

ACT Government

Events ACT Update – February 2024



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Key Strategies

- Major Events Strategy 2025
 - Released September 2017
- Enlighten Strategic Plan 2024 – 2028
 - Released January 2024
- Floriade Strategic Plan 2024 – 2028
 - Currently in draft and consultation period



Strategic Alignment

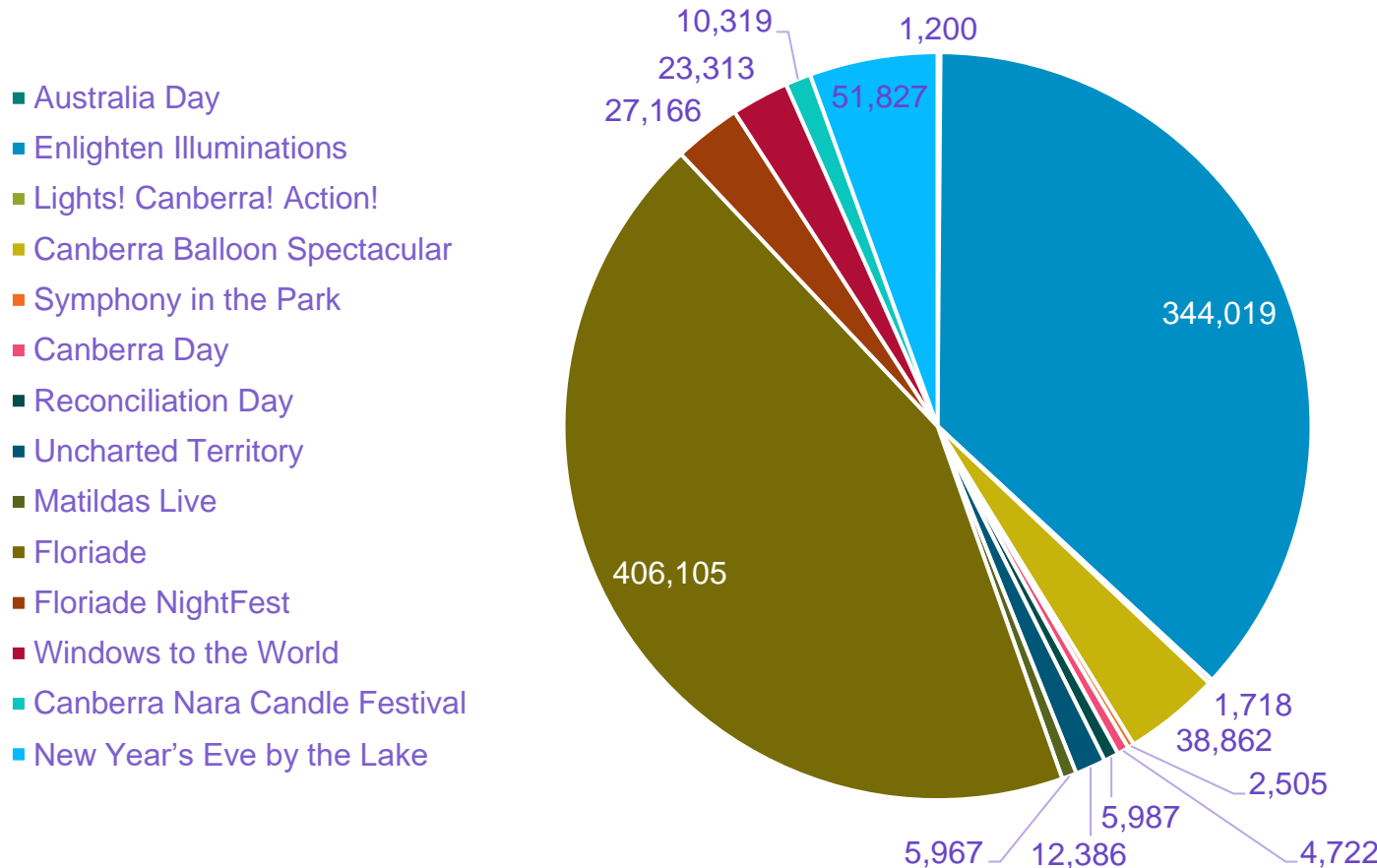
- ACT Tourism Strategy 2023 – 2030 (T2030) & Canberra Story
 - Increase the level of civic pride and connection our events inspire in Canberrans, in turn increasing advocacy and attendance
 - Grow interstate and international visitation and attendance by delivering and facilitating compelling, high-quality event experiences
 - Maximise opportunities for collaboration with our stakeholders

2023 Event Development



- ACT Event Fund 2023
 - 29 events funded
 - 249,704 attendees
 - 168k local
 - 81k interstate or overseas
 - \$32.1m economic impact
 - \$450k in grants supporting \$5.5m total investment
- Sector development
- Major Event Fund
- ACT Government event acquisition

