City of Melbourne
Events Melbourne Branch
2005/2006 Report

Table of Contents

Table of Contents

Background

The Events Melbourne Branch is responsible for the management and delivery of events conducted within the City of Melbourne. The scope, volume and quality of events conducted within the city position Melbourne as the Events Capital of Australia. The Branch manages and coordinates the delivery of all event related services within the City of Melbourne to ensure that the resources needed to support events are effectively managed and to provide event organisers a customer focused interaction with the City.

The strategic focus of the Branch is to contribute to the objectives of Council by maximising the benefits of events conducted within the City of Melbourne through effective management, marketing and facilitation.

Events Melbourne provides a single point of entry for all event organisers into the City of Melbourne. It is the responsibility of Events Melbourne to ensure that all other areas within Council are adequately informed and/or involved in the delivery of events within the City.

The key partners to Events Melbourne are Victorian Major Events, Tourism Victoria, Sport & Recreation Victoria, events industry promoters / suppliers and other City of Melbourne Branches.

The Events Melbourne Branch consists of the following work areas: Event Development, Event Coordination, Event & Sport Promotion and Event Operations.

1. Event Activity in Melbourne

1.1. 2005/06 Events

The following table summarises the events conducted in the City of Melbourne.

	04/05	%	05/06	%
Hallmark Events	6	0.2	8	0.3
International One Off Events	4	0.1	6	0.2
Major Events	68	2.1	109	3.7
Community & Corporate Events	1535	47.9	1324	45
Filming	274	8.5	240	8.2
Busking	695	21.6	594	20.2
Weddings	324	10.2	319	10.9
Community Sport	302	9.4	338	11.5
Total	**3208**		**2938**	

Hallmark Events* that occurred in the City of Melbourne were;

- AFL Grand Final
- Melbourne Cup Carnival (part of the Spring Racing Carnival)
- Melbourne International Arts Festival
- Melbourne Boxing Day Test
- Australian Open
- Melbourne Food & Wine Festival
- Melbourne International Flower & Garden Show
- Melbourne International Comedy Festival

as defined by Tourism Victoria

International One Off Events that occurred in the City of Melbourne between July 2005 and June 2006 were;

- Melbourne 2006 Commonwealth Games
- World Artistic Gymnastics Championships
- Melbourne Winter Masterpieces Exhibition
- Volvo Ocean Race Melbourne Stop Over
- Soccer: Australia v Greece
- Cook Cup: Wallabies v England

1.2. Multi Dimensional Events Calendar

The Multi Dimensional Events Calendar (MDEC) is a database that captures all significant events that occur in Melbourne throughout the year together with a number of key attributes. It enables the planning, development and monitoring of events across a range of criteria leading to more strategic decision making in formulating future calendars. The MDEC lists all Hallmark, International "One Off" and Major events together with the larger Community & Corporate events. It contains all activity staged in Melbourne, not just the events owned or sponsored by the City of Melbourne. The following tables are summaries taken from the MDEC.

1.2.1. Summary of event activity throughout the year;

	Number of Events
July 2005	17
August 2005	21
September 2005	29
October 2005	31
November 2005	27
December 2005	25
January 2006	21
February 2006	18
March 2006	26
April 2006	17
May 2006	15
June 2006	18

1.2.2.   Summary of event activity summary by location;

Location	Number of Events
CBD	85
Docklands	41
Carlton & Parkville	9
North West Melbourne	8
South and East of City	61
Events conducted partially outside the City of Melbourne	13

1.2.3.   Event distribution across Event Partnership Program objectives;

EPP Objectives	Number of Events
Build Relationships	92
Build Reputation	115
Demonstrate Capability	39
Demonstrate Leadership	54
Increase Visits	103
Promote Location	56
Raise Profile	98
Supports a Community Sector	85

1.2.4.   Event distribution across community sectors;

Community Sector	Number of Events
Sports	62
Arts	37
Business	37
Cultural	81

2.   Event Partnership Program

The Event Partnership Program (EPP) is designed to provide support to organisations delivering events in line with the City of Melbourne's objectives. Applicants seeking support from the program need to ensure their event helps to achieve these objectives.

