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# AGENDA

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## ECONOMIC DEVELOPMENT COMMITTEE

**15 October 2014**

6.00pm

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 –15/10/2014  
 \*\* 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

N Williams

Member

G Gregson

Member

A Goode

**Staff:**

Chief Executive Officer

G Foster

Executive Director Community

Services

C Woods

Manager Tourism Development and

Services

M Bird

Minutes

C Crane

**Apologies:**

**4. DISCLOSURES OF INTEREST**

<b>Name</b>	<b>Committee/Report Item Number</b>	<b>Nature of Interest</b>

**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 4 August 2014, as previously distributed, be CONFIRMED as a true and accurate record of proceedings.**

**11. PRESENTATIONS**

**12. UNRESOLVED BUSINESS FROM PREVIOUS MEETINGS**

**ED017: LINYI CHINA – ALBANY BUSINESS DELEGATION VISIT**

**Proponent** : City of Albany  
**Attachments** : Signed Linyi Agreement & Linyi Itinerary  
**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 item relates to the following elements of the City of Albany Strategic Community Plan 2023 and Corporate Business Plan 2014-2018:
  - a. **Key Theme: 1.** Smart Prosperous and Growing.
  - b. **Strategic Objective: 1.1** To foster links between education, training and employment that support economic development.
  - c. **Strategic Objective 1.2** To strengthen our region's economic base.
  - d. **Strategic Objective 1.3** To develop and promote Albany as a unique and sought after destination.
  - e. **Strategic Initiatives:**
    - 1.1.1 Learning City
    - 1.2.2. Economic Diversity
    - 1.3.2. Tourism Destination

**In Brief:**

- A government and business delegation from Albany and the Great Southern region led by the City of Albany Mayor recently visited Linyi, China and were hosted by the Linyi Municipal People's Government.

**RECOMMENDATION**

**ED017: RESPONSIBLE OFFICER RECOMMENDATION**

**THAT Council:**

1. The report be **NOTED**,
2. The agreement for the establishment of friendly and cooperative relationships between Albany and Linyi be **ENDORSED**,
3. Ask the Albany Chamber of Commerce and Industry to take the lead in the development of any further business opportunities arising from the relationship.

## **BACKGROUND**

2. A Linyi delegation of government and business representatives visited Albany mid December 2013 and invited a reciprocal visit from Albany and Great Southern region representatives.
3. Council approved a reciprocal visit at the February 2014 Ordinary Council Meeting with a preliminary travel budget of \$5,305 per delegate with a maximum of 10 representatives.
4. The Albany delegation was lead by Mayor Dennis Wellington and the Manager of Tourism Development Services and included representation from the Albany Chamber of Commerce and Industry, Business Development Manager Albany Port Authority; , Acting Principal Great Southern Grammar; and the, Operations Manager CBH Group.
5. The delegation departed Perth on Sunday 13 July and returned Sunday 20 July.
6. Linyi is situated in the south east of Shandong, China being adjacent to the Yellow Sea. It exercises jurisdiction over three districts, nine counties and three development zones including two national development zones.
7. Linyi is a strong commercial and trading city within China and looking to establish international economic partnerships. It has a strong focus upon agriculture, education and trade including 60,000 college students and 96,000 vocational technical college students.
8. Linyi has a population of 10.82m and covers a total area of 17,200 square kilometres. Albany and the Great Southern region have a population of 60,000 and covers some 39,000 square kilometres.

## **DISCUSSION**

9. The delegation visited 3 major cities within the Shandong province including Linyi, Laiwu and Jinan, some 2 hours drive from one another. Combined these 3 cities have a population comparable to that of Australia.
10. A copy of the Linyi itinerary is attached. Average travel and hosting cost per delegate was \$4,298 paid by each organisation and tour planning was centrally coordinated by the City of Albany.
11. During the visit the City of Albany and Linyi Municipal People's Government signed an agreement for the establishment of friendly cooperative relationships. The key principles include;
  - i. Both sides agree to formally start a co-operative relationship between the two cities.
  - ii. A system of mutual visit and meetings between the leaders shall be established and liaison departments shall be appointed by both sides respectively to facilitate consultations on the matters of common concern.
  - iii. Both sides shall actively promote economic and trade cooperation in accordance with the principles of mutual benefit and enhance the cooperation between the enterprises of both cities in the fields of trade, investment, technology and environmental protection.
  - iv. Both sides shall carry forward the exchanges of culture, education, science and technology to enhance mutual understanding and friendship.



