



9. DRAFT EVENTS STRATEGY

Submitted for the Board's consideration and comment was the proposed draft events strategy.

The following comments were noted:

- Limitations required on the scale and visual impact of (corporate type) advertising and signage
- The strategy should refer to multi culturalism rather than just biculturalism.
- The wording of the strategy document is too verbose and therefore not reader/user friendly.
- The objectives need to be achievable and evaluation processes put in place to effectively measure outcomes.