Capabilities:

1. Multicultural Event Platform Capabilities

These define what the **system itself** can do for users:

- **Event Organizers:**

  - Register, verify, and submit event listings with images, dates, cultural tags.

  - Manage events (draft → submitted → approved → published).

  - Get feedback from admin moderation.

- **Attendees (Public):**

  - Browse events (filter by c**ategory, date, language, region**).

  - View event details, maps, and organizer contact.

  - Export events to Google/Outlook calendar (ICS file).

  - Report incorrect/misleading information.

- **Admin Moderators:**

  - Approve/reject event submissions.

  - Maintain quality standards and enforce content guidelines.

- ○ Track organizer credibility and complaints.

- **Analytics & Insights:**

  - ○ Track event reach (views, clicks, add-to-calendar).

  - ○ Visualize cultural diversity (events by language/culture).

  - ○ Community engagement dashboards for NT stakeholders.

2. Organizational & Community Capabilities

- **Community Promotion:** Encourage multicultural inclusivity by giving visibility to smaller community events.

- **Partnerships:** Potential collaboration with NT Government, CDU, cultural associations, and tourism bodies.

- **Scalability:** Extend beyond NT to Australia-wide multicultural events.

Business processes of Multicultural Event Platform:

Level 1 – Value stream/ End to end

This is the **major process** of how your platform delivers value to the community.

- **Event Intake & Moderation**:
  - Organizers submit their events on web platform
  - Verify/approve/decline by admin.

- **Event Publishing & Discovery:**-
  - Events go live to webpages
  - Users browse and search for events,
  - Users can filter event posts and also share.

- **Community Engagement & Analytics**:

  - Attendees interact, add to calendars;
  - Organizers institution can promote their business,
  - DA tracks engagement and cultural coverage.

Level 2 – Major Process Groups/Sub-process

(End-to-End Activities)

Here we detail the **major workflows** inside each core process:

1. **Event Intake & Moderation**

   ○ Organizers will register their company & It will be verified by admin.

   ○ Organizers will put their event details as input (title, description, dates, cultural tags, images)

   ○ The event post workflow (draft → submitted → admin review → approved/rejected)

2. **Event Publishing & Discovery**

   ○ Admin will approve and publish events to the platform for user viewing.

   ○ Users will search and filter by category, region, date, language of all events on platform

   ○ User are able to do the map integration and calendar export of the different events post

   ○ User can find out the event detail pages (contact info, cultural notes)

3. **Community Engagement & Analytics**

   ○ Users will interaction post views, add-to-calendar, share event posts

   ○ User can reporting incorrect events or give their review by ratings or comments

   ○ DA will collect the reviews and put them into analytics dashboards (events by culture, attendance trends, region coverage)

- A feedback loop to organizers & stakeholders

Level 3 – Process Tasks (Detailed Activities / Steps)

This is the **workflow detail** level, suitable for BA documentation and tester scenarios.

Organizers Event Submission & Admin Approval

1. Organizer logs in / signs up into the platform (email verification by OTP or social login).

2. The organizer fills event form with title, description, category, cultural tags, date, venue, language, images

3. System validates required for these fields date range, duplicates, content.

4. Organizer submits event → status = *submitted*.

5. Admin receives events in the review queue.

6. Admin checks for accuracy, cultural appropriateness, duplicates.

7. Admin approves (status = *approved*) or rejects with comments.

8. The system notifies the organizer by email.

9. The approved event appears in public listing.

Attendee Discovery & Community Engagement

1. The people open a website.

2. Visitors scroll and filter events by date range, category (e.g., "Social"), language (e.g., "Kriol","English").

3. System queries Database and returns the output as a result and shows it into the platform .

4. Visitors click an event → detail page loads with description + map.

5. Visitors add events to their personal calendar (ICS/Google).
6. Visitors see the reviews and ratings to the posts.

7. Visitors share links on social media.

Analytics Tracking

1. Event view recorded when detail page loads or like and comment by the people.

2. Add-to-calendar click tracked as engagement event.

3. DA dashboard updates weekly metrics: events by culture, organizer contribution, engagement funnel.

Reports shared with NT Government or stakeholders or the event organizers companies.