

Central Coast Council

Central Coast Events Strategy

2026 – 2030



Acknowledgement of Country

We acknowledge the Traditional Custodians of the land on which we live, work and play. We pay our respects to Darkinjung country, and Elders past and present.

We recognise the continued connection to these lands and waterways and extend this acknowledgement to the homelands and stories of those who also call this place home.

We recognise our future leaders and the shared responsibility to care for and protect our place and people.

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Mayors Message

Council's Events Strategy outlines our vision, aspirations, and strategic priorities for events on the Central Coast over the next five years.

We cherish our community spirit and will continue to create events that bring residents together to connect and engage in community life.

Recognised as a leading tourism destination, we attract visitors who enjoy the rich experiences our region offers. By hosting events that highlight our best features, we aim to enhance visitors' experiences and showcase our extraordinary natural environment.

We are committed to supporting local businesses and this strategy focuses on positioning events to stimulate economic growth. Events can draw people to explore local shops, eateries, and accommodations.

Our goal is to encourage events that foster innovation and creativity, showcase food and wine, support health and wellbeing, inspire cultural gatherings, and celebrate sports. We are dedicated to ensuring all events are inclusive and sustainable, allowing everyone to enjoy what's on offer.

Success will depend on ongoing collaboration with our residents and the tourism, events, and business sectors. We will continue to communicate and engage to ensure positive outcomes.

This strategy will guide us as we grow, aiming to put the Central Coast on the map as a destination for must-do events that create memorable experiences and celebrate our uniqueness.

Lawrie McKinna Mayor, Central Coast Council

1. Strategy Overview

Strategy Vision	The Central Coast will be recognised as a leading event destination – vibrant, thriving and set in nature, where unforgettable experiences drive community pride, boost liveability and fuel economic growth.
Desired Future State	The Central Coast will be recognised as a premier events destination, one that celebrates local identity, attracts diverse audiences and delivers lasting cultural, social and economic benefits, through a strategic focus on planning, attracting and growing a dynamic mix of events, the region will reflect the community’s vision for a connected, vibrant and thriving Central Coast.
Aspirations for Events	It is our collective aspiration that events held on the Central Coast: <ol style="list-style-type: none">1. Attract Visitation2. Elevate the Destination Brand3. Support Local Businesses4. Activate and Connect the Community
Guiding Principles for Event Organisers	<ul style="list-style-type: none">• Enhances Liveability, Wellbeing and Social Cohesion• Drives Economic Growth and Local Prosperity• Fosters Innovation and Creativity• Environmentally Sustainable• Supports Key Industries• Inclusive and Accessible
Strategic Priorities	<ol style="list-style-type: none">1. Build a Diverse and Innovative Events Portfolio that supports a growing region2. Strengthen the Region’s Visitor Economy3. Support Event Sustainability and Accessible and Inclusive Event Delivery4. Streamline Events Processes for External Event Providers5. Reposition the Central Coast as a destination of choice for event operators
What we want to attract	<ul style="list-style-type: none">• Nature-Based, Health and Wellbeing• Cultural Events• Sports Events• Food and Wine• Signature Events that Activate Our Places and Local Economy• Business and Innovation Events

2. Introduction

Events play a vital role in enhancing wellbeing, fostering social cohesion and driving economic growth. They showcase local culture, attract visitors and contribute to a vibrant and connected community. Recognising the significant social, cultural and economic benefits that events bring, this Strategy outlines a clear and focused approach to the planning, delivery and support of events within the region, as well as the identification of events we want to attract to the area.

There is a strong alignment to the Destination Management Plan which strives to grow the region as a sustainable, competitive hub for tourism and events. It outlines clear actions and long-term measures to assess how events influence tourism performance, recognising the vital role a thriving events calendar plays in achieving broader regional tourism goals. A successful program of events will strengthen the area's reputation and enhance its appeal to both visitors and locals.

