



Growing Events



Western Cape
Government

Events Incubation Conference

9 December 2015

A STRATEGIC APPROACH TO “GROWING EVENTS” RECAP AND NEXT STEPS

Cape Town

P KAYE

What did 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!!



What did we achieve?

- Enhance the Western Cape events value chain through:

- Improved event sector relationships

Conference has provided an excellent networking platform for both private and public sector stakeholders

- Knowledge sharing

Conference content was fresh and thought provoking

- Deepen understanding in areas identified by the incubator events

Common challenges such as RED TAPE were deliberated and in some cases illuminated

- Give a new entrant a boost in becoming a fixture on the Provincial Events Calendar

5 high quality presentations were delivered. The progress of the winner as well as the other entrants will be closely monitored



Next steps!!

Topic	Undertakings
Event impact assessment methodology	<ul style="list-style-type: none">• To make the research tools developed in phase 1 of the research process available to the event sector• To commission a second phase of the research that will include the development of an attendee survey• Greater attempt to align impact assessments and reporting; targeting a seamless online process• Make conference an annual event
Governance	<ul style="list-style-type: none">• To explore with the RED TAPE Reduction Team solutions for the 3 common issues emergent from the fact finding exercise
Small town successes	<ul style="list-style-type: none">• To consider the differences and similarities between rural and urban challenges in channelling support to the sector• Explore ways of developing capacity at municipal level to give better effect to the event act
Marketing and communication	<ul style="list-style-type: none">• To package group conversations as a knowledge management tool

Policy drivers: **Partnerships / Innovation**

Most importantly: Ensure Billy keeps his promise!!!





THANK YOU

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