

Event name	Event Organiser	Description	score	Notes
Highline Mountain Bike Festival	Xventure Pty Ltd	Highline mountain bike festival is a new mountain bike festival showcasing freeride which is a discipline of mountain biking related to downhill biking and dirt jumping, with a focus on tricks, style, and technical trail features. It is recognised as one of the most popular disciplines within mountain biking. Highline will be the first of its kind in Australia and is likely to attract international riders and significant media attention. The event is held over three days in March on Rifle Butts Road, Mansfield. Expecting 1000 people in year one.	53.819	<ul style="list-style-type: none"> • Event will happen in some capacity if not funded, growth will be slower • Funding will be mainly used for infrastructure and assets. • event that has huge growth potential • The site will also be used for smaller events during the year bringing more people to the Shire. • Private land for three years –with three year option • commitment to work with local suppliers and providers and outlying towns but have not given detail of who or how. • \$25 entry fee for spectators • limited detail on event activation site • marketing plan focused on free PR and minimal spend on social media • Good alignment with Tourism North East, 2020, Ride High Country Annual Marketing Report - 2019/20 • main target audience is from outside Mansfield. • Event date not really in a 'low season' but ideal for the type of event. • Attracting sponsorship - have offered donated goods to girl guides • budget could be more detailed, focused on funding purpose, no detail on how much they are investing themselves, no forecast provided but did provide detail on Crankworx numbers.
Harvest Moon	Delatite Winery	Harvest Moon Festival will be held over three days in May when it is full moon. The event explores air, fire, water and earth, and allows people to reconnect with nature's elements in a regenerative event. Delatite Wines is partnering with a range of local businesses who share the same passion for sustainability, health and wellbeing. Some of the event offerings are music, workshops, yoga, helicoptre rides, balloon rides, food and wine etc. Expected 900 people over 3 days.	51.375	<ul style="list-style-type: none"> • Event will happen in some capacity if not funded, at a later date, growth will be slower • planned to be an annual event • budget run separately to delatite wines • funding will be used for infrastructure, assets, marketing, consultancy. • Very large marketing budget to set up the brand and the high country in general • Promotions for other businesses are built into ticket price to increase economic benefit • Doesn't advise how they plan to grow the event • Continues to strengthen brand of 'food and wine.' Known brand of Delatite Wines is welcomed to further showcase region • Want to cap the numbers to ensure quality • \$100 for one day ticket, additional for certain offerings, free bonfire and music night for locals. • detailed budget provided, detail on how much they are investing, no forecast provided
Jam Fest	Jamieson Community Group	JamFest will be held on one day, bringing together an array of high calibre musicians while showcasing high-quality food, wine and beverage producers from across Mansfield Shire and surrounding High Country. JamFest will be held across multiple sites in Jamieson, with the main entertainment and produce tents on the iconic 'Island', at the confluence of the Jamieson and Goulburn Rivers. The event is focused on the whole family, with the addition of kid's craft, roving street entertainers and music aimed at a younger audience. Expected attendance for year one is 3000 -5000.	48.125	<ul style="list-style-type: none"> • Event won't happen if not funded • Event will be focused on one area, albeit flow on is acknowledged. As far as location (Jamieson) is concerned, how can economic gain be maximised to the greater Mansfield region considering the township itself is quite small with limited businesses • Marketing will encourage visitors to enjoy the area's natural assets by fishing, hunting, camping, hiking and cycling with associated economic value • The event is trying to target multiple appeals. It needs to focus on one and then have the other as complimentary. Broad target audience. • Event run by group of 230 members dedicated to expanding opportunities for positive community engagement and ownership, with appointment of event producer. • Non peak weekend but at a time when Jamieson is at its most beautiful • One day event gives visitors opportunity to explore region/ diversity + enables future development of complimentary offerings • Very detailed budget with forecasted numbers provided although under estimated some of the cost. • Sustainability questioned as driven by a community group's good will. • will collaborate with local transport providers with fee for service • ticket sales drives viability