



AGENDA

ECONOMIC DEVELOPMENT COMMITTEE

4 November 2014

5.30pm

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 the delivery of the following Sense of Community Objectives contained in the City of Albany Strategic Plan:

- (a) To build resilient and cohesive communities with a strong sense of place and community spirit;
- (b) To create interesting places, spaces and events that reflect our community's identity, diversity and heritage
- (c) To develop and support an inclusive and accessible community.

(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: To be elected from the Committee

(4) Membership: Minimum of 4 and a maximum of 7 elected members

(5) Meeting Schedule: As required

(6) Meeting Location: Council Chambers

(7) Executive Officer: CEO or nominee

(8) Delegated Authority: None

ECONOMIC DEVELOPMENT COMMITTEE
 AGENDA –4/11/2014
 ** REFER DISCLAIMER **

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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

Mayor D Wellington (Member)

Councillors:

Member

R Hammond (Chair)

Member

S Bowles

Member

V Calleja

Member

J Price

Member

R Sutton

Member

C Dowling

Member

A Hortin

Member

B Hollingworth

Member

G Stocks

Member

G Gregson

Member

A Goode

Member

N Williams

Staff:

Chief Executive Officer

G Foster

Executive Director Community

Services

C Woods

Manager Tourism Development and

Services

M Bird

Minutes

C Crane

Apologies:

ECONOMIC DEVELOPMENT COMMITTEE

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** REFER DISCLAIMER **

4. DISCLOSURES OF INTEREST

Name	Committee/Report Item Number	Nature of Interest

5. REPORTS OF MEMBERS

6. RESPONSE TO PREVIOUS PUBLIC QUESTIONS TAKEN ON NOTICE

7. PUBLIC QUESTION TIME

8. APPLICATIONS FOR LEAVE OF ABSENCE

9. PETITIONS AND DEPUTATIONS

10. CONFIRMATION OF MINUTES

DRAFT MOTION

VOTING REQUIREMENT: SIMPLE MAJORITY

THAT the minutes of the Economic Development Committee Meeting held on 15 October 2014, as previously distributed, be CONFIRMED as a true and accurate record of proceedings.

11. PRESENTATIONS

12. UNRESOLVED BUSINESS FROM PREVIOUS MEETINGS

ED020: REGIONAL EVENTS SPONSORSHIP - 2015 PROGRAM

Proponent : City of Albany
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 2013-2017.
2. This item relates to the following elements of the [City of Albany Strategic Community Plan 2023](#) and [Corporate Business Plan 2013-2017](#):
 - 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. **Strategic Initiative 1.2.2.** Economic Diversity

Strategic Initiative 1.3.1. Events Management

Strategic Initiative 1.3.2. Tourism Destination

In Brief:

- Endorsement of Regional Event Sponsorship recommendations.

RECOMMENDATIONS

ED020: RESPONSIBLE OFFICER RECOMMENDATION

THAT Council APPROVE the Regional Event Sponsorship recommendations as outlined in Paragraph 17 – Table 2 of this report.

BACKGROUND

3. The Regional Event Sponsorship program is part of the Council's *Community Funding and Event Sponsorship* Policy adopted at the May 2013 Ordinary Council Meeting.
4. The objective of the Policy is to provide an equitable and accessible framework for the provision of Community Funding and Event Sponsorship that aligns with Council's strategic objectives.
5. The program stream within the Policy that is the subject of this report and recommendations are:
 - Regional Event Sponsorship
6. A summary of this program is outlined below in Table 1

Table 1:		
Program	Objective	Detail
Regional Event Sponsorship	<ul style="list-style-type: none"> • To enhance tourism activity in the region. • Significant positive economic, social and community benefits. • To raise the profile of Albany. 	<ul style="list-style-type: none"> • Support for high-profile regional events that attract intrastate, interstate and international visitors to Albany and that demonstrate significant positive economic, social and community benefits.

7. The City of Albany's Regional Events Sponsorship program is designed to attract and support the staging of Regional Events that are Regional economic drivers for the Albany destination.
8. A Regional Special Event is defined as possessing the capability to attract significant numbers of visitors from outside the region and is more than just a local festival; it must possess substantial drawing power.

