



Growing Events



Western Cape
Government

Events Incubation Conference

6 December 2017

STANDARDISED IMPACT ASSESSMENTS

Status and Plans

Johann Bester

The need and hunger for data

- Government has sought to underpin its projects with research and a deepened understanding of the environment.
- In simple terms, public sector decision-making has to be supported by empirical, measurable and accurate data.
- To achieve this in the event sector created the need for a reporting tool able to generate robust data.



Tracking our progress

Our point of departure...

- The BOX
- Inconsistency in reporting
- Politicians raised questions on validity of the findings
- Lack of alignment between reporting process and our strategic goals

Stemming from this...

A gap was identified for a more uniform approach that met both government's need for consistent reports and Event Organisers' need for accurate data

The strategic response...

Developed a partnership with CHEC with the explicit purpose of addressing that gap.



The Initiation Phase

Year 1: 2015

- Partnered with CHEC to develop a standardised set of indicators and a methodology to conduct impact assessments. The following products were developed:
 - Event Organiser Survey
 - Exhibitor/Stallholder Survey
 - Service Provider Survey
 - Sponsor Survey
- Piloted surveys with 5 of our Jewel Events

Year 2: 2016

- CHEC developed an attendee survey and incubator survey to add to the methodology
- Piloted attendee survey at Knysna Oyster Festival and Two Oceans Marathon



As we move to maturity ... 2017

Focus on rollout and expansion of products;

- **Stakeholder Workshops**

Hosted 2 workshops to refine indicators

- **Masterclasses**

Hosted 2 masterclasses on Environmental and Social indicators

- **Municipal Engagements**

Engaged Eden, Cape Winelands and West Coast Districts

A small victory

- Agreement with DCAS and WESGRO to use incubator methodology as part of their reporting frameworks

Product that emerged from these processes is a comprehensive guide on conducting Impact Assessments



The road ahead

The goal remains “better data” through:

- Rollout of the Impact Assessment Manual
- Sector support in conducting a predetermined number of impact assessments
- Continued refinement of indicators based on industry feedback
- Maintain the Municipal Engagement process

Encourage Event Organisers to complete the Online Event Report



Let us remember ...

As government we need:

- Accurate data on the impact of our events to remain responsive to the challenges faced by the events industry.
- Accurate data to justify our investments in the Events Industry of the Western Cape.

To this end...

The following developmental phases linked to the methodology will focus on expanding the application of data emergent from our impact assessment processes.



Thank you