



The Scottish Parliament  
Pàrlamaid na h-Alba

24 March 2023

Dear all,

**"Scotland, The Perfect Stage".**

I wanted to provide you with an update on the work to review the national events strategy, "Scotland, The Perfect Stage".

The Minister for Culture has given a statement, including details of a consultation, which I would encourage you to take part in.

If I can help with anything else, please do let me know.

Yours sincerely,

Siobhian Brown MSP

**Ministerial statement from Neil Gray - 24 March 2023:**

*The Scottish Government has today launched a survey seeking views from anyone with an interest in Scotland's world-class event industry on the review of the national events strategy, Scotland the Perfect Stage. The strategy was first published in response to Scotland's burgeoning potential to be a global leader in the events industry and was last updated in 2015. The event sector has recently experienced a period of unprecedented disruption, presenting a number of challenges and potential opportunities for the sector in Scotland. A refreshed strategy is needed to address these.*

*The survey seeks views on spreading economic benefits, a just transition to net zero, skilled workforce and fair work practices, the wellbeing benefits of events, and measurability and sharing good practice. Boosting equality, promoting diversity and showcasing Scotland on the international stage also sit at the heart of the strategy review. The review's priorities and the survey paper have been developed with representatives from the event sector, public bodies, local authorities and trade unions.*

*The survey will be open for 3 months, closing on 30 June 2023, and can be found at [found at https://consult.gov.scot/culture-tourism-and-major-events/national-event-strategy-review-and-refresh](https://consult.gov.scot/culture-tourism-and-major-events/national-event-strategy-review-and-refresh). In parallel, VisitScotland and the Scottish Government will be undertaking a number of engagement events with stakeholders around Scotland to explore emerging themes in more detail. It will be essential for this work to draw strongly on the knowledge, expertise and experience of those working in and taking part in events, and I would encourage engagement to the greatest extent possible.*

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