



**City of Busselton**  
*Geographe Bay*

## **Supplementary Agenda**

***31 July 2019***

ALL INFORMATION AVAILABLE IN VARIOUS FORMATS ON REQUEST

[city@busselton.wa.gov.au](mailto:city@busselton.wa.gov.au)

CITY OF BUSSELTON

LATE ITEMS FOR THE COUNCIL MEETING TO BE HELD ON 31 JULY 2019

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## **17. COMMUNITY AND COMMERCIAL SERVICES REPORT**

### **17.1 CINEFESTOZ MARKETING PROPOSAL**

<b>SUBJECT INDEX:</b>	Events Regional Economic Development Tourism Development Sponsorship & Grant Events, Sponsorship & Grant Applications
<b>STRATEGIC CONTEXT:</b>	<b>Key Goal Area:</b> 4. ECONOMY Diverse, resilient, prosperous <b>Objective:</b> 4.3 Events and unique tourism experiences that attract visitors and investment.
<b>BUSINESS UNIT:</b>	Commercial Services
<b>ACTIVITY UNIT:</b>	Events
<b>REPORTING OFFICER:</b>	Events Coordinator - Peta Tuck
<b>AUTHORISING OFFICER:</b>	Director, Community and Commercial Services - Naomi Searle
<b>VOTING REQUIREMENT:</b>	Simple Majority
<b>ATTACHMENTS:</b>	Nil

#### **PRÉCIS**

The City has received a funding request from CinefestOZ to support the promotion of the 'GO!' film premiere at the 2019 CinefestOZ event. This report outlines the request and recommends funding of \$10,000 plus \$3,000 in kind support be provided to CinefestOZ.

#### **BACKGROUND**

At the Ordinary Meeting of Council on 13 April 2011, Council resolved (C1104/114) to endorse the implementation of a differential rating system whereby properties rated industrial and commercial across the district would directly contribute toward the City's continued support of tourism, marketing and event activities. The City established a dedicated marketing and events budget to receive the proceeds of the differential rate, and a key stakeholders reference group, now known as the 'Marketing and Events Reference Group' (MERG), to make recommendations to Council with respect to the allocation of the marketing and events budget.

At its meeting on 22 June 2011, Council resolved (C1106/201) to introduce a 3% differential rate on industrial and commercial rated properties. This increased over time to 10% in 2016/2017, and is currently 10%.

On 13 December 2017, Council endorsed (C1712/339) the allocation of up to \$75,000 cash and up to \$50,000 in-kind sponsorship to support the making of the 'Go Karts' film (now named 'GO!') in the City of Busselton. This represented an extraordinary marketing opportunity for the City, as Busselton was the setting for the bulk of the film, and was portrayed under its own name. Filming took place in April 2018.

The City has now had confirmation that 'GO!' will be premiered at the 2019 CinefestOZ Film Festival. Given the City's high-profile link with the film, this is an opportunity to create hype around the film and highlight the City as a film-supportive destination.

A proposal has been received from CinefestOZ to engage and include the community, and maximise exposure from the world premiere of 'GO!' to be held on Wednesday 28 August 2019 at the CinefestOZ Film Festival. The proposal includes a request for funding support through the draft 2019/20 marketing budget.

## **STATUTORY ENVIRONMENT**

The officer recommendation supports the general function of a local government under the *Local Government Act 1995* to provide for the good government of persons in its district.

## **RELEVANT PLANS AND POLICIES**

The officer recommendation is in line with the City's Events Policy which provides event organisers with information on the event application and approval process and event sponsorship guidelines.

## **FINANCIAL IMPLICATIONS**

The 2019/20 draft budget includes an allocation of \$993,270 for marketing and events, with a proposed split of \$693,270 for events and \$300,000 for marketing. From the marketing budget, \$180,000 is proposed to be allocated to the airport marketing reserve, leaving a balance of \$120,000 to be applied to marketing initiatives.

Funds are already committed from the \$693,270 events budget for multi-year agreements (including \$120,000 for CinefestOZ) and round 1 of the 2019/20 Events Sponsorship Program, totaling \$664,875 and leaving a total of \$28,395 to be allocated to round 2 of the 2019/20 Events Sponsorship Program. These amounts are indicative, subject to final confirmation of the 2019/20 budget. As in previous years, this amount excludes budgetary allocations for local events such as Leavers Week, administration, and events staffing.

## **LONG-TERM FINANCIAL PLAN IMPLICATIONS**

The marketing and events budget utilises funds generated through the industrial and commercial differential rate, in line with the City's Long Term Financial Plan.

## **STRATEGIC COMMUNITY OBJECTIVES**

The officer recommendation primarily aligns with the following Key Goal Area/s and Community Objective/s of the City of Busselton's Strategic Community Plan 2017:

Key Goal Area 4: Economy: Diverse, Robust, Prosperous

Community Objective: 4.3: Events and unique tourism experiences that aid in attracting visitors and investment.

