



THE NATIONAL MULTICULTURAL FESTIVAL

FIVE YEAR
FORWARD PLAN
2020-2024



ACT
Government

CONSULTATION AND ENGAGEMENT

The Five-Year Forward Plan has been developed following an independent review of the Festival in 2019, commissioned by the ACT Government and delivered by Visabel Pty Ltd. The Review aimed to build a clear picture of what the National Multicultural Festival means to its stakeholders and how it can be improved over the next five years.

In developing the Review, Visabel undertook extensive consultation with community leaders, stall holders, traders, performers and ACT Government agencies.

The Forward Plan is also based on analysis of the environmental and operational context, including a review of key reports, strategies and event planning documentation.

The Forward Plan supports and aligns with key ACT Government strategies including the *ACT Multicultural Framework 2015-2020* and the *2025 Major Events Strategy for the ACT*.





COMMUNITY FEEDBACK FROM THE 2019 FESTIVAL



“ It was enjoyable, it showcased the diversity of Australian society, it was well-attended, the atmosphere was friendly and fun, the food and entertainment made it an enjoyable event.”



“ It’s an interesting event in Canberra with a great atmosphere and lots of different food to try. It shows and celebrates how diverse in culture our country actually is!”



“ The best part about volunteering was meeting all the new people that I had the pleasure to work with and as a stage assistant I absolutely loved being able to enjoy the amazing performances during my time there.”



VISION

Our vision is a world-class National Multicultural Festival for the people of Canberra and visitors to our city, offering a unique opportunity for Canberra's diverse multicultural communities to showcase, celebrate and share their cultures and customs with a national audience.

MISSION

Our mission is to ensure that multicultural traditions and celebrations are kept alive and relevant, and for people from across the country to experience these customs and practices through an immersive festival experience.

VALUES

The Festival promotes equality, social inclusion and the sharing of culture, traditions and customs, contributing to building a Canberra community that respects and celebrates multiculturalism.

Our values for the Festival are:

1. Community

We bring together multicultural communities, audiences and stakeholders to share our cultures, celebrate and create a more inclusive and harmonious community.

2. Traditions and Customs

We showcase and share the heritage, culture and customs of diverse communities and peoples, to help keep culture and traditions alive, vibrant and relevant.

3. Inclusion

We are inclusive and encourage participation and harmony.

4. The Spirit of Festival

We create a sense of 'Festival' – an event with passion, joy and the spirit of celebration, which instils a sense of pride and community in everyone involved.

5. Professionalism

We are founded on the principles of best practice and good governance. We value strong relationships and open, transparent communication with stakeholders and the community, and conduct ourselves with honesty and integrity.



Key Objectives

The Forward Plan is focused around four key objectives. These objectives will guide actions over next five years and each element is vital to the overall success and sustainability of the Festival.

Event Precinct

Support the City precinct to remain the heart of the Festival through planning, consultation and improved site layout

- Consult with stakeholders on the site layout and how best to enhance it all groups
- Refine the current footprint, investigate the expansion of the footprint and look to engage nearby hospitality and retail venues to create new opportunities for collaboration and an expanded array of options for attendees
- Invest in infrastructure including event décor to improve the look and feel of the Festival's presentation

Event Program and Content

Develop an innovative and diverse program of events and entertainment through engagement with the community

- Develop a programming strateging that aligns the event program to the Forward Plan's objectives and the Festival's vision, mission and values
- Identify and assess opportunities, establish partnerships and develop and deliver new content for the event

Event Brand and Positioning

Position the Festival as a leading national multicultural festival with a distinctive brand

- Develop and implement a community engagement plan
- Develop and implement a sustainability strategy
- Brand the Festival as Australia's National Multicultural Festival

