



City of Ryde

# EVENTS PLAN

2024 – 2028





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## ACKNOWLEDGEMENTS

City of Ryde would like to thank the community, stakeholders and staff for providing invaluable insights and ideas to support the development of the City of Ryde Events Plan 2024 – 2028. Of special note is the guidance and support of CRED Consulting that specialised in providing social planning, strategy and community engagement dedicated to creating equitable and resilient communities, places, and cities.





## BACKGROUND



In 2019 the City of Ryde Creativity Strategy 2019 – 2024 (the Strategy) was produced. The Strategy outlines a shared vision and strategic roadmap for Council, the community, and partners to support, build, and empower arts and creativity in the City of Ryde. The Strategy responds to a strong appetite within our community for more opportunities for creative participation and engagement and for the arts to have a stronger presence in our local communities and neighbourhoods. The Strategy has been informed by best practice research and extensive community and stakeholder engagement with more than 1,100 people contributing to its development.

The City of Ryde Events Plan sits within the broader context of the Creativity Strategy, particularly, the following Strategic Directions:

- **Strategic Direction 1: Distinctive and Diverse Identities** – The City of Ryde is proud of our diverse people and places and celebrates their stories through cross cultural exchange at festivals and events.
- **Strategic Direction 2: Participation and Opportunities** – Festivals and events bring our community together and should be affordable and accessible to people of all ages, cultures, genders, and abilities. Our events can provide an opportunity for our local creatives to be supported and showcased within the City of Ryde.
- **Strategic Direction 3: Connection and Communication** – Festivals and events foster a sense of connection, community cohesion and belonging in our City and can provide our creative community the opportunity to build strength through collaboration. Effective promotion of existing creative events, activities and opportunities will support participation and build new audiences.



# INTRODUCTION

“ Events play an important role in bringing community and culture together. ”

– City of Ryde Councillor

From our signature Granny Smith Festival, through to our local events, City of Ryde Council (Council) recognises the important role that events play in connecting our communities, building our local economy, and celebrating our culture and diversity.

Events are an important service for Council to help achieve our community’s vision that City of Ryde (our City) is ‘the place to be for lifestyle and opportunity at your doorstep’. Our events:

- Promote City of Ryde Local Government Area (the LGA) as a great place to live, work, visit and invest
- Are delivered day and night, promote inclusion and cater to people of all ages, backgrounds and abilities
- Amplify the rich and unique stories, culture, arts practice and history of the people and places of Ryde.

With almost half of our community born overseas in 2023, we know that our events provide opportunities for our community to share, learn about and celebrate our diverse cultures. We are also home to a relatively young population including young couples, families, and lone person households and our inclusive events promote connection and a sense of belonging for people of all ages and abilities.

By 2041, an additional 32,000 people are expected to call our City home. As our community continues to grow and become more culturally diverse, our events will help welcome these new community members and provide opportunities for them to learn about our City’s past and present, and become part of its future.

## Purpose

This City of Ryde Events Plan 2024 – 2028 (the Plan) outlines a clear direction and action plan for Council, community, and partners to plan for and deliver events in our City. More than 365 people contributed to developing the Plan.

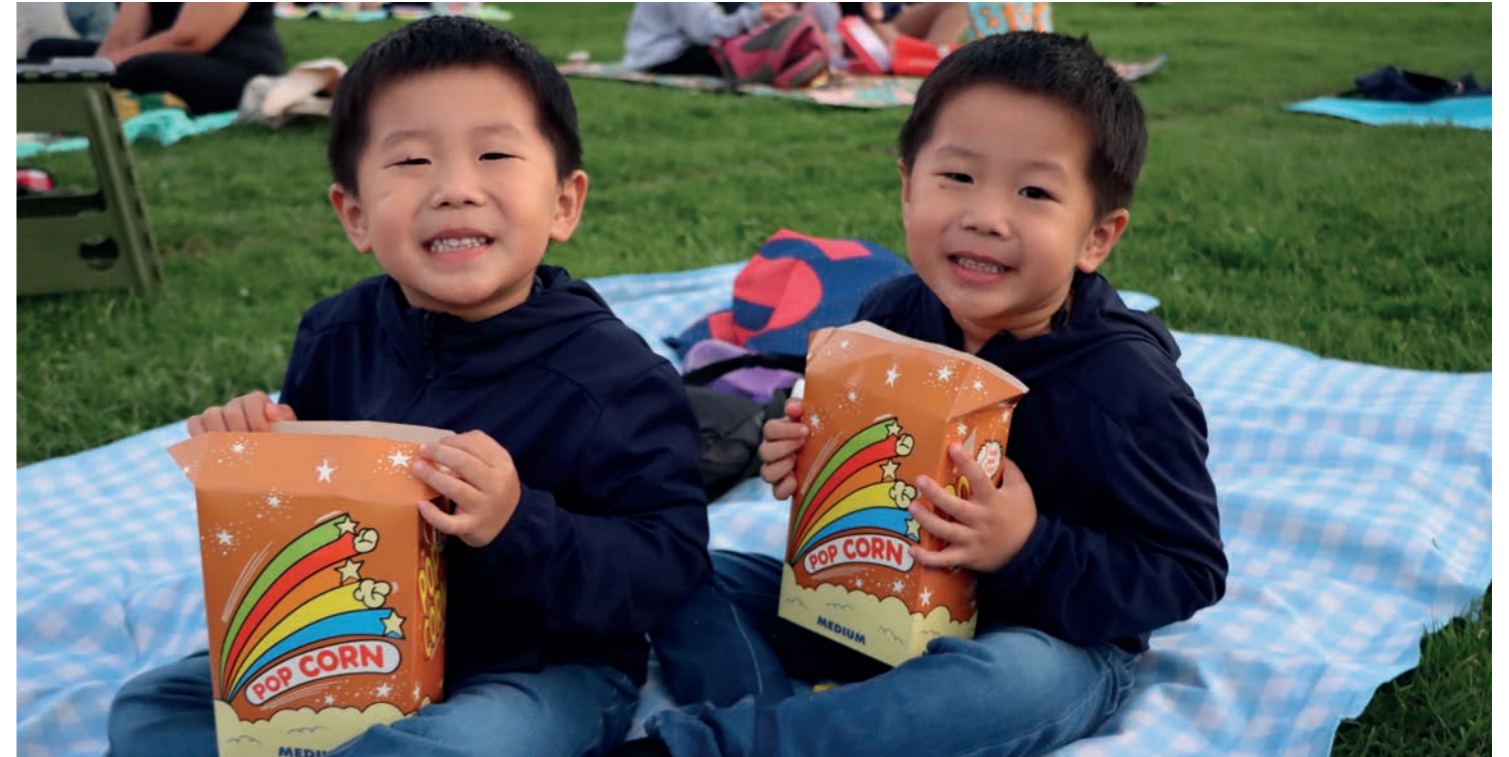
It sets out the actions we will take over the next four years to strengthen events in our City in alignment with other Council plans and strategies including the Ryde 2028 Community Strategic Plan, Creativity Strategy 2019-2024, Social Plan 2019-2024, and Live Music Plan 2024-2028 and Disability Inclusion Plan.

