

**Cassowary Coast
REGIONAL COUNCIL**

EVENTS STRATEGY ENGAGEMENT SNAPSHOT



PREPARED - APRIL 2024

SHAPE THE FUTURE OF EVENTS IN THE CASSOWARY COAST

Events have a valuable role, in engaging the local community, generating social and economic benefits, and adding vibrancy to our destination. The Cassowary Coast region hosts community celebrations, unique events, and several significant major events. Whether they are sports, arts and culture, food and drink, music festivals or business events, they contribute to the diversity and fabric of our region, tell our story, and provide new opportunities.

The community was invited to share their feedback on the future direction of events held within the Cassowary Coast Region. Whether it be markets, music, food, art, festivals, sports events or something completely new!

ENGAGEMENT SNAPSHOT

**335**

YOURSAY VIEWS

**78**

YOURSAY
CONTRIBUTIONS

**44**

POST REACTIONS ON
SOCIAL MEDIA

**25**

POST SHARES ON
SOCIAL MEDIA

**2 WEEKS**

ENGAGEMENT WAS
OPENED

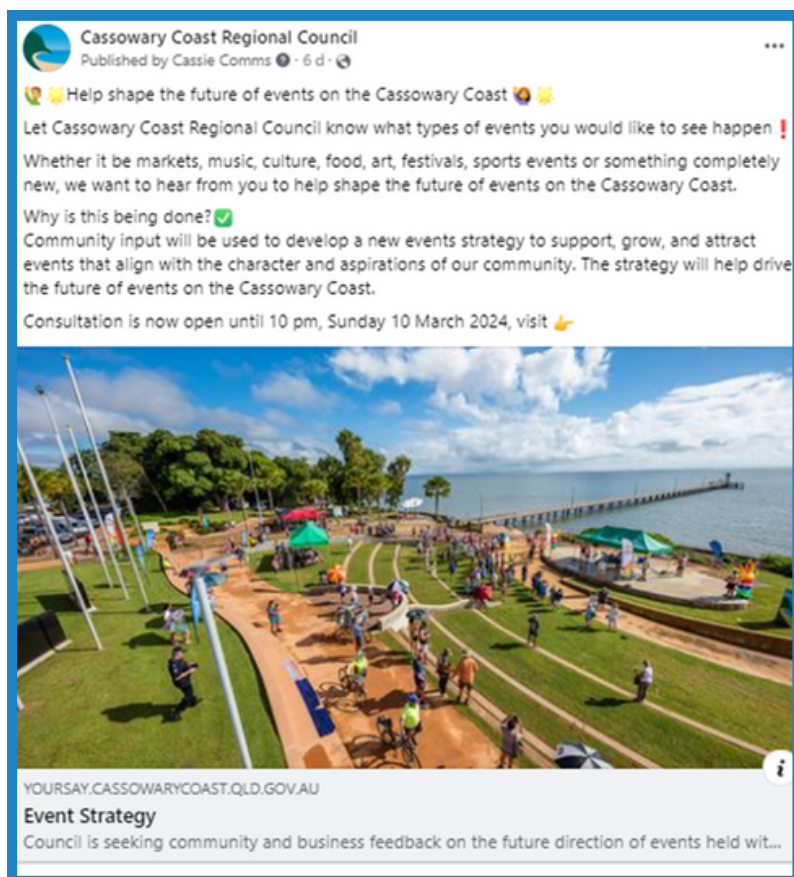
The Draft Events Strategy 2024-2028 has been developed and will be tabled at Council's meeting in April 2024.

HOW WE ENGAGED

To advise the community of the design phase of consultation, Council undertook a variety of engagement activities through the following platforms:

- Survey tool through the Your Say Website
- Community notice board flyers around the region
- Social Media Campaign through Facebook and Instagram - Total of 4 posts
- Council's Community Connect newsletter in the Wet Tropic Times on 7 March 2024

We heard from a range of key stakeholders including event organisers, event venues, tourism stakeholders, business and community representatives



Cassowary Coast Regional Council
Published by Cassie Comms · 6 d · 🌐

👋🌞 Help shape the future of events on the Cassowary Coast 🌞👋

Let Cassowary Coast Regional Council know what types of events you would like to see happen !