The strategy aims to ensure the region reaches its full potential by attracting a diverse mix of events – including cultural, sporting, environmental and wellness and business and innovation events. These will be selected and supported based on their alignment with regional priorities and community values.

Through targeted promotion, partnership development, streamlined approval processes and local capacity building, events will contribute meaningfully to the regions vision to create an inclusive, prosperous and accessible place to live, work and thrive, for today and for future generations.

2.1 Purpose

The Central Coast is one of Australia's most desirable coastal regions, a destination defined by its natural beauty, welcoming communities and prime location between Sydney and Newcastle. With over 40 beaches, vibrant town centres, world class nature experiences and a relaxed coastal lifestyle, the Coast offers an ideal destination for events that want to inspire, connect and leave a lasting impression.

The Central Coast Events Strategy 2026-2030 sets a bold and coordinated approach to position the Central Coast as a leading destination for diverse, high-quality events that deliver lasting social, cultural and economic benefits. Whether drawing visitors from across the region, interstate or around the globe, events on the Coast play a key role in:

- Strengthening the visitor economy and supporting local businesses
- Showcasing our natural assets, cultural identity and creative talent
- Bringing communities together and fostering pride of place
- Creating jobs, building industry capacity and activating public spaces

Council's role is to lead, support and promote a thriving and balanced calendar of events from grassroots to global, through strong partnerships, efficient processes and place-based planning. This Strategy provides the foundations to grow a dynamic events sector that reflects the Coast's identity, strengthens its reputation and enhances quality of life for those who call it home and those who come to discover it.

A Region Ready for Its Next Chapter

The Central Coast has long been a place people escape to for nature, for connections and for a slower pace of life. Our beaches, bushlands and welcoming communities have drawn families, day-trippers and holidaymakers for generations. Events on the Coast have long reflected the regions unique character, relaxed, community centred and rich in creativity, culture and local pride. From grassroots gatherings to major festivals and sporting events, the calendar features a dynamic mix, including surf competitions, food festivals, music events and cultural celebrations that bring people together and celebrate what makes the region distinct.

As the Central Coast continues to grow and change, so too does the demand for new experiences, more cultural expression, more shared experiences and more reasons for people to visit, stay and return. Our population is increasing, our economy is evolving, and our communities are looking for vibrant, inclusive events that match the regions potential.

This Strategy marks a new chapter. It reflects a bold ambition to transform the Central Coast into a recognised destination for distinctive, well-managed and impactful events. Drawing on the region's strengths, including its natural landscapes, creative industries, strong sporting culture and deep connection to place, the Strategy sets the direction to attract, grow and support events that are uniquely Central Coast.

With this Strategy, we move from being simply a backdrop for events to becoming a region known for them, a place where organisers feel supported, communities feel involved, and events contribute to a lasting legacy. Our aspiration is to build a thriving and sustainable events calendar that strengthens the region's identity, enhances its vibrancy and positions the Central Coast as a premier events destination.

3. Vision and Guiding Principles

This Strategy recognises the diversity of events across the Central Coast, from large-scale events that attract visitors through to community events and activations. The Strategy aims to support and maximise outcomes from a balanced portfolio of events that stimulate the visitor economy year round.

Through innovative, inclusive and environmentally responsible events, we will enhance the region's liveability, support key industries and boldly showcase the Central Coast as a premier destination for cultural, sports and recreation, creative and community and visitor focused experiences.

3.1 Vision

The Central Coast will be recognised as a leading event destination – vibrant, thriving and set in nature, where unforgettable experiences drive community pride, boost liveability and fuel economic growth.

3.2 Aspirations for Events

Central Coast Council is committed to fostering a vibrant and thriving region by supporting and drawing in events that:

1. **Attract Visitation:** Enable events that draw visitors from within and beyond the region, increasing tourism and showcasing the Central Coast as a vibrant destination.
2. **Elevate the Destination Brand:** Position the Central Coast as an attractive place to visit, live and work by delivering high-quality events that highlight the region's unique lifestyle, culture and opportunities.
3. **Support Local Businesses:** Generate economic benefits by designing events that encourage spending at local shops, restaurants and services, fostering growth and prosperity within the community.
4. **Activate and Connect the Community:** Create events that bring people together encouraging social interaction, community pride and active participation in local life.