Figure 1 – signing ceremony Albany and Linyi



Figure 2 – signing ceremony Albany and Linyi

12. An effective international relations program implemented by the City of Albany should deliver benefits to a wide cross section of the community. This program requires leadership and a commitment of resources to achieve the desired objectives and outcomes from the relationship. These can be summarised as;
  - a. Economic – partnerships between international cities can decrease barriers to international trade and enable valuable export market opportunities for local businesses. It can stimulate new investment into the region. Educational and cultural outcomes can also generate economic outcomes.
  - b. Cultural – international relationships create opportunities for increased diversity in cultural events and activities that are available to the community to experience which serve to break down cultural barriers.
  - c. Educational – international partnerships create new markets for local educational institutions to service the growing global demand for quality secondary and tertiary education with English language focus.

13. A number of opportunities were investigated during the visit including potential Linyi investment in infrastructure required within Albany and the Great Southern region including an abattoir facility, hotel development sites, and port facilities. Potential trade opportunities surrounding Great Southern grain, seafood, milk, tree plantations, tourism, education and wine exports were discussed.
14. Since the delegation returned from Linyi officers have received a Chinese business group visit to the region with interest in an order for immediate shipments of frozen beef and cherries from this region. Further we have received formal interest in the Waterfront Hotel site and have arranged an introductory meeting with Chinese investors and project manager Landcorp on the 6<sup>th</sup> of October.
15. The City of Albany has shown leadership in establishing a relationship with Linyi and should now support local stakeholders within industry and business, educational and cultural sectors to further develop these opportunities.
16. Summary of officer observations;
  - i. Albany and the South Coast region offers a premium product positioning within the Chinese market. This encompasses tourism, wine and food produce. Australia generally is highly regarded for quality and superior food standards within the China marketplace.
  - ii. Albany's natural environment is also a major attraction with clean fresh air and sparsely populated beaches in direct contrast to what the Chinese visitor typically experiences. See image below taken from local newspaper during visit.



Figure 3 - newspaper article China Daily, 14 July 2014

- iii. There are a number of trade and investment opportunities to explore with potential Chinese business groups and individuals. The reality is that what Albany and the Great Southern region have to offer is largely unknown to these groups and creating mechanisms for exchange of information and creating relationships are important first steps in developing trade and investment opportunities that should benefit the Albany region.

- iv. All Albany delegates reported the visit successful and a worthwhile investment.

### GOVERNMENT & PUBLIC CONSULTATION

17. This initiative has the support of the Albany Chamber of Commerce and Industry and local businesses.
18. 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 and this initiative satisfies these three main objectives.

### STATUTORY IMPLICATIONS

19. Nil

### POLICY IMPLICATIONS

20. Nil

### RISK IDENTIFICATION & MITIGATION

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

Risk	Likelihood	Consequence	Risk Analysis	Mitigation
Business Community/ Reputation and Financial: If Council does not support an active follow up to this cultural exchange, potential trading and investment opportunities could be lost.	Possible	Moderate	Medium	In accordance with the Council adopted Economic and Development Strategy, Council endorses the Executives Recommendation to provide ongoing engagement and support of activities that promote education, business and investment opportunities.

### FINANCIAL IMPLICATIONS

22. The cost of coordinating the tour planning was borne by the City of Albany.
23. The financial implications from the delegation visit were \$4,298 per delegate paid by each organisation.
24. Cost to the City of Albany in total was \$11,402 comprising two delegates (\$8,596), City gift (\$300), and marketing collateral into Chinese language (\$5,326). Chinese language marketing collateral has an ongoing use for destination marketing so this cost should not be fully apportioned against Linyi visit.

### LEGAL IMPLICATIONS

25. Nil

**ENVIRONMENTAL CONSIDERATIONS**

26. Nil

**ALTERNATE OPTIONS**

27. The purpose of this report is to communicate results of the recent visit. Council may choose not to support further progression of this opportunity.

**SUMMARY CONCLUSION**

28. The City of Albany showed leadership in developing this relationship with the City of Linyi. The Albany and Great Southern delegation visit to Linyi is considered an important first step in developing a relationship that should progress economic, trade, educational and cultural cooperation and exchange that are mutually beneficial to both cities.

29. The visit and relationships developed have already resulted in increased Chinese interest in the Albany region for trade and investment.

30. That the Officer recommendation be supported based on the identified value and potential economic, educational and cultural benefits to the Albany community.

