

Faculty of Higher Education

Subject Code	EVF601
Subject Name	Planning and Hosting Festivals
Credit points	6
Study Level	Year 2
Delivery mode	On campus
Location	Melbourne
Prerequisites	None

Subject Coordinator
Dr Effie Steriopoulos
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Subject Overview	<p>This subject provides the foundation knowledge required to understand the challenges associated with planning and hosting festivals. Students will be provided with an introduction to the nature, scope, and benefits of festivals, including their capacity to bring diverse groups together while facilitating close links with host communities. The scope of festivals is relatively broad; for example, festivals can be used to address cultural and societal issues, while the festivalisation component creates immersive attendee and volunteer experiences with positive social impacts. Sizes vary from the festivalisation of major sporting events to minor community events. The subject examines the role of festivals and the challenges faced by festival organisers taking into account the impact on various stakeholders. By undertaking case studies in music, sport, international and local communities, students compile theoretical and practical evidence and provide recommendations in relation to improved festival planning and positive stakeholder impact.</p>
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Learning Outcomes	Explain the challenges associated with the planning and hosting of festivals from various stakeholder perspectives
	Analyse festivalisation and interpret the cultural significance for destinations
	Examine festival design issues in relation to creating immersive experiences
	Compare and contrast festivals and discuss key differences in festival design and the associated implications across a range of festival types
	Discuss the importance of various types of festivals to society and explore their social and cultural impacts and potential opportunities for the development of festivals in the future

Assessments	Details	Weighting
	Report	30%
	Presentation (group assessment)	30%
	Case study report (group assessment)	40%

Graduate Attributes addressed in this subject	Preparedness
	Systematic and coherent body of knowledge
	Cognitive skills to analyse, critique and consolidate knowledge
	Teamwork skills
	Communication skills