The event objectives were determined by analysing
- City of Melbourne Council Plan 2005 - 2009
- Marketing and Customer Relations Division's "Strategic Objectives for 05-09" (Feb 2005)
- Events Melbourne "Business Plan" (Feb 2005).

All references to event activity were extracted and distilled down to eight objectives.

1.   To build relationships and develop networks.

The event facilitates the opportunity to meet and interact with key people and stakeholder groups with a view to developing networks locally, nationally and internationally.

2.   To build reputation.

The event positively enhances the council's or city's reputation either locally, nationally and internationally.

3.   To demonstrate capability.

Showcases or demonstrates a new, unusual or unique capability or competency that is offered, delivered or provided by either the CoM or a sector of the Melbourne community that generally sets Melbourne apart or would not be possible or present in other cities.

4.   To demonstrate leadership.

An assessment of whether the CoM should take a leadership role in this event. Consideration should be given to the CoM being seen as active, forward thinking and courageous in its role as the capital city of Victoria; the largest local government in Victoria and the second largest city in Australia.

5.   To increase visitation.

The additional number of people this event brings into the city at this time thereby increasing the potential economic benefit to the CoM businesses.

6.   To promote locality.

This objective only has relevance if the event is designed to highlight or support a specific area, precinct or venue within the CoM or it's specifically scheduled to fill a quiet time in the events calendar.

7.   To raise profile.

The event, through media coverage, lifts the profile, status or awareness of the city. National profiling is considered more valuable than local profiling and international profiling is the most desirable.

8. To support community activity

For this process "community" is interpreted broadly. It can be the
- Indigenous community
- Italian community
- Disabled community
- Gay & Lesbian community
- Sporting community
- East Melbourne community
- Performing Arts community
- Any other community sector

The event engages a sector of the community and through the activity; fosters a spirit of togetherness and well-being, educates both the community group and the broader population, promotes tolerance and understanding throughout the broader population and/or enables it to be celebrated and experienced widely.

Events Melbourne manages the Event Partnership Program. The branch coordinates the delivery of event related services and activity within the City of Melbourne. Among its responsibilities, Events Melbourne:

- Assesses sponsorship applications received by the City of Melbourne and then makes recommendations to the Event Sponsorship Panel (two Councillors, Director of Marketing and Customer Relations and Manager Events Melbourne).

- Manages sponsorship negotiations and subsequent delivery of sponsor benefits from successful applicants.

- Ensures events conducted within the municipality make a contribution to the objectives of the City of Melbourne.

- Assesses the value of events to the City of Melbourne based on strict criteria that ensures a return to the municipality commensurate to the resources required to be allocated.

- Ensures events are conducted in a manner that takes into consideration public safety.

2.1.   Event Partnership Program Categories

The City of Melbourne supports a range of events and festivals, including hallmark events, international events, special events, festivals, local events, community events and local activities. Sponsorships are categorised by the amount of funding requested. Applications must take into consideration and include the cash sponsorship and the value of all "in-kind" support requested of the City of Melbourne.

- Category 1 – Sponsorship up to a value of $5,000

- Category 2 – Sponsorship up to a value of $20,000

- Category 3 – Sponsorship up to a value of $50,000

- Category 4 – Sponsorship more than a value of $50,000

2.2.　　Assessment Criteria

The applications are assessed on the concept, quality of information provided and its potential to satisfy the City of Melbourne's objectives. All proposals must:

- Present a concept or broad outline of the event.

- Explain the purpose of staging the event.

- Identify who owns the event and who will be delivering or producing it.

- Nominate a date and time for the event.

- Outline the benefits offered to the City of Melbourne.

- Provide details of the proposed location or venue.

2.3.　　Assessment process

The application process considers a number of factors in determining whether a sponsorship request is successful including:

- Considering the merits of the concept.

- Its ability to satisfy Event Partnership Program Objectives.

- The amount of funding requested.

- Other events of this type supported by the City of Melbourne.

- Total request for funds from all events.

