The Wider Effect

BY LUMINAIR SYSTEMS

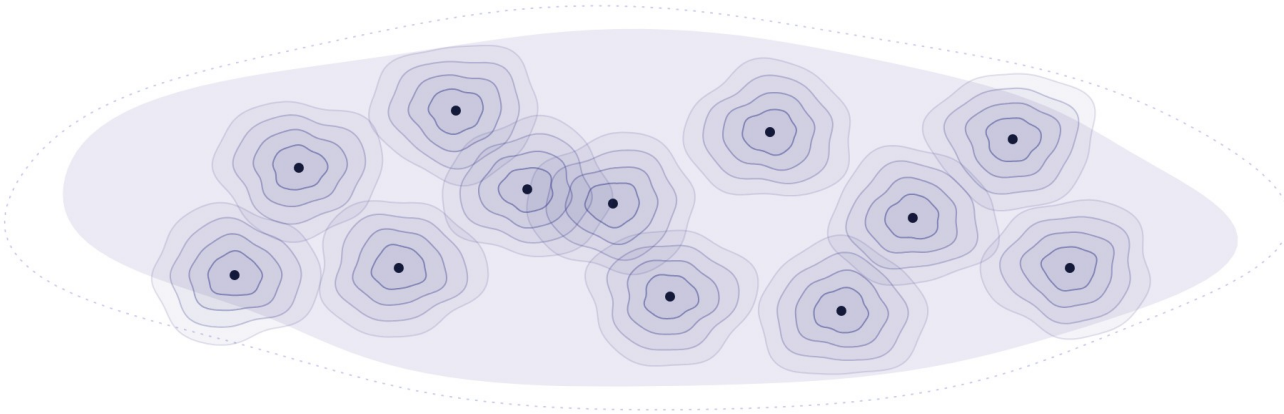
FOR COUNCIL FREE GUIDE

What good looks like

A maturity model for council event support

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

Events touch almost every part of council, and almost every sector of the region. This guide shows what good event support looks like at four levels of maturity, so your council can see where it is today and what the next step looks like.



Every event creates a wider effect.

MANAGED TOGETHER, THE EFFECTS OVERLAP AND GROW

01 Why we created this

Councils fund, host, approve and attract more events every year, often across three to seven teams. Most are doing good work in parts of that picture. What is usually missing is a shared view of the whole: what council wants its events to achieve, how its support fits together, and how it knows what events deliver.

We created this model to give council teams a common language for that conversation, and a practical way to decide where to focus first.

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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.

03 What we’ve found

Investment is wider than it looks.

Council’s support for events is usually spread across several teams, and much of it is in-kind or staff time that no one totals.

Commitment is rarely the gap.

What councils most often lack is one shared view of what their events are for.

The biggest shift is to a portfolio.

Moving from supporting events one at a time to managing them as a portfolio changes what council can achieve.

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04 The maturity model

Four levels, across the four areas that shape what council's events deliver. Most councils sit at different levels in different areas.

	1 Responsive One event at a time	2 Coordinated Some shared processes	3 Strategic A council-wide plan	4 Prosperity infrastructure A regional portfolio
STRATEGY	Events are supported as requests arrive.	Criteria and a calendar guide decisions.	A council-wide strategy sets goals and priorities.	Events are planned as a regional portfolio.
SUPPORT	Each team handles its own part.	A main contact and some shared processes.	One front door and tiered support.	Joined-up support and shared infrastructure.
ORGANISERS	Organisers largely manage alone.	Advice and grants, case by case.	Capability support, tools and mentoring.	Equipped, connected, with succession in place.
MEASUREMENT	Attendance and anecdotes.	Acquittals, measured differently each time.	Consistent outcome measures.	Four outcomes tracked year on year.
THE EFFECT WIDENS				

05 Quick self-check

With colleagues from the teams that touch events, tick the level that best describes your council today in each area, then note where you want to be in two years.

AREA	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	OUR GOAL
Strategy	☐	☐	☐	☐	
Support	☐	☐	☐	☐	
Organisers	☐	☐	☐	☐	
Measurement	☐	☐	☐	☐	

06 Questions to consider

01 Could every team that touches events describe what council wants its events to achieve, in the same words?

02 Do you know the full value of council's support for events, including in-kind support and staff time?

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03 How many times does an organiser give council the same information for one event?

04 Which of your events would struggle to continue if one or two key people stepped away?

05 What could you tell councillors today about the economic, social, environmental and cultural outcomes of your events?

07 How we help

Set the strategy	Agree what council's events are for, and how support is prioritised.
Streamline the support	Join up council's teams, processes and infrastructure around events.
Strengthen your organisers	Equip the organisers council supports to run well, grow and prove their value.
Measure the results	Consistent outcome measures that show what events deliver.

YOUR NEXT STEP

Find out where your council sits, and what moving up one level would take

Our Facilitated Workshop and Discovery Session brings your council's teams together around this model. You leave with a shared view of where you are today, your priorities, and the few changes that will make the biggest difference, in a written Discovery Summary.

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