



Leveraging Events Toolkit for Businesses

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Introduction

East Gippsland Shire Council has developed three toolkits to help local businesses and community groups increase the benefits they gain from events. The toolkits also help event organisers increase economic benefits for the community from their events. This guide will give you tips and hints on how to work with events.

Practical tips and examples

This guide provides bite-sized practical tips for East Gippsland businesses on:

- The benefits businesses can gain from events
- How businesses can collaborate with events and benefit
- Where to find more help

Benefits of events for communities

Hundreds of festivals, sporting events, business events, shows, fairs, and markets are held across East Gippsland each year, providing numerous short- and long-term benefits to our community.

Economic benefits

Events attract tens of thousands of visitors to East Gippsland each year. These visitors inject a significant amount of new money into our local economy as event attendees and external visitors spend money on fuel, food, accommodation, retail, entertainment and more. Events are also agents of local employment by encouraging skill development and supporting self-employed people (vendors and contractors).

Tourism and marketing benefits

Events are powerful drivers of tourism, which is particularly valuable for rural destinations and small towns. Research by Tourism Australia revealed that three-quarters of event attendees would not have gone to a destination if not for an event. For 57% of first-time visitors to a region and 69% of repeat visitors, an event is the main reason for visiting.

First-time visitors who come for events get to discover our region, and many will return at other times, or tell others about their trip to East Gippsland. Such visits can lead to new residents and investment.

Events held outside of the peak tourism season help to increase visitation at a time when business is slow.

Event marketing also increases awareness of a destination, and the destination's reputation.

Social and cultural benefits

Events provide vibrancy and cultural experiences for locals, enhancing liveability. They generate a feeling of community pride as they celebrate a community's history, heritage, special interests, music and sport. Events activate sport, recreational, cultural and entertainment community assets, venues and public spaces. And, through volunteering, events enable residents to give back to their community, socialise, laugh, learn new skills and showcase their talents.

Case Study: The opportunity provided by events

Lakes Entrance's population swells from 8,000 to over 40,000 during the Lakes Entrance New Year's Eve Fireworks Festival. The increase in potential customers provides an opportunity for local businesses to leverage the event for profit.





Calendar of East Gippsland events

To find upcoming East Gippsland
events, visit:

www.visiteastgippsland.com.au/whats-on/events



Benefits of events for businesses

- Connecting with new customers, whether one-off visitors to the region or showcasing your product or services to new local customers
- Increased sales and/or bookings
- Building awareness of your business among existing and new customers, which leads to customer loyalty
- Moving stock at the end of a season in a sale
- Prompt innovation and creativity

Sponsoring an event provides an opportunity to increase the kinds of benefits you can receive from an event. (See The benefits of sponsoring events on page 13.)

Which businesses can benefit from events?

There are a wide range of businesses that receive direct and indirect economic benefits from events. These include (but are not limited to):

- Accommodations, attractions, tours and transport providers
- Suppliers of event services such as entertainers, trophy suppliers, equipment and party hire, audio visual and staging companies, risk and traffic management providers, graphic designers and printers, caterers, tradespersons, waste management and cleaners, and media.
- Retailers such as supermarkets, cafes, restaurants, chemists, clothing, petrol stations, car hire, sports stores, bottle shops, pet and rural supplies and gift shops.

Any kind of business can benefit from an event by using a mix of creativity and engagement with relevant events. For example, sports events provide different opportunities for businesses compared to arts festivals.

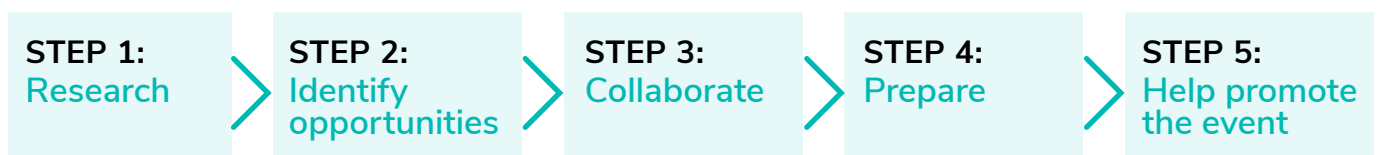


How can businesses benefit from events?



