



ChromeFest

Central Coast Council **Events Strategy Action Plan**

2026-2030

Central
Coast
Council



Action Plan

Events play a vital role in fostering community cohesion, celebrating local culture and driving economic development. By strategically investing in a diverse and dynamic event landscape, we enhance the region's identity and create lasting social and economic benefits.

Our action plan

Our action plan presents a strategic and sustainable approach to fostering the growth and development of the region's event landscape. Recognising the importance of building strong foundations, the plan prioritises actions that will establish the necessary infrastructure, community engagement and support systems as well as moving towards attracting new high-value opportunities.

Council will continue to have multiple and evolving roles throughout this process including planning, facilitating and funding. By fostering collaboration with community groups, industry stakeholders and regional partners, Council will support a thriving event ecosystem that benefits residents, business and visitors.

To ensure the effective investment of resources and long-term success, the following five strategic priorities will shape our approach:

1. Build a Diverse and Innovative Events Portfolio that supports a growing region
2. Strengthen the Region's Visitor Economy
3. Support Event Sustainability and Accessible and Inclusive Event Delivery
4. Streamline Events Processes for External Event Providers
5. Reposition the Central Coast as a destination of choice for event operators

Plan and Lead

Shaping the future of events on the Coast

Action	Link to Strategic Priority	Delivery Year	Council Responsibility	Measurable Indicators	Resources and Budget
1. Maintain the Internal Community of Practice (CoP), meeting quarterly to enhance coordination across Council teams supporting event delivery.	1, 3, 4	Year 1 Year 2 Year 3 Year 4 Year 5	Lead: Events and Placemaking Stakeholders: Internal CoP members	Four meetings per year	Can be delivered under existing budget and resources
2. Review and update online event planning page on Council's website, with resources including planning guides, venue information, approval process, environmental practices, accessibility guide, templates and grants and sponsorship opportunities.	3, 4	Year 2 Year 3	Lead: Events and Placemaking, Digital Stakeholders: Community Facilities, Development Assessment, Grants and Sponsorship	Webpage created Feedback from event organisers who say this webpage is making it easier	Can be delivered under existing budget and resources
3. Identify key Council owned event sites across the Coast, that can be showcased as event ready sites or sites that could have potential to be used for future events but may require a planning proposal or similar.	1, 4	Year 1	Lead: Events and Placemaking and Open Space and Recreation Stakeholders: Community Facilities, Development Assessment	Number of sites identified, between 4 - 6	Can be delivered under existing budget and resources
4. Obtain blanket Development Applications (DA) for key event sites, as needed, along with preparing key plans that allow for events to operate that simplify the approval processes, including having preparing Traffic Management Plan prepared (TMPs) in conjunction with the NSW Police and/or TransportfNSW.	1, 4	Year 1 Year 2 Year 3 Year 4	Lead: Events and Placemaking Stakeholders: Development Assessment, Community Facilities, Open Space and Recreation, Engineering Services	Number of DAs prepared Number of DAs lodged Number of DAs obtained	Can be delivered under existing budget and resources

Action	Link to Strategic Priority	Delivery Year	Council Responsibility	Measurable Indicators	Resources and Budget
5. Conduct audits at key event sites to inform future Capital Expenditure (Capex) projects and works to ensure sites are fit for purpose and growth.	1, 4	Year 1	Lead: Facilities and Asset Management Stakeholders: Events and Placemaking, Open Space and Recreation, Community Facilities, Project Management	Number of audits completed	Consultancy Service \$20,000 per site FAM Management Support \$2,500 per site
6. Explore the establishment of an event concierge or similar function to streamline approvals and support event organisers through Council processes.	1, 2, 3, 4, 5	Year 1	Lead: Community Facilities and Events and Placemaking Stakeholders:	Research and benchmarking undertaken Options explored	An additional FTE, depending on the outcome of the research
7. Investigate a central booking system that enables event bookings across all Council bookable sites and includes an automated internal stakeholder notification platform and an internal and external events calendar.	4	Year 2	Lead: IM&T Stakeholders: Community Facilities and Events and Placemaking	Investigation undertaken Meeting with software developers occurred to establish capabilities Options explored	TBC, depending on the outcome from the investigation. If Bookable is the platform \$50,000 est. and additional FTE
8. Develop and implement environmental sustainability guidelines for events, encouraging practices that reduce waste, protect public spaces, and minimise environmental impact, with clear expectations embedded in event planning resources.	3	Year 1	Lead: Events and Placemaking Stakeholders: Community Facilities, Environmental Compliance Services, Waste	Environmental sustainability guidelines developed	Can be delivered under existing budget and resources