<b>Consulted References</b>	:	Information Office of Linyi Municipal People's Government
<b>File Number (Name of Ward)</b>	:	ED.INR.6 (All Wards)
<b>Previous Reference</b>	:	Nil

**ED018: ADOPTION OF THE MAJOR AND REGIONAL EVENTS STRATEGY 2014-2017**

**Proponent** : City of Albany  
**Attachments** : City of Albany Events Strategy (2014-2017)  
**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 item relates to the following elements of the City of Albany Strategic Community Plan 2023 and Corporate Business Plan 2014-2018:
  - a. **Key Theme: 1.** Smart Prosperous and Growing.
  - b. **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:**

- The review and development of the City of Albany Major and Regional Events Strategy 2014-2017 (attached) has now been completed and is linked to the current City Economic Development Strategy and Community Strategic Plan.

**RECOMMENDATION**

**ED018: RESPONSIBLE OFFICER RECOMMENDATION**

**THAT Council**

1. **ENDORSE** the City of Albany Major and Regional Events Strategy 2014-2017; and
2. **ENDORSE** the Event Evaluation Tool contained within the strategy and nominate a three member panel to assess and make recommendations on the annual Regional Event Sponsorship program.

## BACKGROUND

2. The Major and Regional Events Strategy aligns with the City's Economic Development Strategy adopted in November 2013.
3. A key objective of the Economic Development Strategy is to develop Major and Regional Events as an important contributor to the growth of tourism development within the City of Albany.
4. Events is a term that is loosely used to define a wide range of group activities. This events strategy deals only with Major and Regional events. These are defined in the attached Strategy as follows;
  - **Major events** - events of national or international interest, that are pivotal to Amazing Albany brand, generate economic and social benefits. Typically one off, major economic drivers and brand enhancers, City may or may not be involved in event delivery beyond financial support and marketing. The City allocates a major event attraction budget each year and secured the Clipper Round the World Yacht Race in 2013 and the National Athletics Cross Country Championships in 2014.
  - **Regional events** - events that attract regional participation and visitation, that reinforce the Amazing Albany brand, and generate economic and social benefits. The City's Regional Event Sponsorship (RES) program is annual event sponsorship funding program focused upon delivering economic and social outcomes. Examples of events funded under the City's RES include the Great Southern Festival (PIAF), Albany Car Classic, and the Albany Urban Downhill.
5. Community events are defined as driven by and supported by local communities that deliver social outcomes in a local setting. Examples of local events delivered by the City include the Annual Christmas Pageant, civic functions, Australia Day and New Years Eve events. Community events are not included in the Major and Regional Events Strategy.

## DISCUSSION

6. "Smart, prosperous and growing" is one of the key Community Strategic Plan themes and forms the platform from which the City of Albany's Economic Development Strategy and the flow on Major and Regional Events Strategy are derived.
7. The staging of Major and Regional Special Events has the ability to produce a wide range of significant economic and social benefits for communities and regions, and is considered a Regional promotional tool for successful tourism destination development.
8. Key objectives of the Strategy are to support development of major events which;
  - Positively reflect the character of Albany and south coast region lifestyles,
  - Support Albany's unique identity and align with the Amazing Albany destination brand,
  - Will attract significant visitor numbers to the destination via a strategically balanced year round event calendar,
  - Leverage and maximise Albany's unique points of difference and competitive advantages.

9. The Major and Regional Events Strategy details Albany's main points of difference and unique selling points in terms of visitor experiences and destination marketing.
10. In addition a key part of this strategy is the development of a simple event evaluation tool that can be used to measure the impacts of specific events and to guide support of future events for the Albany's major and regional events portfolio. A draft assessment methodology has been developed to measure an event's potential impact across economic value, job creation, destination promotion, strategic fit with City objectives, social and community benefits. The assessment tool scores an event across seven variables and delivers a score out of a total possible 70 points. The seven measures are a combination of objective data calculation and subjective assessments and encompass;
  - 1 Number of visitors
  - 2 Economic spend Return on Investment (ROI) and overall spend
  - 3 Number of jobs created
  - 4 Level of strategic fit with City objectives
  - 5 Level of destination exposure/media and PR value
  - 6 Timing of event in shoulder or low periods
  - 7 Social value, level of community engagement.
11. The Officer recommendation includes forming a selection panel comprising Economic Development Committee members that will use this event evaluation tool to assess and make recommendations of events for City to support via the Regional Event Sponsorship program.