The Plan outlines Council’s role in the delivery of a broader events portfolio and how we can support external event operators.

## Our approach to developing the plan

Council would like to thank the community, stakeholders, and staff for providing valuable insights and ideas to support the development of the Plan. The process to develop the Plan included:

- **Research:** We undertook research to gather evidence and insights about our community. This included demographic analysis of who we are now and into the future; research into how comparable councils across Greater Sydney plan for, resource, and deliver events; and a review of best practice events plans from across NSW and Australia.
- **Engagement:** We engaged with over 365 people through online and intercept surveys and focus groups to understand what’s working well with events in our City, and ideas to improve future events.
- **Collaboration:** We collaborated across Council to develop the Plan.



## Event benefits

Events deliver a wide range of benefits for our community:

- **Social benefits**  
Events bring people together, promoting social cohesion and connection, fostering a greater understanding of different perspectives and cultures, and providing opportunities for collaboration and knowledge-sharing.
- **Economic benefits**  
Events attract visitors and encourage people to stay in our area, which in turn, supports and stimulates local businesses and delivers local prosperity.
- **Environmental benefits**  
Events support sustainability by promoting environmentally friendly practices, such as waste reduction and recycling. They can also raise awareness and educate event participants about sustainability issues.
- **Strategic benefits**  
Events can showcase the uniqueness of our area and elevate our profile, in turn helping to develop a greater sense of place and identity, telling local stories of the past, present, and future.

## Strategic directions

Our strategic directions to achieve our vision are:

1. Foster community connections and cohesion through events
2. Create and support events that are inclusive of our diverse needs and interests
3. Strengthen strategic partnerships and collaboration
4. Have spaces in the right locations ready for events
5. Keep our community engaged and informed about our events.



# OUR COMMUNITY

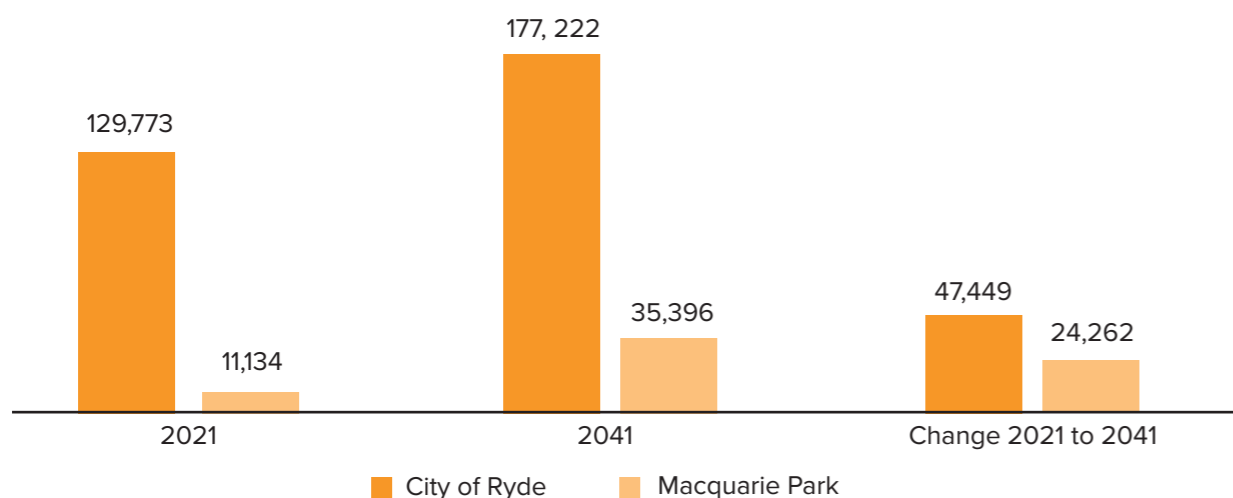


Our community is growing and changing including more residents living here, more people living in apartments, higher cultural diversity, and more young people and families. We also have a high number of workers in our City. These community characteristics influence the types of events we have in our City.

## Our City's population is growing

Our community continue to grow, with an additional 47,000 people forecast to live here between 2023 and 2041. A large majority of this population growth, or an additional 24,000 people (50 percent of all growth), will be in Macquarie Park. Our future residents are likely to be young couples and families, with more people living in apartments, and from culturally diverse backgrounds.