DISCUSSION

Regional Events Sponsorship Detail Program Overview

9. City of Albany Regional Events Sponsorship Program objectives:
 - Bring additional tourism income by increasing visitor expenditure in the Albany region (economic impact).
 - Involve and inspire the local community (social benefits).
 - Attract media coverage that will help to raise the profile of Albany as a visitor destination (media impact).
10. The Regional Event Sponsorship program is a highly competitive based funding application process. The sponsorship application form criteria follow similar format to the State Government's Regional Events Scheme Program administered by Eventscorp. Applicants are encouraged to also apply for Eventscorp RES funding.
11. Events must be held between 1 January 2015 and 31 December 2015. Applications for Regional Events Sponsorship funding opened on 1 July 2014 and closed on 1 September 2014.

ASSESSMENT

12. Applicants for the Regional Events Sponsorship were asked to discuss their proposals with the relevant contact officers before applying. This helped applicants to shape their proposed activities to the funding and event sponsorship criteria, and gave guidance to applicants who did not meet the eligibility criteria.
13. Applications were evaluated by City officers using an event assessment methodology developed to measure an event's potential impact across economic value, job creation, destination promotion, strategic fit with City objectives, social and community benefits. A panel of 3 Councillors from Council's Economic Development Committee (EDC) used these scores to then assess and make recommendations for level of funding allocations.
14. The assessment tool scored each event across 7 variables based on the written applications submitted with a total maximum score of 70 points. The assessment tool used inputs as supplied by each applicant via the written submissions. These inputs have been assumed correct for the purposes of assessment. Each applicant will be required to provide evidence post event to substantiate the respective claims and this will influence future funding applications.
15. A total of 14 applications for Regional Events Sponsorship were received for funding requests totalling \$328,000 with \$110,000 available for allocation.
16. The panel recommended supporting 10 of the 14 event applications with an equitable mix of existing iconic (3), growing (4) and new (3) events recommended for support. There is also a good balance of events across different sectors such as sporting (4), arts and cultural (3), food and wine (2), and those leveraging the Albany Anzac focus (1).

REGIONAL EVENT SPONSORSHIP RECOMMENDATIONS

17. A summary of applications recommended for funding is outlined in Table 2 below:

Table 2

	Event	Assessment Panel Comments	Amount requested	2015 RES panel funding recommendation
1	Albany Urban Downhill – Albany Cycle Club	Inaugural event staged in 2014. Downhill mountain bike race utilising city centre, unique in Australia. Strong fit and potential to grow significantly.	\$30,000	\$20,000
2	Great Southern Festival 2015 (PIAF)	Iconic event. Two week international arts festival in Great Southern region. Will include international events, visual art exhibitions, writers festival, film festival. Historically, the City also provides in kind support and last year this was in the order of \$7,800.	\$30,000	\$20,000
3	Albany Classic – Vintage Sports Car Club WA	Iconic event. Long standing weekend of classic motoring, since 1991 in current format, run entirely by volunteers and attracts 15,000 attendees.	\$25,000	\$15,000
4	World Series Sprintcars – Albany Speedway Club Inc.	Part of National Series held around Australia targets sprintcar racing enthusiasts. Large following and strong economic benefits.	\$30,000	\$15,000
5	Albany Oyster Festival	Hallmark event of the Taste Great Southern program. Family friendly event with strong Albany focus, promoting unique Albany food and wine.	\$20,000	\$10,000
6	Albany Harvest Festival	New Event - Celebrates horticultural, maritime and viticultural produce of the region. Aimed at enhancing Albany tourism profile by bringing activity to CBD during peak visitor period. Support conditional on timing event over 2015 Anzac long weekend.	\$20,000	\$10,000
7	Albany Half Triathlon & Kids Du-Aquathon – DS Events	Long distance triathlon event carrying higher qualification status plus young athlete event. Established event, held during peak period however showing innovation to grow and diversify event program.	\$18,000	\$6,000

