



Growing Events



Western Cape
Government

Events Incubation Conference

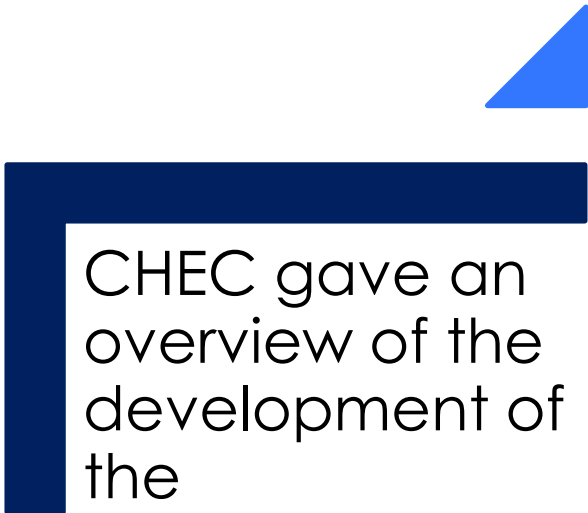
17 November 2016

MEASURING YOUR IMPACT

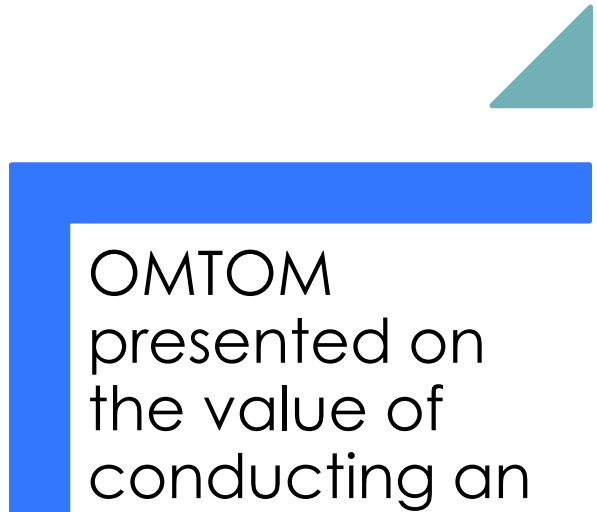
How you can use the Standardised Impact Assessment

Johann Bester

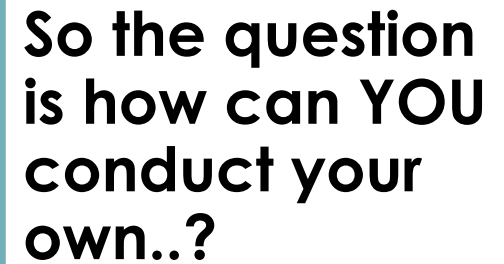
Where we are.



CHEC gave an overview of the development of the Methodology



OMTOM presented on the value of conducting an Impact Assessment



So the question is how can YOU conduct your own..?



Same-same but different.

Why did we commission the development of a Standardised Impact Assessment Methodology?

- Each event is unique in its offering but each event still contributes to the same set of impacts. Economic, Social, Environmental and Governance.
- Events Organisers are also interested in these same set of metrics. Ones that enable them to know if their event is growing.
- The Methodology focuses on these congruent needs and is adaptable to the size, age and category of your event.

For US as Government: Enables a better Understanding of the Events Sector

For YOU as Event Organisers: It gives you a benchmarked reporting tool which places the data in YOUR hands



Ok, So how do I use this methodology?

There are 5 tools available to the event organisers.

- Event Organiser Survey
- Attendee/Participant Survey
- Stall Holders Survey
- Service Providers Survey
- Sponsors Survey

Depending on YOUR need you can use these tools to conduct an impact assessment of your event.

Each tool sets out the basic measurement criteria required, but it can be customised to meet your specific reporting criteria.



That sounds like a lot of work...

We acknowledge that smaller events do not necessarily have the capacity to implement a fully surveyed events impact assessment.