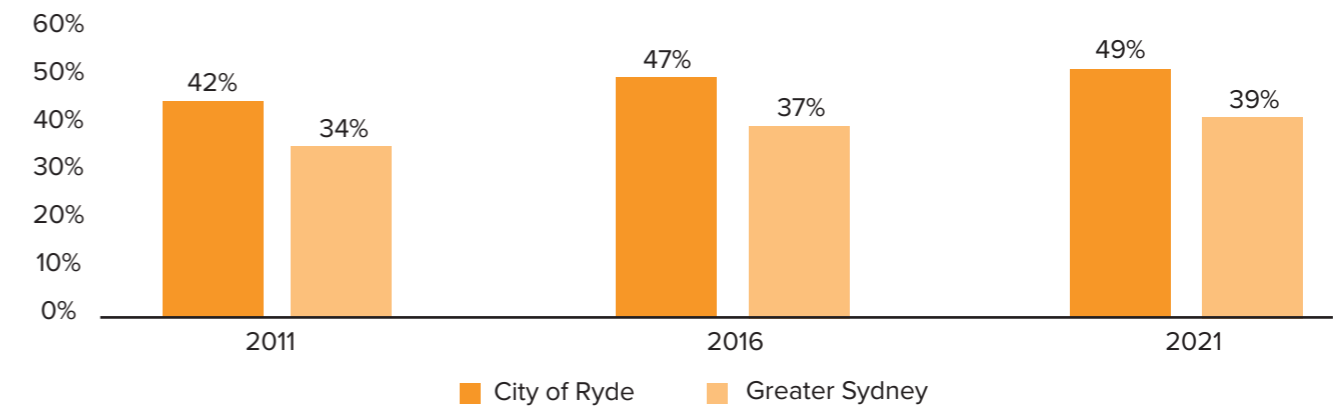
Figure 1 – Population growth in the City of Ryde LGA and Macquarie Park suburb



## Our City is increasingly culturally diverse

Our City is one of the most highly culturally diverse places in NSW, with 49 percent of our residents born overseas (much higher than Greater Sydney at 39 percent). The number of residents born overseas in our City has increased by 30,000 people since 2011, and is likely to continue to increase with forecast population growth.

Figure 2 – Percentage of residents born overseas in City of Ryde vs Greater Sydney (Source: Profile ID)



Around 50 percent or 64,000 residents speak a language other than English at home, which is higher than Greater Sydney (37 percent). Our top three non-English speaking countries of birth in 2021 were China (12 percent), India (4 percent) and South Korea (4 percent). Countries with the most growth of residents born overseas in our City between 2016 and 2021, were China (+1,500) and India (+973).

## Equity and inclusion are important for many in our community

While we have a high and increasing median income, some of our community face more challenges in accessing events than others:

- 5 percent of people need assistance due to disability
- 18 percent of households are low income, earning less than \$800 weekly.

## We are younger, more of us are living alone and in apartments

We also have a high and increasing proportion of households who are couples without children, and this is reflected in our high proportion of 25 to 34 year olds (41 percent compared to 37 percent in Greater Sydney).

Around 26 percent of the population live alone (much higher than Greater Sydney at 22 percent) and 44 percent live in high density housing such as apartments (compared to only 27 percent in Greater Sydney). High density apartment living is much higher in some suburbs such as Macquarie Park, and Top Ryde (73 percent).

## Lots of workers visit our City everyday

Around 70,000 workers come to our City each day (or 80 percent of our daily workforce). These workers, and their businesses are also part of our event audience.



# EVENTS IN OUR CITY

## Defining events

Events can range from small-scale events focused on local audiences, to large-scale events that attract residents and visitors and offer a wide range of experiences and opportunities. Generally, these events are open to the whole community and are not targeted to a specific demographic. They can occur as a one-off, annual, or more frequent events throughout the year. They can be led by Council, the community, or commercial groups. Regular programs, competitions, activities, forums, and activations such as regular workshops or Library Storytime are not considered as events in this Plan and are outside its scope.

## Council's role

Council has a number of roles in the planning and delivery of high-quality events including:

- **Curating** – Council leads the planning, development and implementation of events in our City.
- **Funding** – Council provides financial assistance, mainly through community grants, to support the delivery of inclusive community-led events.
- **Partnering** – Council collaborates with organisations, businesses, or other stakeholders like neighbouring councils, to share resources, expertise, or support to make events successful.
- **Supporting** – Council supports community-led events through planning, logistics, administration, or operational assistance.
- **Promoting** – Council actively markets and advertises events to attract community or a broader audience. This can be through social media, newsletters, and local media.

We are committed to making events in our City accessible and inclusive for everyone. This includes people with physical, sensory and intellectual disabilities; people who speak English as a second language; people from low-income backgrounds; and people who are transport disadvantaged.

- Approximately 160,000 people attend 38 key City of Ryde organised events annually.
- Council provides a \$100,000 pool for Community Grant events annually. 18 community events were supported in 2023, through these grants.
- Council's events received a 91 percent customer satisfaction rates from visitors surveyed.
- 94 percent of attendees surveyed at Council events expressed likelihood to attend a similar event in the future.
- 76 percent of attendees at Council's events were from City of Ryde suburbs.



## Event delivery

Events in our City are delivered by Council, but also community groups, and commercial providers. Sometimes events are delivered in collaboration.



### Council-led

Council-led events are planned, funded and delivery directly by Council. Some Council-led events include: Granny Smith Festival, Cork and Fork and West Ryde Easter celebrations.

Council-led events play an important role in bringing our community together. Council is also responsible for managing risk associated with events and for initiating new events that respond to changing community needs and interests.



### Community-led

These are events managed delivered by a community group, business or individual. This type of event may have the purpose of education, fundraising, tourism, be a faith-based event or similar. Some of our community-led events include: Carols on the Common, Diwali, and the Ryde Rotary Markets.

Community-led events include smaller events that might represent one group or specific interest and are usually funded by community grants.



### Commercial groups

These are an event managed and delivered by a private entity. Some examples include: the Eastwood Night Markets and Ryde Wharf Markets.

