

Events and Festivals Charter



Our Purpose

The purpose of this Charter is to define a framework for Council and external events for the greater benefit to the Georges River community.

Council aims to establish Georges River as a leading event-friendly destination, with a balanced calendar of events that attracts visitors, bolsters our economy, and reflects our community and cultural identity.

Through events, we aim to ensure our community feels connected to place, and people are inspired to visit and experience the Georges River Local Government Area (LGA).

Our strategic objectives



Foster positive community connections

Provide the opportunity for development and growth of community connections between visitors, residents, and council.



Increased community engagement

Increased community engagement through participation including the use of community organisations to assist in the delivery of events, surveys and promoting community engagement between Council and residents/business owners.



Promote diversity

Participation in arts and culture and highlighting multicultural, inclusive events and LGBTQIA+ friendly events that lead to the promotion of trust, recognition, and acceptance.



Civic pride and cultural identity

Provide opportunities for individuals and groups to generate pride through public celebrations and local festivals.



Contribute to the resilience of local economies

Investment in events that drives partnership and promotion with local businesses while engaging local industry suppliers that will assist in attracting highly skilled and educated workers to the LGA.

Our strategic drivers

Our vision

Naturally connected to place, community and Country.

Our mission

A leading, people-focused organisation delivering outstanding results for our community and city.

Our values



United

We will work collaboratively as one team with common purpose and respect



Professional

We will act with integrity and seek opportunities to learn and grow



Honest

We will be open and truthful with each other and our community



Accountable

We will own our decisions and actions as we strive for excellence

Community feedback

Who responded

Council surveyed and received responses from a diverse range of local community members, businesses and groups on their needs and expectations when it comes to events and festivals held in the Georges River area.

What kind of events were preferred

45% Music, theatre, talks, arts and sports/fitness events

56% Cultural events

62% Food and beverage events

82% Markets, fairs & festivals

How did they want to find out

37% Council website or Social media

47% E-newsletter

53% posters/digital advertising

65% Email

When did they want the event to be held
84% preferred weekends.

Strategic event activation

To achieve the event and festival charter objectives, Council implements a mixed strategy of council-run events and Council supported community-run events. This combination allows Council to reach cultural groups, diverse celebrations, different age demographics, and vulnerable and marginalised groups within the Local Government Area.

Types of events

1. Civic events

Provide support to Council leadership and recognise civic, commemorations, sporting, community and artistic contributions and achievements within Georges River, such as Citizenship ceremonies.

2. Community and business events

Promote community engagement between Council and residents/businesses. Seek to strengthen community wellbeing, economic development, social inclusion, intercultural and intergenerational connection, and community pride. Community and business events may include multiple activities, with several partners across multiple venues. Events of this nature largely aim to celebrate the area's local identity, raise awareness about issues of importance to the community or provide community education/engagement opportunities, such as the No Domestic Violence Walk.

3. Destination/cultural/tourism events

Build a positive image of Georges River and attract visitors to our local area that may result in generating income to offset Council's considerable investment as well as broader economic development outcomes for our community. Events are often high quality, large scale, offer growth potential and have longer term strategic partnerships in place, such as: Lunar New Year, un[contained] and In Good Taste.

Council supported community-run events

To ensure that events conducted in Georges River are safe, well run, held in suitable locations, and do not unduly impact on residents, businesses or the environment, Council requires event organisers to obtain an event permit by completing an [Event Application Form](#).

Financial and in-kind support is available by completing the application. The total amount available for event funding will be determined annually and applications will be considered and assessed as they are received.

All information can be found via the [Events Toolkit](#) on [Councils Website](#)

Monitoring success

Success will be monitored and reported using the following measures:

Foster positive community connections

- Number of events delivered in the Georges River Area
- Number of successful event grants funded by Council and delivered by community groups
- Feedback from participants at external community events.

Increased community engagement

- Community participation on Your Say and via event surveys.
- Collaborating and engaging with community organisations.
- Free, accessible, and inclusive events for the community

Promote diversity

- Diversity of events and activation that reflect the Georges River community

Civic pride and cultural identity

- Supporting community and cultural groups to deliver community lead events.
- Promotion and recognition of the diverse cultures, heritage and vulnerable communities in the Georges River area.

Contribute to the resilience of local economies

- Partnering with local businesses and community organisations

Our commitments to you

- Providing accurate, transparent, and consistent information so customers can make informed decisions.
- Providing event guidelines to help you plan and deliver successful events.
- Event locations, with parking and recommending transport options where required.
- Having a positive, proactive disposition, taking responsibility and ownership in resolving your enquiry.
- Actively striving to continuously improve based on customer feedback.
- Protecting and treating your personal information confidentially.
- Informing you about how your application is progressing.
- Where practical, considering a small fee to attend events within the LGA.

How you can help us

- Be courteous and respectful to staff and other customers- Respecting the privacy, safety and needs of our staff.
- Providing complete and accurate information so we can respond promptly to your enquiry.
- Providing us with feedback so we can continuously improve our events.
- Adhering to the event application timeframes by providing us with the correct supplementary documentation within the event application timelines to assess your application. Please see [event guidelines](#) for further information

Contact us

Email: events@georgesriver.nsw.gov.au **Phone:** (02) 9330 6400 **Web:** georgesriver.nsw.gov.au

In person: Georges River Civic Centre - Corner MacMahon and Dora Streets, Hurstville. Monday - Friday 8.30am - 5.00pm