



**Western Cape  
Government**

**BETTER TOGETHER.**

**EVENTS MASTERCLASS:  
ENABLING SOCIAL CHANGE THROUGH EVENTS & FESTIVALS**

Date: 27 July 2018

Oudtshoorn

D: PPC

# 15-Year Integrated Events Strategy for Cape Town & the Western Cape

## What was the problem?

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

## What was the gap?

- A blueprint that guided Cape Town and the Western Cape approach to events in the longer term.

## How did we address the gap?

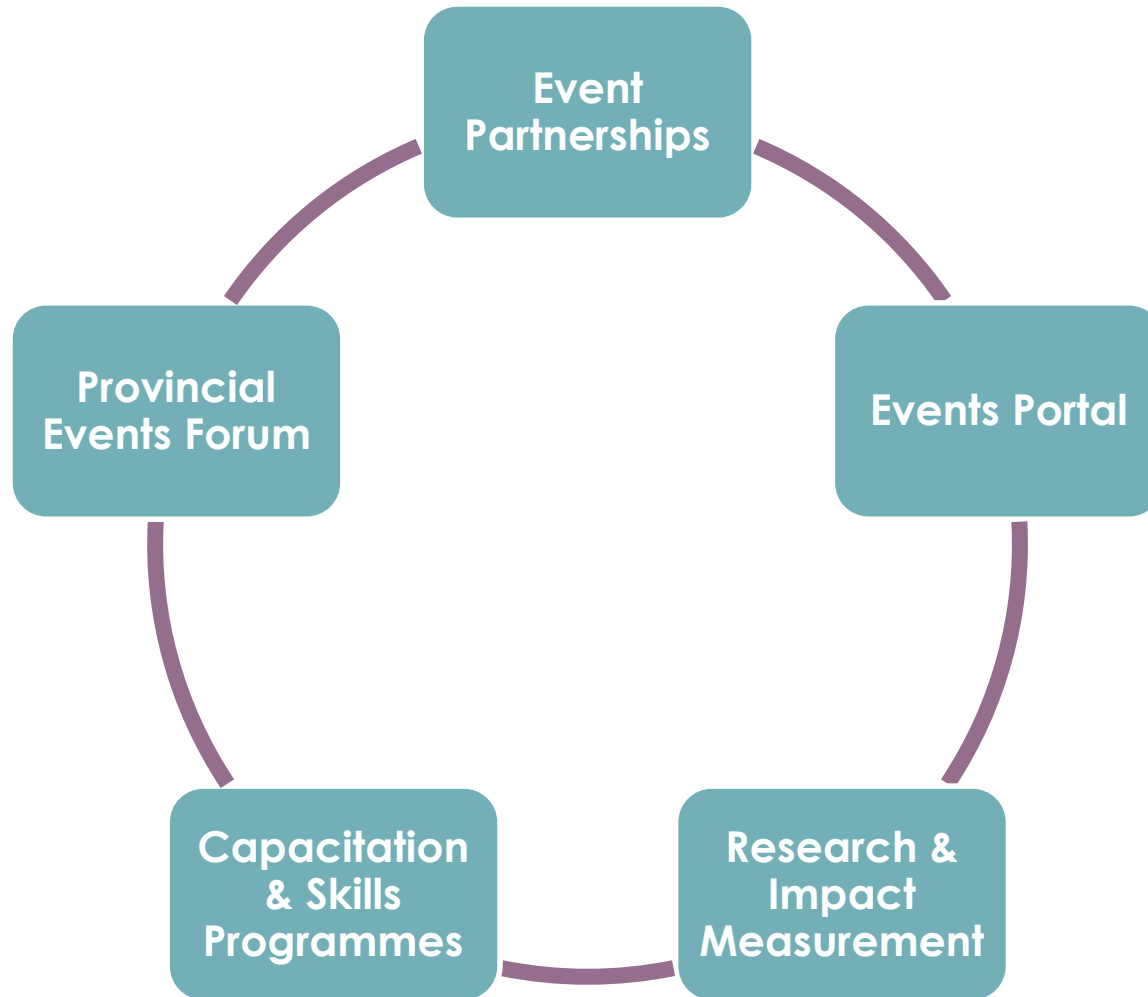
- 15-year Integrated Events Strategy for Cape Town and the Western Cape adopted by Cabinet on 28 September 2011.

