



Growing Events



Western Cape
Government

Events Incubation Conference

9 December 2015

A STRATEGIC APPROACH TO “GROWING EVENTS”

Cape Town

L Platzky

Cape Town Cycle Tour – A jewel in the crown



OUTTSHOORN



**Cape Minstrels and Nádine welcoming festival goers to the town of Oudtshoorn for the Absa Klein Karoo Nasionale Kunstefees (KKNK).
Courtesy: Media24**

Launch of Open House – 2 July 2015
“A platform for innovative events”



Why an Integrated Events Strategy (IES)?

What was the problem?

- Stark contrast between Cape Town and Western Cape's successes in hosting major events and running credible bidding campaigns e.g. 2004 Olympic Games bid
- Absence of critical path for Cape Town and Western Cape to harness opportunities from hosting 2010 FWC to:
 - grow events industry, create new jobs in event and tourism industries,
 - develop infrastructure and human resource skills, and
 - foster inclusivity and nation building for residents.

What was the gap?

- A guide for Cape Town and Western Cape to grow events in longer term

How did we address the gap?

- 15-year Integrated Events Strategy for Cape Town and Western Cape adopted by Cabinet on 28 September 2011.

IES seeks to streamline the interface between public and event sectors to guide resources and support allocations



Building on the 'Cape of Great Events'

What were key research findings?

- Event stakeholders perceived Cape Town and Western Cape's response to events as:
 - largely ad-hoc, not driven by strategic vision,
 - marked by very poor investment levels, and
 - characterised by last minute piecemeal decision-making and implementation.

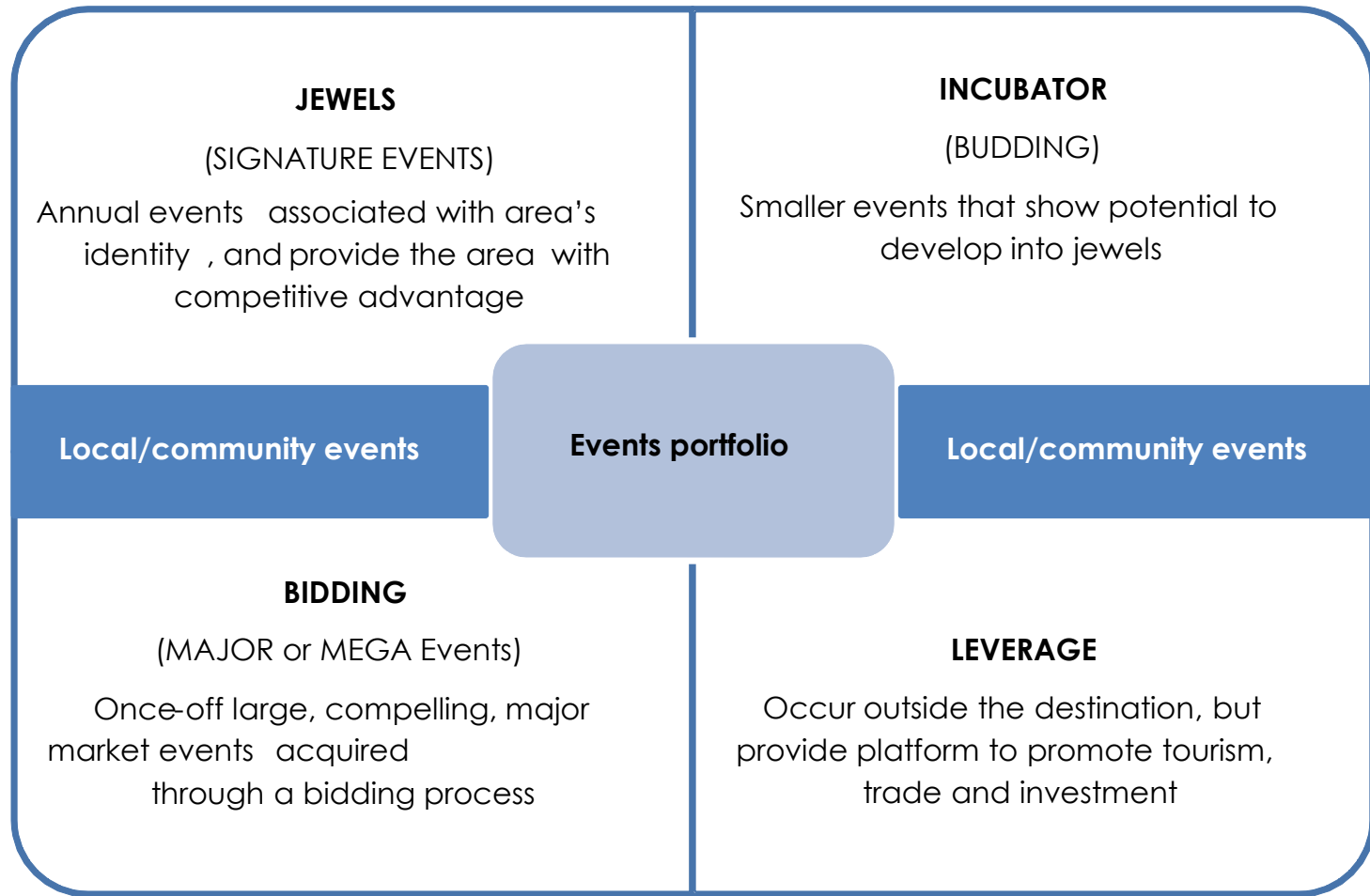
Longer-term planning for industry was difficult due to unpredictable relationships with public sector.