There are many ways businesses can tap into festivals and events.

This section outlines five steps in identifying opportunities to maximise the benefits for your business from events and collaborating with others to increase benefits to everyone in the community.



STEP 1: Research

- Outline your business' target markets (the kinds of people who buy your products or services, or your ideal customers).
- Review the calendar of upcoming East Gippsland events at www.visiteastgippsland.com.au/whats-on/events. Which upcoming events in your town would have a similar target market as your business (you can contact the event organiser directly if needed)? Which would provide an opportunity to create sales for your business?
- Determine what event organisers and attendees are likely to require and whether you have a product or service that would meet their needs.
- Talk to the event organisers about what your business could offer the event, what the event could offer your business, and what opportunities exist in the lead up to and during the event. Event organisers are often open to ideas and suggestions of activities that may support and promote their event. They might not have the capacity to organise additional activities, but they may be happy for you to do something in support of the event.
- Assess the investment required to be involved, such as planning time, costs (including marketing costs), and staffing, and identify whether it is worthwhile being involved and if so, at what level.

STEP 2: Identify opportunities for your business

There are many ways that your business can partner with an event to gain benefit, also offering value to the event and attendees. Opportunities may include:

- Supplying the event organiser with a service or product (the more products and services event organisers buy from local suppliers, the greater the economic impact of their event).
- Providing something of value to event attendees (such as healthy food options after their event for sports events participants, or sample bags of new animal feed if it is an animal-related show or event).
- Advertising in the event program or on its website (or directly to its database via a newsletter or text).
- Hosting a stall or experience at the event (See Add value for attendees on page 15 for ideas)
- Providing a prize or branded giveaways to attendees.
- Sponsoring the event (see the section on Sponsoring Events on page 12).



Disruptions caused by events

Events sometimes result in inconveniences and disruptions to normal activity within a community. If your business is at risk of being negatively impacted by an event, contact the event organiser and/or Council as soon as possible to discuss how impacts might be minimised. For example, could passes be provided to delivery vehicles? Could deliveries be organised at alternative times? Could you trade at the event instead of at your normal place of business? A potential negative impact might be able to be turned into an opportunity for your business.

What can you do to draw new customers into your business?

As a local business owner, it is important that you understand how to make the most of healthy competition, and to stay focused on the positive opportunity that it creates. For example, when an event attracts market stalls and increased visitors to your community, consider how you can expose your business and create a reason for event attendees to buy from you.

This may involve having a stall in the markets yourself, setting up a fun window display, or offering your customers a small complimentary item related to your company as they shop.

Be proactive; engage with the event organisers about how your business can get involved and how the event can support local traders.

Case Study: Drawing attendees to your business

Jan Parlett's Country Experience is a Christmas-themed gift shop in Goulburn NSW with a unique model – it's only open on select weekends throughout the year, for coach groups and carloads of female shoppers – but the business makes more money than if it was open four days a week.

During Goulburn's annual week-long Henry Lawson Festival, Jan hosts events in her shop such as a champagne evening shopping experience with fairy lights, a whiskey and chocolate tasting, and high teas, seating multiple rounds of 80 people across the weekend.

Jan also organises events, such as Christmas in winter, when she asks the other Main St businesses to dress their shop windows with a Christmas theme to increase sales for everyone, and a fly-in drive-in BBQ collaboration with a local farmer for plane and car enthusiasts.

Jan has also renovated bedrooms on the floor above her shop for groups of women shoppers, and to rent out during events.

STEP 3: Identify collaborative opportunities

Businesses often find that by working together they can achieve greater outcomes than when doing it alone.

Collaborate with other businesses via Business and Tourism Associations

Get together with other local businesses, your Chamber of Commerce or Business and Tourism Association to brainstorm some ideas on what you could collectively do to benefit from an event, and to coordinate activities.

