



MEDIA RELEASE | 28 March 2023

Council puts events at the forefront, adopting a strategic approach to planning and delivering quality events

The City of Victor Harbor has endorsed a range of initiatives relating to festivals and events at its Ordinary Council Meeting held on 27 March 2023, including the adoption of a Strategy that will drive positive community outcomes from local events.

The *Culture Strategy – Festivals and Events* outlines a range of goals for the next five years, including building capacity for event planning, creating and activating places through the delivery of events, and increasing participation in the local events calendar.

It builds upon the work that is already underway to grow major events, and sees Council transition to a role where it can facilitate events rather than manage them. Environmentally friendly events and winter events have also been given consideration within the Strategy.

City of Victor Harbor Mayor, Dr Moira Jenkins, said events have the power to support our local economy, enrich the lives the residents and attract visitors to Victor Harbor.

“Events are a celebration of our people, heritage, industries, culture and natural beauty. The Council is committed to fostering a vibrant festival and event culture that delivers economic, social and promotional outcomes for the community,” said Mayor Jenkins.

“This Strategy shapes a path forward to establishing Victor Harbor as the vibrant and creative heart of the Fleurieu Peninsula.”

“I would really like to thank everyone in our community who shared their feedback on the development of this Strategy last year – all feedback was considered when finalising the document.”

A range of grants were also endorsed on Monday night as part of the Council’s Festivals and Events Sponsorship Program. The grants will provide financial and in-kind support to eligible groups and organisations to assist in the staging of quality events and festivals.

Grant recipients include:

- **Rock the Coast** - \$1,500 cash sponsorship
- **Fleurieu Food Festival** - \$2,000 cash
- **Granite Island Run** - \$2,000 cash and \$500 in-kind sponsorship
- **NAIDOC Event** - \$2,500 cash and \$2,500 in-kind sponsorship
- **Fleurieu Spring Fair** - \$1,000 cash and \$500 in-kind sponsorship.

For more information, please visit www.victor.sa.gov.au.