3.3 Guiding Principles

The Guiding principles serve as the foundation for selecting events and shaping the region's strategic event portfolio.

These principles capture the essence of the Central Coast region's identity and aspirations, reflecting core values, strengths and priorities, ensuring that every event contributes to the vibrant, inclusive and dynamic character of our region.

Enhances Liveability, Wellbeing and Social Cohesion

Fostering a vibrant community and enhancing quality of life are fundamental to our events strategy. Events are evaluated based on their ability to build community pride, strengthen local capacity and contribute to promoting the Central Coast region as an appealing and desirable place to live.

Drives Economic Growth and Local Prosperity

Priority is given to events that generate economic activity, support local businesses and attract visitors, fostering sustainable economic development and community wealth. By leveraging the unique assets of the region, these events help boost local prosperity and long-term growth.

Fosters Innovation and Creativity

Our region aspires to be recognised as a hub of creativity and forward thinking initiatives, showcasing innovative and imaginative ideas. Events are curated to nurture the inventive spirit while balancing sustainability and enhancing community wellbeing.

Environmentally Sustainable

The Central Coast region's natural beauty and commitment to sustainability are showcased through events that highlight our landscapes and environmental initiatives. Events are assessed for their alignment with sustainability goals and their contribution to making the region an environmentally responsible destination.

Supports Key Industries

Our strategic approach prioritises events that align with and supports the regional economic sectors. By fostering and showcasing industry strengths, these events build resilience and create opportunities for sustained growth.

