



Media Update - July 21 2014

The purpose of this update is to inform all Councillors and Staff of media queries, responses and media releases before they appear in the media.

Should you have any queries, please email medialiaison@albany.wa.gov.au.

Media query: Albany Advertiser (Toyah Shakespeare)

Issue: Albany Agricultural Society's involvement in the Centennial Park Sporting Precinct project.

Questions and response:

Sorry for sending the query on Friday, I hadn't realised people would have the day off.

- 1) *What happened at the meeting on Monday between the Albany Agricultural Society and the City of Albany and what outcomes were reached?*
- 2) *After Tuesday night's council meeting, what happens next negotiations between the two parties?*
- 3) *Will the City progress with the project without the approval of the Ag Society?*

My deadline is Monday morning, however, 11am is ok to send through the response if that gives everyone more time.

To be attributed to CEO Graham Foster

Monday's meeting was positive and I believe both parties were left with a better understanding of each other's position.

The City reassured the Albany Agricultural Society that we are, and have always been, committed to the annual agricultural show being held in the Centennial Park precinct. No suggestion has ever been made otherwise.

A Council position is required to provide clear direction in this matter by 31 July 2014, to mitigate the risk of a) compromising sporting and community expectations and functionality of the site as per the adopted Master Plan, and b) Breach of Contract with funding bodies and possible loss of significant funding through the extension of the design development stage, which will affect the ability to meet construction milestone outcomes in the funding contracts.

Media query: ABC Great Southern (Andrew Collins)

Issue: Council consideration of Clipper

Response (based on Council agenda):

The City of Albany successfully hosted the Clipper Round the World Yacht Race in late November 2013.

The event attracted 332 sailors, 22 event management personnel and generated significant positive feedback and goodwill from the local community.

It also attracted strong economic benefit, as highlighted in a post-event independent economic assessment.

The independent economic benefit analysis does not include media value estimates. The Clipper event organisers supplied a media evaluation summary of Leg 3 including the stopover in Albany.

The Clipper report states 367 news items were published reaching a cumulative audience of 192 million people, an advertising equivalent value of \$AUD3.5m, and a PR value of \$AUD10.6m for the period.

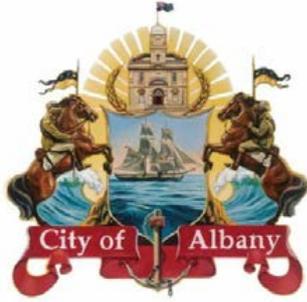
While the scale of these claims could be debated, it is acknowledged that the Clipper Race is a major generator of international media attention for participants including the host port destinations.

On Tuesday July 22 Council will consider whether it wants to:

ENDORSE the City of Albany entering into final contract negotiations with Clipper for the 2015 event host port rights as recommended in the confidential report attachment; and

AUTHORISE the CEO to seek grant funding from potential local and regional partners to reduce the total cost of the Host Port offer to the City; and

NOTE that if approved funding will be allocated in the 2015/16 financial year budget.



Media release

Office: 102 North Road, Yakamia
Postal: PO Box 484, ALBANY WA 6331
Phone: (08) 9841 9333
Fax: (08) 9841 4099
Record No: REL042/MR

Date Issued: 21 July 2014

Authorised by: DENNIS WELLINGTON, MAYOR

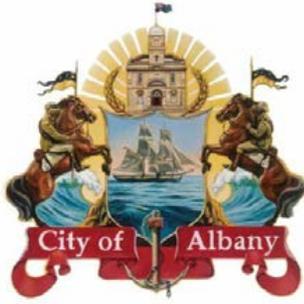
Statement from Mayor Dennis Wellington

Like all Australians, I was horrified to learn of last week's crash involving Malaysia Airlines flight MH17.

That such a disaster could happen as a result of an apparently deliberate act is made all the more shocking and heartbreaking by the fact that two loved and respected members of the Albany community have been lost.

On behalf of all City of Albany staff, Councillors and the Albany community, I wish to extend my most sincere and deepest sympathy to the family and friends of Arjen and Yvonne Ryder, and the families of all the victims involved.

END



Media alert

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MEDIA ALERT: Activation of Albany Town Hall bells

Albany Town Hall's clock chimes are scheduled to be switched on tomorrow July 22 for the first time since the early 1980s.

Media and members of the community are invited to a short informal ceremony at 8:45am, in time for the bells to chime at 9am.

Time: 8:45am

Date: Tuesday, July 22

Place: Albany Town Hall steps

END