Subject Code	EVE709
Subject Name	Major Events: Strategy, Operations and Legacy
Credit points	6
AQF Level	7 (Year 3)
Delivery mode	On campus
Prerequisites	None

Subject Overview	This final semester subject challenges you to plan and deliver a large-scale public event such as a festival, sporting event, or cultural celebration. You will engage with advanced event logistics, safety and risk management, governance, and sustainability. The subject also explores the broader social, cultural, and ethical impacts of major events, including legacy and community engagement. By delivering a major event, you will demonstrate leadership, strategic planning, and the ability to manage complex stakeholder networks. This subject is designed for students who aspire to manage iconic, high-profile events that leave a lasting impact on communities and culture.

Learning Outcomes	Analyse the logistical, safety, and governance challenges of planning large-scale cultural, sporting, or entertainment events.
	Apply and adapt effective risk management, supplier coordination, and crowd management techniques to complex event contexts.
	Synthesise cultural, economic, and community impact data to evaluate the legacy of major events.
	Lead and manage the design, delivery, and evaluation of a major event project, demonstrating strategic oversight and accountability

Assessments	**Indicative assessments**	**Weighting**
	Governance and sustainability audit (group)	15%
	Diagnostic logistics report	35%
	Event delivery (group) and legacy analysis (individual)	50%

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

Additional Information	Approximately 16 additional hours are required for preparation and delivery of the live event.

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