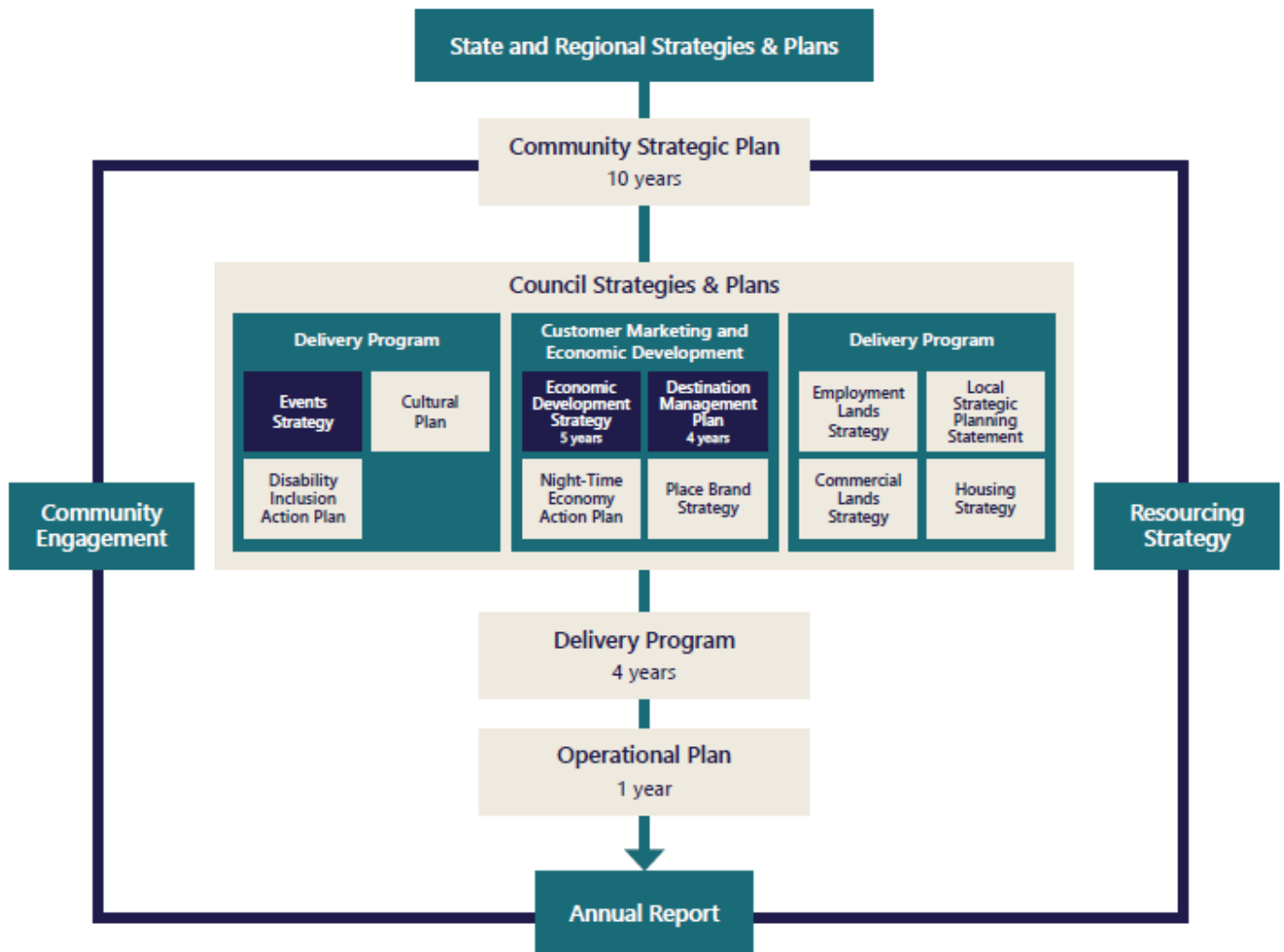
Inclusive and Accessible

We are committed to creating events that are inclusive, welcoming and accessible to all members of the community. By removing barriers and promoting diversity, our event strategy ensures that everyone can participate and feel valued.

3.4 Strategic Alignment

Council has a number of service planning and strategic documents that are pivotal to the planning and delivery of events on the Central Coast. Working within the hierarchy of these ensures the Events Strategy is consistent with these adopted policies and plans.

The graphic below illustrates the Events Strategy 2025-2030 placement within the broader Council context:



5. Regional Overview

Vibrant community events play a vital role in boosting visitation and economic development. One of the Central Coast's key strengths is its impressive calendar of events.

The Central Coast is a sought after destination in New South Wales, located one hour north of Sydney and south of Newcastle. It is home to over 350,000 residents, with the population projected to grow to more than 400,000 by 2041¹. The population is a diverse mix of young families, professionals, retirees and long-established local communities. The area's appeal as a lifestyle destination has driven growth, with new housing developments expanding its residential base.

The Central Coast boasts a strong and diverse economy, with a Gross Regional Product (GDP) of approximately \$20.8 billion². Key industries include tourism, healthcare, retail, construction and education. The Tourism sector in particular thrives from the region's natural beauty, relaxed lifestyle and connectivity to metropolitan centres.

In the year ending June 2024, the Central Coast attracted 5.3 million visitors, including 5.8 million overnight stays, contributing to \$1.4 billion to the local economy. Events, attractions and natural experiences play a key role in this success, attracting both domestic and international visitors.

The Central Coast is renowned for its relaxed and community-orientated lifestyle. The region's cultural identity is shaped by a blend of long-established traditions and contemporary influences, reflecting the diversity of its residents. The Darkinyung people, as the traditional custodians of the land, hold a deep connection and enduring connection to the area and their cultural heritage is an integral part of the region's identity.

5.1 Our Strengths

Rich in natural assets, economic possibility, culture, community and leadership, we are a destination for living, business, investment, innovation, and recreation.

