

2023-24 ANNUAL BUSINESS PLAN

DRAFT FOR CONSULTATION

Major Events Program



Identification

The Rural City of Murray Bridge has delivered a program of Major Events for more than 10 years. The Program comprises:

1. Attractions and sponsorship of significant events which otherwise would not be held in Murray Bridge
 - This category includes events such as the Pedal Prix, Murray Bridge Fringe and State or National Sporting Events or Championships
2. Delivery of RCMB-owned events which deliver direct social and/or economic benefits to the region
 - This includes New Year's Eve Fireworks, Splash / MB Magic School Holiday Festival and the Local Legends Program comprising Spring Garden, Sports Awards, Christmas Lights and Australia Day.
3. Sponsorship of local groups and organisations so that they can run events of importance to the community.
 - This includes events such as the Christmas Pageant, the Multicultural Fair and the High School Formals.

The Events Program takes direction from the Events Strategy and has direct links with the Tourism Strategy and the Economic Development Strategy. Events provide a mechanism and a reason to entice people to visit Murray Bridge with the aim of exposing them to the region and encouraging them to return as visitors or tourists.

The proposed expenditure in 2023-24 for the delivery of the Strategy's Major Events will be in the order of \$350,000, reflecting a similar level of investment made during recent years.



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Core Event Strengths identified are:

- Events utilising the Murray River
- Sporting events including the running, cycling and other multi-sport events
- Motor sport and car rallies of various types
- National and International sporting events particularly those utilising existing facilities
- Cultural and community events

Based on these Core Event Strengths, \$350,000 is proposed to be allocated to the provision of delivery of Major Events in 2023/24.

The Major Events proposed for 2023/24 include:

- Pedal Prix
- Murray Bridge Fringe
- Local Legends
- PGA Golf Classic
- Country on the Murray Music Festival
- Christmas Pageant

Allocation has been made in accordance with Council's Event strategy for new and/or emerging events that further showcase the Rural City of Murray Bridge amenities and business opportunities.

In 2023/24 these are expected to include the Squeeze Music Event, Country on the Murray, several sporting festivals and a Fire and Food Truck Carnival.



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Event	Description	Allocation
Australian International Pedal Prix	The Pedal Prix will be in year 3 of a 10-year agreement and will feature at Sturt Reserve during September 2024.	\$115,000
New Year's Eve and Magic	Following the success of the New Year's Eve 2020 Event the concept proposed for 2023 includes: <ul style="list-style-type: none">• The Murray Bridge Magic School holiday program serving as the launch of the festival on 31 December 2023• Evening family fireworks at 9pm• Supported by family friendly activities such as a rock climbing wall / bouncy castle / face painter / balloons• School holiday activities will then be operational from New Year's Eve through to Australia Day	\$130,000
EOI* 2024 Tour Down Under	Whilst not budgeted within the Major Events Program, Council has submitted an Expression of Interest to host one or elements of the 2024 Tour Down Under. Of particular interest is a possible "Queen of the River" full day, start and finish of the Women's Tour. The Tour would occur in January 2024.	TBA
GRAND TOTAL		\$350,000



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Strategic Contribution

The strategic objectives of the Major Events Program are drawn directly from the Events Strategy and has direct links with the Tourism Strategy and the Economic Development Strategy.

The contribution to the Strategic Plan 2020-24 is detailed below:

	Valued Environment	Great People and Lifestyle	Dynamic Economy	Connected Communities
Strategic Plan 2020-24 Actions Addressed	Enlivened community spaces <ul style="list-style-type: none">Increase patronage and usability of parks and gardens through creation of safe and welcoming spaces	Arts and culture has a stage <ul style="list-style-type: none">Provide public art in identified locations that enhance and enrich the amenity of the spaces	Attractive Murray Bridge <ul style="list-style-type: none">Put the Rural City of Murray Bridge 'on the map' through brand promotion Rural City of Murray Bridge is a destination of choice <ul style="list-style-type: none">Tourists will be enticed to visit our region through packaged attractions and access to cultural and environmental experiencesEvents will enliven spaces introducing visitors to the charms of our region	Active citizens and community leaders <ul style="list-style-type: none">Build and improve trust and relationships between Council and its communitiesEncourage and recognise volunteerism and support volunteering opportunities throughout Council region A proud community <ul style="list-style-type: none">Our townships identities retain their uniqueness while recognising their place in part of the larger regionCreate visual displays and other mechanisms that showcase our city and regionWe show pride in our indigenous and multicultural heritage which is celebrated through storytelling and cultural experiences

Relevant Strategies

- Events Strategy
- Tourism Strategy
- Economic Development Strategy 2020-24
- Strategic Plan 2020-24

****Please Note*** Program may be subject to change during financial year due to external factors and resource availability*

Michael Sedgman
Chief Executive Officer



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