**IES seeks to inter alia streamline interface between public and event sectors to guide resources and support allocations**

### **What have we strived to do:**

Integrating public and event sector efforts in order to amplify impact in Cape Town and the Western Cape

# Strategic Projects



## Project 4: Capacitation and skills programmes

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- Themed masterclasses
- Annual Events Incubation Conference
- Collaborative Sport Tourism Workshops with DCAS and Wesgro
- Impact Assessment workshops
- One-on-one and on-site skills transfer opportunities
- Annual Events Pitching competition

## What would we like to take away from this work session?

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1. A **shared understanding** of social impacts
2. Acknowledgment of the **complex** social factors facing event organisers
3. Identifying **opportunities** for positive social impacts through events and festivals
4. Learning how to **measure social impacts**
5. To **share** expertise and experiences
6. **Not the name tags** 😊



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# MEASURING AND UNDERSTANDING YOUR IMPACT

Standardised Impact Assessment and Reporting

Johann Bester

# Why are positive social impacts important?

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## It should be self-evident why, especially in the South African context

- One of the biggest issues we face as a society is the difficulty in fostering REAL inclusiveness post 1994, especially at sporting and cultural gatherings
- A general lack of access is most often sighted as the reason for social dissatisfaction.
  - Excluded from the economy
  - Geographic exclusion
  - Cultural exclusion

***How do we address this as event insiders?***



# What is the “impact” that an event can have?

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**When you ask someone about the impact of an event it is generally expressed as the economic impact**

- This has often led people to equate a successful event with having a high economic impact

***Does this then mean that if an event does not have a high economic impact it is not a successful event?***

- In recent times the preoccupation with economic impact has started to shift

***We also have to look at the Social Impacts***

# What are “Social Impacts”?

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## *This is a difficult conundrum*

We normally have an innate sense of what helps society

- Things that make us better people
- Things that uplift the community around us
- Things that help avert social ills

***But what are these “things” and more to the point how do we measure them?***

# A start at measuring Impacts

**We realised that to get at the true value of an event you have to look at the event in a holistic manner taking into consideration the;**

- Economic Impact
- Social Impact
- Environmental Impact, and
- Governance

**But, Economic and Environmental impacts are more or less quantifiable;**

- R100 000 contribution to GDP
- 10 tonnes of waste generated

**And we have prescribed standards for good governance**

- Audited financial statements
- A risk management plan

***Social impacts on the other hand are vague and we recognise this.***

# Inclusivity: A shared experience

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***One of the biggest social issues facing us is that the majority of people oppressed under Apartheid still are not included the majority of recreational events.***

Some key reasons being;

- Lack of economic means
- Legacy of spatial segregation
- Lack of access to information
- Entrenched cultural and racial norms

***Events to some degree can help alleviate these ills, but that is not really their purpose.***

***The purpose of events is to provide a Shared Experience. Shared experiences give us common ground to relate to others***

# How do we measure the shared experience?

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## *How do we measure the shared experience?*

Our measurement of the direct social impact of events thus looks at how inclusive an event is.

- Is the event able to draw a diverse audience?
- Are local people with limited means able to access the event?
- Do you involve the community in planning your event?

## *Dose the event foster an inclusive shared experience?*

# So what is in it for you and I?

## For Government

Provides an indication of the value of events in the Country, Province, District, Municipality

Identifies potential programme linkages and areas of collaboration

## For Event Organisers

Reveals the economic and social value of an event which can be leveraged

Provides a snapshot of the health and growth potential of your event as well as risks

Why do we need a **standardised** event impact methodology?

# How did we get to where we are now?

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## Our point of departure...

- **The BOX**
- Inconsistency in reporting
- Politicians raised questions on validity of the findings
- **Lack of** alignment between reporting process and our strategic goals

## Stemming from this...

The gap was identified for a more uniform approach that suited both Government's need for consistent reports and Event Organisers' need for accurate data

## The strategic response...

Developed a partnership with CHEC with the explicit purpose of addressing that gap.

# Same-same ... but different

## Why did we commission CHEC to develop 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.
- Government and Event Organisers are interested in these same set of metrics. It is critical to have an indication as to whether the event is growing.
- The Methodology focuses on these congruent needs and is adaptable to the size, age and category of your event.

### The advantages for ...

**Government:** Enables a deeper understanding of the Event Sector

**Event Organisers:** Providing a benchmarked reporting tool makes the data accessible and clear



# Ease of Reporting contributes to Ease of Doing Business

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## A standardised approach to event reporting

**For Government** – It makes reporting easier and more reliable

**For Event Organisers** – Enables year on year comparison of your event

**Provides a better platform with which to engage event stakeholders; be it sponsors or event organisers**

**We live in an increasingly “Data-Hungry” world!**

# How is this methodology applied practically?

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**There are 5 tools available to event organisers:**

- Event Organiser Survey
- Attendee/Participant Survey
- Exhibitors/Stallholders Survey
- Service Providers Survey
- Sponsors Survey

Depending on the need, these tools can be used to conduct an impact assessment of an event.

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

**Accessible from:**

[www.westerncape.gov.za/events](http://www.westerncape.gov.za/events)

# That sounds like a lot of work...

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

Hence we have developed an **Incubator Event Impact Assessment Tool** that:

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

***A win-win situation***

# Contact Us



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