There may be circumstances where a community-led event reaches a scale and size that Council may discuss it becoming a Council-led event to manage risk and to enhance opportunities to expand the event's overall reach and impact.



## Event types

There are four main types of events in our City.

### Signature events

Signature events are destinational events that can occur as a one-off or as an annually recurring event. They typically attract over 20,000 people, ranging from local residents through to international visitors. These events aim to put our City on the map, showcasing and celebrating the uniqueness of what our City has to offer. The Granny Smith Festival is currently the City's key signature event.

### Granny Smith Festival

#### Event details:

The Granny Smith Festival is held on the third Saturday in October each year at Eastwood Town Centre and Oval. In 2023, we are celebrating 38 years of the Granny Smith Festival!

The Festival celebrates Maria Ann 'Granny' Smith, who 'accidentally' grew the first Granny Smith apples in Eastwood. Today these tangy green apples are grown, eaten and enjoyed throughout the world. The Festival celebrates City of Ryde's past, present and future and brings people of all cultures together to celebrate.

#### Attendance:

Around 80,000 people

#### Satisfaction:

91 percent of participants express satisfaction

#### Engagement:

Over 4,100 people collaborate on this event:

- 1,200 people marching in Grand Street Parade
- 1,800 performers across 5 stages
- 220 Stallholders
- 60 different programming suppliers
- 435 people involved in the delivery of the event (pre event and on the day).



### Major events

Major events are large events that typically attract over 5,000 people.

Some major events in our City are:

- Australia Day Celebrations
- Lunar New Year
- Cork and Fork by the Riverside
- New Year's Eve Fireworks.



### Small events

Small events are small-scale events that can occur regularly throughout the year.

They typically attract up to 1,000 people from our LGA. Some small events in our City are:

- Cinema in the Park
- Sustainability Festival.





## Civic events and commemorations

Civic events and commemorations bring people together to recognise and celebrate our community's unique characteristics and achievements. They typically attract up to 200 people from our City. Some civic events and commemorations in our City are:

- ANZAC Day
- Remembrance Day
- Citizenship Ceremonies.



## Other programs and activities

Teams across Council also deliver a range of other activities and programs. While we acknowledge the important role that these activities and programs play in bringing our community together and for celebration, for the purposes of this Events Plan, the following are not defined as events:

- Seniors Festival
- International Women's Day
- Harmony Day and Neighbourhood Day
- Youth Week
- Refugee Week
- NAIDOC Week
- Citizen of the Year Awards
- Volunteer of the Year Awards
- Prayer Breakfast
- Storytelling in the Library
- Spring Garden Competition
- Targeted social, disability, or sustainability programs and activities.
- Targeted economic or business development programs and activities.

# OUR COMMUNITY PRIORITIES

In developing this Plan, we spoke to over 365 community members about what they value about events in our City and what events they would like to see in the future. Overall, our community want to see events that reflect our community, are inclusive, build connections, cohesion and belonging, and celebrate our multiculturalism and diversity.

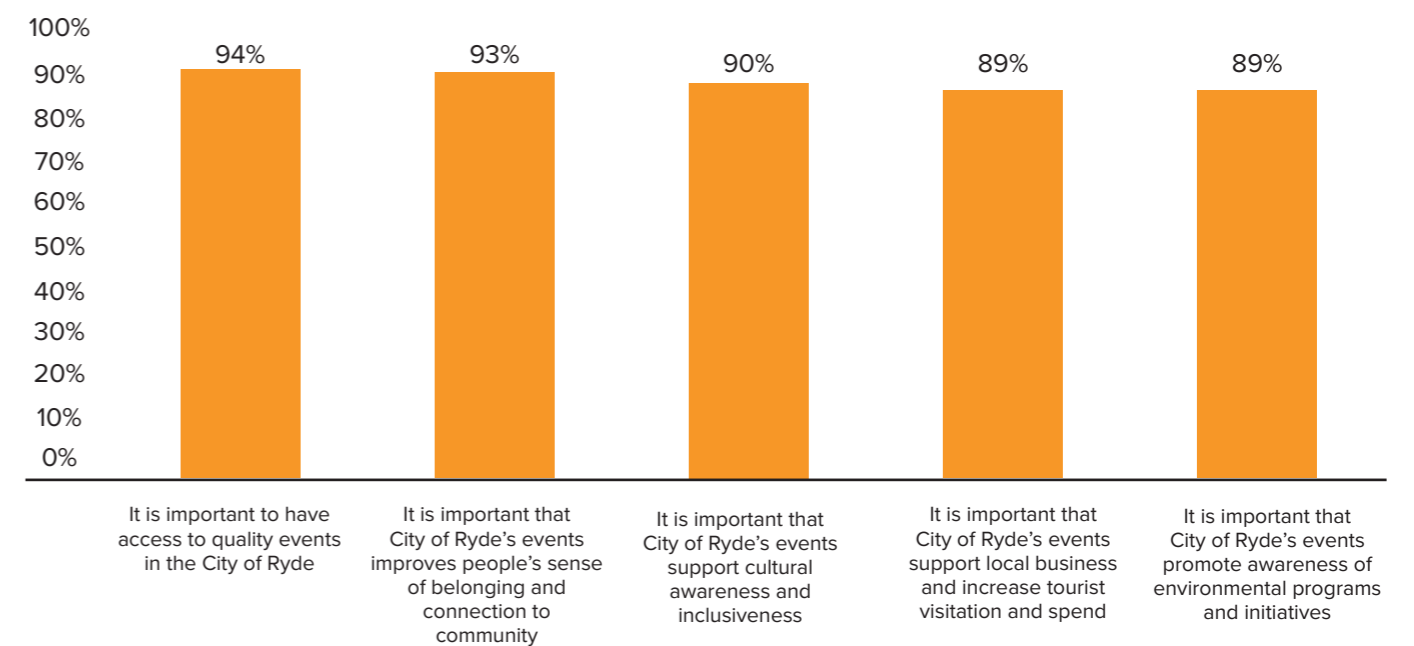
Figure 3 – Wordcloud of community words describing the purpose of events in our City



## What we value about events

Our community strongly agrees that it is important to have access to quality events in our City. They value event that are high quality; improve a sense of belonging and connection and inclusion; support local business; and promote awareness of environmental programs and initiatives.