8	Sail Albany	Sailing event to honour the Anzac Centenary and Albany's maritime history over Anzac weekend in 2015. Some doubts over event longevity however worth support for 2015.	\$10,000	\$5,000
9	Southern Sea of Words	New Event – a premier literary festival, 5 days of author talks, writing workshops, competitions, popup book club, poetry and bookselling events.	\$30,000	\$5,000
10	Discovery Bay Spring Festival	A week long program based at Discovery Bay, educational and cultural focus with weekend concerts. One of the region's major visitor attractions.	\$30,000	\$4,000
11	Albany City to Surf for Activ	Community based fun run event, Albany is one of 4 regional legs to the main Perth event. Panel not convinced of economic benefit of Albany leg of program, seen as a local community event value only.	\$30,000	\$0
12	Adventurethon Albany	Inaugural Albany event held in 2013. Multisport race event based around Albany's spectacular natural environment. Panel identified need for an iconic adventure based event for region however not convinced on current economic benefit. Officers to work with event organisers to develop the event so that event meets funding criteria in the future.	\$15,000	\$0
13	18 th Vintages Blues Music Festival	Multi stage, multi range of music performances held at Wignalls Winery. Panel not convinced of economic benefits and attracting visitors during an already peak period.	\$25,000	\$0
14	Great Southern Sustainable Living Festival	New event – features local food production, markets, sustainable homes, small property tours, talks, film fest, wind power and kite festival. Panel was not convinced on economic benefits in particular out of region visitation potential. City already committed funding of \$4,500 to parts of the Festival via the Community Events Sponsorship program.	\$15,000	\$0
	Totals		\$328,000	\$110,000

GOVERNMENT & PUBLIC CONSULTATION

18. Not applicable.

STATUTORY IMPLICATIONS

19. Nil.

POLICY IMPLICATIONS

20. *The Community Funding and Event Sponsorship (2013)* policy applies, in particular the clauses relating to Regional Event Sponsorship.
21. Approval of RES funding recommendations is required by Council. The Economic Development Committee does not have any delegated authority and some recommended funding amounts are greater than officer delegation levels.
22. Regional Event Sponsorship is a key program of the City of Albany Major and Regional Events Strategy 2014-17 endorsed by Council at the October 2014 Ordinary Council Meeting.

RISK IDENTIFICATION & MITIGATION

23. The risk identification and categorisation relies on the City's [Enterprise Risk Management Framework](#).

Risk	Likelihood	Consequence	Risk Analysis	Mitigation
<i>Council do not endorse any funding recommendations</i>	<i>Unlikely</i>	<i>Minor</i>	<i>Low</i>	<i>Rigorous application and assessment processes ensure Council have confidence in funding recommendations.</i>
<i>Negative feedback from applicants declined for funding</i>	<i>Possible</i>	<i>Minor</i>	<i>Medium</i>	<i>The assessment process includes clear reasons for applicants declined. Feedback will be offered to unsuccessful applicants.</i>

FINANCIAL IMPLICATIONS

24. Council has endorsed the *Community Funding and Event Sponsorship (2013)* policy which includes an allocation of \$110,000 for Regional Events Sponsorship in 2014/15.
25. Management and oversight of funding and event sponsorship is undertaken using existing staff resources within the Community Services Directorate, within existing allocated budgets.

LEGAL IMPLICATIONS

26. Nil.

ENVIRONMENTAL CONSIDERATIONS

27. Nil.

ALTERNATE OPTIONS

28. Council could make alternative recommendations for funding including different dollar amounts to the 14 applicants. The assessment process utilised a scoring system combined with a 3 panel review (comprising Councillors from the EDC) that formed the final 2015 RES recommendations. The scoring system assumed the information supplied by applicants is correct. If Council believes some of the assumptions of the applicants are overstated then they can change the recommendations and/or reallocate funding levels.

SUMMARY CONCLUSION

- 29. The Community Funding and Event Sponsorship (2013) policy, inclusive of guidelines, application, assessment and acquittal represents a greater level of transparency and accountability for Council.
- 30. The Regional Events Sponsorship program is highly competitive with some fourteen applications requesting a total of \$328,000 from the \$110,000 available funding pool.
- 31. The applications recommended for funding represent a diverse range of projects which align with the City's strategic goals, and which attract and support the staging of Regional Events that are Regional economic drivers for the Albany destination.
- 32. The City will leverage the marketing opportunities of these events by strongly promoting via Amazing Albany marketing and social media channels.
- 33. It is recommended that the Committee endorse funding applications as recommended in Table 2.

Consulted References	:	Community Funding and Event Sponsorship Program (2013) Synergy Ref: NP098841_4
File Number (Name of Ward)	:	Not applicable.
Previous Reference	:	Nil.

14. **NEW BUSINESS OF AN URGENT NATURE INTRODUCED BY DECISION OF COUNCIL**
15. **MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN.**
16. **REPORTS OF CITY OFFICERS**
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