Ideas for how a group of businesses could collaborate to benefit from an event include:

- Host an element of the event program e.g., a street party to attract attendees to your precinct.
- Collectively purchase decorative lights, flags and banners to help attract attendees to your precinct.
- Collectively extend or alter trading hours to maximise opportunities created by the event.
- Develop a town-wide “buy local” incentive e.g., coupons, specials or discount offers for event attendees (e.g., 10% discount, two-for-one offer, buy one and receive a discount off a second purchase, attendees can enter a prize draw when they mention the event when buying locally) and promote it collaboratively.
- Develop a combined prize for attendees to win with other local businesses and/or your suppliers.
- Participate in collaborative advertising campaigns targeted to attendees with the event organisers or with other businesses (cheaper than on your own).
- Consider themed promotions around the event – e.g., if a racing event is coming up, decorate windows and develop sales with a racing theme.
- Have a representative on the event organising committee to provide input from a traders’ perspective and identify opportunities.
- Volunteer during the event to provide a friendly welcome and information on local businesses.

Contact East Gippsland Marketing Inc. for help with coordinating marketing activities at 1 800 755 456 or info@egmi.com.au.



STEP 4: Prepare for event day

Consider what you need to arrange to be ready for the event.

- Identify all the tasks required to be involved and develop a timeline working backwards from the event date.
- Determine your opening hours during the event and promote them.
- Prepare unique offers or incentives.
- Order required stocks. If purchasing stock specifically for the event, where possible, purchase on consignment to ensure any unsold stock can be returned if not sold. Visitors to the region are often interested in local products.
- Organise staffing, including training if required.
- Create a contingency plan if the event cancels, there is poor weather, or a problem with staff or stock.

Event cancellations

Sometimes events are postponed or cancelled, or numbers are significantly up or down on predictions. Ensure you consider this in your planning.

Build customer loyalty

Also consider how you can attract attendees back to your business after the event, such as by:

- Ensuring they have a memorable experience, including great customer service.
- Creating a loyalty program with exclusive deals for members.
- Offering a discount to attendees, such as coupon to use within 30 days at your business or through your online sales.
- Getting their details for your database, such as by running a competition.
- Offering an incentive – e.g., a two for one deal valid for next six months.



STEP 5: Help promote and support the event

The more people who attend the event, the more benefit for your business and community. Therefore, promote it to others in your network of social media, work, family, and friends. You can do this by:

- Distributing event programs or fliers in your business and via your databases.
- Putting up an event poster in your shop window.
- Sharing their social media posts on your business accounts where relevant.
- Doing a specific direct email campaign to your database of customers and suppliers inviting them to the event (and promote your event specials).
- Collaborate with other local businesses and do an advertising campaign that promotes what local businesses are offering at the upcoming event.

Including event details in your email signature and on your website.

Providing great customer service goes a long way...

Word of mouth is a key way for people to hear about businesses. It only takes one bad customer experience for this opportunity to be lost.

Providing customers with great customer service is vital, leading to increased sales, customer loyalty and referrals. Ensure high customer service during busy events by planning:

- Consider revising your hours of operation during the event to make extra sales.
- Roster enough staff, and ensure they are well trained and have good knowledge of what the business has to offer and can upsell to customers.
- Order enough stock, including packaging.
- Ensure adequate change is on hand.

Visit Victoria has created [Tourism Excellence Guides](https://www.visitvictoria.com.au/tourism-excellence-guides) to help tourism businesses and destinations deliver the best possible visitor experience, get the best from their workforce, grow tourism by working together, and ensure a sustainable industry. Most of the tips in their guides are applicable across visitor-focused businesses. Access the guides at www.tourismexcellence.com.au

Case Study:

Gaining value from an event as a business

The Big Red Bash music festival in Birdsville is an unusual event in that it impacts numerous towns along the long journey from where attendees live to the festival in the far southwest of Queensland.

Western Star Hotel in Windorah is one of many businesses in many towns that maximises the financial benefits of 9,000 attendees passing through on the way to and from the festival.

Being one of the closest towns to Birdsville, the pub puts on a special meal for lunch after the event that both wows the crowds driving home and is easy to serve to the masses. They also host two weekends of live entertainment before and after the festival. These smart trading decisions make these few days the busiest trading time of the year for the hotel.





