



Northern Beaches Events Strategy

2026 - 2035



We acknowledge the Traditional Custodians of these lands
and show respect to Elders, past, present and emerging.

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Overview

The Northern Beaches Events Strategy 2026 - 2035 provides a 10 year outlook for the delivery of events, ensuring they meet the needs and benefits of our community by engaging and connecting our people and places, promoting environmental awareness and driving a vibrant visitor economy.

The refreshed Strategy builds on the success and outcomes of the previous 2018 - 2023 Strategy.

The Strategy is designed to provide a clear pathway for Council to continue its focus on delivering, supporting and attracting events that will sustain and promote the Northern Beaches as an iconic and extraordinary place. It will also ensure opportunities are maximised that will benefit our community socially, environmentally and economically.

Scope

The events referred to in this document are delivered and supported by Council including those in the Event Grants and Sponsorship Program. It is acknowledged that a wide range of other events are delivered throughout the region that contribute significantly to the achievement of the overall goals of this Strategy.

The Strategy does not include events where Council venues are used for private events, regular gatherings or sporting events such as Nippers.



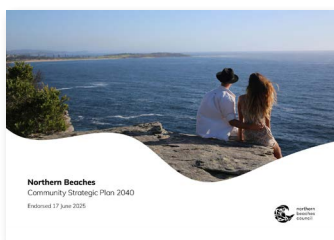


Strategic line of site

Community Strategic Plan

The Community Strategic Plan (CSP) defines our community's vision and sets a direction for everything Council must do over the next 20 years with our future planning, budgets and actions. The responsibility for making the long term community vision a reality rests with everyone and we look forward to working in close collaboration with the community, key partners and stakeholders in making Northern Beaches an even better place to live, work and play. Aligned to state and regional plans, the CSP also sets out the range of government and other agencies with which we partner.

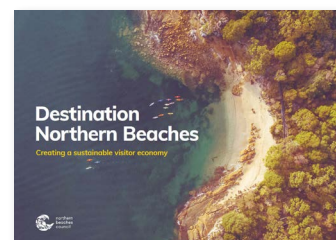
Consideration was given to the alignment of this Strategy with direction provided in other Northern Beaches Council strategies and plans, such as:



Northern Beaches Community Strategic Plan 2040



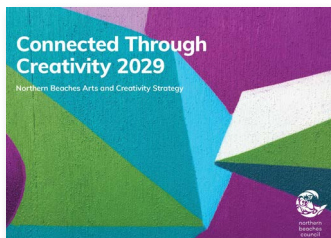
Better Together Social Sustainability Strategy 2040



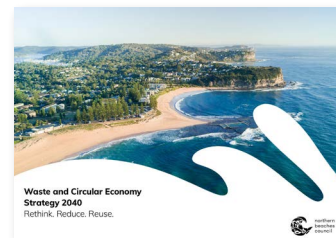
Destination Northern Beaches
Creating a sustainable visitor economy



Northern Beaches Economic Development Strategy
Business on the Beaches



Connected Through Creativity 2029
Northern Beaches Arts and Creativity Strategy



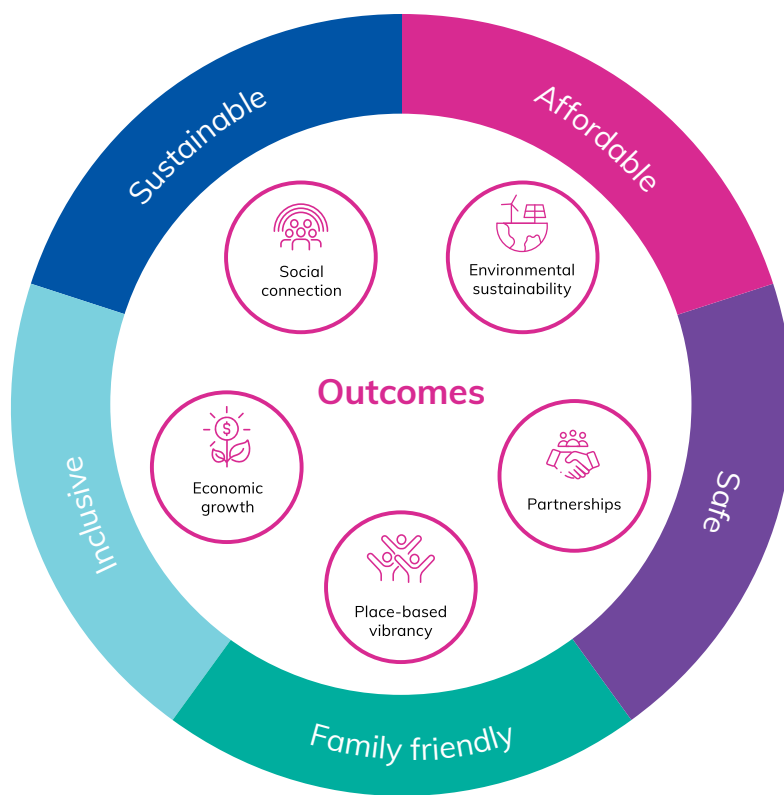
Waste and Circular Economy Strategy 2040
Rethink. Reduce. Reuse.

