

Tshwane Tourism Association Meeting

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GAUTENG PROVINCE

OFFICE OF THE PREMIER
REPUBLIC OF SOUTH AFRICA

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Background & Overview

The following slides provide an overview of the Gauteng Conventions and Events Bureau

Overview

Gauteng Convention & Events Bureau (GCEB) is a business unit within Gauteng Tourism Authority that is dedicated in supporting the Business Events sector. It works in close partnership with key industry role- players to marketing and promote Gauteng and its regions as a business hub, an attractive and versatile meetings destination.

Strategic Thrusts:

1. Research initiation & Bidding for Events
2. Support and enhance Event Hosting
3. Event Marketing
 - Increase destination profile
 - Increase event profile
4. Trade promotion through trade packaging
5. Human Resources & Transformation

Overview- GCEB

- The unit main focus is facilitating and coordinating bidding and hosting of business events
- Our portfolio consist of B2B operations :
 - Meetings
 - Conferences and Conventions
 - Events
 - Incentives and Trade promotions

Overview- GCEB

- Bidding & hosting events is an **integral part of the Province's plan** to radically transform and modernize the Gauteng economy.
- Our business events portfolio assist the Province realize the TMR impacts that will positively influence the lives of our people.
- Up till the approval of the Conventions and Events Strategy by Cabinet in early 2015 the funding and support of Business events in the province had largely been ad hoc, not driven by a strategic vision or a strategic path, with very poor investment levels and last minute piecemeal implementation.
- Decision-making about support for business events had been subject to lobbying, often based on unclear systems and characterized by public sector lack of alignment.
- Our Strategy focusses on government's ongoing involvement in facilitating business events and provide direction for a more **coordinated and comprehensive approach** to facilitation and implementation by government departments & agencies.
- It is also to ensure that government sees an appropriate return on investment from the funding assistance provided.

Overview- GCEB

- **Economic impact:**
 - Bid and Support business events that will, or have the potential to, attract visitors to Gauteng
 - Bringing additional tourism income to the province by increasing visitor expenditure in the host community;
 - Extending the length of the traditional tourist seasons and better utilising tourism facilities and services during off-peak or shoulder periods
- **Social benefits:**
 - Involving and inspiring the local community /local event planners/ suppliers etc;
 - Support events that involve and inspire the Gauteng entire community
 - Assist events that contribute to the development of local culture and/or sport and attractions.
- **Media impact**
 - Support business events that will achieve media coverage nationally and internationally and assist in raising the profile of the province as a dynamic tourist destination);
- **Destination impact:**
 - Support business events that assist in delivering a diverse and attractive events calendar for the province;
 - Strengthen the perception of Gauteng as an exciting destination;
 - Improve the vibrancy and vitality of the Province; and

Economic benefits

Business events can deliver immediate economic benefit by bringing new money into the economy. This can occur through two distinct channels:

1. The event sources some of its income from outside the region and spends it in the region to deliver the event. This results in additional business to business expenditure.
2. The event attracts visitors who spend money in the region. This results in additional consumer to business expenditure in the economy.

The greatest economic impact is delivered through visitor numbers from outside the host destination and is measured through:

- Number of Visitors from outside the host destination
- Number of bed-nights | Length of Stay
- Visitor Expenditure

Gauteng Business Events Classification Tool

<p>Economic Impact</p> <ul style="list-style-type: none"> • Anticipated number of unique attendees • Anticipated profile of event participants • Anticipated profile of event attendees • Event Duration • Season • Location • Recurrence in Gauteng • Linkages to leisure tourism • Linkages to business tourism • Total projected economic impact 	<p>Socio-economic Impact</p> <ul style="list-style-type: none"> • Community involvement • Community interest • Number of Jobs (working days) created/ sustained • Skills development • Diversity of service providers • Community displacement 	<p>Alignment to GCR</p> <ul style="list-style-type: none"> • Develops vibrancy/ Home of Champions themes in the province • Innovative, leading edge event • Develops pride in Gauteng brand • Embraces sports, culture, creative, music, arts, heritage, innovation, learning, mining, manufacturing, lifestyle, cuisine theme
<p>Media Profile</p> <ul style="list-style-type: none"> • Media interest • Extent of Media coverage • Duration of media coverage • Estimated value of media coverage 	<p>Event Legacy</p> <ul style="list-style-type: none"> • Skills development • Increase in interest, number of participants, general development in/ of the event theme • Infrastructure improvements • Improvement in public spaces/ places • Increases usage/ grows interest in spaces/ places 	<p>Professionalism & Support Quality</p> <ul style="list-style-type: none"> • Quality of business plan • Quality of sponsors • Experience of organisers • Extent of support from local, provincial, national government • Involvement of federation
<p>Social Impact</p> <ul style="list-style-type: none"> • Improves liveability in Gauteng • Encompasses diversity • Unifying/ creation of social cohesion • Event activities lead to a growth in general interest in the theme 	<p>Environmental Impact</p> <ul style="list-style-type: none"> • Waste minimisation • Water conservation • Energy efficiency • Biodiversity conservation • Environmental impacts minimised • Sustainable infrastructure • Environmentally friendly procurement 	<p>Funding</p> <ul style="list-style-type: none"> • Extent of committed financial support from stakeholders • Extent of committed financial support from sponsors

