



Western Cape
Government

BETTER TOGETHER.

PROVIDING CONTEXT 4TH ANNUAL EVENT CONFERENCE

Unpacking public and private sector approaches to event support

Denver Moses



Why are we here today?

- Share event-related information
- Better understand how the public & private sector supports events
- Lay the foundation for a booklet that succinctly tables who funds what
- Provide a platform for event stakeholders to strengthen their networks, especially in the Garden Route

A vibrant, high-angle photograph of a packed football stadium during the 2010 FIFA World Cup in South Africa. The stands are filled with fans waving various national flags, including the United States, Australia, and South Africa. Confetti is falling from the sky, creating a festive atmosphere. The pitch is visible in the center, and the stadium's architecture is partially visible in the background.

2010 FIFA WORLD CUP
SOUTH
AFRICA™

**Replicating the *GEES* and
building on collaborative
approaches to getting things
done!**

Key learnings from FWC 2010

1. The narrative around event benefits go beyond economic ... e.g. different **legacy** aspects!
2. Events **galvanise** a nation
3. Events provide a **global** shopping window for a destination
4. Events provide a platform for **infrastructure** development
5. The different public sector spheres **are** able to work together
6. Events allow us to have **fun!**



Garden Route: 3 team base camps/1 Fanjol



Western Cape
Government



The crossroads post 2010

- **Existing state:** Public sector support to events was ad hoc, ***not well-coordinated*** and characterized by patronage relationships
- **Desired state:** To create an ***enabling environment*** to grow events in the Western Cape and ultimately to create “The Cape of Great Events”
- **The bridge:** A Cabinet–approved 15-year ***Integrated Event Strategy for Cape Town and the Western Cape*** (2011)



Core underpinning of the strategy

- Our **aim** in supporting events “is the development and management of a portfolio of events and facilities designed to achieve **growth, development and inclusivity** for the Western Cape’s people” Integrated Events Strategy 2011.
- A **key dependency** is the integration of public and private efforts in order to amplify event impact in the Western Cape



Why do we host Events?

Events contribute well over a **Billion Rand** a year to the Western Cape GDP; but ... events are multidimensional in nature and thus **cannot** be viewed through **a single lens**.

For **synergy** between the **goals** of an event and Government, we view Events through a **“Triple Bottom Line & Governance”** lens.

- **Economic:** The revenue, income & impact of an event
- **Social:** Enabling an environment amenable to Social Transformation
- **Environmental:** Fostering positive “Green Change” & creating awareness
- **Governance:** Doing the Right Thing



A new and shared reality...



The value of partnering

The move towards Partnership



- Event partnering provides opportunity to amplify limited resources
- Partnering decisions are not limited to economic opportunities associated with the event, but also the social & environmental legacies that remain
- From our vantage point it appears that sponsors are also setting a similar strategic pathway

***More bang for the
buck***



Regional benefit

For a town or region, events provide an opportunity to generate benefits across the triple bottom line, including:

- Showcase the region & town to a global audience (destination marketing)
- Allow people to experience different cultures & experience each other (social cohesion)
- Showcase local talent (job creation)
- Provide a platform for environmental messaging

A single entity should not be holding the watering can?





Growing Events



Western Cape
Government

Events Incubation Conference

Brand launched in 2015

Flagship project: *Events Incubation Conference*

About the conference: platform for emerging event organisers to interact with established event organisers and stakeholders, sharing lessons and successes from our very own event expertise in the Western Cape to capacitate emerging events and improve the quality of events we offer as a destination.



Western Cape
Government



Conference evolutions since genesis in 2015

2015

9 December

- *Theme: Growing Events
- *"Growing Events" brand launched
- *River Club
- *100 attendees
- *Video insert on CTV

2016

17 November

- *Theme: The Future of Events
- *Century City Conference Centre
- *130 attendees
- *Live-streamed on YouTube

2017

6 December

- *Theme: Sustainability (linked to the VOR theme of "fighting ocean plastics" and event sector response to the water crisis)
- *Partnership with Worldsport SA
- *Official event on 2-week Volvo Ocean Race calendar
- *International speakers on programme linked to Volvo Ocean Race
- *Venue: Boatyard in official Race Village
- *150 attendees targeted



What's different with the 4th edition?

- A shift from Cape Town
- Broader focus on partnership/ collaboration
- Two day programme
 - Day 1 - Conference
 - Day 2 – Masterclass
- Key theme: *Financially its tough out there, this is the reality and these are some ways to survive*
- Takeaway: *Handbook summarising who funds what and how can that funding be accessed*



Program synopsis

Panel	Chair
Attracting corporate sponsorship	Mr Bernard le Roux
Creating an enabling environment & capacitation opportunities for events	Ms Ilse van Schalkwyk
Unlocking public sector funding	Dr Lyndon Bouah
Localise the event supply chain	Mr Hugo Theart



Competition finalists

Name of Event	Name of Event Organiser	Location of Event
Knysna Ikasi Colour Fun Run	Knysna iKasi Experience	Knysna
Jaguar Simola Hillclimb	Knysna Speed Festival	Knysna
Eden Festival of Action	Greenpop	Garden Route
Around The Pot	Petrichore Adventures	Swellendam



Contact Us



**Western Cape
Government**

BETTER TOGETHER.

Denver Moses

Priority Programmes Coordination

Tel: +27 (0)21 483 3710

Denver.Mosesr@westerncape.gov.za

www.westerncape.gov.za

15 Wale Street, Cape Town
Office M-45