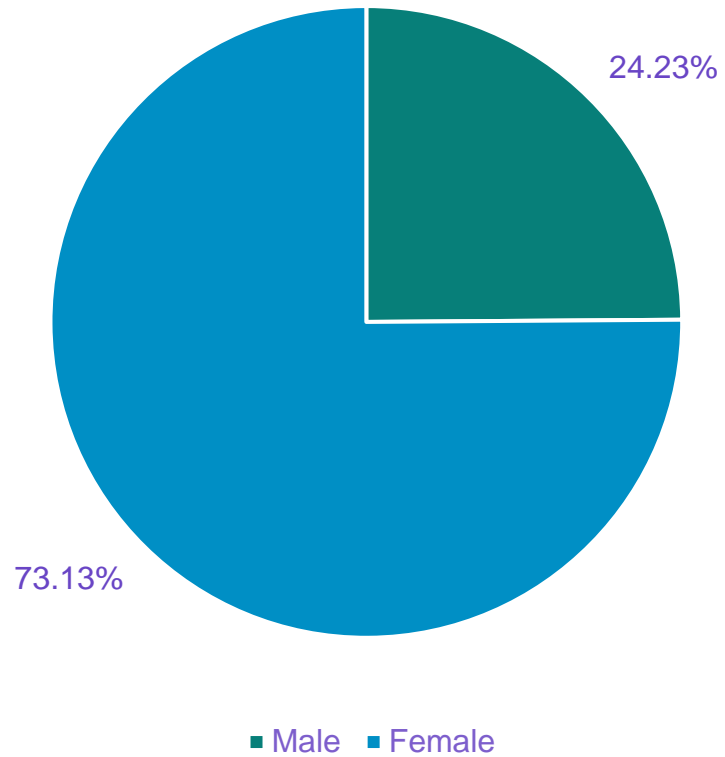
2023 Event Delivery



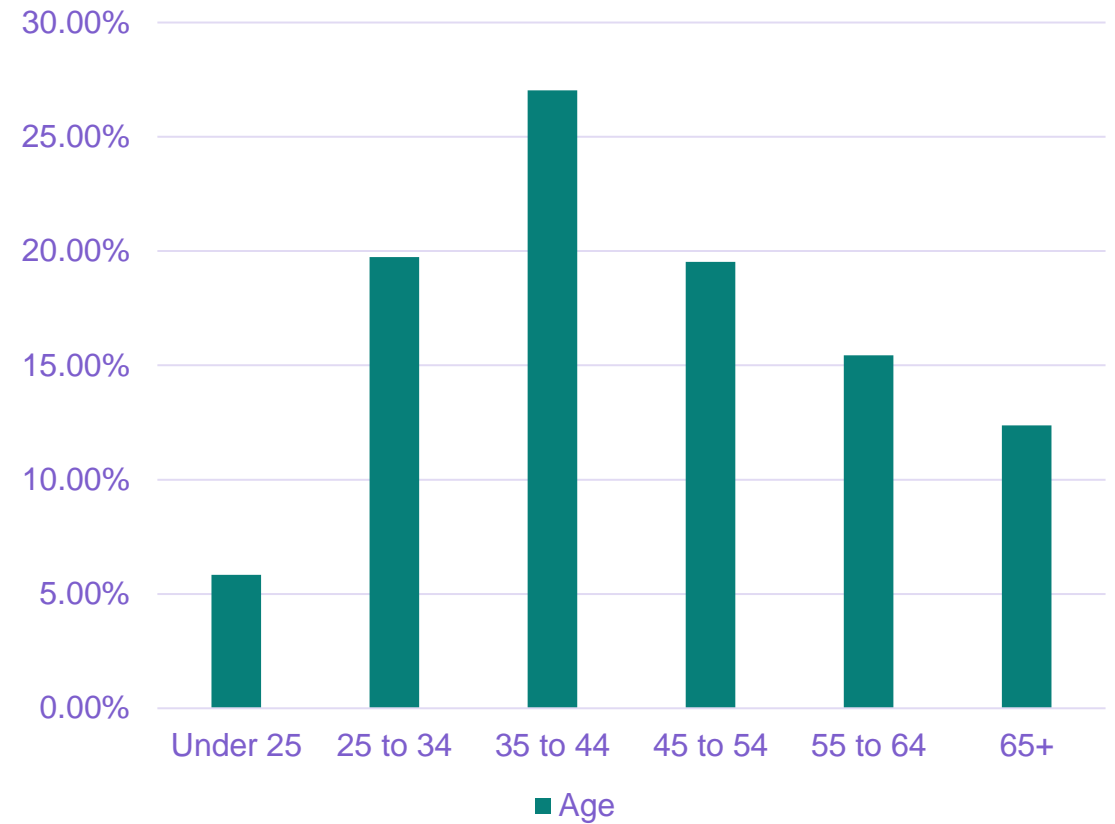
- 14 events
- 49 days or nights
- 936,096 total attendance
- Floriade, Enlighten & Balloons
 - 816k attendance
 - 210,808 visitor nights
 - \$45m economic impact
 - \$71m total expenditure impact