Coast and Waterways

Costal life, beaches, ocean, lakes and aquatic experiences

Nature and Outdoors

Natural beauty, National Parks, waterways, ecotourism and sustainability

Markers, Creators, Growers, Innovators

Creatives, creators artists, and producers

Sport

Stadium with ocean views, multiple quality fields, and nature, waterfront and on-water trails for mas participation sports

An exception location for hosting remarkable and captivating events

80km

of coastline

905km

of shared pathways

560

Parks and reserves

173km+

Waterway foreshores

10

State forests and National Parks

101

Boat ramps and jetties

164

Sporting areas

560

Sporting facilities

3

Performing Arts theatres

6

Leisure and aquatic centres

46

Community centres and halls

3

Stadiums

41

Beaches

26,735

Businesses

12,940

Accommodation rooms

1,722

Tourism operators

6. Event Experiences

6.1 Strategic Priorities

The Strategy has five priorities over the next five years:

1. Build a Diverse and Innovative Events Portfolio that supports a growing region

Events are a powerful platform to celebrate and promote the Central Coast's identity, connecting people to place and sharing our region's character with broader audiences.

The region has an established portfolio of events but there are clear opportunities to grow existing events, seed new ones and create greater balance across the calendar. By collaborating with partners in new and innovative ways, we can deliver events that elevate the region's profile, celebrate its diversity and express the values and aspirations of its communities.

2. Strengthen the Region's Economy

Unlocking the economic potential of events is key to a thriving and resilient Central Coast. Events generate significant benefits including attracting visitors, increasing overnight stays and stimulating spending across hospitality, accommodation, retail and transport.

By attracting high-impact events, activating key precincts and supporting event linked experiences, we can grow the visitor economy and deliver lasting value for local communities and businesses.

To achieve this, we will:

- Support a year-round mix of events that reflect local stories, cultures and creativity.
- Attract, invest and support events that are recognised nationally and internationally particularly in key visitor and trade markets.
- Encourage innovation through funding partnerships and grants and sponsorship.
- Attract, invest and support events to provide a balance across the strategy outcomes and across seasons and genres.
- Showcase events that celebrate culture, local heritage and contemporary expression.

To achieve this, we will:

- Attract high-impact events that increase visitation, length of stay and regional spending.
- Develop a balanced portfolio with a spread of events over the year, including the shoulder and winter seasons to reduce the gap between peak and off-peak visitation.
- Attract and develop events that utilise local businesses in event delivery and leverage events to provide business development opportunities.
- Partner with businesses and tourism operators to create event linked experiences.

3. Support Event Sustainability and Inclusive Event Delivery

Creating events that are inclusive, environmentally responsible and accessible are essential to building a region that is future-focused and reflective of community values.

As the Central Coast continues to grow, events must reflect community aspirations, protect natural assets and ensure equitable participation. This means encouraging low-impact event practices, designing for universal access and supporting events that represent the full diversity of the Coast's people and places.

4. Streamline Events Process for External Event Providers

Clearer pathways, centralised information and consistent support will make it easier for organisers to plan and deliver successful events across the Central Coast.

Council will streamline systems, improve internal coordination and provide practical tools and guidance. A more efficient and supportive environment will reduce complexity, foster innovation and help attract a wider range of quality events to the region.

5. Reposition the Central Coast as a Destination of Choice for Event Operators

The Central Coast's natural beauty, cultural depth and lifestyle appeal offer a strong foundation to promote the region as a vibrant and welcoming destination for events of all scales.

Council will strengthen regional branding and actively promote the Coast to event organisers, audiences and partners. By showcasing what makes the region unique, we can build

To achieve this, we will:

- Promote best practice in environmentally responsible event planning and delivery.
- Ensure events are designed to be welcoming and accessible to all ages, backgrounds and abilities.
- Provide tools and resources to help organisers meet sustainability and inclusion standards
- Encourage events that reduce waste, respect the local environment and minimise impact on public spaces.
- Champion events that reflect the region's diversity and foster connections across communities.