2.4.　　Event partnership Program Applications in 2005/06

Number of applications received	75
Value of funding requested`	$2,993,470
Number of applications approved	44
Value of funding approved	$1,536,300

2.5.　　Event Partnership Program Key Outcomes

The EPP supported 44 events through out the City in 2005/06 delivering many benefits.

In excess of 2,262,900* people attended the program of events. Event feedback indicates up to 69% [#] of patrons at these events came from outside the city's boundaries. It confirms the events calendar delivers a substantial economic return to the City. 93% * of EPP events were covered by the daily newspapers with several appearing in early general news. 54% *of events had major television coverage with events such as Carols by Candlelight, Australian DanceSport Championships and L'Oreal Melbourne Fashion Festival featuring prominently. 84%* of events were promoted on commercial radio

35% [#] of all EPP events provided opportunities for council to build networks and strengthen relationship with influential entities. Eg. The Premier, Governor of Victoria, Federal Ministers, chief executives of national companies, presidents of international sporting organisations and international business executives.

98% [#] of EPP events provided speaking opportunities for the Lord Mayor and or Councillors at which they were able to raise Melbourne's profile and convey the city's policies and long term vision.

* acquittal reports   # Feedback forms

3.   City of Melbourne owned events

The City of Melbourne owns, funds and delivers the following four annual major events;

3.1.   Motorola Melbourne Spring Fashion Week: 5-11 September 2005

Motorola Melbourne Spring Fashion Week (MMSFW) is the City of Melbourne's largest CBD public fashion event, celebrating the arrival of new spring collections in-store and heralding the forthcoming Spring Racing Carnival. Primarily retail focused, the program is designed to provide direct economic benefit to City businesses and to reinforce the perception that the City is the place to shop and party.

In 2005 the event reinforced its position within the fashion and retail industry diary. A new principal sponsor, Motorola, plus its new home at the grand and opulent Melbourne Town Hall, presented an image of growth, glamour and maturity. This high profile event drew more than 25,000 style-conscious people to official events. The diverse program of more than 100 events represented the highest involvement from the city's retailers/business core, generating in excess of $11.5 million editorial coverage and reaching an estimated audience of 38.9 million people, cementing Melbourne's image as the style and retail capital of Australia.

The MMSFW featured a wide range of events including breathtaking and theatrical runway shows; an emerging designer showcase; free international Milan runway show, Melbourne Conversations series and business seminar; millinery and jewellery exhibitions; media events and an extensive array of events within city retail and a lively after party program.

City of Melbourne presents and delivers all components of MMSFW, with the assistance of a number of highly qualified and respected contractors. Advice drawn from the MMSFW Advisory Board and other corporate bodies ensures that the event is always contemporary and reflects the needs of the fashion and retail industry.

3.2.   New Year's Eve

New Year's Eve (NYE) 2005 was the largest NYE program of activity ever delivered by the City of Melbourne. An exciting program of activity, entertainment and fireworks was produced in conjunction with Federation Square, Southgate Arts and Leisure Precinct, New Quay Docklands, the Arts Centre, Metlink, Parks Victoria and the Department of Infrastructure. Partner contributions' ranged from cash and in-kind support assisting with the provision of services and facilities to delivering an entertainment and activity programme in their precincts.

Waterfront City Docklands joined the partnership for the first time. The fireworks programme was improved with an extended firing period and enhanced pyrotechnics display for both the 9.15pm and midnight shows. Programming included the family event in Alexandra Gardens, the youth event in Birrarung Marr, world music programme at Federation Square, Carnivale in Docklands, live entertainment and bands at Waterfront City and disco and soul at the Arts Centre.

A fireworks display occurred at 9.15pm and was viewable from Birrarung Marr, Alexandra Gardens, Docklands and the Arts Centre. The display was especially designed for families and those wanting to come into the City early to celebrate. The Midnight Fireworks Spectacular was viewable from Birrarung Marr, Alexandra Gardens, NewQuay and Waterfront City Docklands, Federations Square, the Arts Centre forecourt and lawn stage, and Southgate Promenade. The theme for the Midnight Fireworks Spectacular was "Celebration" and the soundtrack for the display featured prominent top 40 music tracks and well known contemporary Australian artists. Two additional fireworks firing locations were added for the Midnight Fireworks Spectacular, these sites included a rooftop display at Federations Square and a land based display from Kings Domain. The duration of the Midnight Fireworks Spectacular was approximately 14 minutes.

