins the main area of Nowra to North Nowra and Bomaderry, taking you over which waterway?

☐ Clyde River  
☐ Shoalhaven River  
☐ Minnamurra River  
☐ Kangaroo Valley River

32. If you do win the prize how can we contact you ?

Name

Telephone

Email

Address

12

Thank you for completing our Regional Events Questionnaire!



## Semi Structured Questionnaire



## Semi-structured questionnaire questions

### 1. Understanding participants travel behaviours

- How often do you travel?
- Have you travelled to any regional places in NSW and why?
- What was the experience like?
- What influences you to travel
- Who do you travel with?
- What makes travel enjoyable?
- Are you the travel organiser?
- What activities do you like doing?

### 2. Understanding their perceptions of the Shoalhaven Region and Nowra

- What is your perception of the Shoalhaven?
- Have you travelled to the Shoalhaven?
- Why do you have this perception?
- What is your perception of Nowra?
- Why do you have this perception?

### 3. Understanding willingness to attend the proposed event

- The Shoalhaven is looking at creating an event in Nowra based around arts and culture reflecting the local people of the region, would you attend?
- Why or why not?

### 4. Understanding their motivations to travelling to Nowra for a winter event

- What aspects of an event would drive you to go to an event in Nowra?
- Does the event proposed sound good?
- What makes you attend events?



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**Disclaimer:** Please note that the information and data contained in this proposal has been prepared for the specific purpose of addressing the items for the proposed research between **MyTravelResearch.com Pty Ltd** and **Shoalhaven City Council**.

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