#### GOVERNMENT & PUBLIC CONSULTATION

12. 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 major events.

#### STATUTORY IMPLICATIONS

13. There are no statutory requirements relating to this item.

#### POLICY IMPLICATIONS

14. There are no policy requirements relating to this item.

#### RISK IDENTIFICATION & MITIGATION

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

Risk	Likelihood	Consequence	Risk Analysis	Mitigation
<i>Reputation/Community/ Organisation's Operations: The City fails to adopt a strategic and sustainable approach to Major and Regional Events attraction and funding thereby not realising on the benefits of hosting and attracting significant events .</i>	<i>Unlikely</i>	<i>Significant</i>	<i>Medium</i>	<i>Council to mitigate risk and take control of the situation by endorsing the Events Strategy and committing resources to the pursuit of Events Strategy objectives..</i>

**FINANCIAL IMPLICATIONS**

- 16. The adopted 2014/15 Budget and existing staff resources are sufficient to start implementing the identified event objectives contained within the strategy. This includes the 2014/15 allocation of funding for the new Events and Public Relations Coordinator role, \$100,000 in the Regional Events Sponsorship program, and \$75,000 in the Major Event Attraction program.
- 17. A key strategy of the Major and Regional Events Strategy is to grow the Major Event Attraction and Regional Event Sponsorship budgets by investigating new funding models for the City's tourism, events and economic development programs.

**LEGAL IMPLICATIONS**

- 18. Nil

**ENVIRONMENTAL CONSIDERATIONS**

- 19. Nil.

**ALTERNATE OPTIONS**

- 20. Council may chose not to endorse the Major and Regional Event Strategy or to modify the proposed strategy.

**SUMMARY CONCLUSION**

- 21. A key objective of the City's Economic Development Strategy is to develop Major and Regional Events as an important contributor to the growth of tourism development within the City of Albany.
- 22. The staging of Major and Regional Special Events has the ability to produce a wide range of significant economic and social benefits for communities and regions, and is considered a Regional promotional tool for successful tourism destination development.
- 23. The strategy provides direction on which events to attract and support and how to measure the impacts for the region via the implementation of an event evaluation tool.
- 24. The Strategy is submitted for endorsement by Council and this will enable resources to be allocated to the attainment of economic outcomes in a planned and coordinated approach.

<b>Consulted References</b>	:	Nil
<b>File Number (Name of Ward)</b>	:	RC.EVM.35 (All Wards)
<b>Previous Reference</b>	:	Nil

**ED019: 2014 AUSTRALIAN NATIONAL AGED AND ALL SCHOOLS  
CROSS COUNTRY - POST EVENT EVALUATION REPORT**

**Proponent** : City of Albany  
**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 item relates to the following elements of the City of Albany Strategic Community Plan 2023 and 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. **Strategic Initiative 1.2.2.** Economic Diversity  
  
**Strategic Initiative 1.3.1.** Events Management  
  
**Strategic Initiative 1.3.2.** Tourism Destination

**In Brief:**

- Accept the City of Albany Officer post activity report.

**RECOMMENDATION**

**ED019: RESPONSIBLE OFFICER RECOMMENDATION**

**THAT the City of Albany Post Event Evaluation Report for the Australian National Aged and All Schools Cross Country Championships be RECEIVED.**

**BACKGROUND**

1. Albany Council approved entering into the host town contract with Athletics Western Australia at the November 2013 OCM up to the value of \$70,000 with \$50,000 allocated from the City's 14/15 major events attraction budget with the remainder from other sources.
2. Each year a different state is allocated by Athletics Australia the opportunity to host the titles.
3. The 2014 Event was the first time it was held in Western Australia outside of the Perth metropolitan area.

4. The Official Event Program ran over the 23-25 August 2014 and included the Individual Cross Country, Race Walking, and School Sport Australia Relay Championships over the 3 day competition period.
5. The City and Athletics WA (AWA) partnered with the Great Southern Grammar and the Albany Race Club to deliver two of the Championship Events.
6. The Great Southern Development Commission (GSDC) and The Department of Sport and Recreation were approached to assist in the funding of the Championships but declined.
7. In kind support from both the Great Southern Grammar and the Albany Race Club was secured to host the Cross Country Championships and the Schools Relay event.