## **RISK ASSESSMENT**

The officer recommendation does not introduce any risks identified as being of a high or medium level.

## **CONSULTATION**

Consultation has been undertaken with MERG members, comprising representatives of the Busselton and Dunsborough Yallingup Chambers of Commerce and Industry, Margaret River Busselton Tourism Association (MRBTA), Busselton Jetty Inc. and the City of Busselton. Out of session communications took place where members indicated their support for the CinefestOZ funding request.

## OFFICER COMMENT

Supporting the development and attraction of new events throughout the year, the City's Events Sponsorship Program promotes the City of Busselton as an attractive event tourism destination for a range of events. The City has received a funding request from CinefestOZ, as outlined below. The proposal is centred around two requests:

1. Street Go-Kart takeover: held on Wednesday 28 August 2019 and timed with the opening night and film premiere, this is a special event for the community and CinefestOZ patrons, promoting the 'GO!' movie and its connection with Busselton, namely the display of several go-karts in the porte cochère at the City Administration building, followed by an on-road simulated race from the Administration building around Victoria Square, ending with a public display at Victoria Square. To facilitate this, CinefestOZ has requested assistance with traffic management, use of the City's grandstands for spectator viewing, use of the City's dais (normally used for ANZAC Day) as a commentary platform, and event management assistance by the City Events team. Cost to the City in staffing and traffic management is estimated at \$3,000.
2. 'GO!' Media partnership with Channel Nine and 6PR: to facilitate a media partnership with Nine and 6PR to further promote the movie and the City of Busselton through significant local, statewide and national exposure above and beyond what the Festival already brings. This represents an opportunity to build the hype around the movie and to promote the City of Busselton to a wider audience as a tourism destination, but also to highlight the City's connection and participation with the film industry. The proposed media partnership consists of the following:
  - 6PR major competition promotion in the lead up to CinefestOZ, including specific advertisements;
  - 6PR outside broadcast from the Festival hub on Wednesday 28 August 2019 with 3-5 minute interview with City of Busselton spokesperson;
  - Interview with Matt Lewis, South West Development Commission, about Busselton and the South West being film friendly destinations;
  - Nine Sydney coverage of Sydney launch on 5 July 2019;
  - Nine Perth coverage of Perth launch on 25 July 2019 and full Festival program going live, with Festival films and stars revealed;
  - Nine identity as commentator at the City's go-kart activity and red carpet action;
  - Nine television coverage of Busselton's Opening Night and Gala Night, with Busselton focus;
  - 'Destination WA' and 'Getaway' story on Busselton, to include Busselton Jetty and other attractions, highlighting CinefestOZ and Busselton Jetty as recent winners of the Australian Tourism Awards;
  - High-profile identity as master of ceremonies for Film Prize Gala Night
  - Any syndication activities that enable the Festival and the City of Busselton to be seen outside of Western Australia;
  - The request is a \$10,000 cash contribution.

## CONCLUSION

MERG has been assigned by Council to make recommendations on the way in which funds raised through the industrial and commercial differential rate for the purposes of events and marketing are allocated. This report contains recommendations, which if endorsed by Council, will result in the continuation of high quality events being held within the region, supported by successful marketing promotions. All recommendations support Council's vision of being recognised as the 'Events Capital WA'.

**OPTIONS**

Council may choose not to support the recommendations made by MERG and resolve not to endorse part or all of the recommendations.

**TIMELINE FOR IMPLEMENTATION OF OFFICER RECOMMENDATION**

Following Council's decision, the outcomes will be communicated to MERG members and relevant event marketing bodies for their information and implemented where required.

**OFFICER RECOMMENDATION**

That the Council:

1. Endorses the allocation of up to \$3,000 in-kind support towards the CinefestOZ Street Go-Kart Takeover event to promote the premiere of the feature film 'GO!' at CinefestOZ 2019, to be funded from the draft 2019/20 marketing budget; and
2. Endorses the allocation of \$10,000 cash towards the CinefestOZ 'GO!' media partnership, to be funded from the draft 2019/20 marketing budget.

**20. CONFIDENTIAL REPORTS**

The reports listed below are of a confidential nature, in accordance with section 5.23(2) of the *Local Government Act 1995*. These reports have been provided to Councillors, the Chief Executive Officer and Directors only.

**RECOMMENDATION**

That the meeting is closed to members of the public to discuss the following items which are confidential for the reasons as shown.

**20.1 FUNDING OFFER**

This report contains information of a confidential nature in accordance with Section 5.23(2)(c) of the *Local Government Act 1995*, as it contains information relating to a contract entered into, or which may be entered into, by the local government and which relates to a matter to be discussed at the meeting.