Overview of Progress to Date

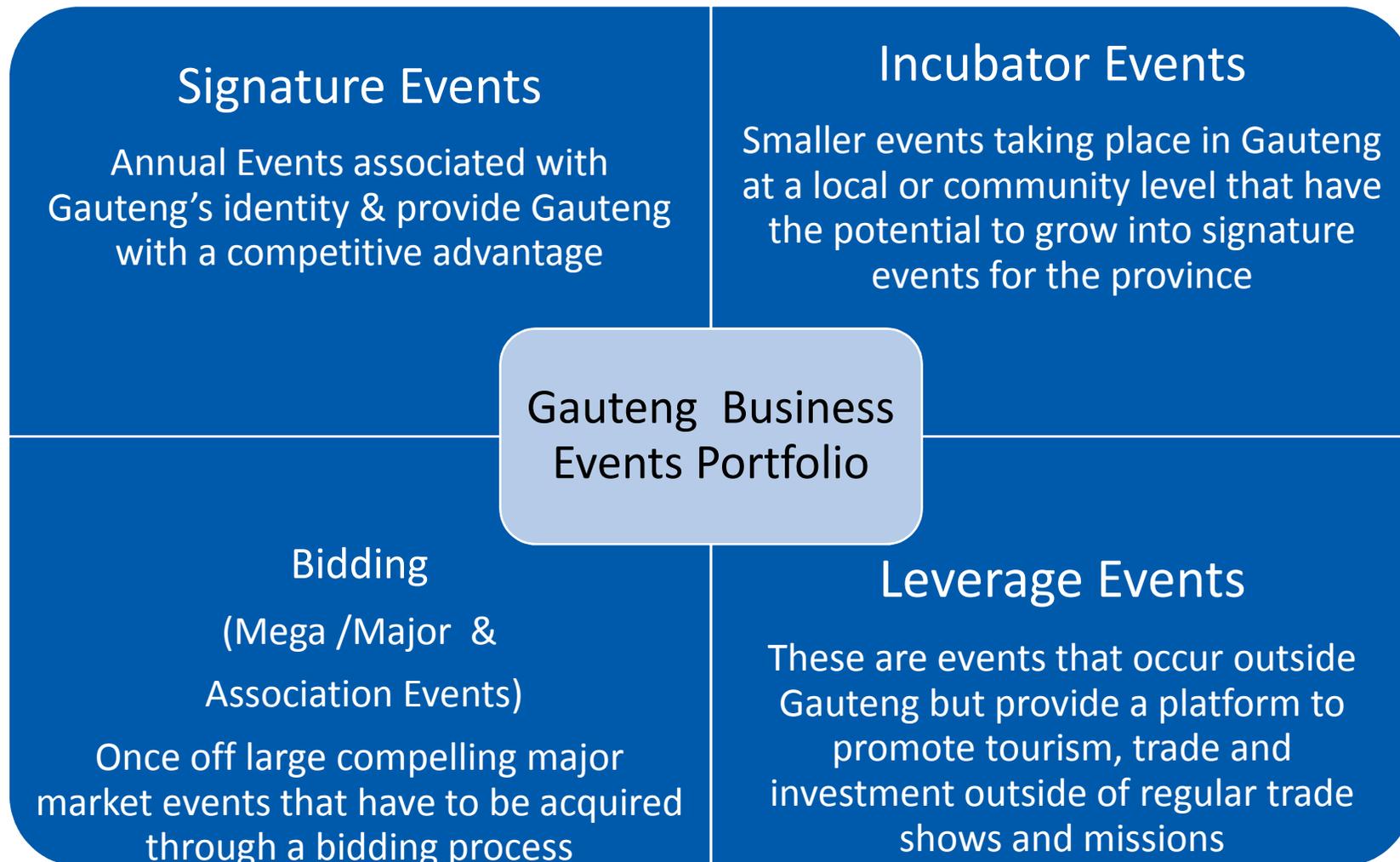
- Since the approval by Exco the various committees and task teams have been established. Private sector involvement is still required
- A Portfolio of Gauteng based events have been identified and adjudicated against the Events Assessment Tool.
- A bidding and hosting fund has been approved and established by Gauteng Treasury
- Thorough analyses of events in Gauteng has been undertaken as well as national and international benchmarking.
- The necessary events support tools and templates are being developed. Policies and systems (processes, procedures and templates) are also being finalised for implementation.
- An open process of advertising for the submission of events for consideration to form the basis of the 2017|2018 Gauteng Events Portfolio must be advertised before the end November.