Figure 2 – Survey responses to the importance of having access to quality events in our City





## What's working well about events in our City

We heard that our City's events:

- Are popular, successful, professional and well organised
- Provide a good mix of smaller and larger scale opportunities
- Provide opportunities for people to connect locally and across our City
- Provide opportunities to celebrate diversity
- Respond to community needs and changing demographics
- Are well loved and bring the community together (e.g. Granny Smith Festival).

“ Ability to bring so many people together, enjoying the same thing and enjoying themselves ”

– Youth Council workshop

“ Family-oriented, variety of activities, inclusive and relatable activities ”

– External stakeholder workshop participant

## What could be improved about events in our City

We heard that the following could be improved about our events:

- Improved transport options, including walking, public transport and parking for people with disability and older people
- Consideration of crowding and spaces and activities for all to feel comfortable
- Clearer guidelines for community-led events to make decision making more transparent
- Strengthened partnerships with community groups, neighbouring councils and local businesses to plan for and deliver events
- Greater promotion of City of Ryde's events through more diverse channels, and more accessible information.

“ Having a platform that shares news about events and how Council can help promote these ”

– External stakeholder workshop participant

Improving access to City of Ryde events through

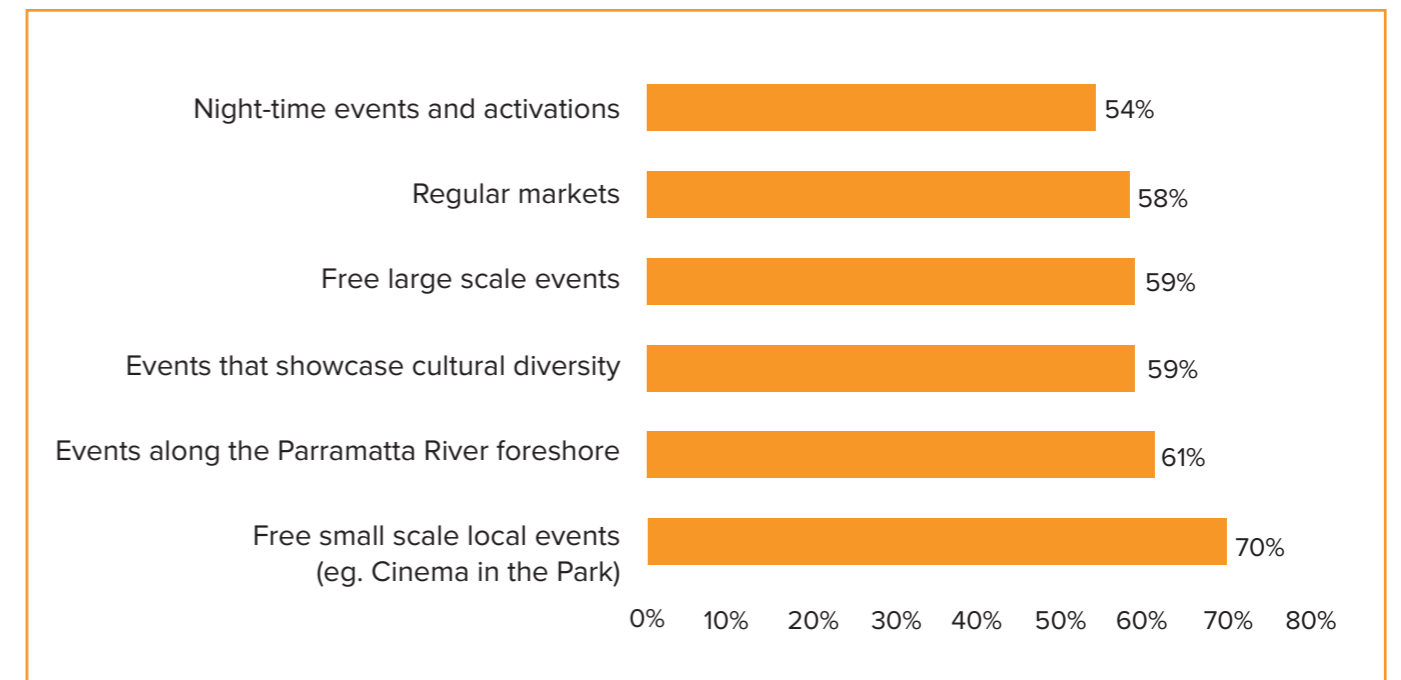
- Increase promotion
- Spreading events across the LGA
- Hosting events at different times and dates
- Providing parking and easing traffic congestion

## Ideas to improve events in our City

Our community suggested a range of ideas to improve events in our City:

- More event-ready spaces across all suburbs in our City
- Greater diversity of events that reflect changing demographics, including increasing cultural diversity, more people living in apartments and families
- More informal, unstructured events and more events that are inclusive of all ages, backgrounds and abilities, including events at night and on weekends for working aged residents; affordable events, and locating events close to public transport
- More live music at events
- More destinational, City-wide events, particularly in Macquarie Park
- Events along the Parramatta River and our foreshore
- Continuing to build on the success of existing events.

Figure 3 – What events would you like to see more of (survey responses)



“ Fun, well publicised, well organised, inclusive of cultures and many community organisations. ”

– External stakeholder workshop participant

Events that are inclusive for people of all ages, abilities and backgrounds – Families and children older people, First Nations, women, LGBTQIA+ and adults only



# ACTION PLAN

This action plan sets out steps Council will take over the next four years under our strategic directions to achieve our vision for events.

