

# EVENTS & LEISURE ACTIVITY GUIDELINES 2004 - 2005



## PRINCIPLES AND CRITERIA FOR THE CONDUCT OF EVENTS AND LEISURE ACTIVITIES IN THE CITY OF HOLDFAST BAY

### GENERAL PRINCIPLES AND APPROVAL CRITERIA

Historically, Holdfast Bay and particularly Glenelg has built and maintained a reputation as South Australia's premier seaside location. Over many years it has become the State's best-known venue and location, outside of Adelaide, for the staging of major and public events. Such events have brought colour, vibrance, diversity and appeal to the region.

Council recognises the potential for economic, cultural and social benefits to flow from the staging of such events. The most tangible advantages gained by the City of Holdfast Bay continuing to support events and leisure activities are :

- The multiplier effect – where dollars injected into the community result in spending and re-spending by visitors, businesses and ratepayers, and
- Community pride – where a region showcasing its strengths and unique qualities encourages increased community pride.

These understandings are framed within both of Council's adopted Strategic Plan 2001 – 2004 and its Tourism Plan 2001-2002. The Strategic Plan states its principal tourism objective as:

*"To ensure that the City of Holdfast Bay remains as South Australia's premier seaside destination through the promotion and provision of targeted events, tourism infrastructure, attractions, touring products and services."*

Two key strategies of the Tourism Plan are :

*"Investigate and implement initiatives that will ensure Holdfast Bay is acknowledged as a destination with year-round visitor appeal."* and

*"Ensure that Holdfast Bay remains and is marketed as the premier South Australian metropolitan seaside destination."*

Within this historical and planning context, decision frameworks to conduct events and leisure activities within the City of Holdfast Bay therefore embrace four areas of core values:

1. Community
2. Market Position
3. Lifestyle, and
4. Economic

As part of the assessment and approval process, it is envisaged that all core value areas will be met at least in part, preferably in full.

## **CORE VALUE SPECIFICS ARE:**

### **1. COMMUNITY**

- Celebration of the local community through participation of residents and visitors.
- Variety and balance of recreational, sporting and cultural activity for resident participation.
- Development and profile building of the City's local arts, cultural and sporting organisations.
- Equitable access for all the community to participate.
- Ensure a balanced use of, and minimal impact on, residential areas, amenities and City infrastructure.

### **2. MARKET POSITION**

- Contribution of the event or activity to maintaining the position of Holdfast Bay, in particular Glenelg, as South Australia's premier coastal tourist destination.
- Contribution to the region's historic seaside character and cultural significance.
- Build marketplace awareness by promotion of the City's resources and assets.
- Build year-round visitor appeal with a spread of diverse and high quality experiences.

### **3. LIFESTYLE**

- Promote a healthy lifestyle by presenting all participants, active and passive, with a range of diverse, interesting and quality opportunities and experiences.
- Ensure events and activities cater for people of all ages and provide friendly, colourful, exciting and different entertainment, maintaining the emphasis on quality.
- Contribute to the development of an annual program that ensures diversity yet balance of cultural, sporting and community activities that ultimately enhance the region's recreational and coastal focus.
- Ensure maximum public safety and security for all visitors and participants.

### **4. ECONOMIC**

- Generate income for the City of Holdfast Bay while also displaying capability to create flow on benefits for local businesses and traders.
- Provide stimulus for trading innovation. Acknowledging that new activity may increase competition and will not necessarily be prohibited, preference will be given to activities and events that foster harmonious growth for both permanent and casual traders.
- Ensure no financial risk or exposure for the City of Holdfast Bay. Where Council's financial input is required and considered appropriate, this will be by specific decision, transparent and easily measured against tangible community, marketplace and lifestyle gains for the region.
- Increase visitor numbers to produce either greater volumes of daily business and/or increased overnight stays as well as greater length of stay in the region.