Whether it be markets, music, culture, food, art, festivals, sports events or something completely new, we want to hear from you to help shape the future of events on the Cassowary Coast.

Why is this being done? ✅

Community input will be used to develop a new events strategy to support, grow, and attract events that align with the character and aspirations of our community. The strategy will help drive the future of events on the Cassowary Coast.

Consultation is now open until 10 pm, Sunday 10 March 2024, visit 📍

[YOURSAY.CASSOWARYCOAST.QLD.GOV.AU](https://yoursay.cassowarycoast.qld.gov.au)

Event Strategy
Council is seeking community and business feedback on the future direction of events held wit...



Cassowary Coast REGIONAL COUNCIL

NEW EVENTS STRATEGY

SHAPE THE FUTURE OF EVENTS ON THE CASSOWARY COAST

Have Your Say!

SCAN ME



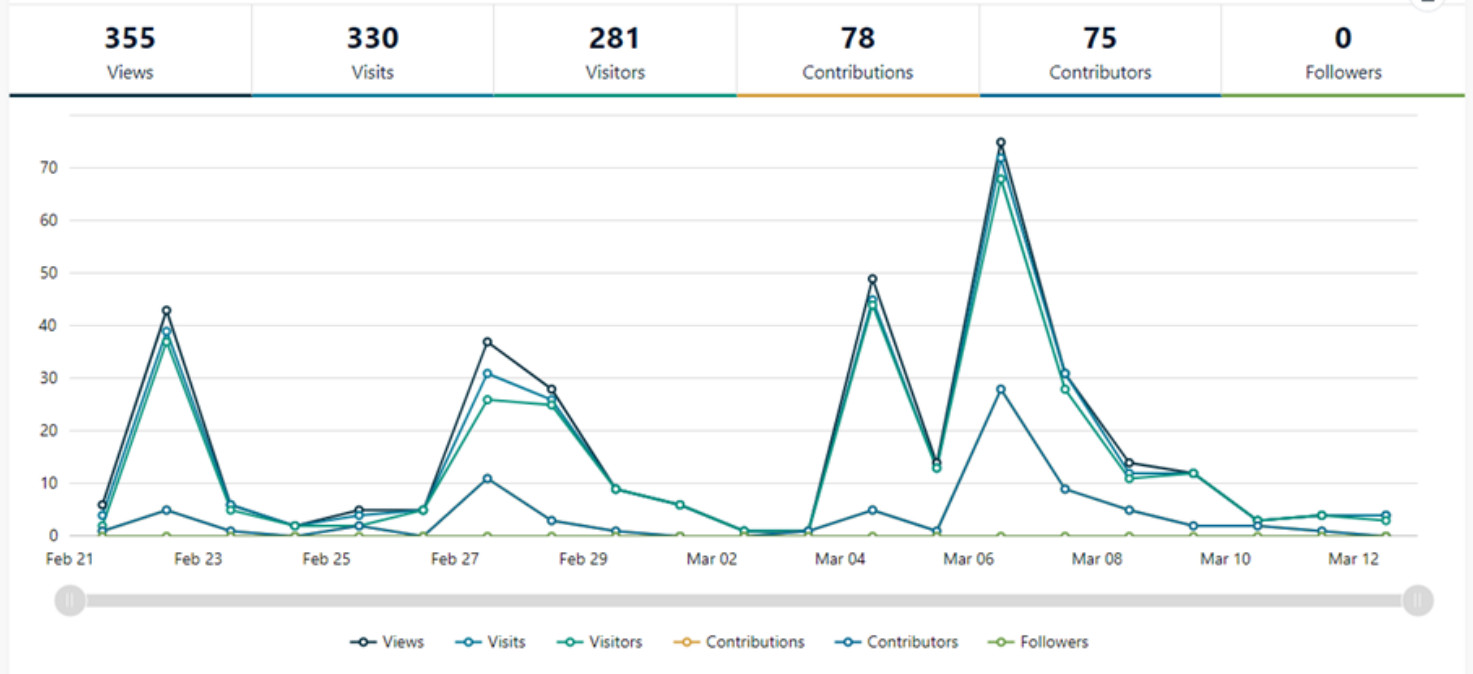
More Information
yoursay.cassowarycoast.qld.gov.au/event-strategy
Phone 1300 763 903