## DISCUSSION

8. The Event was hosted between 23-25 August 2014 and attracted an estimated 3,017 visitors to Albany comprising 869 competitors, 2,095 accompanying support, family, guardians and 53 officials (source: AWA and City competitor survey).
9. The City has prepared a post event evaluation report. The report scored the event across 7 variables. The City conducted post event surveys of event participants and of local Albany businesses in order to measure these variables.
10. 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.
11. A summary of these results is included below;
  1. Number of Visitors; 3,017
    - a. 869 competitors (816 from Cross Country and 53 from Race Walking)
    - b. 53 event administration and officials
    - c. 2,095 travelling support, family and guardians (estimated from event organisers and post event survey results).
  2. Economic Value; \$ total direct visitor spend
    - a. Direct event visitor spend was \$1,686,729 (estimated from post event surveys and excludes travel to and from Albany). Competitor survey respondents spent an average of \$1,491 each trip and stayed 4.53 nights.
    - b. In addition Athletics WA administration and officials direct spend was \$27,190 (source: AWA).
    - c. Using the City of Albany "economy.id" event impact calculator tool total impact on the City of Albany economy is estimated to be \$2.13m (direct impact \$1,278,851 industrial impact \$387,965, consumption impact \$460,225).
    - d. City business units direct measurable benefit received was \$42,782 (Airport additional fees \$36,750 and Albany Visitor Centre \$6,032).
    - e. ROI assessment of 24:1; \$70,000 investment generated an estimated \$1,686,729 on direct visitor 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 significant employment to the destination.
  4. Media/PR Value;
    - a. Event assessed as low to very low media/PR value for the Albany destination.

5. Strategic Fit:
    - a. Event assessed as low to medium to against City of Albany "smart prosperous and growing" and events strategy objectives.
  6. Timing:
    - a. Excellent timing as Event was staged in a typically low winter month visitor period and outside of school holidays.
  7. Social Value:
    - a. Event assessed as low in terms of level of social value, level of local community engagement.
12. The event was assessed as being economically successful delivering a strong ROI on the initial \$70,000 host city investment and generating an estimated \$1,686,729 into the local economy in a typically quiet visitor period.
13. The City also surveyed local Albany businesses post the event (41 respondents). A summary of results include;
- a. 82.93% of businesses reported an increase in normal turnover over the period, nil reported a decrease, and 17.07% reported no change.
  - b. Average increase in turnover was 34.47% for those that reported the event had a positive impact.
  - c. 46.34% of businesses reported that their staff worked additional hours and 21.95% reported that they stayed open longer hours over the event period.
  - d. When asked to rate how their business benefitted from Albany hosting the event, 26.83% replied "somewhat", 31.71% replied "to a great extent", and 14.63% said "to a very great extent". 4.88% responded "none at all".
  - e. When asked to rate how the Albany business community benefitted from hosting the event, 17.50% replied "somewhat", 57.50% replied "to a great extent", and 17.50% said "to a very great extent". Only 7.50% responded "to a small or very small extent", nil said "none at all".
  - f. 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.
14. As the primary host venue Great Southern Grammar (GSG) provided the following feedback;
- **Economic impact:** Sales results for the GSG P+F food stalls were strong, with worthwhile net fundraising outcomes. GSG catering provided meals for 60 officials, resulting in net economic benefit to GSG.
  - **Media/PR value:** Excellent all round. The event raised the profile of the school and its capacity to host events of this scale on the national stage. GSG was tasked with all media engagement for the event and consequently received significant editorial coverage and broadcast airtime from the following media outlets: GWN7; ABC Great Southern; Albany Community Radio; Albany Advertiser; Great Southern Weekender. PR and word of mouth was exceptional, with the school as venue host being widely discussed on the street.

- **Social value/level of community engagement:** *Data suggests that 2500+ people attended the event on 23 August. If this comprised 600 competitors and 600 support crew/parents, then it can be surmised that the balance of attendees (1300) were drawn from the Great Southern region, which is a significant number. Social media data analytics reflect the following insights. The period 22-29 August showed considerable increases in reach, with an organic reach to 6737 people via Facebook over this period. This reach averages to 1367 per day, as against an average of 179 for similar periods throughout the year. Likes over the period averaged 82 per day, compared to an average of 12 likes for similar periods throughout the year. Events of this nature demonstrate that regional hosts can and do provide a high standard of infrastructure and event support, when given the opportunity. In respect of relationship development, GSG has now collaborated on two additional events with Athletics WA since, thereby further cementing the opportunities being made available to children in this region courtesy of the cross county event partnership. The event was an invaluable experience for students as they experience the demands, expectation and responsibility of performing at a national level (source: Great Southern Grammar event feedback).*
12. 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 distributed to industry database, 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.