## Strategic Direction 1:

# FOSTER COMMUNITY CONNECTIONS AND COHESION THROUGH EVENTS

### Why this is important

Events can create a sense of belonging and connection within and across our communities and places. They can provide opportunities for our new, culturally and socially diverse residents to come together, interact, and build relationships.

We need to foster community connections and cohesion through events because:

- Our population is growing. Events can connect new communities to each other and with established communities, services and groups
- More of our population are living in apartments, particularly in growing suburbs like Macquarie Park. Events can provide an opportunity to increase community connections for residents living in apartments and provide opportunities to socialise in their local area and close to home
- Our City is highly culturally diverse and events can create cross cultural understanding, story sharing, and forming of strong bonds
- We are home to a relatively young population and a high proportion of people living alone. Events can be a shared experience and celebration for people of all ages and abilities and can help to create intergenerational connections within neighbourhoods.

### Our community told us that:

- Events are important for building social connection and improving people's sense of belonging in our City
- Informal, unstructured, and smaller scale events are important to get to know their neighbours
- Live music is important to help enhance the atmosphere of events
- Events are an important way to share stories, including about our City's past, present and future.

### What we will do

No.	Action	Timeline	Responsibility	Key measures of success	Strategic Alignment
1	Develop a business case for a new signature City of Ryde Multicultural Festival, that is inclusive of all people, with potential to showcase the Parramatta River	31 December 2024	Community Services	Business case developed for the consideration of ELT	Social Plan and Creativity Strategy-2024
2	Develop a program of smaller, neighbourhood events, particularly showcasing live music and markets. These could be delivered by a range of providers, including Council, community, and commercial providers	31 December 2024 and then annually	Community Services	Neighbourhood events program developed Number of neighbourhood events delivered is >5 annually Number of people who attend Council-run neighbourhood events is > 1,500 annually Number of local artists featured in Council events and programs is >50	Creativity Strategy 2019-2024, Live Music Plan 2024-2028
3	Develop a program of live sites for major international sporting events. Delivered by a range of providers or in partnership with Council	31 May 2024 and then annually	Community Services	Live sites program developed Number of live sites delivered in partnership is two or more annually	Social Plan 2019-2024
4	Deliver a number of neighbourhood events located close by to high density areas to support residents living in high density dwellings	30 June 2025 and then annually	Community Services	Number of neighbourhood events within 800m of high-density dwellings is >2 annually	Social Plan 2019-2024
5	Create a framework to enable Council to curate and coordinate Council-led or major funded festivals alongside other community events to ensure that they are being appropriately coordinated and promoted	31 October 2024	Community Services	Framework developed	Creativity Strategy 2019-2024





## Strategic Direction 2:

# CREATE AND SUPPORT EVENTS THAT ARE INCLUSIVE OF OUR DIVERSE NEEDS AND INTERESTS

### Why this is important

Our City is made up of people from diverse backgrounds and experiences, including people from culturally and linguistically diverse backgrounds, people with disability, people of all ages, LGBTIQ+ communities and First Nations peoples. Events provide an opportunity to celebrate our differences, share our stories and experiences, and be inclusive of people of all ages, backgrounds and abilities. It's important to ensure that our events are inclusive of the diverse needs and interests of our community because:

- More than 10 percent of our population are aged 70 and over 5 percent are people with disability and they need physically and socially inclusive events
- Eighteen percent are people in our City live on a lower incomes. It is important to provide affordable and physically accessible events in our City so that everyone can benefit
- We are home to a relatively young population, including young couples, families and lone person households. Events can be a shared experience day and night, and celebration for people of all ages and abilities and can help to create intergenerational connections within neighbourhoods.

### Our community told us that:

- They want a greater diversity of events reflecting changing demographics and that are inclusive of all ages, backgrounds and abilities
- It is important that events are affordable and include some low or no-cost activities, so that they continue to be welcoming to everyone in our community
- They want greater diversity in the timing of events. They want events to be held during the day, night and on weekends to suit all needs including young professionals, couples with children, and families
- They want to see diverse and affordable activities and food and beverage options at events.



## What we will do

No.	Action	Timeline	Responsibility	Key measures of success	Strategic Alignment
1	Identify additional opportunities to enhance the accessibility of both Council and community led events for people with disability	31 December 2024 and then annually	Community Services	Council's Event Planning Guide updated to support local organisations to be inclusive and events accessible	Disability Inclusion Action Plan 2022-2026, Social Plan 2019-2024
		30 June 2025 and then annually	Community Services	100 percent of Council events have accessibility requirements integrated into the planning	
		30 June 2025 and then annually	Communications and Engagement	100 percent of Council events have accessibility information included, as part of marketing and promotion	
		30 June 2025 and then annually	Communications and Engagement, Community Services	The number of volunteer opportunities for people with disability at Council events is >5 annually	
2	Deliver the actions in the Disability Inclusion Action Plan to support greater participation and inclusion of people with disability in Council events	Ongoing	Community Services, Various Council Departments	Annual Report submitted to the Department of Communities & Justice	Disability Inclusion Action Plan 2022-2026
3	Provide advice and guidance to community event organisers on ways to enhance accessibility and inclusion for people with disability	31 December 2024 and then annually	Community Services	Council's Event Planning Guide updated	Disability Inclusion Action Plan 2022-2026
		31 December 2024 and 30 April 2025 and then annually, as per the Community Grants rounds	Community Services	Distribution of the Council's Event Planning Guide to 100 percent of Council grant recipients. (Events Categories)	