The Northern Beaches has a long tradition of hosting and delivering diverse, fun and exciting events. Council recognises and values the diversity and benefits they each bring to our community.

Strategy on a page

Aspiration

Events on the Northern Beaches will celebrate our unique vibe by connecting our people, places, businesses and culture. They will be dynamic, creative, innovative and inclusive; reflecting our personality and promoting the Northern Beaches as an extraordinary place to live, invest in and play.



Benefits of events

- Strengthen social connection and inclusion
- Enhance community safety and wellbeing
- Promote environmental sustainability
- Drive economic and tourism benefits
- Activate public spaces with culture and creativity
- Build community capacity and support third party organisers

The principles

- Connect people through diversity and shared experiences
- Balance the social, environmental and economic outcomes across events
- Activate our unique places, making them vibrant, safe, inclusive and accessible
- Build capacity in event organisers to deliver new events



Events come in many shapes and sizes, each with a different purpose and benefit to our community.

Our incredible natural environment and unique town centres are deeply valued by our community. While major events that bring significant visitors to places like Manly are valued for their benefits to the economy, there is a strong desire in the community for more events to be spread throughout other locations across the Northern Beaches.

Council's role

As the manager of public spaces, Council plays a central role in coordinating and delivering an overarching annual events calendar across the Northern Beaches.

Council run events

Council funds and delivers an annual events program including major, signature, community and civic events. In addition, Council delivers hundreds of events and activations through its numerous services including Library Services, Community Development, Arts & Culture, Children's Services, Waste Management, Road Safety, Natural Environment, Aquatic Services, Place and Economic Development and Glen Street Theatre.

Support for third party run events

Council recognises the important role events play in the social and cultural fabric of our community. These events activate our open spaces, towns and villages and create opportunities for our community and visitors to connect.

Council may provide financial assistance and resources to third party organisers to deliver a range of experiences that benefit our community (pending annual approval).

Strategic partnerships

Council recognises and values the important role events play in enriching our community, supporting local businesses, and enhancing the visitor experience.

Through strategic partnerships with event organisers, government agencies, businesses and local and global brands, Council seeks to attract and promote major events that provide opportunities for greater diversity, wider audience engagement, shared resources, increased brand credibility and the creation of impactful and memorable events.

The Strategy prioritises partnerships that align with the outcomes as set out in the Community Strategic Plan, demonstrate value for money, uphold good governance, and promote inclusion and equity that will benefit our community.



Event framework

The Strategy recognises the diversity of events on the Northern Beaches and this framework outlines the different categories that help identify opportunities to benefit the region.

Tier 1 – Major events

These events have a strong resonance with a town centre or village and attract visitors to the destination from outside the region.

Characteristics include:

- attract significant numbers of visitors and upwards of 10,000 attendees
- contribute to immediate and/or long-term measurable economic and community outcomes
- attract significant social media and other media coverage

Tier 2 – Signature events

These are significant events in terms of the scale and the number of attendees however they attract more locals and visitors from across the Northern Beaches.

Characteristics include:

- generate support from local businesses and organisations, potential to be major event in the future
- attract visitors and upwards of 3,000 attendees
- contribute to measurable economic and/or community outcomes
- attract social media and other media coverage

Tier 3 – Community events

These events are targeted at the local community to provide place-based activities across the region. They focus on entertainment, fun and the value of being local.

Characteristics include:

- engage and activate local town centres, villages and/or public places
- generate support from local businesses, organisations and/or community groups
- contribute to social and/or community outcomes
- attract local media coverage

Tier 4 – Civic events

These events are held for a special purpose.