How did DotP respond?

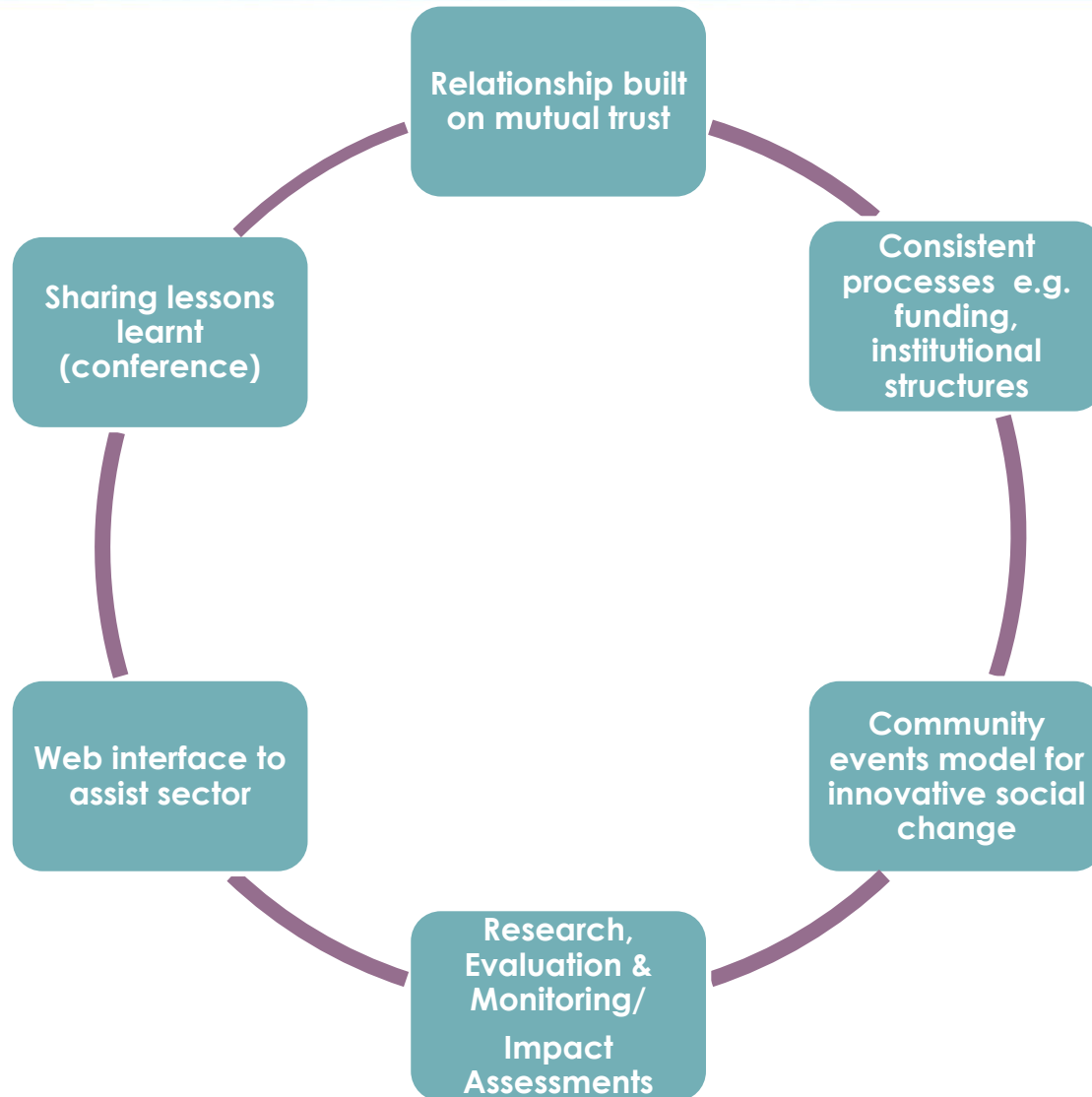
- Custodian of Integrated Events Strategy with clear vision – providing guide for budget process.
- Strategy reviewed annually since 2012/13 - CoCT Event's Policy aligned to IES.
- 3-year agreement with AOs (Departments of the Premier, Economic Development & Tourism via Wesgro and Cultural Affairs and Sport) in Jan 2013 for predictability and countered last minute decisions.
- Sharing information and plans with the City.
- Unlocking blockages through improved relationships with sector.
- Recognised unit to deal with support requests ... and events sector is fully aware of it.



Western Cape Events Portfolio



DotP value-adding activities in the events sector



What do we hope to achieve at the conference?

- Enhance the Western Cape events value chain through:
 - Improved event sector relationships
 - Knowledge sharing
- Deepen understanding in areas identified by the incubator events
- Give a new entrant a boost in becoming a fixture on the Provincial Events Calendar

Topic	Outcome sought
Event impact assessment methodology	<ul style="list-style-type: none">• Share findings of phase 1 of the research process• Develop a roadmap for phase 2 of the research
Governance	<ul style="list-style-type: none">• To explore common private and public sector challenges• To share innovative solutions
Small town successes	<ul style="list-style-type: none">• Unpack differences and similarities between rural and urban challenges for the sector
Marketing and communication	<ul style="list-style-type: none">• INNOVATION!!





THANK YOU

Freestyle motocross rider Alastair Sayer, performing a back flip at the Ultimate X Extreme Games.
Courtesy: Pierre Marqua