



**City of Busselton**  
*Geographe Bay*

**Late Items**

**Council Agenda**

***24 October 2018***

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 24 OCTOBER 2018

TABLE OF CONTENTS

<b>ITEM NO.</b>	<b>SUBJECT</b>	<b>PAGE NO.</b>
<b>15.</b>	<b>COMMUNITY AND COMMERCIAL SERVICES REPORT .....</b>	<b>3</b>
15.2	MERG OUTCOMES .....	3

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

### **15.2 MERG OUTCOMES**

<b>SUBJECT INDEX:</b>	Events
<b>STRATEGIC OBJECTIVE:</b>	Attractive parks and open spaces that create opportunities for people to come together, socialise and enjoy a range of activities.
<b>BUSINESS UNIT:</b>	Commercial Services
<b>ACTIVITY UNIT:</b>	Commercial Services
<b>REPORTING OFFICER:</b>	Events Coordinator - Peta Tuck
<b>AUTHORISING OFFICER:</b>	Director, Community and Commercial Services - Cliff Frewing
<b>VOTING REQUIREMENT:</b>	Simple Majority
<b>ATTACHMENTS:</b>	Nil

#### **PRÉCIS**

A meeting of the Marketing and Events Reference Group (MERG) was held on Monday 15 October 2018. This report presents the recommendations from this meeting.

#### **BACKGROUND**

The total Marketing and Events Budget for 2018/2019 is \$977,682. This excludes budget allocations for local events such as Leavers Week as well as administration and events staffing etc.

Since the last MERG meeting held on 18 May 2018, 21 events have been held. Some of the major events of that period include Jazz by the Bay, Winter Jumping Festival, Down South MTB Festival, South West Mudfest, Cabin Fever Festival, City to Surf, Busselton Pedal Prix, CinefestOZ, Great Moscow Circus, Busselton Marathon (Spring Running Festival), Australian Women's Masters Hockey Championships and the Yalambi Spring Jumping Classic.

A meeting of MERG was held on Monday 15 October 2018, with the following key matters presented at the meeting:

- Update on events held since the last meeting and upcoming major events;
- Tabling of economic impact data for sponsored events held 2017/18;
- Applications from the 2018/2019 Round 2 Event Sponsorship Program;
- Application for funding for the 2020 Australian Tennis Seniors Tournament; and
- Consideration for funding to be allocated to City run events utilizing the Foreshore stage and amphitheatre.

This report provides recommendations on the proposed funding allocations for the above points.

#### **STATUTORY ENVIRONMENT**

Nil

#### **RELEVANT PLANS AND POLICIES**

The recommendations are in line with Council policies.

## **FINANCIAL IMPLICATIONS**

At the 25 July 2018 Council meeting, Council resolved (C1807/138) to include an allocation of \$964,221 in the 2018/19 Marketing and Events Budget, with a split of \$664,221 for events and \$300,000 for marketing. At the end of 2017/18 an allocation of \$13,461 was unspent from the Events Budget, and Council resolved to allocate the funds to the 2018/19 Events Budget, bringing the total to \$677,682.

Of the \$300,000 allocated to the 2018/19 Marketing Budget, \$97,245 is allocated to the Airport Marketing Reserve, leaving a balance of \$202,755 to be applied to marketing initiatives in the 2018/19 financial year.

Funds committed from the 2018/19 Events Budget for Multi-Year Event Agreements and Round 1 of the 2018/19 Events Sponsorship Program total \$627,875, leaving \$49,807 remaining in the 2018/19 Events Budget.

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

The Marketing and Events Budget utilises funds generated through the differential rate, are in line with the City's Long Term Financial Plan.

## **STRATEGIC COMMUNITY OBJECTIVES**

This matter principally aligns with Key Goal Area 2 – 'Place and Spaces' and more specifically Community Objective 2.2 'Attractive parks and open spaces that create opportunities for people to come together, socialise and enjoy a range of activities'.

## **RISK ASSESSMENT**

Following an assessment of the potential implications, there are no risks assessed as being medium or greater associated with the Officer Recommendation.

## **CONSULTATION**

Consultation has been undertaken with members of MERG, consisting of representatives from the Busselton and Dunsborough Yallingup Chamber of Commerce and Industry, Margaret River Busselton Tourism Association, Busselton Jetty Inc. and the City of Busselton. The South West Development Commission and Australia South West are also consulted on relevant matters.