YOUR SAY SURVEY SUMMARY

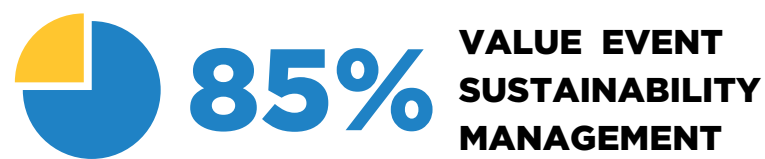
The Event Strategy Your Say site, saw 78 contributions from 75 contributors, which is a reasonable engagement outcome for this project. The site saw a total of 355 views from 281 individual visitors.

Overview

Performance Summary



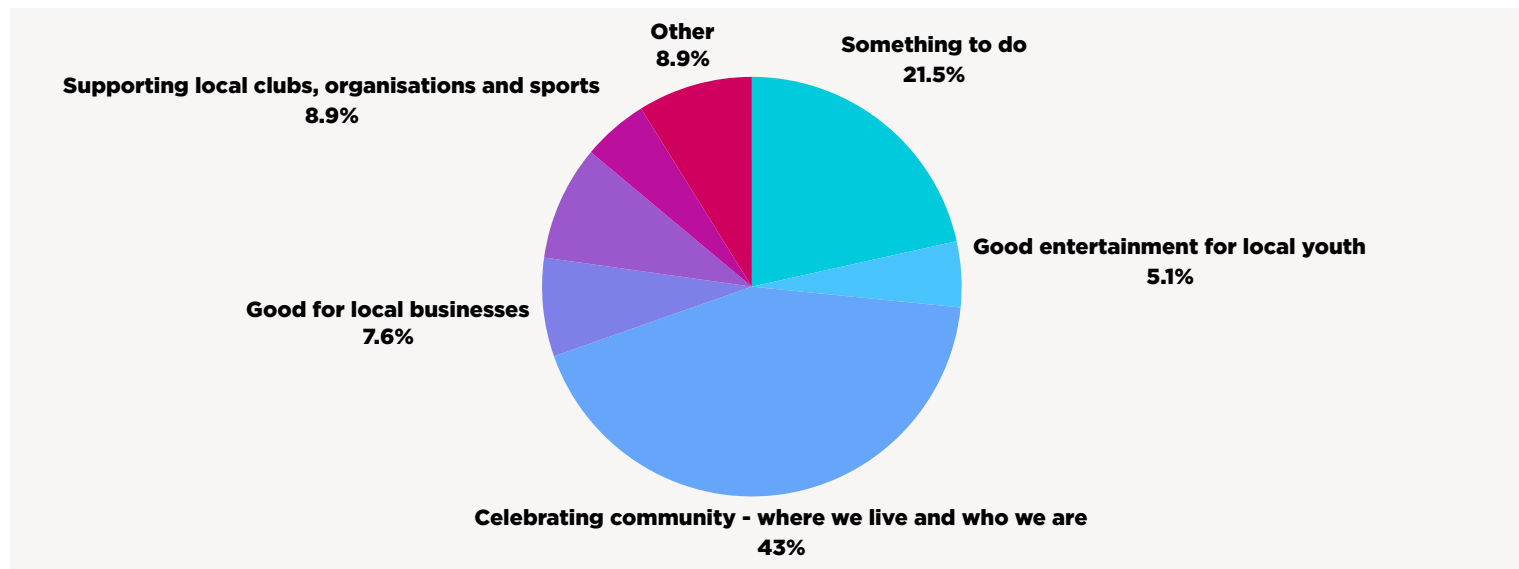
