The Wider Effect

BY LUMINAIR SYSTEMS

FOR COUNCIL FREE GUIDE

One event, seven teams

How council's support for an event really works

Built on a two-year state pilot across events with 200,000+ attendees, and more than a decade of council event strategy.

A single community event can draw on three to seven council teams before, during and after it runs. This guide maps where those touchpoints sit, where friction usually builds up, and how council can make its support simpler and go further.

01 Why we created this

Each team's part in an event makes sense on its own. Seen together, the picture is often more complicated than anyone intends: several applications, several contacts and several reports for one event. Organisers feel it first, and council carries the cost in staff time.

We created this map so council teams can see the whole journey of an event in one place, and talk about it in the same terms.

02 What it's built on

10+ years

Council event strategies, structural reviews and support programs in Queensland, New South Wales and Victoria.

200,000+

Attendees across events in a two-year, multi-agency state pilot, with 2,700 survey responses.

500+

Structured stakeholder engagements with councils, organisers, industry and communities.

4 frameworks

International practice: ISO 20121, the OECD event impact guides, the Cultural Development Network's cultural outcomes, and IAP2.

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03 What we've found

The same information, asked again.

Organisers are often asked for the same details several times by different teams for one event.

Friction gathers at two points.

Approvals, and the handover between the team that funds an event and the teams that support its delivery.

Reports rarely meet.

Each team collects something after the event, but it is rarely brought together into one picture.

04 The touchpoint map

A typical council-supported event, across seven teams. Your council's structure and team names will differ.

	Before Plan, apply and approve	During Deliver	After Report and review
Events	Enquiry and coordination	On-site liaison	Debrief
Economic development	Funding or sponsorship decision		Acquittal
Community	Grants and partnerships		Acquittal
Parks and venues	Booking	Site and infrastructure	Reinstatement
Waste	Bin and servicing plan	Servicing	Tonnages
Local laws	Permits: food, signage, sound, traffic	Compliance	
Planning	Temporary use approvals		

1 Several applications for one event

2 The handover from funding to delivery

3 Reports that never come together

WHERE FRICTION USUALLY SITS

05 Map your own event

Choose one recent event and, with colleagues from each team, note who was involved at each stage and how many times the organiser had to provide the same information.

TEAM	BEFORE	DURING	AFTER	SAME INFO ASKED?
Events				
Economic development				
Community				
Parks and venues				
Waste				

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TEAM	BEFORE	DURING	AFTER	SAME INFO ASKED?
Local laws				
Planning				

06 Questions to consider

01 Does an organiser have one point of contact at council, or several?

02 How many forms does a typical event complete, and how much of the information is repeated?

03 When council funds an event, do the teams supporting its delivery know what council expects it to achieve?

04 Are approval conditions linked to the outcomes council wants from the event?

05 After the event, does anyone bring together what each team learned?

07 How we help

Streamline the support	An events operating review, and one front door for approvals and support.
Set the strategy	Shared goals, so every team supports events for the same reasons.
Strengthen your organisers	Clear guidance and tools, so organisers arrive prepared.
Measure the results	One consistent picture of what each event delivered.

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YOUR NEXT STEP

See your council’s support for events as one system

Our Facilitated Workshop and Discovery Session brings your council’s teams together to agree priorities and the few changes that will make the biggest difference, set out in a written Discovery Summary.

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