To achieve this, we will:

- Simplify the event approvals process through clear guidelines and streamlined systems.
- Provide a centralised and accessible source of information, including templates, venue options and funding support.
- Strengthen Council's role as a facilitator by offering practical tools, guidance and advice throughout the event journey.
- Build organiser confidence and capacity through improved communication, training and support.

To achieve this, we will:

- Promote the Coast as an ideal location for regional, state and national events through strategic marketing.
- Build partnerships with industry bodies, tourism agencies and major event organisers.
- Showcase the Central Coast's unique places, people and experiences to strengthen its appeal as an events destination.
- Leverage high-profile events to raise the region's profile, attract media coverage and encourage repeat visitation.

recognition, attract new investment and increase visitation year-round.

6.2 Events We Want to Attract

We are focused on attracting events that excite our communities, showcase the Central Coast's unique lifestyle and landscapes and drive economic, social and cultural value. These events will highlight what makes the region special, from our natural beauty and creative talent to our growing visitor economy.

The diverse and innovative events that activate our places, strengthen the region's economy and align with strategic priorities include but are not limited to:

Nature-Based, Health and Wellbeing

The Central Coast offers the perfect location for outdoor, and wellness based events that connect people to nature, healthy living and sustainability. These events showcase our coastal landscapes, national parks and outdoor lifestyle while promoting personal wellbeing and environmental care.

- Trail runs, coastal walks and ocean swims
- Surfing competitions and stand-up paddleboard events
- Yoga and wellness festivals in natural settings
- Fitness retreats and health expos
- Outdoor sporting events including national and regional championships

Cultural Events

With a strong creative sector and diverse communities, the region is ideal for cultural celebrations that inspire, connect and reflect local stories. These events help shape our regional identity, support local talent and bring people together through shared cultural expression.

- Music, food and arts festivals
- First Nations cultural celebrations
- Outdoor theatre and live performances
- Film festivals and storytelling events
- Community-led cultural days and seasonal celebrations

Sports Events

With established facilities and an active outdoor lifestyle, the Coast is well placed to host community and elite sporting events. Sporting events drive visitation, energise local communities and promote the region as a healthy, active and capable host destination.

- Regional, national and international championships across various codes
- Youth and junior sporting carnivals
- Beach and water-based competitions
- Community fun runs, endurance events and multisport challenges

Food and Wine

The Coast is home to passionate producers, top culinary talent and spectacular natural setting ideals for delicious and memorable experiences. Food events highlight our regional flavours and connect visitors to the people and places behind our thriving food culture.

- Farm-to-plate festivals and growers markets
- Food truck events, craft beer and wine tastings
- Regional produce showcases and paddock-to-plate-dining
- Gourmet picnic days and pop-up dining trails

Signature Events that Activate Our Places and Local Economy

The Central Coast is an ideal location for signature events that celebrate our identity, activate key destinations and attract large audiences. These high-impact events showcase our unique lifestyle and deliver strong community and economic benefits.

- Large scale festivals that highlight our regional character
- Events that attract significant regional and national visitation
- Signature celebrations that reflect our lifestyle and strengths

Business and Innovation Events

The Central Coast offers a refreshing alternative to city venues, perfect for events that inspire creative collaboration and sustainable thinking. These events position the Coast as a destination for fresh ideas, professional growth and forward-thinking industries.

- Conferences and executive leadership summits
- Sustainability and green innovation expos
- Small business and creative industries festivals
- Team building retreats and lifestyle-focused seminars

6.3 Event Classifications

Events across the Central Coast vary in scale, purpose and impact. To support planning, promotion and investment, events are grouped into three key classifications based on their audience reach, economic contribution and community value. These classification help guide Council's role and level of support.