Attract and Grow

Positioning the Central Coast as a destination of choice

Action	Link to Strategy Priority	Delivery Year	Council Responsibility	Measurable Indicators	Resources and Budget
9. Align the recommendations of Council's Community Events and Place Activation (CEPA) Grants Program and Sponsorship Program review with key event strategy priorities to support and develop existing Central Coast events, and to attract and acquire targeted new events.	1	Year 1	Lead: Grants and Sponsorship Stakeholder: Community Facilities, Events and Placemaking, Marketing and Tourism	CEPA Grants Program and Sponsorship Program review completed Alignment of key event strategy priorities	Can be delivered under existing budget and resources
10. Implement application assessment processes for all Council funded events to ensure consistency, transparency and alignment with relevant guiding principles and key event strategic priorities of the Events Strategy.	1	Year 1	Lead: Events and Placemaking, Grants and Sponsorship Stakeholders:	Application assessment processes implemented.	Can be delivered under existing budget and resources
11. Expand Council's funded events to include ones that collaborate with local artists, cultural groups, and storytellers to co-design events that reflect the region's identity, while actively integrating key community priorities. These events should support inclusive engagement, strengthen local partnerships, and align with broader community goals.	1, 4	Year 3	Lead: Events and Placemaking, Stakeholders: Grants and Sponsorship	Council's supported events expanded Amount of Council events supported	\$10,000 per funded event
12. Commence planned infrastructure and facilities at identified key event sites as identified during audits.	1, 4	Year 5	Lead: Project Management Stakeholders: Community Facilities, Open Space and Recreation, Events and Placemaking and Facilities and Asset Management	Commencement of planned Capex works at 1 key event site	Unknown until site audits at key event sites have occurred and requirements have been identified
13. Develop an events prospectus showcasing the regions capacity and capability to host and position itself as a premier events destination.	1, 2, 4, 5	Year 3	Lead: Events and Placemaking Stakeholders: Community Facilities, Marketing and Tourism	Events prospectus created Number of new event leads as a result of prospectus	\$2,000 for design of prospectus

Action	Link to Strategy Priority	Delivery Year	Council Responsibility	Measurable Indicators	Resources and Budget
14. Proactively leverage off-peak sports, business, and leisure events with the potential to attract overnight and daytrip visitation to maximise their economic value.	2, 5	Year 3	Lead: Events and Placemaking Stakeholders: Marketing and Tourism, Economic Development	Number of events leveraged Economic value	Can be delivered under existing budget and resources
15. Investigate low-cost accommodation opportunities to support a broader array of events i.e., junior sports events.	1, 2, 5	Year 2	Lead: Economic Development Stakeholders: Events and Placemaking, Community Facilities, Open Space and Recreation	Investigation undertaken Number of low cost options found Information filed and offered to prospective event organisers	Can be delivered under existing budget and resources
16. Promote the Central Coast as a host location for regional, state and national events and showcase the region's capacity as a premier events destination that will increase overnight visitation, and regional spend, aligned to seasonal gaps.	5	Year 3	Lead: Marketing and Tourism Stakeholders: Community Facilities, Events and Placemaking	Campaign reach Increase in overnight visitation Increase in regional spend Number of new event leads as a result of campaign	\$10,000 for marketing campaign, printing and distribution
17. Continue to attract sporting events that are aligned with the region's sports infrastructure, and increase off-peak, nature based, soft adventure, mass participation events to support the destination's brand and overnight visitation.	1, 2, 5	Year 1 Year 2 Year 3 Year 4 Year 5	Lead: Open Space and Recreation Stakeholders: Economic Development, Marketing and Tourism	Number of events attracted	\$200,000 and up to \$2million to bid for larger events

Collaborate and Support

Empowering others to deliver impactful events

Action	Link to Strategy Priority	Delivery Year	Council Responsibility	Measurable Indicators	Resources and Budget
18. Review and update existing event management templates and the Special Event Guidelines to create a comprehensive, user-friendly Event Planning Guide. This guide should clearly outline required documentation for booking Council-owned sites and provide practical support for event organisers throughout the planning process.	4	Year 1	Lead: Events and Placemaking Stakeholders: Community Facilities, Marketing and Tourism	Updated templates Feedback from event organisers	\$2,000 for design
19. Support event organisers through workshops and capacity building, with topics determined by local demand and partnership opportunities to co-create event linked experiences.	4	Year 2	Lead: Events and Placemaking Stakeholders: Community Facilities	Number of workshops delivered Number of people/ organisations/ groups that attend Feedback received	\$10,000 to deliver workshops
20. Establish and maintain strategic partnerships with key stakeholders such as Destination NSW, industry associations and national event owners to identify event attraction opportunities and collaborate on bids.	5	Year 3	Lead: Events and Placemaking Stakeholders: Economic Development, Marketing and Tourism, Community Facilities and Open Space and Recreation	Number of partnerships established Number of event attraction opportunities identified Number of bids in collaboration	Can be delivered under existing budget and resources
21. Review Council's 'Planning Accessible Events Guide & Checklist' to assess its effectiveness and identify opportunities for improvement with the aim to enhance support for event organisers and community stakeholders in delivering inclusive and accessible events that align with community needs.	3, 4		Lead: Community Development Stakeholders: Events and Placemaking, Community Facilities	Review undertaken Improvements and opportunities identified and actioned	Can be delivered under existing budget and resources





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