People, Systems and Business Processes

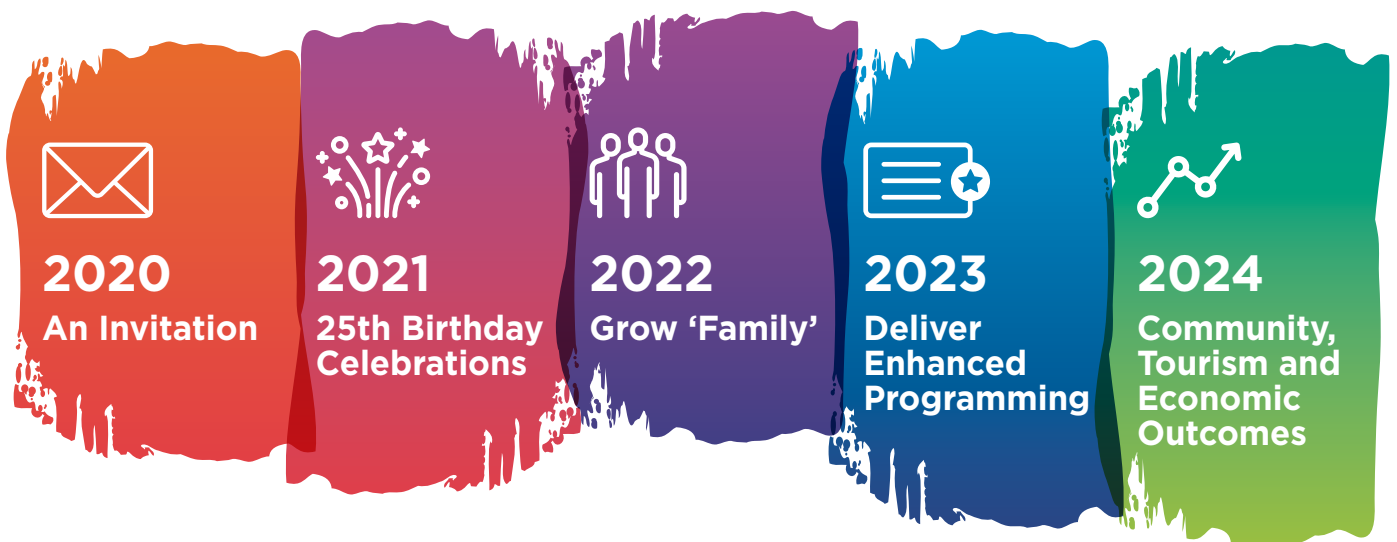
Develop and invest in the people, systems and business processes that make the Festival a success

- Maintain positive discussions with partners, stallholders, performers and attendees as the Festival evolves to achieve the best outcomes for the Festival and all involved
- Continue to invest in local providers and community groups through the event budget and grant funding to grow their capacity and maintain the local feel of the Festival

Future Strategic Themes

The Festival has been growing and changing together with Canberra over the past two decades and will continue to evolve as our city grows. This Forward Plan considers how to bring the Vision, Mission and Values of the Festival to life over the coming five years.

Each year includes improvements to the festival to promote its success, sustainability and longevity. This begins in 2020, where we consolidate what we learnt in 2019 and begin planning for the Festival's 25th birthday in 2021.



This strategic approach will continue to deliver many benefits for the community over the coming five years by:

- generating direct increases in economic activity through engagement with entertainers and cultural groups and attracting tourists to the region;
- contributing to quality of life in the ACT and attracting people to live, work and study here;
- attracting support and investment in cultural and community activities in the ACT;
- strengthening communities through bonding and bridging social capital;
- reducing social isolation and increasing social inclusion;
- continuing to encourage, celebrate and support the efforts of volunteers;
- generating a sense of identity and self-confidence for participating communities; and
- raising the profile of community groups.

This Forward Plan is intended to provide a strong basis for growth and change into the next planning cycle.



2020

An Invitation

The focus this year will be to build on the success and learnings from the delivery of the 2019 Festival, through proactive engagement with our stakeholders and event delivery partners.



This will include work to review the Festival site layout to enhance community experience of the Festival. At the heart of this will be a commitment to bringing the Vision, Mission and Values to life.

2021

25th Birthday Celebrations

The focus this year will be on commemorating the 25th anniversary of the Festival through special events and programming.

The work completed in the previous year on site layout will support planning for innovative birthday celebrations for this milestone event.

Planning for this year will also consider how different areas of the city could be activated and used for the Festival birthday celebration, such as other areas around the city or destinations along the light rail corridor.

2022

Grow 'Family'

In 2022 the focus will be on growing the Festival 'family', which includes stall holders, community groups, sponsors and partners.

This will include developing a new community engagement plan that seeks to broaden the stakeholder and participant base, as well as developing and implementing a sustainability plan for the Festival. Throughout this time the Festival will continue to nurture its relationships with existing community groups and partners to ensure their needs are met and they remain a close part of the 'family' as the Festival evolves.

The 2022 focus will ensure continued investment in the distinct marketing and branding of the Festival as Australia's National Multicultural Festival.

2023

Enhanced Programming

Building on the work from 2022, this year the focus will be on expanding the partnership arrangements of previous years to deliver new cultural experiences to enjoy. This may include attracting new venues, retail and hospitality partners to help to host more people from across Australia to attend the Festival. It will also seek to better involve businesses within and adjacent to the Festival footprint in the delivery of the festival to support them and offer more choice for attendees. Developing and expanding the program of events associated with the Festival will be a priority in 2023.

2024

Community, Tourism and Economic Outcomes

2024 will focus on reviewing outcomes from the previous five years as part of the next stage of future planning. This will include assessing the outcomes achieved for the community, tourism and the ACT economy from the Festival over time and identifying future outcomes in partnership with stakeholders.

Building on the success of previous years, learnings from this year's Festival will inform planning for future years, particularly in engaging with stakeholders, understanding what local and providers and community groups value about the Festival, and continuing to refine the Festival experience for the community and volunteers.

For more information about the
National Multicultural Festival, visit:

www.multiculturalfestival.com.au





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