

NEW EVENT DEVELOPMENT

The Southern Highlands southwest of Sydney was one of the first regions settled by Europeans. Its cool climate made it ideal for the gentry to replicate European landscapes on their grand estates. The region has significant heritage, including a town that's straight out of the 1840s.



PROJECT PURPOSE

In recent years the community has been fighting a proposed coal mine. To highlight the heritage value of the landscape, Berrima Residents Association sought Tilma Group's help to develop an event that would showcase the region's heritage; ultimately to support the landscape's protection from development.



SOUTHERN HIGHLANDS HERITAGE FESTIVAL



FESTIVAL OVERVIEW

3.3 Timeline

For the purpose of the Festival, 'heritage' is defined as 'the things we want to keep, such as landscapes, architecture, everyday life, experiences, events and characters.'

The following significant and often unique regional heritage provides opportunities for event theming for the Festival:

EXETER <ul style="list-style-type: none"> • First nursery and heritage food plans for war self-sufficiency 	BERRIMA <ul style="list-style-type: none"> • Australia's most intact colonial village (town to trees) • Town design by designer of Melbourne (Robert Hoodie) • Infrastructure built by convict labour • Gas and electricity • Convict reintegration area society
JOADJA <ul style="list-style-type: none"> • State of mine towers • Football team 	SUTTON FOREST <ul style="list-style-type: none"> • Aboriginal and colonial land management still visible • First explorers and first land grants (Mitchell, Macarthur, Hume, etc) • Governor's residence (rebuilt) • Splendid houses, English-style gardens and land properties of wealthy late 1800s Sydney gentry • Cultural landscape listed by the National Trust • First sighting of Koalas by explorers at Sutton Forest Pub
MOSS VALE <ul style="list-style-type: none"> • Bong Bong Common • Birthplace of the Rotary Club 	BOWRAL <ul style="list-style-type: none"> • Donald Bradman • Mary Poppins author • Empire Theatre
MITTAGONG <ul style="list-style-type: none"> • Fitz Roy Iron Works • Mittagong Cottages (Homes of children of the Golden Generation) 	

PROJECT OVERVIEW

Based on models of other successful events, Tilma Group proposed a month-long region-wide heritage festival that would connect existing annual events with a program of innovative midweek activities targeted at markets not traditionally associated with heritage tourism.

The event development plan outlined the festival's:

- Purpose, vision and themes
- Structure
- Date and locations
- Governance including potential collaborators and their roles
- Expense forecasts and revenue sources
- Program including Tier 1 and 2 events
- Marketing plan
- Planning timeline
- Post event review process including measurement and evaluation
- Next steps in realising the event

Event planning templates and a marketing kit for participating event hosts were included as supporting pieces.

The biggest challenge was the need to create an event model that ensured long term viability, taking into consideration the capacity of local volunteers. Consequently, a model with a paid resource was developed.

Case studies of the power of local government support of events were provided to support a pitch for Council to support the new event with human resources in its first year.

MARKETING SUPPORT

- Destination Southern Highlands
- Destination NSW
- Event hosts
- Local businesses

FUNDING SUPPORT

- Grant providers such as Building Better Regions Fund, Destination NSW, and Office of Environment and Heritage

IN-KIND SUPPORT AND ADVOCACY

- Wingcarribee Shire Council
- National Trust Of Australia (NSW)
- Resident's associations
- Southern Highlands Chamber of Commerce and Industry and Moss Vale & Rural Chamber of Commerce
- Gundungahra and Tharalson communities
- University of the Third Age (U3A)
- Commercial sponsors
- Philanthropic funds and crowd-funding

PROGRAM

The following schedule provides an example of how the festival's events could be spread through the month of April, 2020.

WEEK 1
(9-9 APRIL 2020)

SATURDAY
Bundanoon Highland Gathering

SUNDAY
Heritage-themed meal events, guided tours of region, workshops

MIDWEEK

- Educational activities for Grades 4-7 school groups that fit with the curriculum (e.g. tours of indigenous history, Berrima and Helensvale)
- Guided tours for retiree bus groups
- Month-long film festival at Empire Theatre
- Heritage tours departing the Welcome Centre daily (visiting unexpected locations and telling the hidden stories)
- Steam train rides

WEEK 2
(16-16 APRIL 2020)
NSW and ACT school holidays 2020: Friday 16 - Sunday 24 April

WEEKENDS
(Heritage) Foc:

MIDWEEKS

- Variety of workshops to appeal to variety of target markets (e.g. family genealogy, Heritage cooking classes, team & host trades)
- Heritage-themed school holidays activities (run by e.g. libraries and daycare centres)
- Thomas the Tank Engine steam train rides
- Heritage Tours departing the Welcome Centre daily
- Steam train rides

SOUTHERN HIGHLANDS HERITAGE FESTIVAL DEVELOPMENT PLAN - 9

OUTCOMES

Tilma Group was successfully secured Council's support for the festival, with their tourism arm, Destination Southern Highlands, poised to support the event's delivery once funding has been secured. This support will enable the event to maximise economic outcomes and develop into a flagship festival for the region.

Berrima Residents Association has used the event development plan to support an application for \$300,000 of federal grant funding over three years.

REFEREE

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Working with you was a highlight of the year for us and goodness knows where all your hard work might take us next year! Thank you for being instrumental in getting the project to this stage. I don't think we could have envisaged this when we set out a few years ago.

Engaging a consultant can be hit and miss unless they come recommended by previous clients. Not only does the consultant have to be competent, even expert, in their field, they have to know how to listen, engage in real communication and complete a report within budget and on deadline that delivers a clear message to the client or the client's audience. We have no hesitation in recommending Tilma Group.

- DR. ERIC SAVAGE, PRESIDENT, BERRIMA RESIDENTS ASSOCIATION, INC.



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