Attendance over the course of the evening peaked at approximately 450,000 people. Hosted by the Lord Mayor, Bridget McIntyre and Glen Moriarty, Channel 9's broadcast of the fireworks spectacular entertained a television audience of over 800,000 in Victoria and Tasmania.

3.3. Melbourne Awards: August 2005

Inaugurated by the City of Melbourne in 2003, the Melbourne Awards recognise outstanding achievement in community development and business excellence. Thirteen categories were established for the 2005 Awards that enabled the city to recognise the people and organisations that make significant, but often unsung, contributions to the quality of our community. The categories were broken in three sections, Community, Business and Country Connections. A total of 77 entries were received in 2005.

A Melburnian of the Year Award (MOY) was introduced to the 2005 program and served as the major award of the program. The winner of the MOY award was selected by a panel of notable Melburnians.

The Melburnian of the Year Award recognises an individual who has made an outstanding achievement in their field of endeavour and has 'put back' into their field to benefit others. The person selected will be an inspirational role model for the Melbourne Community, having made a contribution which enhances the lives of fellow Melburnians.

Andrew Gaze was the recipient of the Award in 2005 for his using his skill and reputation to give something back to the community.

The event had 25 sponsors divided up into the three categories; Principal, Major and Bronze. 73% of the total budget was provided by corporate sponsorship (monetary and 'in kind' support).

An important element of the Melbourne Awards is the independent judging process. This process is intended to ensure that every entrant is introduced to a wide range of judges who become ambassadors for the achievements that they witness. It relies on the generous commitments of time and expertise from a devoted panel of more than 80 independent, honorary judges. The judges come from all walks of life and backgrounds and bring with them a wide range of senior and respected experience in their fields. The judges are divided into panels of six or seven people and are provided with a similar number of entries to assess. As a rule, every entrant receives a visit from the judging panel no matter where the entry is located. At the end of the judging process, the leaders of each judging panel meet to make their recommendations and determine the final allocation of the Melbourne Awards.

The Melbourne Awards were presented at a gala dinner at the Melbourne Town Hall on Saturday, 27 August, 2005. The evening was hosted by Peter Hitchener and Bridget McIntyre with a first-class entertainment line-up including two of Melbourne's most loved singers, Vika and Linda Bull and 1998 Young Australian of the Year for the Arts, multi award winner and undeniably one of the world's finest classical guitarists, Slava Grigoryan. Guests enjoyed an unforgettable performance from Disney production, the Lion King and danced the remainder of the night away to the classic Atlantic and Motown sounds of the Soul Contention. The audience included entrants, sponsors and their VIP clients, CoM, and past winners.

3.4. Summer Fun in the City: Jan - Feb 2006

In 2005/2006 Summer Fun in the City was held over 8 weeks. There were 16 different events in total covering 12 sites, encompassing parks, gardens and city spaces. Summer Fun in the City catered for all ages and interests; music, dancing, children activities, art, and sport were all part of the program. The most popular events were Twilight Rhythms and Moves in the Fitzroy Gardens, The Fairy Factory, Tianjin Dancing Kite Festival and the Osaka Twilight Festival. The total attendance figure for the program was 62,908, which was an increase of 4334 on the previous year. Taking into account the marketing and media spend the total cost of the program was $530,000.

Summer Fun in the City was held from 2 January – 26 February 2006. This year, two service providers were chosen to deliver the program, these service providers were selected through the City of Melbourne tender process. The total sum of the contract was; $450,000 an additional $80,000 was allocated from the Events Melbourne budget to Summer Fun in the City marketing and media buy. Explosive Media and Aztech Events were selected as the service providers.

Summer Fun in the City was promoted via;

DL brochures circulated via a distribution company to wider Melbourne.

