

Hunter Joint Organisation Event Advisory Group Notes of Meeting, 22 May 2018

In attendance:

Glenn Turner, Mark Stratford, Jo Thomas, Rachel McLucas, Hannah Jamieson, Glenn Caldwell, and John Trevillian, Sharon Boyd, Kevin Simmonds and Bill Tatnell for the project team.

Discussion centred on getting a new entity up to drive a Hunter Signature Events Program.

The following key points emerged:

- Success will depend on mobilising sufficient resources for the right length of time to demonstrate success (minimum 5 years but 10 years optimum).
- Preparation of a business case for the entity is a priority if investors are to be successfully engaged. Parameters to include staff of 3-4, operating costs, premises and seed funding for signature event program.
- **Glenn Caldwell** offered to share his operational budget, which has a similar establishment profile for staffing/accommodation and costs.
- Opportunities to seek some government funding on a matched funding model for an initial 5 years should be explored.
- **Noted** that establishing the point of difference between the proposed entity and its antecedents was important if broad based support is to be achieved.
- **Noted** that an entity needs to take a truly regional approach to strategy – where the benefits of collaboration are demonstrably shared across the region. This doesn't necessarily mean all councils will have the same level of event opportunities identified within their LGA.
- **Importance of demonstrating** regional benefits from an enhanced profile. Collaboration across LGA boundaries may increase overnight visitation and related economic impact in areas adjacent to the signature event hubs or activities.
- **The importance** of a communication strategy for the project was noted. The JO website has established a Hunter Major Events webpage so that stakeholders can learn more about the project, the team and up-coming activities:
 - <http://strategicservicesaustralia.com.au/hunter-major-strategy-implementation-project/>
 - <http://strategicservicesaustralia.com.au/the-consultancy-team/>
 - <http://strategicservicesaustralia.com.au/groups-working-with-the-events-consultancy-team/>
- **Discussion** around the proposed event enhancement workshop program was useful. Hunter Wines 2028, Business Events, partnering with Venues NSW on event opportunities

for the Hunter Sports Precinct, enhancing/extending existing events such as the V8 Supercars and Steam Fest could provide opportunities for targeted and practical engagement and assist in progressing the development of options for the entity.

- **Noted** throughout our discussions the changing nature of tourism and events in the Hunter. In particular the significant increase in the number of visitors from China, and the different type of event experiences they were seeking. Importance of considering the impact of the changing tourism demographics on the event and destination experiences that are developed and offered.
- **Noted** that plans to establish a **Committee for Newcastle**, are advancing and that further information on plans will be sought by John Trevillian and Hannah Jamieson.
- Noted, more broadly, the importance of the project team keeping in touch with other key groups such as HVWTA and NTIG
- **Proposed workshop** on the entity was originally planned further into the project's term but the team now proposes to bring this forward to inform the entity business case.
- The proposal to establish the **Hunter Ambassadors Program** was discussed. John T would follow up with Lyn Lewis-Smith from Business Events Sydney to seek her advice and views.

Meeting outcomes

- The project team has reassessed the early commencement of the event development workshops. Developing options for the entity, including funding models, is now a priority.
- Event development workshop program will be further considered by the project team. Noting that the meeting indicated that a workshop on the Hunter Sports Precinct is likely to be a duplication of work that will be led by Venues NSW/Newcastle City Council. Consequently, it was agreed that this will not be a focus of project activities at this stage.
- The project team will further consider the timing, scope and content for proposed workshops to be held between June and October/November. The priority will be given to a workshop on the entity.
- The other options for further work on event development workshops could be:
 - Business events
 - Hunter Wine Bicentenary 2028
 - Refreshing or extending existing events (possibilities include Newcastle's V8 Supercars, Maitland's Steam Fest and the Newcastle Cup)
- **Advisory Group members are asked to consider the following** in regard to the proposed workshop program and forward ideas/suggestions to the project team:
 - Key stakeholders to be involved in shaping the individual workshop programs?
 - Any recommendations on partnerships for the delivery of the workshops?
 - Timing and location for the workshops?
 - What is the value that the JTSSE project team can bring to workshops on Business Events and Hunter 2028 given that there will be various groups already working on these activities?

Proposed meeting dates

JTSSE proposes Advisory Group meetings from 10.00am – 12.00pm at Thornton, followed by light lunch, with the Hunter Event Operations Group, who will meet from 1.00pm-3.00pm on the same day.

10 July 2018
4 September 2018
23 October 2018

Meeting closed.