Sponsoring events



The benefits of sponsoring events

Would you like to gain exposure for your business, build goodwill in the community, and connect with a specific audience? (Who wouldn't?) Becoming a sponsor of an event might be the right approach for your business.

Traditional advertising has lost impact, and people often overlook ads. This means it is hard to reach an audience unless businesses use a very targeted and focused approach to the needs of their target markets. It also means that businesses need to look at different ways to expose their products/services to their ideal customers.

Event sponsorship can be a cost-effective marketing tactic – your business gets multiple and varied brand exposures over an extended period (compared with just once or twice for an ad), and directly to your target audience/s.

Event sponsorship can provide a deeper connection with your target audience. You are not doing a hard sell which people tend to ignore. You are just there, helping a worthy cause and saying “This is what we do. Please let us know if we can help you.”

Done well, event sponsorship can help you:

- Establish or improve your business' image as a good corporate citizen that is invested in the community it serves, making people feel good about your business and increasing brand loyalty (such businesses are more likely to get support from community members)
- Re-engage previous customers or engage new ones by increasing or creating brand awareness with your target market or a new target market
- Create awareness of your business and what it sells by showcasing your product, expertise or services to attendees
- Increase sales or usage of your product/services
- Launch a new product/service, or introduce existing product/service to a new market, or reposition a struggling product
- Deliver specific information to your target market or collect information on them (e.g., customer research or contact details)
- Reward your employees and/or offer a fun and enjoyable team-building experience e.g., through volunteering together

Charity fundraisers

There is a feel-good vibe to being the sponsor of a fundraising event for a charity (and charity events tend to get media attention). It is a positive and inexpensive way to market your business while doing a good deed.

Leveraging event marketing

Event organisers market their event to a target so your business can take advantage of their legwork and sponsor an event that reaches your target audience and leveraging their marketing dollars on advertising, but also on direct marketing to their email database, followers on social media, and stakeholders.

Sponsorships vs donations

When sponsoring an event, you can expect a direct benefit for your business in return. Sponsorship is a commercial investment, part of your business' marketing plan. However, for a donation, no direct recognition is expected in exchange.

How to maximise your sponsorship investment

Do not throw your brand (and money) at an event and hope for the best. The idea behind advertising (i.e., behind sponsorship) is being seen – repeatedly. For that reason, businesses that get the most value from sponsorship are those that get involved early.

What do you want from event sponsorship?

Decide what you want to achieve from event sponsorship and build it into your marketing plan. For example, do you want to launch a new product? Do you want to offer a special to attendees to encourage them to visit your business?

Consider developing a sponsorship policy. Determine what it is you would like to get out of your partnerships with events, the type of audiences you are seeking, the lead time you require to make your decision and the criteria that you will access your decision against. A one-page plan will help you identify which events are the best fit for your business.

Choose the right event

Pick an event you and your business can get behind; support a charity you believe in; and opt for an event with a similar target market. Aim for a good fit between your business and what the event is about (its brand, audiences, its personality, its values, etc).

Negotiate sponsorship benefits

Find out from the event organiser if there are marketing benefits and entitlements that can be agreed on with sponsors. Be clear about what you expect to receive from the event organisers in exchange for your sponsorship e.g., a personal story about your business' involvement in a newsletter, a certain number of posts on social media and what they will be about (personal stories are more engaging than a simple 'thank you' to a sponsor), mentions via the PA announcer, signage and a stall at the event, and so on. Negotiate with the event organisers to ensure you are both clear on costs and what your business will get from the sponsorship. While event organisers will often present you with a "sponsorship package" most will be happy to negotiate and tailor packages to suit your needs, resources, and your budget. Get the deal in writing.