## **OFFICER COMMENT**

MERG has been established with a Terms of Reference which guide the operations of the group and an Events Sponsorship Programme has been developed.

Supporting the development and attraction of new events throughout the year, the Events Sponsorship Programme promotes the City of Busselton as an attractive event tourism destination for a range of events.

### **Round 2 Event Sponsorship Programme 2018/19**

Advertising for Round 2 of the 2018/19 Event Sponsorship Programme opened on 1 September 2018, closing 28 September 2018. A total of seven applications were received, requesting a total of \$143,488 in funding. There is currently \$49,807 remaining in the 2018/19 Events Budget.

Additionally, there was one application for funding received from the Busselton Tennis Club for the National Tennis Seniors Tournament to be held in January 2020. This is to be considered for funding through the 2019/2020 Events Budget.

The events team evaluated all funding applications, applying the terms of reference funding guidelines of economic impact; strategic alliance to off-peak and cultural events; destination tourism; social benefits; and environmental impact. An overall score out of 100 was allocated and funding recommendations are based on the resulting scores.

MERG members discussed each application and made recommendation for funding through the 2018/19 Marketing and Events Budget:

#### **Applications for funding through 2018/19 Events Budget**

<b>Event</b>	<b>Requested</b>	<b>Officer Recommendation</b>
Festival of Busselton	\$8,000	\$8,000
Australian Police Bowling Championships	\$3,000	\$3,000
2019 Yalambi Showjumping Classic	\$5,000	\$2000
Sunsmart Busselton Festival of Triathlon – Volunteers Program	\$15,000	\$9,500
Australian Big Wave Awards	\$100,000 + in-kind venue	\$10,000 (includes \$1k in-kind Undalup Room hire)
Busselton Pride 2019	\$5,000 + in-kind road closure	\$4,500 (includes \$500 in-kind road closure)
Between the Lines Youth Literary Festival	\$7,488 + in-kind venue hire	\$2,850 (\$350 in-kind YCAB hire)
<b>TOTALS</b>	<b>\$143,488</b>	<b>\$39,850</b>

Officers recommend a total of \$39,850 be allocated in Round 2 to be funded through the 2018/19 Events Budget, leaving a total of \$9,957 remaining in the budget and it is proposed that this allocated towards the funding of a minimum of four foreshore sundowner events.

MERG members recommended the following conditions be included in the funding agreements:

Australian Big Wave Awards:

1. The event is to confirm by 1 March 2019 that the event organisers:
  - have been successful in obtaining a minimum of \$40,000 sponsorship from sources other than the City of Busselton; and
  - confirmation of booked attendances by competition entrants and event attendees must be provided, including number of confirmed participants from outside the region.
2. Sponsorship monies will not be paid until the above information is received.
3. Conditions/KPI's to be circulated with MERG members prior to approving the funding.

Additionally, members would like the following suggestions/comments forwarded to event organisers:

**Festival of Busselton:**

Consider holding event, similar to Petticoat Lane every Thursday during January and/or a similar event to Hannay Lane in Dunsborough. Additional funding is one off, not to be expected in future years.

**Foreshore Sundowners:**

Sundowners to include a diverse range of music, consider Sunday and Friday events, a minimum of four events to be held during the summer months (December/January).

**Proposals for the 2018/19 Marketing Fund**

There were four proposals received for allocation of funding through the 2018/19 Marketing Budget. A small grant funding applications report was tabled to be discussed and considered by the group.

The report proposes consideration of four marketing opportunities:

- Visit by Chinese media personality Meng Fei;
- Contribution to West Tech Fest;
- Busselton Jetty – Marketing campaign; and
- MRBTA – Video and photography project

**Visit by Chinese media personality Meng Fei**

The proposal is to bring well known Chinese media personality Meng Fei to Busselton for a promotional visit with a view to exposing the Chinese tourist market to attractions within the City of Busselton. Meng Fei currently has over \$32.4 million followers on Weibo (Chinese equivalent of Twitter) which would provide huge exposure to Busselton and the region.

Southern China Airlines have offered a discount of between 15-40 per cent on all flight costs. The cost (approximately \$20,000) would be shared between Australias South West (ASW), Busselton Jetty Inc, Margaret River Busselton Tourism Association (MRBTA), South West Development Commission (SWDC) and the City of Busselton.

The City's share of costs would be no more than \$5,000.