No.	Action	Timeline	Responsibility	Key measures of success	Strategic Alignment
4	Continue to provide low cost and affordable events that all people can attend	Ongoing	Community Services	Percentage of event participants who agree or strongly agree that Council's events provide activities for everyone is >85 percent	Social Plan 2019-2024
		Ongoing	Community Services	Percentage of local residents that agree or strongly agree that Council events are affordable is >85 percent	
			Community Services	The number of residents that attend events is >110,000 annually	
5	Identify opportunities to align the Events Plan to other Council strategies such as the new Economic Development Strategy, Night Time Economy Strategy and the Live Music Plan 2024 – 2028	30 June 2025 and then annually	Community Services, City Economy	The number of Council's events that are held at night is > 4 annually	Live Music Plan 2024-2028, Economic Development Strategy, Night Time Economy Strategy
		30 June 2025 and then annually	Community Services	The number of Council's events that support live music is >80 percent	
6	Identify opportunities to ensure Council events are accessible to young people, so they feel engaged	30 June 2025 and then ongoing	Community Services	The number of opportunities is >5	Social Plan 2019-2024
7	Create opportunities to consult with young people to obtain their ideas on what they would enjoy and what they would value for youth specific events	30 June 2025 and then ongoing	Community Services	The number of occasions of consultation is >3	Social Plan 2019-2024



## Strategic Direction 3:

# STRENGTHEN STRATEGIC PARTNERSHIPS AND COLLABORATION

### Why this is important

We recognise that events in our City can be strengthened by working in collaboration with our partners. Through creating and maintaining strong partnerships with community groups, neighbouring councils and local businesses, we can work together to plan for and deliver memorable and unique events for our City, that draw on our collective resources and expertise. This is important because:

- Our City is strategically located near the Sydney and Parramatta CBDs, and borders City of Parramatta, Hornsby Shire, Willoughby, Lane Cove, Hunters Hill Council, and Canada Bay LGAs
- Significant opportunities exist to take advantage of shared access to large waterways, including the Parramatta River, to expand events offering, and to share resources and leverage specific facilities to host larger events
- Our most prominent business and employment centre, Macquarie Park, will have around 79,000 jobs (Ryde 2028 Community Strategic Plan) by 2036. Macquarie Park is ideally positioned to deliver large to destination events in our City
- Around 45,000 students attend tertiary educational institutions in our City, such as Macquarie University and TAFE. Collaborating with these stakeholders can help enhance the reach of events in our City, promote events to new audiences, enhance student learning and provide opportunities use their facilities to deliver more events.

### Our community told us that:

- They would like to see strengthened partnerships with community groups, neighbouring councils and local business to improve events in our City
- It is important that City of Ryde's events support local business and increase tourist visitation and spend
- Events provide opportunities to activate our local spaces and centres, boost our local economy and attract visitation to our City.

### What we will do

No.	Action	Timeline	Responsibility	Key measures of success	Strategic Alignment
1	Continue to collaborate with neighbouring councils to deliver and enhance cross-border events	Ongoing	Community Services	Number of events delivered in partnership with neighbouring councils is > 2 annually	Social plan 2019-2024, Creativity Strategy 2019-2024
2	Explore and enhance opportunities to partner with other land-owners within our City to deliver events within the places that they control or manage e.g. Macquarie University	30 June 2026 Ongoing	Community Services, City Economy	Number of events delivered in partnership with other landowners is >2 annually	Social Plan and Creativity Strategy 2019-2024
3	Partner with local community-based organisations via Council's Community Grants Program to deliver targeted opportunities that enable people with disability to participate in events in our City	30 June 2025 and then annually  30 June 2025 and then annually	Community Services  Community Services	The number of community-based events that provide opportunities for people with disabilities is >3 annually  The percentage of applications for the events categories grants funding (successful and unsuccessful) is a minimum of 2 annually	Disability Inclusion Action Plan 2022-2026, Social Plan 2019-2024, Community Grants Program Guidelines
4	Explore opportunities to attract a range of high-quality commercial events, delivered that support our local economy	30 June 2026 and then annually	Community Services, City Economy	The number of new commercial events held in the City of Ryde is increased by one annually	Economic Development Strategy



## Strategic Direction 4:

# HAVE SPACES IN THE RIGHT LOCATIONS WITH INFRASTRUCTURE READY FOR EVENTS

### Why this is important

We recognise that some barriers exist to accessing and enjoying events in our City. By providing event-ready spaces with appropriate supporting infrastructure, making events more accessible by public transport and taking a networked approach to the planning and delivery of events in our City, we can increase participation and improve overall user experience and success of our events. Having event ready spaces, in the right locations, for the right events is important because:

- Council owned or managed event-ready spaces, with power, Wi-Fi, storage, stages and other facilities, are limited within our City
- Having the right scale of supporting infrastructure is important for the success of our local to destinational events
- Having event-ready spaces located close to transport hubs provides more options for accessing events in our City, reduces the need for parking, and reduces traffic impacts
- Having event-ready spaces can showcase and activate our unique natural assets, including the Parramatta River
- We are currently challenged by a lack of public spaces to deliver high quality events in the right locations. Some of our sports spaces are equipped with lighting and parking and other infrastructure that can support quality events that more of our community can attend
- Where possible, locate all future signature and major events within an easy walk of a train or metro station to reduce the impact of congestion. Seek to complement this with additional bus services.

### Our community told us that:

- Access to event-ready spaces are a key priority to supporting and delivering local to destinational events in our City, particularly in our growth areas such as Macquarie Park
- They highly value events but parking and congestion are the top barriers to accessing events in our City
- Access to events via public transport is important
- They would like to see more events along the Parramatta River foreshore.

