

**UTS 27726**

**Event Evaluation, Impacts and Legacies**

**Subject Notes**

**Event** → A planned public or social occasion. Something that happens or takes place.

### **Event Typologies:**

- **Special events** → non-routine occasion, an opportunity to experience something outside the realm of everyday life.
- **Examples** → leisure events, cultural events, organisational events and personal events (Shone & Parry, 2004).
- **Planned events (Getz, 1997)** → cultural celebrations, art/entertainment, business/trade events, political/state events and sport competitions.
- **Mega events** → “a ‘must-see’ event, and by way of its size or significance yields extraordinarily high levels of tourism, media coverage, prestige or economic impact for the host community or destination” (Getz, 2005).
- **Hallmark events** → “possesses such significance, in terms of tradition, attractiveness or publicity, that the event provides the host venue, community or destination with a competitive advantage. Over time, the event and the destination can become inseparable” (Getz, 1997).
- **Festivals** → public events that celebrate a particular theme and are occur for a limited duration, often once a year. It often reflects a community’s culture that they wish to celebrate and share with others.
- **Business events** → a public or private activity where attendees share a common interest or vocation. Includes; conferences, conventions, seminars, exhibitions, corporate retreats and training programs.

**Trends & Forces that affect the growth of events** → Examples: image enhancement, economic development, emulation/competition and civic celebration. Variety of motives for people to attend events; social and/or personal motives.

### **Stakeholder Theory:**

- **Stakeholder Theory** → In order for a project to be successful, the legitimate needs and expectations of all stakeholders need to be understood and engaged with.
- **Stakeholder theory must understand:** How stakeholders can be identified and classified, the nature of the interest (stake) they possess, the opportunities and challenges they present and how they can be engaged with in order to generate improved outcomes.

- **Stakeholder in an event context** → Groups or individuals who are affected by or could be affected by an event's existence (**Arcodia & Reid, 2002**).
- **Considerations when identifying stakeholders:** Will they be affected by the conduct of the event? Do they have resources/skills/knowledge you need? Do they have an interest in the event's success (or failure) Do they have interests that may conflict with the event?
- **Primary** (individuals or groups without whose support the event would cease to exist) **e.g.** employees, volunteers, attendees and suppliers.
- **Secondary** (groups or individuals who, although not directly involved in the event, can seriously impede the event's success) **e.g.** host community, media, and government.
- **Prioritise stakeholders based on: IMPORTANCE** (degree to which each stakeholder is *affected* by the event) and **SUPPORT** (how supportive each stakeholder is likely to be).
- **Engaging with stakeholders:** One to one meetings, presentations, public consultation, written communication or focus groups.
- **Stakeholder engagement plan** → **Assessment plan** (key issues, concerns, stakeholder support levels) **Action plan** (how and when will stakeholders be engaged and who is responsible for them).
- **Benefits of stakeholder engagement** → build capacity to deliver event, overcome possible barriers to event delivery and build an operational climate of goodwill.

#### **Political impact:**

- **Justification for political involvement;** The public good argument, market failure, leveraging public investment in infrastructure and intangible benefits (social benefits).
- **Political roles** → contribute to nation building/image enhancement, enhance the personal political ambitions/profile of individuals and challenge/seek revisions to existing political agendas/laws/policies.
- **Getz & Frisby (1991) four main types of government involvement;** Direct provision, Equity approach, Sponsorship/Grants and Facilitation (Financial, Infrastructure and Marketing).
- **Australian state event agencies;** Events NSW, Victorian Major Events Company.