A dedicated site leading from That's Melbourne website (The dedicated Summer Fun in the City site consistently rated as a top three 'hit' site).

The CoM hotline

Colour advertisements in the Herald Sun and Sunday Herald Sun

Various editorial section in Mx, The Age, Herald Sun, Sunday Herald Sun and various associated magazines.

4. Events Delivered

The City of Melbourne provided project management services to over 40 events from July 05 to June 06. Of these, 36 were for City of Melbourne internal departments. Events included:

- Volvo Ocean Race Entertainment Program

- Christmas in the City Program

- Melbourne 2006 Commonwealth Games Athletes/Volunteers Parade

- Queen's Baton Relay Welcome Event

- AFL Street Parade

- Melbourne Cup Street Parade

- Adopt a Nation – Indian Festival

- Commonwealth Games – Business Club Australia Welcome

- Commonwealth Games Athletes and Volunteers Parade

- Melbourne Awards Sponsor Lunch

- Mayors Asia Pacific Environmental Summit (MAPES)

- Birrarung Marr Common Ground – Indigenous Artwork Opening

- Shuttle Bus Launch

- LGPro Conference – Welcome Dinner

5.   Event Partnerships

The City of Melbourne supports the State Government's major events strategy through partnering key events. This program is managed by Events Melbourne which works with the organisers to enliven the whole city during the event period. In 2005/06 these partnerships included;

- Volvo Around the World Ocean Race – Melbourne Stopover

- Australian Open Tennis – one of tennis' four global events

- Australian F1 Grand Prix

- Live Site program – delivered in response to public demand for large celebration sites.

The City invested $1.15m into these programs which collectively attracted over 1.8m* people and delivered significant national and international media coverage. The coverage has been valued at $42m* and is a strong driver in helping position Melbourne on the international stage. *Tourism Victoria

6.   2005/06 Event Highlights

6.1.   **Melbourne Stopover of the Volvo Ocean Race: 17th Jan - 12th Feb, 2006.**

Melbourne's first-ever stopover of the Volvo Ocean Race saw Melbourne Docklands and Port Phillip Bay transformed into a festival of activity, creating vitality and excitement with people, boats, displays, concerts, racing, sailing, food and wine, dancing, parties, demonstrations and school excursions and demonstrations. Over 330,000 people visited the Waterfront City precinct during the 3.5 weeks of the event with over 2,400 spectator boats on water for the race arrivals, In-Port Race and Leg 3 start. The event delivered an excellent activation and vibrant waterfront atmosphere on weekends through an integrated program of over 60 events appealing to a broad demographic, reaching well beyond the boating public and into the event going lifestyle market. Patrons to the event enjoyed a fantastic, free program of entertainment including fireworks displays over the four key weekends of the event. Feedback from Volvo Ocean Race organisers and participants reflected the great success of the event with Glenn Bourke, CEO, Volvo Ocean Race saying "Melbourne has hosted the best stopover this race has seen ... and can be considered world class in every respect".

6.2. Queen's Baton Relay – Welcome to Melbourne Celebration

The Queen's Baton Relay gave Melburnians and visitors the opportunity to personally witness the Commonwealth Games' arrival in our Games City. Council staff negotiated a route through the city that included most city precincts and showcased Melbourne outside of the sporting venues to the world. The evening arrival of the Baton was celebrated at a Street Party, held on the intersection of Bourke and Elizabeth Streets, with an estimated crowd of 30,000 extending in three directions. The Party featured the presenting of the Baton to the Lord Mayor, a selection of emerging Melbourne musicians as well as several headline artists presented under a stage structure that was built above and around the tramlines – an engineering feat never before achieved in Melbourne. On the morning of 15 March the Lord Mayor and Karak sent the Baton on its final journey to the MCG in a media event titled "Waking Up to the Games". Coverage of the Queen's Baton Relay Street Party and Waking Up to the Games was significant, with the story picked up as live crosses on all five news programs, on radio, and on the front page of The Age. In total the events generated 46 positive news stories State wide.