## What we will do

No.	Action	Timeline	Responsibility	Key measures of success	Strategic Alignment
1	Develop an annual schedule of planned and proposed festival and events. Conduct an assessment to identify locations within our City that are suitable to support these and other similar festival and events of various scales, and also identify areas where event-ready infrastructure can be established or improved	30 June 2024 30 June 2025	Community Services, City Social and Cultural, City Places, City Spaces	Annual schedule developed Assessment conducted and locations and event-ready infrastructure requirements identified	Revitalisation Strategies for major centres
2	Develop embellishment or service level guidelines for public spaces in our City, detailing the types of event infrastructure required, such as lighting, based on the scale of the space. These guidelines to ensure that public spaces are optimally equipped for various event needs	30 June 2025	Community Services	Service level guidelines for public spaces developed	
3	Consider the opportunity to deliver event ready infrastructure in Council revitalisation and masterplanning processes for all new and upgraded public open spaces to ensure that open spaces are equipped with suitable infrastructure that can support quality events	Ongoing	Community Services, Social and Cultural, City Places, City Spaces	Event ready infrastructure considered in 100 percent of revitalisation and master planning processes	Sport and Recreation Strategy 2016-2026, Revitalisation and masterplans for major centres, Open Space Future Provision Strategy
4	Identify opportunities when maintenance and or renewal works are done to improve minor event ready infrastructure in public domain and open spaces	30 June 2025 and then annually		Opportunities for maintenance and/or renewal works for minor event ready infrastructure identified	
5	Review Council's Sport and Recreation Strategy 2016 – 2026 to ensure equitable access to Council managed public open spaces for the delivery of events	30 June 2026	Community Services, City Spaces	Sport and Recreation Strategy 2016-2026 reviewed	Sport and Recreation Strategy 2016-2026, Integrated Open Space Plan 2012, Open Space Future Provision Strategy
6	Locate all future signature and major events near public transport. Where this isn't feasible, provide alternative transport options (e.g. feeder buses)	Ongoing	Community Services, City Transport	Percentage of major events near public transport is >85 percent	Integrated Transport Strategy 2016-2031



## Strategic Direction 5:

# KEEP OUR COMMUNITY ENGAGED AND INFORMED ABOUT OUR EVENTS

### Why this is important

We recognise that having access to information about events in our City is important for people to plan their time and trips and to attend events. By promoting events in advance and through a range of channels including social media, street banners and local newspapers, we can increase attendance at events in our City. We will engage with the community to collect feedback on Council events, to continually improve and ensure that our events meet the needs and interests of our community. Keeping all of our community, no matter their language or other barriers, engaged and informed about our events is important because:

- Effective promotion contributes to the overall success of Council, community and commercial events in our City
- Gathering community feedback helps us to better meet the needs of our community by understanding what is working well and what could be improved for future events
- Events provide Council with opportunities to stay engaged and connected with our community
- 50 percent of our community speak a language other than English at home and 8 percent do not speak English well or at all. Connecting with these community members can encourage them to visit events in our City and help to make our events more welcoming and inclusive.

### Our community told us that:

- One in three survey participants told us that they don't currently receive or see any information about events in their area
- There are opportunities to increase targeted engagement with people from culturally and linguistically diverse (CALD) backgrounds e.g. via WeChat
- Post-event evaluations are an important tool to measure success of events in our City
- They would like to see more translated promotional material for events in community languages
- They prefer to find out about events in our City through platforms such as word of mouth, street banners and social media.

### What we will do

No.	Action	Timeline	Responsibility	Key measures of success	Strategic Alignment
1	As part of a wider Council initiative, improve marketing and promotion of events in our City to increase community engagement and awareness	31 December 2024 and then annually	Community Services, Communications and Engagement	Percentage of local residents that agree or strongly agree that Council's marketing and promotion of events is accessible is >85 percent	Communications and Engagement Strategy
2	Review the evolving demographics of our City and integrate required additional languages into Council communications regarding events, encompassing both online and printed materials	30 June 2025 and then annually	Community Services, Communications and Engagement	Review of demographics undertaken and online and printed materials reflect the findings	Social Plan 2019-2024
3	Promote and disseminate information about Council events to CALD communities through Council's Multicultural Working Group, multicultural service providers and cultural leaders that can assist in promoting and disseminating information about Council's events	31 May 2024 and then quarterly  30 June 2025	Across Council teams	Distribution of events information to CALD communities  Establishment of a cultural leader's network	Creativity Strategy 2019-2024
4	Conduct a benchmarking exercise with other Councils to assess: <ul style="list-style-type: none"> <li>• Material requirements for ground protection where active open spaces are used for major events</li> <li>• Best practice operating procedures to reduce impacts on active open spaces when utilised for major events.</li> </ul>	30 June 2025 and then ongoing	Community Services, Parks and Open Spaces	Benchmarking Completed	



## What we will do (continued)

No.	Action	Timeline	Responsibility	Key measures of success	Strategic Alignment
5	Use our events as opportunities to engage with community, via activities such as pop-ups and activations, to inform the development of key community strategies and policy	30 June 2024 and then annually	Across Council teams	Events suitable for community engagement identified and promoted across Council Number of events where community engagement occurs is >3 annually	Communications and Engagement Strategy
6	Develop an annual calendar of major events and festivals including Council, community-led and commercial	31 May 2024 and then annually	Community Services	Annual calendar developed	
7	Tailor event promotion strategies to specific demographic groups, including promoting events that are inclusive for people with disability	30 June and then annually	Community Services Communications and Engagement	The number of promotional strategies is increased by 10 percent annually	Disability Inclusion Action Plan 2022-2026, Social Plan 2019-2024

# EVALUATION AND REPORTING

Evaluation of the Events Plan will be incorporated into the Evaluation Framework of the City of Ryde Creativity Strategy. This will safeguard its success, transparency, and accountability, and ensures the Plan remains on track and meets the evolving needs of the community of the City of Ryde. As the Creativity Strategy 2019 – 2024 is currently in review, the Events Plan will need to be internally re-assessed to ensure consistency with the updated Creativity Strategy.

Evaluation of the Events Plan will include:

- Annual Progress Report
- Stakeholder Feedback and Engagement
- Mid-term Review (after 2 years)
- End-of-plan Review (after 4 years)







 City of Ryde

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