



AGENDA

ECONOMIC DEVELOPMENT COMMITTEE

1 March 2016

6.45pm

City of Albany Council Chambers

**CITY OF ALBANY
COMMUNITY STRATEGIC PLAN (ALBANY 2023)**

VISION

Western Australia's most sought after and unique regional city to live, work and visit.

VALUES

All Councillors, Staff and Volunteers at the City of Albany will be...

Focused: on community outcomes

This means we will listen and pay attention to our community. We will consult widely and set clear direction for action. We will do what we say we will do to ensure that if it's good for Albany, we get it done.

United: by working and learning together

This means we will work as a team, sharing knowledge and skills. We will build strong relationships internally and externally through effective communication. We will support people to help them reach their full potential by encouraging loyalty, trust, innovation and high performance.

Accountable: for our actions

This means we will act professionally using resources responsibly; (people, skills and physical assets as well as money). We will be fair and consistent when allocating these resources and look for opportunities to work jointly with other directorates and with our partners. We will commit to a culture of continuous improvement.

Proud: of our people and our community

This means we will earn respect and build trust between ourselves, and the residents of Albany through the honesty of what we say and do and in what we achieve together. We will be transparent in our decision making and committed to serving the diverse needs of the community while recognising we can't be all things to all people.

TERMS OF REFERENCE

(1) Function:

The Economic Development Committee is responsible for:

- (a) Considering and recommending to Council ways to strengthen the local Albany economy; and
- (b) Delivering the following Smart, Prosperous and Growing Objectives contained in the City of Albany Strategic Plan:
 - (i) To foster links between education, training and employment that support economic development.
 - (ii) To strengthen our region's economic based.
 - (iii) To develop and promote Albany as a unique and sought after visitor destination.

(2) It will achieve this by:

- (a) Developing policies and strategies;
- (b) Establishing ways to measure progress;
- (c) Receiving progress reports;
- (d) Considering officer advice;
- (e) Debating topical issues;
- (f) Providing advice on effective ways to engage and report progress to the Community; and
- (g) Making recommendations to Council.

(3) Chairperson: Councillor Hollingworth

(4) Membership: All Elected Members

(5) Meeting Schedule: As required

(6) Meeting Location: Council Chambers

(7) Executive Officers: Executive Director of Economic Development and Commercial Services

(8) Delegated Authority: The Committee does not have delegated authority from Council.

TABLE OF CONTENTS

	Details	Pg#
1.	DECLARATION OF OPENING	4
2.	PRAYER AND ACKNOWLEDGEMENT OF TRADITIONAL LAND OWNERS	4
3.	RECORD OF APOLOGIES AND LEAVE OF ABSENCE	4
4.	DISCLOSURES OF INTEREST	5
5.	RESPONSE TO PREVIOUS PUBLIC QUESTIONS TAKEN ON NOTICE	5
6.	PUBLIC QUESTION TIME	5
7.	PETITIONS AND DEPUTATIONS	5
8.	CONFIRMATION OF MINUTES	5
9.	PRESENTATIONS	5
	BLUE PRINT AND OTHER STRATEGIC OPPORTUNITIES FOR THE GREAT SOUTHERN	
	EXTENDED TRADING HOURS	
10.	UNRESOLVED BUSINESS FROM PREVIOUS MEETINGS	5
11.	OFFICER REPORTS	5
	Economic Development Committee	
ED030	CLIPPER ROUND THE WORLD YACHT RACE EVENT 2015 – POST EVENT EVALUATION REPORT	6 -12
12.	NEW BUSINESS OF AN URGENT NATURE INTRODUCED BY DECISION OF THE COMMITTEE	13
13.	MEETING CLOSED TO PUBLIC	13
14.	NEXT MEETING DATE	13
15.	CLOSURE OF MEETING	13

1. DECLARATION OF OPENING

2. PRAYER AND ACKNOWLEDGEMENT OF TRADITIONAL LAND OWNERS

“Heavenly Father, we thank you for the peace and beauty of this area. Direct and prosper the deliberations of this Council for the advancement of the City and the welfare of its people. Amen.”

“We would like to acknowledge the Noongar people who are the Traditional Custodians of the Land.

We would also like to pay respect to Elders both past and present”.

3. RECORD OF APOLOGIES AND LEAVE OF ABSENCE

Mayor

D Wellington

Councillors:

Member

B Hollingworth (Chair)

Member

R Hammond (Deputy Chair)

Member

A Goode JP

Member

G Stocks

Member

S Smith

Member

C Dowling

Member

R Sutton

Member

J Shanahun

Member

J Price

Member

P Terry

Staff:

Chief Executive Officer

A Sharpe

Executive Director Economic Development
and Commercial Services

C Woods

Manager Tourism Development Services

M Bird

Minutes

C Crane

Apologies:

4. DISCLOSURES OF INTEREST

Name	Committee/Report Item Number	Nature of Interest

5. RESPONSE TO PREVIOUS PUBLIC QUESTIONS TAKEN ON NOTICE

6. PUBLIC QUESTION TIME

7. PETITIONS AND DEPUTATIONS

8. CONFIRMATION OF MINUTES

DRAFT MOTION

THAT the minutes of the Economic Development Committee Meeting held on 2 February 2016, as previously distributed, be CONFIRMED as a true and accurate record of proceedings.