UNDER 45



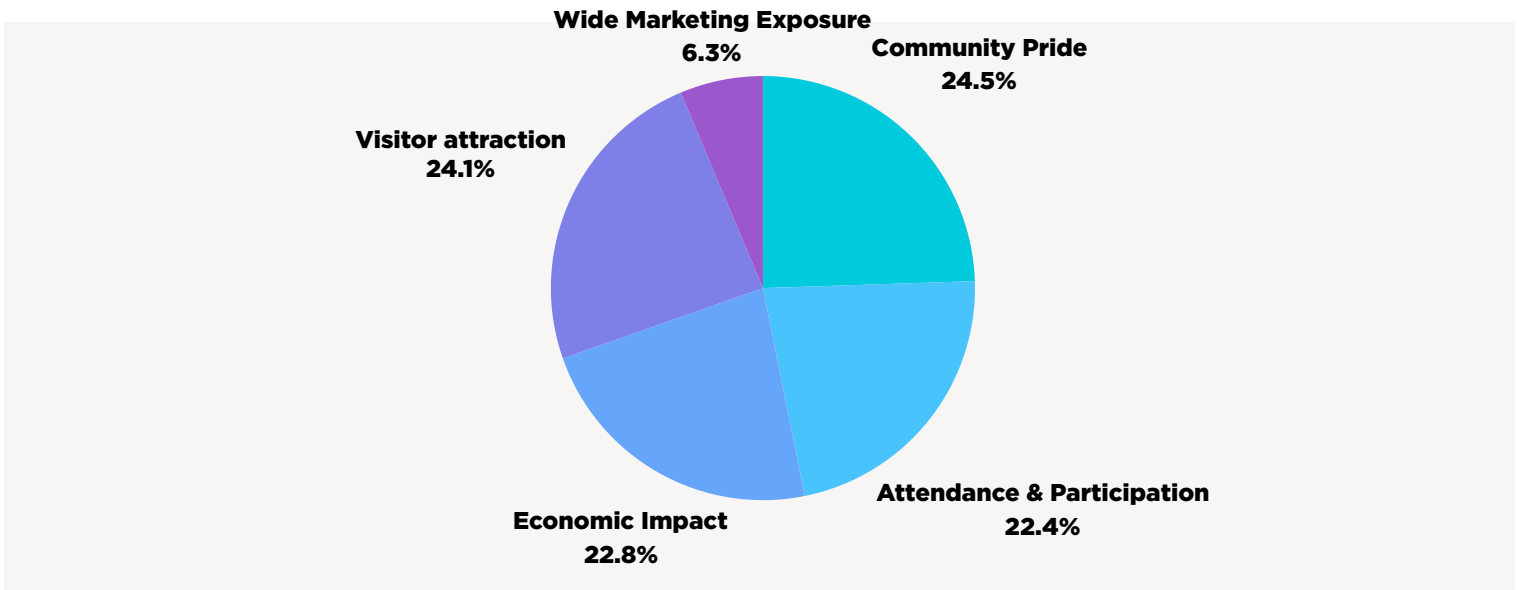
KEY THEMES

The survey presented insights collected from targeted survey questions, offering valuable feedback on improving and identifying opportunities for events within the region. The highlighted questions below provide a concise overview of the community's perspective on events.