Analyses of Gauteng Events

The Portfolio Approach to Events

- At this initial stage of implementation both once-off and regular business events have been evaluated by the technical committee based on their individual merits with little consideration given to the outcomes delivered by other events in the programme.
- In the way forward we need to focus less on the stand-alone outcomes of an business event, and more on how the outcomes of a single event combine with those of other events.
- This means ‘ticking all the boxes’ at the programme level, rather than requiring each event to ‘tick all the boxes’ on a stand-alone basis.
- This can be referred to as a **portfolio** approach to events.
- To invest optimally in events, Gauteng needs to be clear on the outcomes the portfolio should deliver for Gauteng, and how they should be measured

Our Portfolio Approach



Bidding Events

- These include once-off sport, cultural or business events which are usually bid for and brought into the host destination for a single staging cycle.
- Gauteng utilizes a forward-looking approach actively to, target and bid for events specifically relating to the destination's agenda and priority sectors.
- It is investing heavily into research and analysis to identify business events that can be plugged into the overall development strategy.
- Currently two major bids are being pursued in the event space (excluding MICE bids)

Types of Events

<p>Iconic/ Mega Event</p>	<ul style="list-style-type: none"> An event that attracts a significant number of overseas, regional and domestic visitors to Gauteng and generates significant economic benefits for the province. The event is of national significance and benefits flow into other provinces. Event attracts global media coverage, appeals to a wide-range of people, creates vibrancy across the province and is able to sustain a significant legacy in the province.
<p>Major Event</p>	<ul style="list-style-type: none"> An event that generates significant economic benefits for the province, which may also flow into other provinces. Generates some global and major national media coverage but restricted to specific interest groups. Will attract special interest overseas, regional and domestic visitors to Gauteng.
<p>Significant Event</p>	<ul style="list-style-type: none"> Generally has wide appeal, generates vibrancy but does not attract significant number of overseas and domestic visitors to the province. Has wide appeal to local residents across the province and visitors from neighbouring provinces.
<p>Local Event</p>	<ul style="list-style-type: none"> An event that typically only attracts attendees from Gauteng, but still generates significant media coverage (national and/or local) and attracts a significant number of attendees and hence generates a good economic impact for the province.
<p>Community Event</p>	<ul style="list-style-type: none"> Typically localised to one community, attracts local residents and results in localised economic impact.
<p>Independently Coordinated Commercial Event</p>	<ul style="list-style-type: none"> Purely commercial (for profit) operation, chargeable – pay for entry, typically organised by private enterprise, typically special interest focus. Although adds vibrancy to the City/ Province, it has limited economic impact on the province e.g. once-off international music star concert at FNB stadium

GCEB OFFERING AND SUPPORT

Our Support

- Support is offered at three different stages (Bidding stage, delegate boosting stage and onsite event services stage) in partnership with national and city convention bureau and or with other departments:
- The support can be financial and non financial such as:
 - endorsement of the bid,
 - assistance in securing relevant government support,
 - Lobbying & testimonials,
 - commitment of infrastructure, marketing, etc.
 - propose specific funding or services, often in-kind, that will contribute to securing, promoting and hosting events that promote the province's strategy of economic

The approach will be to avoid “double dipping” and to ensure that at the same time, this will allow development in specific sectors.

Our Support

- Bid Assistance for national and international events/conferences/meetings
 - Bid presentation
 - Bid promotion support material
 - Hosting of site inspection during Bidding stage
- Corporate events and incentive concept
- Access to support services and service providers
- Provision of Destination marketing material
- Airport welcome and departure desk
- Supply with a list accredited Gauteng Professional Conference organizers
- Delegation Boosting
- Convention planning support
- Site Inspection

Our Support

Convention planning support	On-site event services
<p>Site Inspection</p> <p>Delegation boosting (building attendance)</p> <p>Destination web links to conference websites</p> <p>Introduction to service suppliers</p> <p>MEC Invitation for the opening (depending on his availability)</p> <p>Screening, selection and recommendation of accredited professional conference organizer</p> <p>Endorsement letters</p> <p>Accommodation options</p> <p>Facilitation of stakeholder engagement</p> <p>Negotiating rates with conference venues, hotels, tour operators etc</p>	<p>Welcome desk (Airport welcome and departure desk)</p> <p>Pre and post tours and accompanied person's programmed</p> <p>Assisting with local logistical arrangements</p>