9. PRESENTATIONS

Blue print and strategic opportunities for the Great Southern– B Manning, CEO, Great Southern Development Commission
Extended Trading Hours – M Bird, Manager Tourism Development Services

10. UNRESOLVED BUSINESS FROM PREVIOUS MEETINGS

11. OFFICER REPORTS

**ED030: CLIPPER ROUND THE WORLD YACHT RACE EVENT 2015 –
POST EVENT EVALUATION REPORT**

Proponent : City of Albany
Attachments: Clipper Itinerary Poster
Report Prepared By : Manager Tourism Development Services (M Bird)
Responsible Officer(s) : Executive Director Community Services (C Woods)

Responsible Officer's Signature:



STRATEGIC IMPLICATIONS

1. This strategy directly relates to the following elements from the Community Strategic Plan – Albany 2023 and the Corporate Business Plan 2014-2018.
 - a. **Key Theme: 1.** Smart Prosperous and Growing.
 - b. **Strategic Objective: 1.2** To strengthen our region's economic base.

Strategic Objective 1.3 To develop and promote Albany as a unique and sought after destination.
 - c. **Strategy 1.2.2.** Strengthen our economy by support by supporting business innovation and diversity

Strategy 1.3.1. Encourage, support and deliver significant events that promote our region.

Strategy 1.3.2. Promote the Albany region as a sought after and iconic tourism destination.

In Brief:

- Accept the City of Albany Officer post event evaluation report for the 2015 Clipper Round the World Yacht Race host port event.
- 91% of local business surveyed supported the City hosting events such as Clipper.

RECOMMENDATIONS

ED030: RESPONSIBLE OFFICER RECOMMENDATION

THAT the City of Albany Post Event Evaluation Report for the destination hosting of the Clipper Round the World Yacht Race be RECEIVED.

BACKGROUND

2. The City of Albany successfully hosted the Clipper Round the World Yacht Race (Clipper) in November 2015.
3. Albany Council approved entering into the host port contract for the 2015 Clipper Round the World Yacht Race at the July 2014 OCM.
4. The 2015 Clipper Host Port bid event budget endorsed by Council assumed significant partner contributions with major support from Tourism Western Australia (Events).
5. The 2015 event attracted 340 sailors, 17 event management personnel and generated significant positive feedback and goodwill from the local business community.

DISCUSSION

6. The Clipper yachts and crew arrived into Albany from Monday 23 November with the race restart undertaken on Tuesday 1 December 2015. Clipper Ventures event management team arrived into Albany from 18 November and departed 3 December 2015.
7. The City worked with local community and sporting groups to develop an active program of events. In addition to the City's Crew Welcome function other program events included; local Touch Rugby match; Row Off with Albany Rowing Club; School group yacht visits; Albany Boat Shed Markets and Sundowner event; Try Sailing event by Princess Royal Sailing Club; Twilight Markets at Albany Town Square; Clipper Race Movie showing at Albany Town Hall; plus Clipper Race events including Parade of Sail and Race Restart. See attachment 1 Albany Clipper Program poster.
8. The City encouraged, partnered and supported where required local business involvement in the Clipper event and City contract deliverables. Local partner businesses included White Star Hotel, Due South Tavern, Albany Boat Shed Markets, Albany Agricultural Society, Princess Royal Sailing Club and a number of local hospitality providers.
9. The City also implemented a local communication program to inform local business and community pre event. This included media releases to local media, local radio segments, promotion via the City's regular newspaper community information pages, inclusion in Visitor Centre "What's On" newsletter and Amazing Albany local industry email newsletters distributed to industry databases, advertising of community program in local newspapers, inclusion in ACCI newsletter and Amazing Albany social media platforms. Advertising and communication of extended temporary retail trading hours for the Sunday were also implemented as per normal procedures.
10. The City has prepared a post event evaluation report. The report scored the event across 7 variables. The City conducted post event surveys of local Albany businesses in order to consistently measure these variables.
11. The event assessment methodology used by the City has been custom developed in-house to measure an event's impact across economic value, job creation, destination promotion, strategic fit with City objectives, social and community benefits.