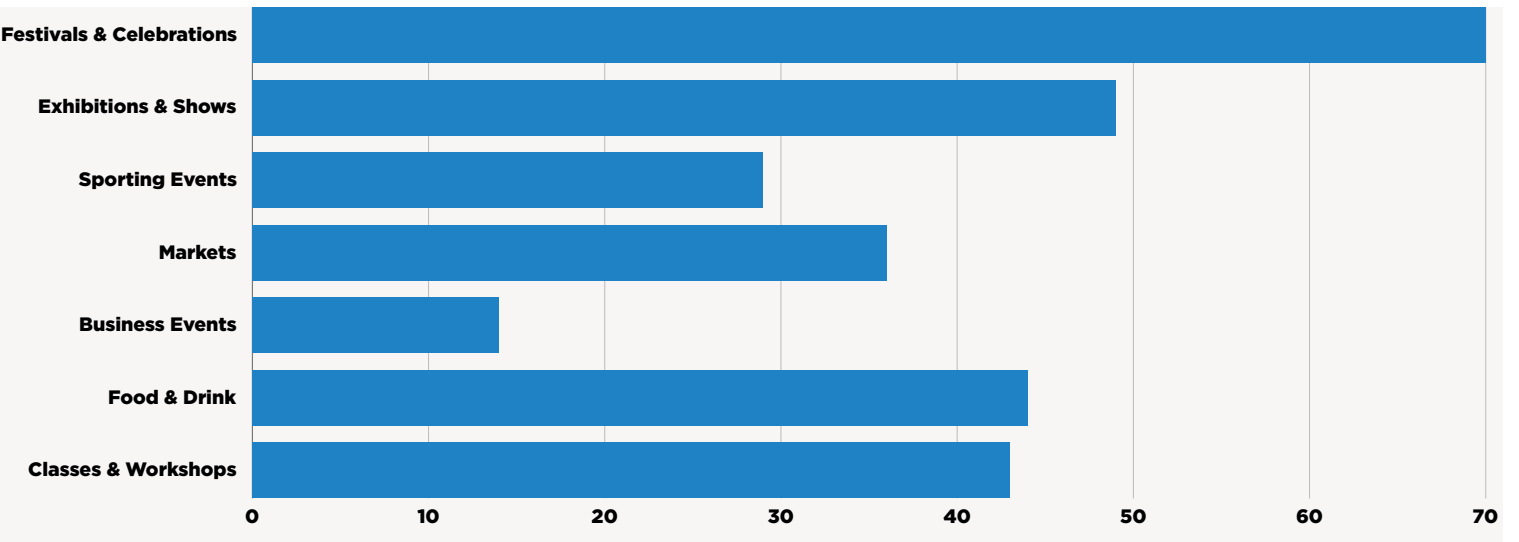
QUESTION 8 - WHAT DO YOU LIKE ABOUT HAVING EVENTS LOCALLY?



QUESTION 9 - THREE MAIN BENEFITS LOCAL EVENTS CONTRIBUTE TO COMMUNITY?



QUESTION 10 - WHAT TYPE OF EVENT(S) WOULD YOU LIKE TO SEE MORE OF?



QUESTION 12- VISION FOR THE CASSOWARY COAST EVENTS

VISITORS ENJOY PRIDE
COME TOGETHER SUSTAINABLE
CELEBRATE VIBRANT FAMILY FRIENDLY
PROUD ENTERTAINING CALENDAR
YOUNG LOCALS NATURAL BEAUTY
UNIQUE

OPEN FEEDBACK

Community members were offered the opportunity to leave open feedback around the topic of events within the Cassowary Coast region. A summary has been provided below.

QUESTION 14 - TYPE OF EVENTS FOR THE OFF-PEAK SUMMER SEASON?

- Bush Tucker & bush walks with our local traditional owners
- Something involving water / Rain party
- Cassowary Coast Scavenger Hunt / Historical Trail
- Bike Riding Trail through the rainforest
- Photography related competitions, or incentives.
- Music concerts and festivals
- Local fishing competition
- Musical and Art festivals
- Movie Nights
- Food & Wine festivals
- More Themed dress up nights at the Shire Hall, The Con and more live acts.
- Movie nights, community picnic days
- Children events and workshops
- A region wide themed lights festival progressively in each town
- Cultural Workshops / Wellness Retreats
- Art Exhibitions and Performances.

QUESTION 16 - AN EVENT FROM THE PAST THAT YOU WOULD BRING BACK?

- Aquatic Festival - Mission Beach
- Mission Beach Film Festival
- Car rally, vintage car festival.
- The Sugar Festival
- Harvest Festival
- Cassowary Festival - Mission Beach
- Banana Festival - Mission Beach State School



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