Major Events **High impact events that draw visitors from outside the region and deliver strong tourism and economic returns.**

- Large-scale events of state or regional significance, either one-off or recurring
- Strong alignment with destination brand and strategic precincts
- Attract large number of visitors from outside the region
- Generate overnight stays, media exposure and high economic return
- Activate multiple sites or extend over several days
- Receive support from state agencies, major sponsors or industry bodies
- Provide legacy benefits through infrastructure, capacity building or brand positioning

Signature Events **Regionally distinctive events that showcase the local character and have the potential to grow into major events.**

- Medium to large event with broad regional appeal
- Primarily attract local and region-wide audiences
- Strong cultural, creative, business or sporting themes that reflect local strengths
- Demonstrate potential for audience growth and brand alignment
- Supported by local business, and organisations
- Contribute measurable economic and tourism value
- Enhance the regional event calendar and destination experience

Community Events **Locally led events that strengthen social connection, pride and inclusion within communities.**

- Smaller scale events with a strong focus on local participation and inclusion
- Focus on town centres, villages or neighbourhood spaces
- Attract locals and visitors from nearby areas
- Celebrate cultural diversity, creativity and civic life
- Deliver social value through inclusion, participation and connection
- Offer opportunities for community-led innovation and placemaking

7. Roles and Responsibilities

Events are key to driving tourism, boosting the local economy and positioning the Central Coast as a premier destination.

Council plays a proactive role in creating the foundations for events success through strategic leadership, targeted attraction and strong collaboration. The following focus areas define Council's commitment to enabling events that support its vision of the Central Coast as a vibrant and welcoming region, where staging events is seamless, embraced by the community and set within a stunning natural environment.

Plan and Lead (about delivery and Council's core service role)

Council provides strategic leadership in shaping the future of events on the Coast by identifying priorities, developing clear policies and ensuring safe, inclusive delivery. Through planning and evaluation, Council ensures events reflect community values and contribute to the regions vibrancy and long-term success.

Attract and Grow (about external positioning and outcomes)

Council plays an active role in positioning the Coast as a destination of choice for high-quality and high-impact events. It supports event growth through targeted promotion, strategic partnerships and digital platforms to drive visitation, economic impact and regional recognition.

Collaborate and Support (about enabling others to deliver)

Council works in collaborative partnerships with event organisers, community groups and stakeholders to enable successful, inclusive events. By fostering partnerships, offering guidance and improving access to spaces and resources, Council builds local capacity and supports community-driven outcomes.

8. Implementation

How Decisions will be Made

Council is committed to ensuring that decisions around event support, investment and development are strategic, transparent and aligned with the region's long-term goals.

When assessing the feasibility of a proposed event, seeding new event opportunities or evaluating potential partnerships with major events, decisions will be guided by the following considerations:

Outcomes

Events on the Coast will contribute to:

- **Economic Benefit:** Direct and indirect return to local businesses, jobs and stimulation of the visitor economy.
- **Regional Narrative and Profile:** Enhancement of the Coast's identity and promotion of its unique character and appeal.
- **Community Benefit:** Opportunities for local participation, cultural enrichment and social connection.
- **Sustainability:** Alignment with environmental goals, waste minimisation and long-term viability.

Portfolio Balance

Consideration will be given to how each event added to a balanced and vibrant calendar of events across the region. This includes:

- **Alignment with Strategic Outcomes**
Events should support one more of the region's core outcome areas.
- **Seasonal Spread**
A diverse calendar that includes events across the entire year, with particular focus on winter and shoulder seasons to drive year-round visitation and local activity.
- **Diversity and Inclusion**
A mix of event types, genres, scales and locations that reflect the Central Coast's diverse communities and promote accessibility and engagement across the region.
- **Signature and One-off Events**
Support for landmark or high-profile events, such as major concerts, sporting fixtures or nationally significant cultural gatherings that elevate the regions profile.
- **Seeding New Opportunities**
Investment in innovative, emerging and creative event concepts that have potential to grow into seasonal features over time.