6.3. World Gymnastics Championships

In 2005 Melbourne welcomed the 38th World Gymnastics Championships to Melbourne, only the second time in the Championships' history that the event has taken place in the Southern Hemisphere. The event attracted some of the best gymnasts from around the globe with over 60 countries represented. As the first World Championships of a new Olympiad the event and the City of Melbourne provided a new, exciting and vibrant world stage for this world class event. Over 40,000 spectators attended sessions at Rod Laver Arena and the event achieved four nights of prime time national coverage on the Seven Network generating an average television audience of 3.5 million each night. TV coverage was supported with significant and sustained media coverage across print and radio and significant media exposure generated by a new world record created with 2,402 people participating in a simultaneous handstand promotion. The event captured the imagination of the Melbourne public and Melbourne and Victoria were successfully promoted to national and international markets with over 3,700 interstate and international visitors attending the event and live coverage of the event being shown in England, Japan, Spain, Romania, Holland, China, Russia and the European Union.

6.4. Live Site Program

The City of Melbourne has been involved in delivering numerous Live Sites throughout the City. Events Melbourne worked closely with the AFL, Victoria Racing Club and Elite Sports Properties to deliver successful Live Site programs.

The AFL 2005 Live Site was an outstanding success with large crowds gathering in Federation Square for most of the days and a near capacity crowd attending the Australian Idol concert. Numbers for the week totalled 162,100.

Over 350,000 people attended the two week free **Melbourne Cup Carnival Live Site** at Federation Square. An action-packed schedule of activities entertained crowds including all the spring races televised on the big screen. Media coverage generated from the Live Site was valued at $2,195,122.66 by Rehame.

The final day of the **Australian Open Live Site** (the Men's Final) was a huge success with 8,000 people attending. Crowd numbers were down on the preceding days due to excessive heat and rain. Overall though, the Australian Open and American Express (the sponsor of the Live Site) were extremely happy with the event. New additions included a half size tennis court where the public could take lessons or even take on the pro's such as Alicia Mollick.

The **Australian Grand Prix Live Site** was extended this year to two sites - Federation Square and Waterfront City. The Sunday was successful at both sites, however numbers were down on preceding days due to rain. A successful promotion was staged with the Today Show on the Thursday with Steve Jacobs appearing live from the Federation Square site. Steve interviewed the Lord Mayor and ran a competition giving away Grand Stand ticketing to the Grand Prix.

The Events Melbourne team also worked closely with Federation Square on the **World Cup (Soccer) Live Site** Program to provide advice, promotional and event operational support. In addition, the coordination of road closures, TSA's, traffic management plans/treatments, out of hours staff resources, the development and management/running of a secondary Live Site in Birrarung Marr to cater for additional crowds for the Australia v Croatia match was managed. Two Live Sites for the Australia v Italy World Cup match (Birrarung Marr and Lygon Street) were also pulled together at short notice (1.5 business days). All World Cup Live Sites were highly successful and resulted overall in positive media coverage and feedback. The team also sourced and managed sponsorships from Samsung, Telstra and Milo for the Birrarung Marr Live Site.

The key Live Sites attracted the following numbers:

Australia v Japan - 6,000
Australia v Brazil - 12,000
Australia v Croatia - 15,000
Australia v Italy - 30,000

6.5. AFL Grand Final Week

AFL Grand Final Week included numerous activities at Federation Square, Birrarung Marr, Yarra Park and the Grand Final Parade. The program included AFL Auskick Clinics, children's activities, Champions Day, autograph signing sessions with players, Heroes Day with the Grand Final Footy Preview Panel, and September Club. Many high profile players and media personalities were involved in the week's events. A highlight of the week was the Australian Idol Concert with approximately 15,000 attending the event in Federation Square. The AFL Grand Final parade was a success and especially encouraging given two interstate teams were in the Grand Final for the second consecutive year. An estimated crowd of 75,000 attended the parade.