**Contribution to West Tech Fest**

This proposal has been received from SWDC. West Tech Fest is a week-long innovation festival featuring a line-up of global founders, capitalists, CEO's and tech industry visionaries. The event is being co-ordinated by Curtin University and events are being held at Rottneest, Geraldton and Abrolhos Islands and in the South West.

The event is scheduled to be held 3-9 December 2018. The aim will be to have local investors with pitch ready projects to demonstrate investment opportunities within the region.

SWDC is seeking a \$2,500 contribution from the City of Busselton.

**Busselton Jetty Inc. – Marketing Campaign**

Busselton Jetty Inc is seeking a \$25,000 contribution from MERG marketing fund to match the Busselton Jetty's contribution of \$25,000 (and approx. \$15,000 in-kind project management and marketing staff) to develop a digital campaign focusing on promotion of the Busselton Jetty and foreshore.

The campaign will primarily target the South East Asia international travellers and interstate travel and to promote the ongoing development growth of the City as a desirable place to visit and live.

### **MRBTA – Video / Photography Project**

MRBTA is creating five one minute films, one each for Busselton, Dunsborough, Margaret River and Augusta – and a combined one for the region as a whole. The location specific films will be aimed at the Perth domestic market with the combined film aimed to target interstate and international audiences, combining footage from all locations.

The total budget for the video project is approximately \$50,000. Augusta Margaret River Shire has committed \$10,000 and MRBTA is seeking a similar contribution from the City of Busselton (via MERG) to match this amount with a further \$10,000

MRBTA is seeking an additional \$3,000 to assist with boosting the image library for Busselton, Dunsborough, Yallingup in a two day photo shoot of the region.

These projects would allow the City of Busselton, Chambers and members (including Busselton Jetty Inc.) to use photos and video in any capacity they wish for positive promotion of the region.

Of the \$300,000 allocated to the 2018/19 Marketing Budget, an amount of \$202,755 has been applied to marketing initiatives in the financial year.

MERG makes the recommendation to Council to allocate the following, to be funded through the 2018/2019 Marketing Budget:

- A maximum contribution of \$5,000 towards a promotional visit by Chinese media personality Meng Fei;
- A contribution of \$2,000 to the West Tech Fest conference through the SWDC;
- A contribution of \$25,000 for Busselton Jetty Inc. for development of a digital marketing campaign for promotion of the Busselton Jetty and foreshore to the international and interstate market ; and
- A contribution of \$13,000 for MRBTA for the development of Busselton & Dunsborough specific video footage and stills photography.

Due to the potential synergies with the Busselton Jetty Inc and MRBTA proposals, the group recommend the following:

- That the BJI work with the MRBTA to develop the creative assets for their marketing campaign, to ensure that best value can be achieved and that all video footage can be used by the City, BJI, MRBTA and Busselton Chamber of Commerce and Industry for the future promotion of Busselton.

### **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 the recommendations made at the 15 October 2018 meeting, 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 all members of MERG and relevant event organisers for their information and implemented where required.

**OFFICER RECOMMENDATION**

That Council;

1. As part of Round 2 of the 2018/19 Events Sponsorship Programme endorses the funding allocation towards the following events, to be funded from the 2018/19 Events Budget:

<b>Event</b>	<b>Requested</b>	<b>Officer Recommendation</b>
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<b>TOTALS</b>	<b>\$143,488</b>	<b>\$39,850</b>

2. Endorses the allocation of \$9,957 towards the funding of a minimum of four foreshore sundowner events, to be funded through the 2018/19 Events Budget.
3. Endorses the allocation of \$25,000 to the Busselton Tennis Club for the 2020 Australian Tennis Seniors Tournament, to be funded through the 2019/20 Events Budget.
4. Endorses the allocation of the following, to be funded through the 2018/2019 Marketing Budget:
  - A maximum contribution of \$5,000 towards a promotional visit by Chinese media personality Meng Fei;
  - A contribution of \$2,000 to the West Tech Fest conference through the SWDC;
  - A contribution of \$25,000 for Busselton Jetty Inc. for development of a digital marketing campaign for promotion of the Busselton Jetty and foreshore to the international and interstate market;
  - A contribution of \$13,000 for MRBTA for the development of Busselton & Dunsborough specific video footage and stills photography; and



- In relation to the contributions to Busselton Jetty Inc and the MRBTA for video, film and photography work, that the BJI work with the MRBTA to develop the creative assets for their marketing campaign, to ensure that best value can be achieved and that all video footage can be used by the City, BJI, MRBTA and Busselton Chamber of Commerce and Industry for the future promotion of Busselton.