Events Support Framework by Type of Events

	Iconic/Mega Event	Major Event	Signature Event	Local Event	Community Event	Commercial Event
Funding Support	<ul style="list-style-type: none"> -25% of annual Gauteng events funding budget -Up to 30% of total proposed event budget -Ongoing funding for agreed period -Supporting infrastructure 	<ul style="list-style-type: none"> -30% of annual Gauteng events funding budget for all events -Up to 30% of total proposed event budget -Up to 3 year funding package available -Some supporting infrastructure 	<ul style="list-style-type: none"> -30% of annual Gauteng events funding budget for all events -Up to 10% of total proposed event budget -Up to 3 year funding package 	<ul style="list-style-type: none"> -Funding via Regional event funds or locally based funding within council organisations -10% of annual Gauteng events funding budget for legacy, talent development and incubator events 	<ul style="list-style-type: none"> -Funding via Regional event funds or locally based funding within council organisation -5% of annual Gauteng events funding budget for legacy, talent development and incubator events 	<ul style="list-style-type: none"> -No financial support
Value-add Support	<ul style="list-style-type: none"> - Bid support/ development - Hosting support - Logistics - Strong marketing support - Assistance with sourcing sponsorship - Endorsement 	<ul style="list-style-type: none"> - Bid support/ development - Hosting support - Logistics - Strong marketing support - Endorsement 	<ul style="list-style-type: none"> - Bid support - Hosting support - Logistical support - Marketing support - Endorsements 	<ul style="list-style-type: none"> - Bid support - Hosting support - Logistical support - Marketing support 	<ul style="list-style-type: none"> - Logistics - Marketing 	<ul style="list-style-type: none"> - Logistics - Some Marketing support
					<p>Incubator, Legacy & Talent Development Events:</p> <ul style="list-style-type: none"> - Bid support/ development - Hosting support - Logistics - Strong marketing support - Assistance with sourcing sponsorship - Endorsement 	

Recommended Approach to event support

Key Criteria:

- Priority will be given to mega/ iconic, major and association events,
- Demonstration of contact and support from local associations/ federations/ stakeholders and communities within these sectors
- Qualification: Event must be mega/ iconic, major, Association or significant to qualify for support.
- Some local or even community events may also qualify for limited funding – depending on the economic impact and strategic alignment to provincial aims
- Could include a re-bid in the event of failure in first attempt to secure event

Recommended Approach to Event support

Requirements :

- Commitment by Right to promote Gauteng as part of event marketing programme
- Exclusive commitment to Gauteng as the business event destination (if localised to one province)
- Provision of business plan and event marketing plan, or equivalent
- Professional conference, exhibition or event organizer
- Provision of event budget
- Signing of Memorandum of Understanding outlining:
 - Mutual obligations
 - Support schedule
 - Agreed performance outcomes
 - Support documentation required for payments

Recommended Approach to Events Support

Fund Distribution:

- Preference to be given to supporting activities that increase ROI of events, promote efforts to maximize yields and event success
- Preference and payment given to Gauteng based suppliers (wherever applicable)
- Priority given to support that is non-financial, although some commitment may be financial in nature

Recommended Approach to Events Support

Commitments to GCEB:

- Access to Business event statistics & survey data
- Event details for inclusion in marketing collateral and activities
- Commitment to conduct pre- and during event surveys (& in some cases post event surveys)
- Testimonials, images, video footage and case study information to be made available to GCEB
- Agreement to work closely with GCEB in order to maximize promotional impact of event on Gauteng image
- Agreement to maximise the economic, environmental and social benefits of the event and to minimise these costs

The Opportunity

Business events can play a key role in helping cities and provinces achieve their long-term economic and social aspirations. The four main benefits streams associated with business events are:

- **Branding** – Hosting business events can have a significant impact on a place and its image, and can be a cost effective means of promoting the brand to a wide audience of potential visitors, investors
- **Social Wellbeing** – they make the province more vibrant and interesting places to live, bringing people and communities together and giving them a sense of identity and belonging.
- **Product packaging** – Cost effective way to upsell leisure and incentive packages for the destination and increase visitation and repeat visitors
- **Legacy benefits** – Many have used business events to give focus to their priorities such as fast-tracking infrastructure or developing long-term business and trade connections.

2017 | 18 Priority Tasks

- **Development of Events Strategy support tools**
 - Refinement of the Events Classification Tool
 - Development of a comprehensive support framework
 - Development a standard format for post event reports to ensure consistency of results.
 - Development an events cooperative marketing strategy to be aligned with Gauteng brand position
 - Development of Event impact measurement tools and templates
- **Development of an Event calendar, plan & templates**
 - Development of an e-based events calendar, to be replicated regionally
 - Develop standard "event plan" templates for all types of events.
- **Bid Fund & funding support policy**
 - Refining of the bid and support fund including defining the levels aligning to the national events strategy.
 - Refining of a support policy for various types of events.
- **Value-add support policies**
 - Establish a comprehensive list of value-add support to be granted all event types.
 - Development of policies for each type of support.
 - Logistics.

Discussion

Thank you