12. A summary of these results is included below and only covers the 9 day period 23 November to 1 December period;
- 1) Total Number of Clipper Visitors; 398
 - a. 340 Clipper crew
 - b. 17 event administration and officials
 - c. 41 crew family and friends
 - 2) Economic Value; \$ total direct visitor spend
 - a. Total direct expenditure for the event is estimated at \$874,520 made up from \$692,520 attendee spend (398 visitors multiplied by average stay of 6 nights multiplied by \$290 per day) plus \$182,000 in organisation spend from Clipper Ventures for the 18 November to 3 December period on site in Albany. This spend is estimated from post event surveys and Clipper crew data and excludes travel to and from Albany.
 - b. Known City business units direct measurable benefit received was \$7,578 via the Albany Visitor Centre (accommodation and tour booking commission and retail sales). An unmeasured economic benefit was received by the Albany Airport and National Anzac Centre due to increased patronage over the event period.
 - c. ROI assessment of 5.4:1; \$162,463 City investment generated an estimated \$874,520 on direct visitor and event spend.
 - 3) Jobs Created; The following is estimated using the City of Albany "economy.id" event impact calculator tool
 - a. Using the economy.id event impact calculator tool the event was assessed as delivering medium level employment to the destination.
 - 4) Media/PR Value;
 - a. Event assessed as significant media/PR value for the Albany destination. The Clipper Race is a major generator of international media attention for participants including the host port destinations.
 - 5) Strategic Fit;
 - a. Event assessed as very strong strategic fit against City of Albany "smart prosperous and growing" and events strategy objectives. The use of Albany's unique water based assets such as King George Sound and activation of the Albany Waterfront Marina is a major strength of the Clipper event for Albany.
 - 6) Timing;
 - a. Good timing as Event was staged in shoulder month visitor period and outside of school holidays.
 - 7) Social Value;
 - a. Event assessed as medium in terms of level of social value, level of local community engagement.
13. The event was assessed as being economically successful delivering a good ROI on the initial \$162,463 host city investment and generating an estimated \$874,000 into the local economy in a typically shoulder visitor period.
14. The net financial contribution by the City of Albany to host the event was \$162,463. This was larger than initially forecast and reflects the unsuccessful funding application to Tourism Western Australia and Landcorp assumed in the original budget.

15. The major beneficiaries of the 2015 Clipper event were local accommodation, hospitality, visitor attractions, tour operators, shopping, the Albany Visitor Centre, supermarkets and retail businesses. Other non-tourism based beneficiaries included the Albany Maritime Foundation, Albany Boat Shed Markets, Princess Royal Sailing Club, Albany Agricultural Society, fuel providers and yacht and sail repair services.
16. Significant support was provided by local agency partners the Department of Transport (Albany Waterfront Marina) in delivering host port contractual logistics, the Princess Royal Sailing Club with on water logistics, various government agency services on a fee for service basis, and the Great Southern Development Commission as major financial partner.
17. The City also surveyed local Albany businesses post the event (36 respondents). A summary of results include;
 - 67% of respondents were from Albany city centre, 23% from rest of Albany, 5% from Plantagenet, and 5% from other Great Southern.
 - When asked to describe the primary focus of their business, 50% identified as commercial accommodation, 26% as restaurant/cafe/bar, 6% as a visitor attraction, and 6% shopping/retail/supermarkets, 9% other, and 3% tour operators.
 - Overall 80% of businesses reported an increase in normal turnover over the period, and 20% reported no change.
 - When asked to rate how the Albany business community benefitted from hosting the event, 16% replied "somewhat", 55% replied "to a great extent", and 16% replied "to a very great extent". 9% said to a "small or very small extent", and 3% said "none at all".
 - Although some businesses did not receive direct benefit a very large 91% of respondents supported the City hosting events such as the Clipper, 3% did not support, and 6% were unsure.
 - Local businesses were asked to provide suggestions for improvement and these have been included in the full report attachments. These comments will be reviewed and integrated into future event attraction and delivery as part of the City's continuous improvement model.
18. Overall, 96% of comments received were positive with examples of local business feedback as follows;
 - *"It is very good for Albany to have these types of events, creates a buzz in the city and gets more people out and about using the cafes, bars and restaurants."*
 - *"Fabulous, we need more events like this"*.
 - *"It is imperative that we host this event ongoing, great for everyone in Albany"*.
 - *"It was very successful for our business and all other business operators that I have discussed with (e.g. taxi's, retail, accom, hospitality)"*.
 - *"Outstanding success."*
 - *"Whilst there are small number of beneficiaries from the event, on the larger scale the greater value to Albany is the exposure yet again to the state, interstate and national market. The value of this kind of exposure should not be underestimated. I congratulate the City, its Councillor's and Staff on the continued commitment to grow the potential of this region through event based tourism. Well done."*

19. Some constructive feedback was received with the suggestions for event enhancement. A summary of this feedback as follows;