Some benefits your business could receive for sponsorship include:

- Access to databases
- An advertisement or logo in the event program and on its website
- Inclusion in media opportunities
- Hospitality and networking opportunities
- Display, demonstration, or sampling during the event
- Signage at the event
- Complimentary tickets e.g., to give away as a prize to your customers or to reward staff
- Inclusion in competitions (by providing a prize)
- Naming rights to an element of the event (e.g., the stage, the volunteer team, a venue, the PA announcements...)
- Inclusions in newsletters
- Sales at the event or providing discount coupon to attendees

Sponsor with services or products instead of cash

Consider providing equipment, services, products, technology, expertise or people instead of cash. This could include things such as prizes, a venue, volunteers (your paid staff), water refills for water bottles, bookkeeping services, or something else associated with your brand.

Prepare for the event

Prepare for the event, such as by ordering branded merchandise to distribute to events attendees or ordering specific inventory to suit the event audience.

Let your community know about your event support

Promote your sponsorship to your networks via your marketing channels: your social media, your email database, your website, a poster on your reception desk or front door, in your email signature, and so on. Create sharable, credible, personable content – such as how your staff are training to be part of the event's fun run. Ask the event organiser to share your social media post/s.

Get social!

Positively engage on the event's social media posts as your business page, though not with a hard sell (social media is about being social!). Like, share and comment on posts that can be related back to you. Being active on social media maximises brand awareness and increases engagement with the audience you have spent good money to reach.

Leverage the event's marketing plan

Is there an opportunity for a collaborative campaign to attract a shared target market? How can you have direct contact with their audience to highlight your products and services? Identify media opportunities (e.g., presenting a prize if that is what your sponsorship involves). Remember to also use the event's hashtag and your town's hashtag in your posts

Get involved

If there is a fun run, do the run with your staff as a fun team-building exercise wearing your corporate T-shirts or caps, and raising money for the charity as a team. Could you provide a unique experience at the event that adds value for attendees? Could you provide a significant prize that prompts attendees to attend your booth to qualify to win? (See Adding value for attendees below for ideas). Turn up to the event so you can network face-to-face and build trust and rapport with customers.



Encourage others to get involved

Encourage your networks to get involved in the event as well. If your clients, customers, suppliers, or contractors are potential sponsors, introduce them to the event organiser.

Add value for attendees

Consider how you could add value for attendees by engaging with your target market in an uplifting way.

Here are some ideas:

- Provide useful giveaways to attendees such as branded sunscreen or hats at a summer festival.
- Host an event or experience as part of the program, such as a workshop or a photo booth with fun dress-up items and props.
- Host a ticketed VIP networking event such as a cocktail party at the event (if high-income attendees are your target market).
- Create a VIP area that is close to the action, close to your retailers or information space and can host functions.
- Set up a 'recharge station' at an event, where attendees can both recharge their phones and take a break from the noise.
- Host a games lounge with giant versions of games such as Jenga and table tennis.
- Set up a family tent with a comfortable area for breastfeeding and a play space for kids. This is ideal for a sponsor who wants to attract new family customers.

Gather customer intel

- During the event, see if you can find a way to collect customer information (such as by entering to win a prize with your email address), or place your products or services directly in front of potential customers. Include access to the event database or list as part of a sponsorship agreement with event organiser.
- Discuss access to the event database or list as part of a sponsorship agreement with the event organiser.

Engage at the event

Do live social media posts and videos from the event – not a hard sell but an invitation to enter your competition, say g'day at the stall, come by for a freebie (if they join your email list), etc.

Review outcomes

After the event, review the outcomes of this marketing tactic. What went well? What would you do differently if you sponsored another event or the same event next year?

Case Study: Gaining best value from event sponsorship

Small rural business Cannard Hats had been on the verge of closing due to the struggle of drought. The business sponsored the Adina Polocrosse World Cup because the event's audience of country people and farmers aligned with its target market. As well as having a trade site at the event where it could introduce attendees to its products, sell hats and take custom orders, it maximised its sponsorship through its marketing channels and innovations. The event organisers, the Warwick Polocrosse Club, worked together with its sponsor to ensure their posts were shared with the event's followers, such as in these examples.

Cannard Hats innovated by designing hat ribbons in each of the competing countries' colours, ensuring extra appeal to loyal supporters. Business owner Chris Cannard ensured he had plenty of stock on hand to sell at the event. He shared his story with a behind-the-scenes video from his workshop. In his video he shared how he handmakes his hats from scratch.

