

Cases for Event Management and Event Tourism

Questions and answers for analysis

Chapter 11

Q1. What is the history and heritage of Clunes and its people?

Main elements of the history are as a site of the Australian Gold Rush; as an agricultural centre; and as home to the Dja Dja Wurrung people for over 40,000 years

Q2. How has the town of Clunes changed since the Book Festival began?

New shops, cafes and bars; new infrastructure (library, art/cultural hub, home to a private school campus etc); reinvigorated sense of community

Q3. Discuss the definition and phenomenon of 'amenity migrant'

Key element is someone who moves to another country or region seeking a lifestyle change, who potentially brings a different set of attitudes and values to their new hometown/village

Q4. Which community resources might a festival or event might use or contribute to?

Local business, volunteers, community organisations, upskilling/training opportunities

Q5. Consider how the festival can facilitate the development of different kinds of social networks

- ◇ A group of people travel together to attend the Bookfest. [Bonding social capital]
- ◇ The local authority has a stand at the Bookfest so that people can find out more about what services are offered. [Linking social capital]
- ◇ A new resident meets people at the Bookfest that they haven't met before [Bridging social capital]

Q6. What are the potentially negative effects of these social networks in the case of Clunes?

- ◇ Concerns that the town was being 'taken over' by outsiders
- ◇ Creation of a sense of 'us' and 'them'
- ◇ Contestation about the identity of the town

Q7. Understanding of the new social structures and networks within the town

- ◇ Has there been a shift in which group has most local power – amenity migrants or long-term residents?
- ◇ Who are likely to be the best connected, both within the town and also externally – amenity migrants or long-term residents?
- ◇ Who can rely more on their existing business knowledge, skills and networks to enhance their economic prospects – amenity migrants or local residents?