Council manages and delivers a range of civic events and supports the delivery of ceremonies including Anzac Day and other national service days.

Council also hosts citizenship ceremonies in accordance with Federal Government regulations and guidelines.



Aspiration and principles

Aspiration

Events on the Northern Beaches will celebrate our unique vibe by connecting our people, places, businesses and culture. They will be dynamic, creative, innovative and inclusive; reflecting our personality and promoting the Northern Beaches as an extraordinary place to live, invest in and play.

Principles

To maximise the benefits to our community, events will seek to adhere to the following principles. They will:

- connect people through diversity and shared experiences
- balance the social, environmental and economic outcomes across events
- activate our unique places, making them vibrant, safe, inclusive and accessible
- build capacity in event organisers to deliver new events

Outcomes

Delivering events will drive these positive benefits to our community.



Social
connection



Environmental
sustainability



Economic
growth



Place-based
vibrancy



Partnerships

Events play a multifaceted role in our community. They are key catalysts for creating a safe, diverse, inclusive and connected community as set out in the Better Together - Social Sustainability Strategy 2040. They also support and promote a vibrant local economy which is reflected in the Northern Beaches Economic Development Strategy – Business on the Beaches.

Overall, their value is seen in their capacity to build community wellbeing, social cohesion, and resilience by:

- **strengthening social connection, inclusion and belonging** by bringing people together and celebrating diversity that fosters social networks
- **enhancing community safety and wellbeing** by providing vibrant and positive social activities in public spaces that promote active lifestyles and wellbeing
- **promoting environmental sustainability** by role modelling waste minimisation, single-use plastic reduction, responsible transport options and demonstrating leading practices in event delivery
- **delivering economic and tourism benefits for local businesses** by attracting events to the Northern Beaches that drive visitation, boost the local economy and create employment and volunteer opportunities
- **activating public spaces with culture and creativity** by enlivening town centres, villages, parks, and other public spaces, making them vibrant through creative and cultural opportunities
- **building community capacity** by supporting third party organisers through education and connection to deliver their own events



Outcomes, actions and measures of success

Implementation of this Strategy will be monitored internally on an ongoing basis, with progress reported to the community at the time of Strategy review or where material changes occur. Where applicable, more detailed actions will be aligned to individual Council run events.

Outcome 1

Social connection: enhance inclusion and a sense of wellbeing

Key actions	Measures of success
1.1 Support ongoing delivery of an annual events program	Annual event satisfaction score greater than 80%
1.2 Prioritise affordable, safe, family-friendly events	Evaluate and review Council run events
1.3 Increase accessibility at events	Increase level of engagement and conversion from digital and social media
1.4 Increase awareness of Council's role as a facilitator of community connection	Increase attendee knowledge of event accessibility features

Outcome 2

Environmental sustainability: demonstrate and promote leading practices in event delivery

Key actions	Measures of success
2.1 Promote and implement waste minimisation and sustainability initiatives at events that align with Council policies and guidelines	Compliance with Council's waste minimisation and sustainability initiatives
2.2 Strengthen transport options to support safe and efficient travel to and from events	- Communicate transport options to event attendees - Evaluate variety of transport options used by event attendees

Outcome 3

Economic growth: support local businesses and attract visitors

Key actions	Measures of success
3.1 Develop a consistent approach to promote third party event organisers to bring their events to the Northern Beaches that deliver social, environmental and economic benefits	- Annual business satisfaction score greater than 90% - Increase spend (local and visitor) in event locations
3.2 Measure the impact of events on town centres	Deliver annual grant program/s, including evaluation and review
3.3 Provide opportunities for business involvement in events and activations	Number of local businesses involved as vendors or sponsors

Outcome 4

Place-based vibrancy: activate town centres and public spaces

Key actions	Measures of success
4.1 Support opportunities to promote place-based events and activations across the Northern Beaches	• Geographic spread of event locations diversified
4.2 Contribute to place planning processes	• Demonstrate alignment of event-related priorities within approved place plans

Outcome 5

Partnerships: collaborate with third party organisers to deliver events

Key actions	Measures of success
5.1 Provide streamlined approvals and promotional support for third party run events	• Report third party events promoted through Council channels
5.2 Deliver an annual Event Grants and Sponsorship Program	• Number of events supported through Council grant programs
5.3 Support third party event delivery through capacity building, guidelines and toolkits, including accessibility	• Raise awareness and use of resources available to third party organisers, including the Accessible Event Guidelines





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