6.6. Jayco Herald Sun Tour

Running continually since 1952, the Herald-Sun Tour is Australia's oldest and most venerated cycling stage race. In 2005, the Tour ran from 9 - 15 October with a number of significant changes from previous events including a new management team, bigger teams, more TV coverage and an enhanced 'final stage' finish on Lygon Street in Carlton. The Carlton precinct came alive with some amazing cycling action and Lygon Street provided a superb stage for this event's exiting street criterium finale. All the on-circuit cycling action was complimented by an abundance of free family and cultural entertainment as part of the 'Celebrate on Lygon' festival, which was designed as a lively celebration of the diverse and colourful cultures and peoples that make Lygon Street, Melbourne and Victoria such a vibrant and cosmopolitan place to live. Feedback from the Lygon Street traders was extremely positive both prior to and post the event and they have expressed excitement about the huge potential this event offers to the Carlton precinct and its traders.

6.7. Adopt a Nation Indian Festival

The Adopt-a-Nation India event was a one day festival that celebrated Indian culture and provided an opportunity for city residents, workers, local, national and international visitors to experience the flair and splendour of India. The Festival was held on 11 March 2006. Over 10,000 people immersed themselves in the activities held at the various city sites that included the Melbourne Town Hall, City Square, the Capitol Theatre and the CAE. The Melbourne Town Hall was transformed into a showcase for traditional and contemporary Indian performers, who entertained the public all day. After the performances were completed at 5:30pm, the Town Hall then turned to party mode as the Ultimate Indian Dance Party kicked off until 10:00pm. City Square was turned into an Indian Market Bazaar, which had nine traders from the local Indian community selling products and Indian food, with the highlight being a large traditional Radjabar tent, providing a shady relief to visitors. The Capitol Theatre was home to the Bollywood Film Festival which screened well known Bollywood movies throughout the day. The final part of the event invited the public to take part in Indian Cultural Workshops at the CAE. These included classes in traditional music, art and costumes. The Lord Mayor was joined by Dr Janardhana Rao, the India

Honorary Consul General, and members of the India Commonwealth Games team to take part in the activities. Media coverage was significant with the event being shown on Channel 7, 9 and 10 news reports, and reported in the Herald Sun and Age newspapers. Indian organisers, the Federation of Indian Associations Victoria, hailed the day an overwhelming success and they hope the festival can become an annual event.

7. Other Events Melbourne Branch Deliverables

7.1. Banner Program

The City of Melbourne runs a year round banner program that provides opportunities for events and organisations to utilise the many banner poles throughout the city to promote their event or cause. The City of Melbourne banner program offers standard banners, super banners, and signage hub posters. It aims to add vitality to the cityscape and promote the events and activities occurring in the city. The program operates on a non-profit basis and seeks only to recover operating costs. It is not intended as a medium for advertising commercial sponsors or industry days that the public cannot attend. The City of Melbourne has 305 super banner poles and 470 standard banner poles at various locations throughout the city.

In 2005/2006 over 30 events and organisations utilised the City of Melbourne banners poles throughout the year. These ranged from:

- City of Melbourne events such as Motorola Melbourne Spring Fashion Week, Christmas Campaign

- Large locally and internationally known events such as the Melbourne 2006 Commonwealth Games, Melbourne Stopover - Volvo Ocean Race and VRC Spring Carnival

- Smaller nationwide and Melbourne based events such as AFL Grand Final Week, The Melbourne Boat Show and NRL Events

- Small local Melbourne and cultural events such as NGV Exhibitions, Buddha's Day and Multicultural Festival

- Expos and charity events/organisations such as Traders & Investors Expo, Daffodil Day, Jeans for Genes Day

7.2. Benefits for community organisations and groups

A large number of community groups were supported by event sponsorship benefits during 05/06. These benefits were distributed through the Community Services and Parks & Recreation Branches. Organisations who received these benefits included;

ArtPlay: Circus Oz Holiday Program

Carlton Child Care Centre

YMCA - Carlton

The Carlton Senior Citizens Centre

Southern Cross Planned Activity Group

South Yarra Senior Citizen Centre

Circolo Italiani Di North and West Melbourne

Australian Greek and Cypriot Club

Various disadvantaged families within the City of Melbourne

Eight adults with a severe intellectual and physical disability

Active Melbourne Program

Frontyard Youth Services

Centre for Multicultural Youth Services (CMYI)