Required Event Attributes

All events support by Central Coast Council will need to:

- Align with the region's identity and promote its unique character, stories and values.
- Showcase local people, talent, culture and natural assets.
- Generate significant and positive media exposure locally, nationally or internally.
- Deliver a high-quality audience experience with well-executed, engaging content suited to the venue.
- Prioritise the use of local supplies, businesses and service providers.
- Demonstrate how the event is working towards lessening the impact on our environment and show commitment to sustainability such as waste reduction and energy efficiency.
- Reflect the values of inclusivity, accessibility and cultural respect across all aspects of planning and delivery.
- Comply with relevant regulations, safety standards and council policies.
- Make a positive contribution to the community's quality of life, wellbeing and sense of pride.

Council will support events that deliver real impact, drive tourism, celebrate our unique identity and create unforgettable experiences. With clear goals, a balanced events calendar, and high quality standards, we will attract events to put the Central Coast on the map and in the spotlight.

9. Monitoring and Review

By implementing this Strategy, the Central Coast is well positioned to unlock new opportunities that embrace the vibrancy and cultural diversity of our region. Through strategic planning, collaboration and innovation, our region can leverage events and festivals to create memorable experiences, attract visitors and strengthen community ties.

Council will focus on both the short and long-term benefits of a diversified calendar of events. This includes balancing the immediate economic return with the longer-term benefits such as exposure, community engagement and brand awareness generated through high-profile projects.

In collaboration with the community, we will regularly review and update the Strategy to ensure it reflects the evolving nature of events on the Coast and that it continues to support the creation and growth of new opportunities. A formal review of the Strategy will be undertaken in 2028 with annual review of the implementation plan to track process and ensure alignment with strategic goals and desired outcomes.

Ongoing monitoring and evolution will guide the continual improvement of the Strategy, ensure that events contribute positively to local places, engage residents and visitors and celebrate what makes the Central Coast a thriving and vibrant region.

As the Central Coast continues to evolve and grow, this Strategy provides a guiding framework to maximise the transformative potential of events and festivals. By prioritising inclusivity, sustainability and creativity, Council will ensure that events and festivals remain central to the Coast's identity and prosperity for generations to come.

Who is Listening

The success of this strategy relies on strong collaboration with our community, event organisers, industry partners and visitors.

Council's Events Team is here to listen, support and work with you to bring your ideas to life. Whether you are planning a small community event or a major regional event, we are committed to making it easier to deliver events that reflect the Central Coast's character and contribute to its vibrancy.

Get in touch

For support, questions or to discuss your event, contact the Central Coast Council Events Team:

Email: events@centralcoast.nsw.gov.au

Ph: (02) 4306 7900

We are here to support the growth of a thriving events calendar, where every event enhances the region's identity, brings people together and strengthens our reputation as a destination of choice.

10. Appendix

10.1. Consultation Feedback with Local and Regional Event Stakeholders

Community and Industry Engagement

One-to-one and focus group meetings with:

- Event promoters
- Festival and market organisers
- Venue managers (sports and business)
- Event suppliers
- Regional tourism body (*Destination Sydney Surrounds North*)

Internal Council Workshops

Focus group meetings with key internal stakeholders across Council to:

- Understand internal priorities
- Align Strategy with operational needs

What you told us

Challenges

- Lengthy, dis-jointed and complex event approval process including gaps in planning information on Council's website and several entry touchpoints
- Event organisers are required to navigate multiple Council contacts individually, complicating the event application process
- Event approvals application and special event guide need to be streamlined and redeveloped
- Outdated support materials and no readily available event management templates for event organisers
- Lack of clarity around Council's role and support services for event organisers
- Fit for purpose Council venues are limited in terms of infrastructure, location and size
- Regulatory and land-use barriers that limit flexibility in event planning and delivery
- No strong data on events to measure outcomes and support decision making
- Lack of centralised, Council wide calendar to promote and coordinate events across the region
- Regional classification constraints that create barriers to funding and grant eligibility
- Lack of sponsorship program to secure events to the region

Opportunities

- Simpler and more streamlined event approval process
- Improved communication and support for event organisers
- Redevelopment of event friendly venues and public spaces