- *“A larger marine, sailing regatta type event could have been held to make more impact of the Clipper event”.*
- *“Offering accommodation options outside the city centre”.*
- *“There needs to be more real business people consulted on what can be done to enhance the visit for all businesses”.*
- *“Maybe coinciding Freo to Albany Yacht Race”.*
- *“We need to attract state funding. A week full of solid events/concerts/trade displays or like would certainly attract many more visitors.”*

GOVERNMENT & PUBLIC CONSULTATION

20. The Albany Chamber of Commerce and Industry Inc (ACCI) was a strong proponent for Albany hosting the 2015 Clipper event.
21. The City of Albany partnered with a large number of local agencies, groups and individuals to deliver the 2015 event. All partners have rated the 2015 event favourably and indicated a desire to investigate hosting future Clipper events.
22. Local media interest in the 2015 event generated significant community and local business comment in local media. Feedback received is that there is strong support from local community for hosting the Clipper event as long as it is “at the right price”.
23. The Community Strategic Plan involved widespread community consultation in late 2012 and early 2013. The community identified a number of economic priorities under the theme of Smart Prosperous and Growing including the attraction of iconic major events.

STATUTORY IMPLICATIONS

24. Nil.

POLICY IMPLICATIONS

25. Nil

RISK IDENTIFICATION & MITIGATION

26. As this is a post event evaluation report no risks have been identified.

FINANCIAL IMPLICATIONS

27. Budget versus Actual results for the 2015 Clipper host port event as at 22 February 2016 were as follows;

2015 Clipper Host Port event

INCOME

Description	Budget - July2014	Actuals – Feb2016
<u>Partner Contributions</u>		
Tourism WA (Events)	\$75,000.00	\$0.00
Landcorp	\$10,000.00	\$0.00
Great Southern Development Commission	\$40,000.00	\$40,001.00
Department of Transport	\$9,500.00	\$9,500.00
Local Industry partners/Port of Albany	\$12,000.00	\$5,000.00
<u>Other Income</u>		
Albany Visitor Centre/Local stallholders	\$6,375.00	\$7,578.00
Totals	\$152,875.00	\$62,079.00

EXPENSES

Description		
<u>Host Port destination requirements</u>		
Major events attraction - 8499 Clipper	\$227,918.00	\$224,542.00
Totals	\$227,918.00	\$224,542.00
City of Albany net contribution	\$75,043.00	\$162,463.00

28. Council endorsed the hosting of the 2015 Clipper race event based on July 2014 preliminary budget of City investment of \$75,043 plus partner contributions of \$152,875 to cover forecast event hosting expenses of \$227,918.
29. Actual hosting expenses incurred totalled \$224,542 and this was in line with the original July 2014 budget forecasts.
30. Actual event income (partner) totalled \$62,079, a shortfall of \$90,796 from budget. This was well below forecast partner income and is due to the unsuccessful funding support from Tourism Western Australia (Events) and Landcorp.
31. The net impact on the overall economic development budget however was only \$55,000 after better than forecast income from the CMCA event in the order of \$35,796 offset the Clipper income shortfall.
32. The \$55,000 shortfall in Event Income (1183330 Iconic Event Income) has been allocated from the Economic Development Reserve Fund and will appear in the mid-year budget review.
33. Partner income is considered essential if Council bids for the hosting of future Clipper events. Financial support from major event funding agencies such as Tourism Western Australia and Great Southern Development Commission should be determined prior to Council committing to future involvement.

34. Management and oversight of funding and event contractual deliverables was undertaken using existing staff resources within the Economic Development and Commercial Services Directorate, within existing allocated budgets.

LEGAL IMPLICATIONS

35. Nil.

ENVIRONMENTAL CONSIDERATIONS

36. Nil.

ALTERNATE OPTIONS

37. If the committee does not support the evaluation tool developed for assessing the economic impact of this event other methods can be explored.

SUMMARY CONCLUSION

38. Securing the 2015 Clipper host port event achieved a City strategic deliverable to identify iconic events that provide community and economic benefits. The Clipper event is considered a strong strategic fit for the Albany destination and its natural waterways and marine assets.
39. Local businesses surveyed believed the Albany business community benefitted from hosting the event with some 91% supporting the City hosting events such as the Clipper.
40. The event was assessed as being economically successful delivering a good ROI on the \$160,000 host city investment and generating an estimated \$874,500 of direct event spend (travel to and from Albany excluded) in a typical shoulder visitor period.

Consulted References	:	Council Policy Community Funding and Event Sponsorship (2013) City of Albany Major and Regional Events Strategy 2014-17
File Number (Name of Ward)	:	Not applicable.
Previous Reference	:	Nil.

12. **NEW BUSINESS OF AN URGENT NATURE INTRODUCED BY DECISION OF THE COMMITTEE**
13. **MEETING CLOSED TO PUBLIC:**
14. **NEXT MEETING DATE**
15. **CLOSURE OF MEETING**