

The Socio-Economic impact through festivals. An Event Incubator Program.



Background of the Knysna Oyster Festival

- ▶ The Knysna Oyster Festival is the one of the biggest Sport and Lifestyle event in the Western Cape ,and is 36 years old.
- ▶ **The KOF started of as the** Knysna Winter Festival, which featured a marathon, rugby, golf, squash, and bowls. The purpose of the festival was to attract people to Knysna during the quiet winter period.
- ▶ More that 50 000 visitors to the Greater Knysna Area .
- ▶ The event has grown to include more that 95 individual events , it sustains Knysna 's Main Stream economy during winter period.
- ▶ Boost the local economy with R109 395 980.
- ▶ Provide temporary employment to more than 2500 pax .
- ▶ Through the festival close to R1.5 million are donated to local charities.

The Festival objectives are as follows

- ▶ Position Knysna as a lifestyle destination.
- ▶ Stimulate Knysna winter economy
- ▶ Create participation platforms for involvement of all Knysna communities
- ▶ Raise funds for local charities.
- ▶ Develop and grow local Festival suppliers.

Socio -Economic Impact of Festivals and Events

- ▶ Festivals and special events serve as an important attraction for destinations and provide unique experiences for visitors.
- ▶ These events also have the capability of providing both tangible and intangible benefits for communities.
- ▶ Events of this nature improves Community Development
- ▶ Locals feel they own the festival and boosts Civic Pride.
- ▶ Fringe events are being hosted in various neighbourhoods and create direct economic benefits.

Lessons learned ...

- ▶ One of the former development projects of Knysna Tourism were The Local Loerie Program , where talented individuals were supported to participate in sport and lifestyle events .
- ▶ This project had limited success, as this was not sustainable, a new approach needed.
- ▶ A holistic approach were needed where individuals were empowered with skills, opportunities should be made more accessible to local communities ,and mentoring support should be provided .
- ▶ This is how the Knysna Event Incubator Program were initiated.

Knysna Smme Event Incubator Program

- ▶ The KOF Smme Event Incubator program were initiated to empower emerging event managers to improve their existing Event Management skills set and become successful event managers.
- ▶ Joint initiative with Knysna Municipality- Public Private Partnership
- ▶ The Pick n Pay Knysna Oyster Festival provided a platform to launch a program of this nature ,and also provided Marketing support to the Incubator Events .
- ▶ The program includes Events Management Training, Event Mentoring support, as well as Marketing and Financial Management training- in a Nutshell!
- ▶ Handover to Knysna Municipality – LED Manager as Knysna Municipality played a key role in this development program.

Thank you.

Glendyrr Fick : Manager Pick n Pay Knysna
Oyster Festival



Pick n Pay
Knysna
Oyster
festival
29 June - 8 July 2018

The logo for the Pick n Pay Knysna Oyster Festival is displayed in a white box. It features the 'Pick n Pay' logo at the top, followed by 'Knysna' in green, 'Oyster' in blue, and 'festival' in orange with a red star above the 'i'. The dates '29 June - 8 July 2018' are at the bottom.