ERA Assistants

Aboriginal Youth Groups

Melbourne Seniors Dance Troop

Carlton Primary School

Carlton Gardens Primary School

Carlton North Primary School

Christ Church Grammar School

Kensington Primary School

Princes Hill Primary School

St John's School

St Brigid's Primary School

South Yarra Primary School

Errol Street Primary School

Holy Rosary Primary School

St John the Evangelist Primary School

St Michaels Primary School

7.3.   **That's Melbourne Website**

That's Melbourne website is becoming the major source of information for residents, visitors and users of the City. The events page is designed to be a one-stop shop listing for all events occurring with in the City of Melbourne municipality, registering a large diversity of events catering for a variety of groups and individuals. The events pages are managed by Events Melbourne and are a key promotional tool for all supported events. Events listed on That's Melbourne website are provided to tourism sites such as Tourism Victoria and the Visit Australia website. A strategy has been put in place to ensure the website is kept up to date with the most current events happening in the City of Melbourne. Regular notices are sent out to key stakeholder groups and listed in various newsletters reminding them to add/update events to the site. Our data monitoring service allows Events Melbourne to keep track of the website visitations. Below is a summary of the number of hits the events pages on That's Melbourne received throughout the year.

Month	Number of Visits
July 2005	10,005
August 2005	12,325
September 2005	16,241
October 2005	12,978
November 2005	28,381
December 2005	34,895
January 2006	45,971
February 2006	32,026
March 2006	36,843
April 2006	10,933

May 2006	12,265
June 2006	13,792
Total	**266,655**

8. Event Feedback

The City of Melbourne engaged an external service provider to gather independent event information and feedback from attendees. The objectives of the feedback included gaining details about actual attendance figures, identifying where people come from, why do they go to the event, how do they travel there, what else they do in addition to attending the event and do they specifically come for the event. The questionnaire also quizzed them on their event experience and asked for their views on improving future events.

8.1. Location of attendees

Inner City	31%
Metro Melbourne	54%
Regional Victoria	11%
Interstate	2%
Overseas	2%

8.2. Statements describing attendance to event

I planned to go to the event and it was the main reason for coming to the City	78%
I planned to go to the event but only if they were already in the City for another reason	11%
I was aware of the event but didn't consider attending until I was in the City	5%
I was not aware of the event and only attended because I saw promotions whilst in the City	6%

8.3. Motivation for going to the event

I have been before and enjoyed it	21%
Other people recommended it	15%
Atmosphere	9%
Advertising/Promotion caught my eye	11%
Free public event with entertainment	11%
Community / Family event	15%
Other	18%

8.4.   **Which media do you recall seeing or hearing about the event?**

Newspaper	23%
Outdoor Advertising	3%
Posters	8%
Radio	11%
Television	18%
Websites	13%
Word of mouth	17%
Direct Mail	1%
CoM Banners	2%
Other	4%

8.5.   **How did you travel to the event?**

Tram	20%
Taxi	3%
Train	16.5%
Bus	2%
Walked	15%
Bike	2%
Car	41%
Other	0.5%

9.   **Issues**

9.1.   The cost of staging the City of Melbourne owned events increases every year. Similarly, requests for financial support from established events continues to grow. In order to meet this challenge and to be able to support new events other income streams and models for supporting community events need to be investigated.

9.2.   The City of Melbourne needs to continue building its relationship with the State Government with the objective of developing stronger partnerships and presenting a common position towards all major events.

10.   **Relation to Council Policy**

The 2005/06 activities of the Events Melbourne Branch supports the Council Plan 2005-2009 in the following areas;

Strategic Objective 3 - Inclusive and Engaging City

3.9.1   Attract, facilitate and maximise the benefits of major city events and festivals

3.0.02.1 Attract, support, partner and create a range of key events that reflect the diverse needs of the Melbourne community and visitors to the city and ensure a balance between major international events and local events.

3.0.02.2 Promote the city and "city experience" as the focus of the Melbourne major events and festivals program