

NEW EVENT DEVELOPMENT + STRATEGIC MENTORING

The Heritage Near Me program of the Office of Environment and Heritage (NSW) (OEH) approached Tilma Group to help develop a new heritage event for Western Sydney, West Fest to build on its recent success in developing partnerships and engaging residents in local heritage through its regional roadshow event series.



www.youtube.com/watch?v=EZH-U-8iSk8

PROJECT PURPOSE

Desired outcomes included:

- having locals explore their neighbourhood, community and region;
- heritage is embraced for its economic and community development and tourism opportunities, broadening understanding of how communities can benefit from heritage; and
- building on existing relationships with local councils.

PROJECT OVERVIEW

From event concept to a complete event development plan, Tilma Group helped OEH to create an event with efficient use of human and financial resources, capitalising on developing partnerships in the region.

During the event's development, planning and delivery, Tilma Group provided mentoring to OEH to help them with creative idea generation, assessing events and partnerships likely to be successful, supporting the organising process, and developing and implementing the marketing plan. Stakeholders to secure necessary funding means that timelines can be impacted and external influences are heightened.

Consistent and regular communication with stakeholders was critical with this project.



www.youtube.com/watch?v=yPH6Sp0xiUc

OUTCOMES

Approximately 2,600 attended the festival, remarkable with rainy weather keeping many at home, and some significant marketing handicaps, such as the event managers excluded from using social media for promotion. Visitor surveys revealed that the hands-on nature of the events allowed people to get a grip on Western Sydney's diverse migrant heritage.

The event development plan is now available as a blueprint for future events held by OEH.

