

# Events and social sustainability

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# Background to presentation

- Introduction
- What are the social impacts of events?
- How can we maximize the positive outcomes?
- Concluding thoughts



# What are social impacts?

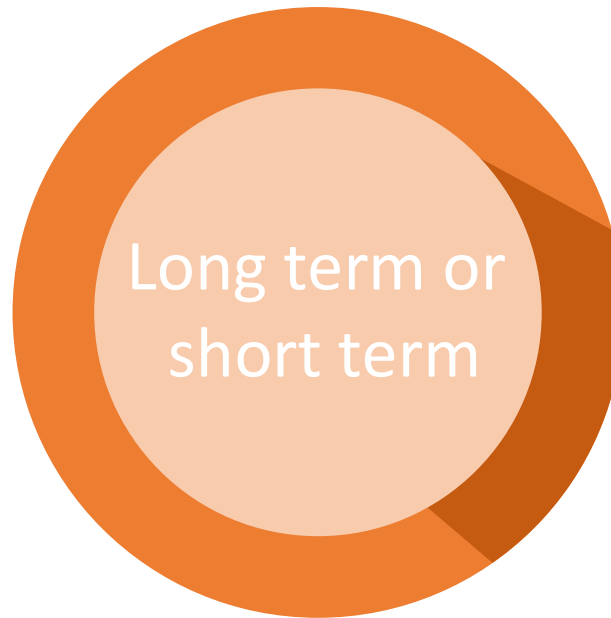
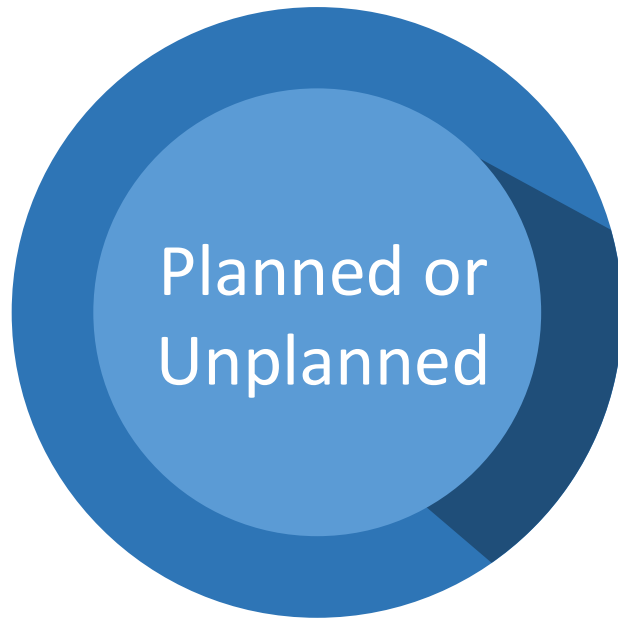
*“any impacts that potentially have an impact on the quality of life for local residents”*

An important part of the Triple Bottom Line, but often undervalued

These impacts can be both **positive** and **negative**



Event impacts can be:





# Social impacts – a summary

## Inconvenience

*Increased traffic, noise & crowding*

## Personal frustration

*Too many visitors, disruption to normal routines*

## Behaviour consequences

*Increased vandalism and anti-social behaviour*

## Community identity and cohesion

*Increased pride in the town, and a positive image of the town*

## Entertainment and socialisation opportunities

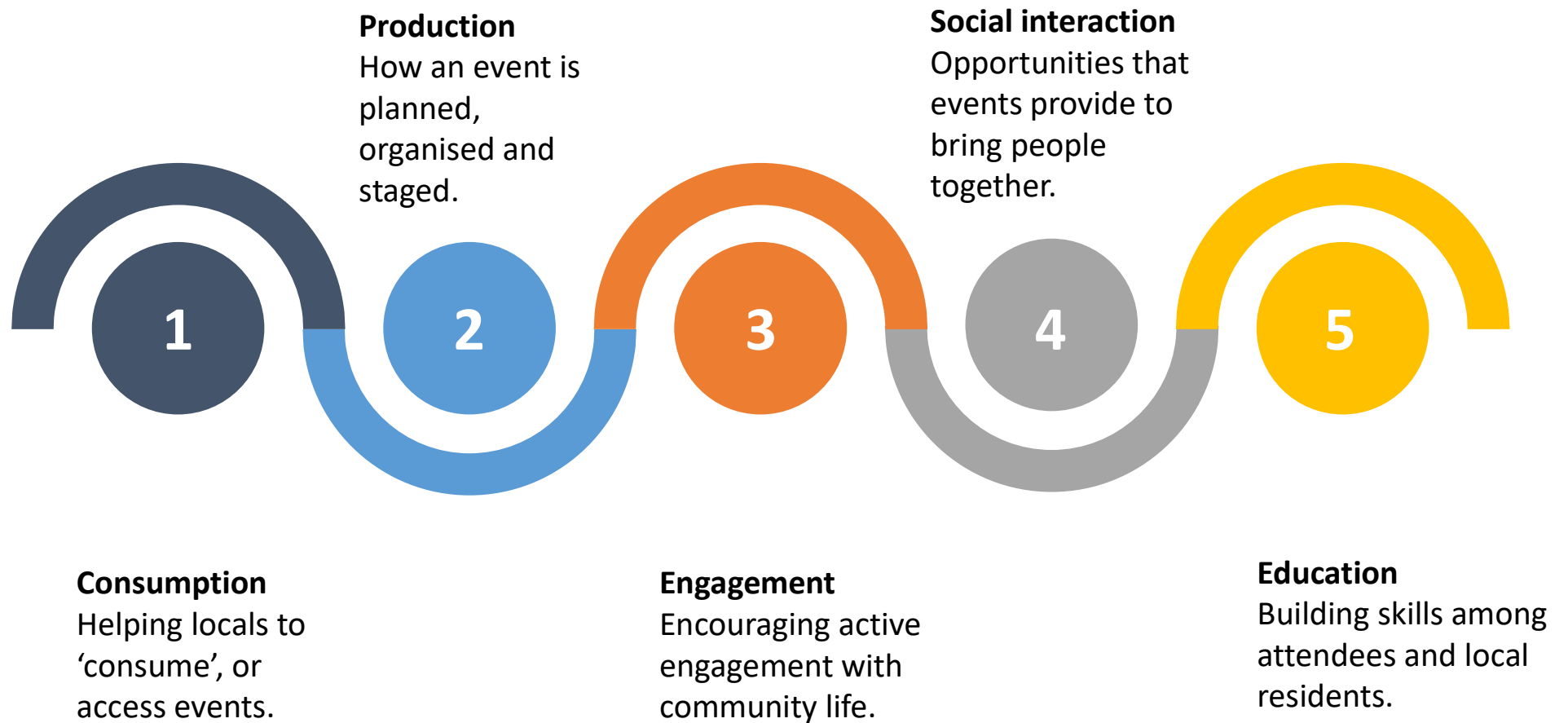
*Meeting new people, sharing a family experience*

## Community growth and development

*Learning new skills, job opportunities*

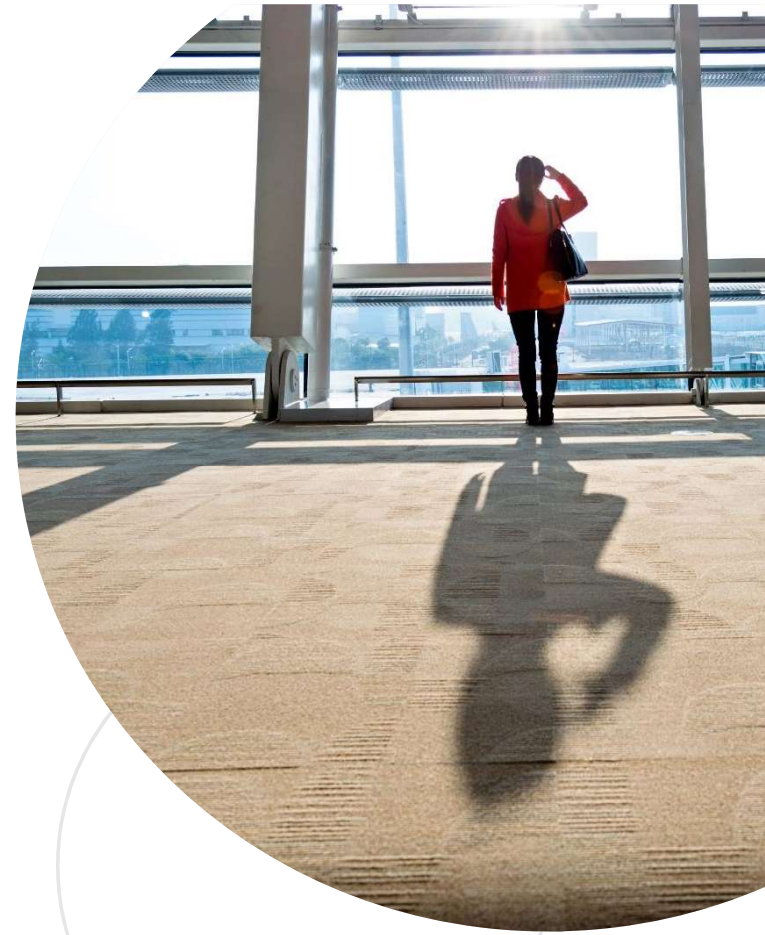


## Maximising the positive outcomes of events for local communities



# Concluding thoughts...

- Events always have impacts on local communities
- We need to minimise the negatives and maximise the positives
- Being thoughtful about our impact on local communities is key



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