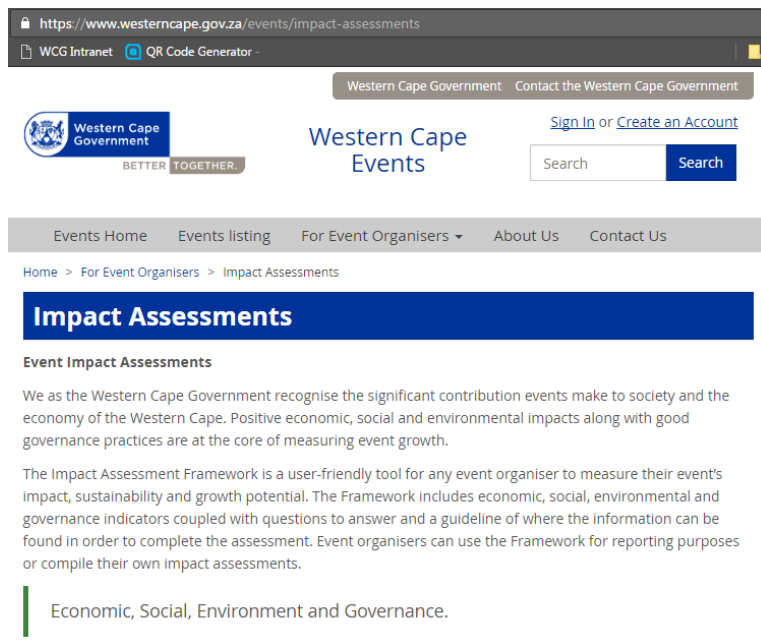
Hence we have developed a Incubator Event Impact Assessment Methodology.

- It covers the basics: Economic, Social, Environmental and Governance
- It is completely self administered
- Specifically aimed at highlighting the growth of an event
- Allows for a 'phase-in' approach to the full Assessment



So where can I find these Impact Assessment Tools?

www.westerncape.gov.za/events/impact-assessments



The screenshot shows a web browser window with the URL <https://www.westerncape.gov.za/events/impact-assessments>. The page header includes the Western Cape Government logo with the tagline "BETTER TOGETHER.", the text "Western Cape Events", and a search bar. The main navigation menu contains "Events Home", "Events listing", "For Event Organisers", "About Us", and "Contact Us". The breadcrumb trail is "Home > For Event Organisers > Impact Assessments". The page title is "Impact Assessments". The content area is titled "Event Impact Assessments" and contains the following text:

We as the Western Cape Government recognise the significant contribution events make to society and the economy of the Western Cape. Positive economic, social and environmental impacts along with good governance practices are at the core of measuring event growth.

The Impact Assessment Framework is a user-friendly tool for any event organiser to measure their event's impact, sustainability and growth potential. The Framework includes economic, social, environmental and governance indicators coupled with questions to answer and a guideline of where the information can be found in order to complete the assessment. Event organisers can use the Framework for reporting purposes or compile their own impact assessments.

Economic, Social, Environment and Governance.

All six tools will be made available on our new look events portal along with instructions and guidelines.

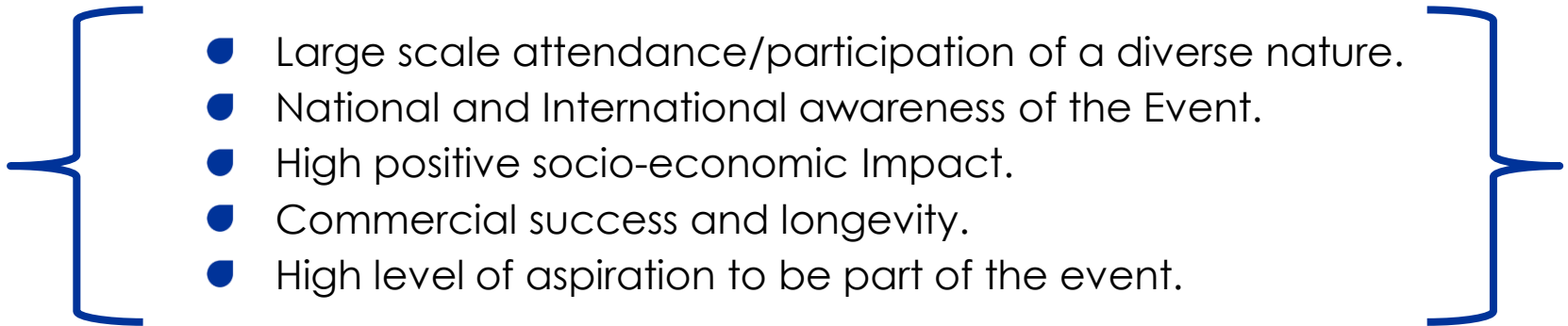
We will also be happy to assist you with using the tools available and to provide consultation.

A long and winding road

So... what is the road map to take 'Incubator' events to 'Jewel' status?

One of the questions posed to the Events Industry in our 5 year review of the Integrated Events Strategy.

Overwhelming response that it is more than just one factor 'like a watch, a Jewel is more than the sum of its indicators.'

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- Large scale attendance/participation of a diverse nature.
 - National and International awareness of the Event.
 - High positive socio-economic Impact.
 - Commercial success and longevity.
 - High level of aspiration to be part of the event.

All of these Indicators are measurable with the Impact Assessment Tools



Thank you