Major event audience 2023

Gender



Age



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Local business participation opportunities

Leveraging major events

- Local business offers (Floriade About Town)
- Stay and play
- Partnerships & sponsorship
- Onsite activation & programming



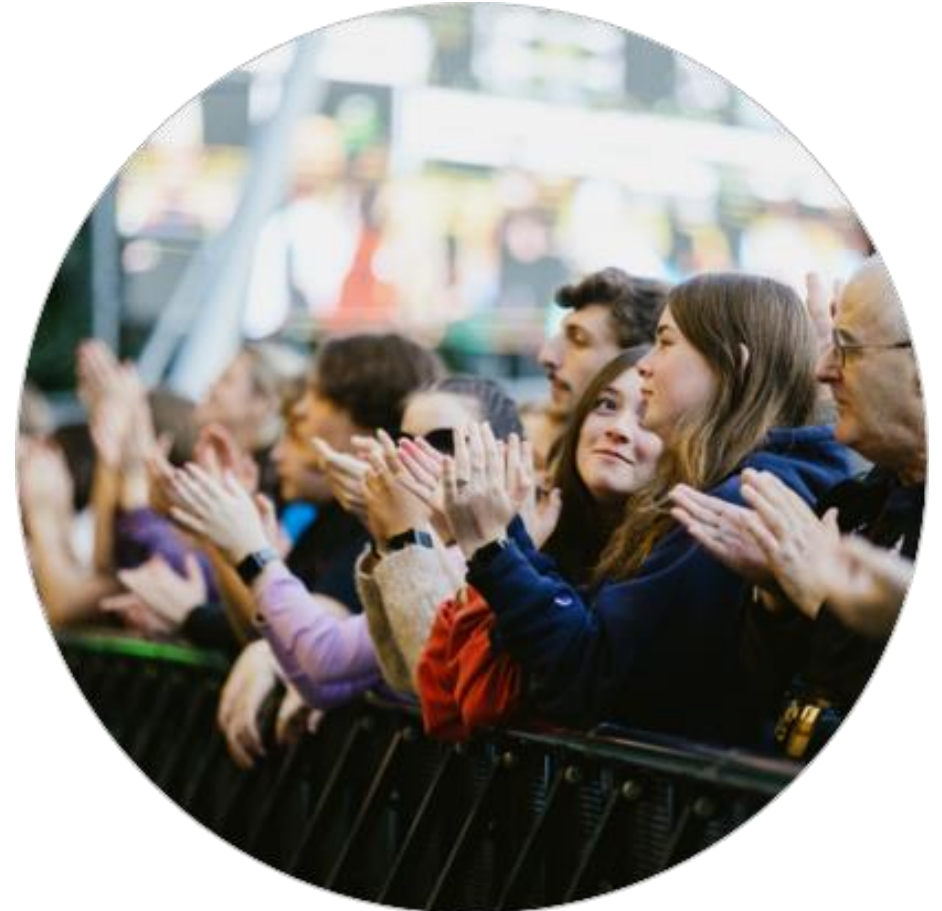
Local business offers

- Product or offer aligned to event content to appeal to event audience
- Benefits
 - Free
 - Listing on event website
 - Promotion through event channels
 - Event marketing toolkit and brand assets
 - Opportunity to offer ticketed activations promoted on event website



Stay and play

- Targets interstate & international visitors
- Current focus on accommodation sector
- Benefits
 - Free
 - Listing on event website
 - Leverage off brand & campaign
 - Ability to create bespoke offerings & packages



Partnerships & sponsorships

- Product positioning & promotion direct to event audience
- Brand awareness / direct sales
- Bespoke & individualised
- Cash & VIK opportunities
- Range of price points for varying rights & benefits



Onsite activation & programming

- Leverage off event attendees
- Programming integrated into event program – link to business or organisation
- Ticketed experience promoted as part of the program
- Offer to be creative, on theme and aligned with event values



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Upcoming events



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Upcoming major events

- Enlighten Festival 2024
 - Illuminations 1 – 11 March
 - Lights! Canberra! Action! 8 March
 - Canberra Balloon Spectacular 9 – 17 March
 - Symphony in the Park 10 March
 - Canberra Day 11 March
- Floriade 2024
- UniSport Nationals 2024
- Australian Masters Games 2025



Contact us

- General enquiries
 - events@act.gov.au
- Local business offers and stay & play
 - eventmarketing@act.gov.au
- Partnerships & sponsorship and onsite activation & programming
 - eventpartnerships@act.gov.au