Once at the event, Cannard Hats offered a free hat as a prize for the Photo-of-the-Day competition – which was open to attendees. The event organiser organised sponsor interviews by the PA team, and a chat with Chris was organised to promote this prize.

Personal stories are a fantastic way to engage your target audience, such as this example:



The outcome of sponsoring the event for Chris Cannard was both saving his business from collapse and reaching a new market for ongoing relationships and customer loyalty as well as making many sales during the event.



Organisations that can help

The following organisations may be able to help your business identify how it can leverage from local events. Find more information on how each type of organisation might be able to help below.

East Gippsland Shire Council

East Gippsland Shire Council's Economic Development Team:

- Attracts major external events to East Gippsland
- Shares information on best practice event management
- Supports funding applications for events
- Provides event permits
- Provides advice

For more information, contact the Economic Development team via email at events@egipps.vic.gov.au.

East Gippsland Marketing Inc

East Gippsland Marketing Inc. (EGMI) communicates and collaborates with East Gippsland businesses to develop strong marketing campaigns that benefit the region.

EGMI is directed by a board of 13 founders, visionaries and business owners who represent East Gippsland municipal stakeholders, professionals and a variety of industries.

EGMI is supported by East Gippsland businesses and the East Gippsland Shire.

EGMI:

- Develops and implements an annual marketing plan and a three-year strategic plan.
- Undertakes local and external marketing activities in conjunction with Destination Gippsland's marketing activities.
- Coordinates, in collaboration with East Gippsland Shire Council, the provision of high-quality visitor services and visitor experiences.
- Builds industry networks that foster tourism and investment growth through a cooperative, professional approach.

Remember to follow East Gippsland's Love East Gippsland Facebook and Instagram accounts

For more information, contact EGMI at info@egmi.com.au or visit egmi.com.au.

Events Gippsland

Part of Destination Gippsland, Events Gippsland, the Regional Tourism Board and peak tourism organisation in eastern Victoria, is developing resources to support events across Gippsland and help stakeholders leverage events.

Keep an eye out for Events Gippsland's upcoming Ambassador Program, a digital program to help businesses understand the significant role they play in events and the visitor economy.

Destination Gippsland provides training for businesses, such as webinars on effective marketing and social media tactics. Find out what is on offer at www.visitgippsland.com.au/destination-gippsland/industry-development/industry-training-events

Learn more at www.visitgippsland.com.au/destination-gippsland

Business and Tourism Associations and Chambers of Commerce

East Gippsland's local Business and Tourism Associations (BTAs) consist of businesses working together to:

- Grow economic prosperity
- Create and promote opportunities for business and tourism growth
- Provide businesses with tools and opportunities to grow, including professional development, networking and marketing opportunities, skill development programs, and employee benefit and cost-saving programs.

Reach out to your local BTA or Chamber to discuss opportunities for leveraging local events to get more value out of them, including opportunities to collaborate with other local businesses.

These organisations can help with questions, share information, and provide introductions to businesses and community groups who could help realise your idea. As volunteer organisations, quite often BTAs do not have the capacity to help implement activities or implement them on behalf of local businesses.

You can contact the Economic Development team via email at economic.development@egipps.vic.gov.au for a full list of BTAs and Chambers in East Gippsland.



Leveraging events for benefit. Case studies

There are some great local examples of businesses working with events to maximise events' economic benefits, such as these:

- East Gippsland Field Days encourages stallholders to have "field day specials" in the lead up to the event, which are promoted by local printouts.
- The East Gippsland Winter Festival engages many businesses and community groups across East Gippsland and provides businesses with an opportunity for economic gain during a normally quiet time of year.
- The Bairnsdale Chamber of Commerce and Industry does an excellent job of getting businesses involved in the Laneway Festival.
- The Orbost Show has developed a sustainability expo bringing together a variety of businesses within that context.
- Orbost Christmas Eve Festival closes off the main street of Orbost for a better shopping experience with music, entertainment and pop-up vendors, bringing together businesses and community.
- Gippsland Water sponsors events by providing water trailers where attendees can fill their water bottles.