#### **GOVERNMENT & PUBLIC CONSULTATION**

13. The City initially investigated the host city opportunity with the WA State Government Eventscorp. Following this the City negotiated directly with Athletics Australia and its WA State body to secure the event host rights.
14. 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**

15. Nil

#### **POLICY IMPLICATIONS**

16. Nil

## RISK IDENTIFICATION & MITIGATION

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

Risk	Likelihood	Consequence	Risk Analysis	Mitigation
<i>Reputational/Community: The current COA event assessment and approval process is not reviewed to ensure a standardised assessment tool is used to measure event value and to approve event bids is put into place could result in events such as this being lost to the City and Region.</i>	<i>Unlikely</i>	<i>Major</i>	<i>Medium</i>	<i>Officers to develop the Event Policy for adoption which identifies the assessment tool and approval process for attracting major events.</i>
<i>Reputational/Community: A guaranteed and sustainable major event funding pool is not developed and secured across multi years to enable the ongoing attraction and hosting of events that have a positive Economic Impact on the City.</i>	<i>Possible</i>	<i>Major</i>	<i>High</i>	<i>Officers prepare as part of the Event Policy develop a funding model for Council consideration and adoption.</i>
<i>Reputational: Suggestions for improvement were received from local businesses via the post event survey. If these are not reviewed and adopted where appropriate then potential reputational risk exists for the City.</i>	<i>Possible</i>	<i>Moderate</i>	<i>Medium</i>	<i>City officers to review local business feedback and suggestions for improvement and integrate into event attraction, management and promotion processes.</i>

## FINANCIAL IMPLICATIONS

18. Albany Council approved entering into the host town contract with Athletics Western Australia at the November 2013 OCM up to the value of \$70,000.
19. The 2014/15 Major Events Attraction Budget was \$75,000.
20. Minor various in-kind support was secured from local stakeholders (GSG and ARC) and the ACCI contributed \$1,500 financially to the host city bid. The GSDC and DSR declined to support financially.
21. City officers then explored other additional funding sources and were able to directly generate additional income into City business units by working closely with Virgin Australia Regional Airlines and by ensuring the Albany Visitor Centre was the preferred accommodation manager for event competitors.
22. An additional 12 flights were secured to transport 655 event competitors over the period and this equated to an additional \$36,750 in Albany Airport fees. The Albany Visitor Centre handled some \$45,261.65 in additional accommodation and tour bookings (net increase between 2013 and 2014 comparable periods) and netted \$6,789.24 in additional commission revenue.

23. The net direct cost to the City for hosting the event is calculated to be \$25,718, being the \$70,000 contract price less \$1,500 from ACCI and \$42,782 generated directly by the City's airport and visitor centre business units.
24. Both the Great Southern Grammar and the Albany Race Club also benefited financially from hosting the events and are not for profit community organisations.

### **LEGAL IMPLICATIONS**

25. Nil

### **ENVIRONMENTAL CONSIDERATIONS**

26. Nil

### **ALTERNATE OPTIONS**

27. If the committee does not support the evaluation tool developed for assessing the economic impact of this event other methods can be explored.
28. An alternate method to estimate economic impact is to use Tourism Australia Research (TRA) average spend estimates and apply these to the competitor survey data received. TRA assumes sports event participants (both competitors and visiting spectators) on average spend \$234 per night or \$122 per night less airfares. Assuming 3,017 total visitors (869 competitors, 53 officials, 2,095 accompanying), average stay 4.53 nights, then total direct spend less airfares is estimated at \$1,667,375. This is comparable to the economic impact estimate highlighted under point 11 of this paper.

### **SUMMARY CONCLUSION**

29. Securing the 2014 Australian National Aged and All Schools Cross Country event achieved a City strategic deliverable to identify iconic events that provide community and economic benefits.
30. Local businesses surveyed believed the Albany business community benefitted from hosting the event with 75% believing the benefits received were either "to a great extent" or "to a very great extent".
31. The event was assessed as being economically successful delivering a strong ROI on the initial \$70,000 host city investment and generating an estimated \$1.69m of direct visitor spend (airfares excluded) in a typically quiet visitor period.

<b>Consulted References</b>	:	Nil
<b>File Number (Name of Ward)</b>	:	RC.EVM.35 (All Wards)
<b>Previous Reference</b>	:	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**
17. **MEETING CLOSED TO PUBLIC.**
18. **CLOSURE.**