Case Study: Collaborative decorations

During the East Gippsland Winter Festival, the Paynesville Business and Tourism Association (BTA) organised Paynesville businesses to collectively light up the Esplanade with fairy lights to create a magical atmosphere called Paynesville Illumination.

While The Floating Tin Shed stage hosted live music on the weekend, and businesses stayed open later than usual to sell a meal or a treat to spectators. Together the businesses also promoted the special event.



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The Paynesville Pop-Up Performers were a wandering choir in Paynesville.



Even the Ferry was decorated with lights on Friday evening.

Lights, song and dance in Paynesville



Bernie Ryan and the 'Steinway'.

Paynesville's contribution to the East Gippsland Winter Festival came into full 'song and dance' mode last Friday evening.

The Paynesville Pop-Up Performers, with planning and MC duties by Martin Richardson and choreography by Robyn Keanne, became the wandering choir entertaining the locals who had gathered to admire the fairy lights around the whole town, see the colourful Raymond Island Ferry and enjoy some fine winter meals at many of the eateries.

And there was more music on the move - the mobile Steinway piano with both Bernie and Ruth Ryan pedalling it to the delight of onlookers.

For all involved it was a very special winter's evening in Paynesville.



Robyn Keanne leading the team.



Performing outside the wine bar. Photos: Stella Sakken

Case Study: Collaborative extended hours

For the Lakes Lights Festival, the Lakes Entrance Action and Development Association (LEADA) asked businesses to extend their opening hours. The popular Big Bears Donuts stayed open till late and did a roaring trade with queues down the street. The businesses that stayed open said the high volume of trade was like New Year's Eve, but during winter!



Case Study: Supporting local communities through events

Simon Anderson Consultants is a Civil and Structural Engineering consultancy that operates throughout Gippsland and the Geelong region, offering engineering predominantly for residential homes. They believe a house is not a home until you fill it with people and joy and these people are connected to form communities. Simon Anderson Consultants believe it is important that they are able to support our community, and align this support with their company values of building healthy communities and environment.

Simon Anderson Consultants have supported several events in East Gippsland through sponsorships that align with these values, including bike riding and art events. Simon Anderson Consultants know that by supporting these events they are supporting the community they love and live in. They have financially supported East Gippsland Arts Gallery - East Gippsland Wrap event, an end of year exhibition open to all artists, and they recently added and sponsored an environmental art prize for the event.

A screenshot of a Facebook post from Simon Anderson Consultants, dated 5 December 2021. The post text reads: "Exciting to again support the EGAG WRAP and to cement the addition of the environment art prize. We are excited to see the 360 entries from local and international artists." Below the post is a flyer for the "EGAG WRAP 2021 small artwork prize". The flyer features a dark background with white and yellow text. It announces a "\$2000 FIRST PRIZE" and lists several other prizes: "\$500 ENVIRONMENT PRIZE", "\$500 SCULPTURE AWARD", "\$500 ELDERS REAL ESTATE AWARD", and "\$250 BEST WORK BY A YOUNG ARTIST UP TO 30YRS". It also mentions a "\$200 PEOPLE'S CHOICE AWARD". The event is scheduled for "OPENING EVENT 5.30PM FRIDAY 10 DECEMBER + WINNERS ANNOUNCED". At the bottom, it says "JUDGED BY REGIONAL ARTS VICTORIA CEO JOE TOOHIE" and "MAILCHIMP WRAP Prize 2021 Announcement of Winners".

Case Study: Collaborating to increase foot traffic

Warwick Chamber of Commerce ran a “passport” promotion during Warwick’s Jumpers and Jazz Festival to increase foot traffic to local businesses. Over 18s could enter to win a prize of a hamper of local products by visiting local businesses to get stamps in a specially created passport. The initiative provided an incentive for people to visit businesses they had not been in before and discover the range of products offered for sale.





East Gippsland Shire Council
Leveraging Events Toolkit for Businesses
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