

ATTACHMENTS

Economic Development Committee Meeting

15 October 2014

6.00pm

City of Albany Council Chambers

COMMITTEE
ATTACHMENTS –15/10/2014
** REFER DISCLAIMER **

TABLE OF CONTENTS

Attachment	Report No.	Description	Page No.
A	ED	Economic Development Committee	
	ED017	LINYI CHINA – ALBANY BUSINESS DELEGATION VISIT	1-15
	ED018	ADOPTION OF THE MAJOR AND REGIONAL EVENTS STRATEGY 2014-2017	16-27
	ED019	2014 AUSTRALIAN NATIONAL AGED AND ALL SCHOOLS CROSS COUNTRY - POST EVENT EVALUATION REPORT	28-35

AGREEMENT BETWEEN THE CITY OF LINYI, P. R. CHINA AND THE CITY OF ALBANY, THE COMMONWEALTH OF AUSTRALIA ON THE ESTABLISHMENT OF FRIENDLY CO-OPERATIVE RELATIONSHIP

The City of Linyi, P. R. China and the City of Albany, The Commonwealth of Australia, with the aim of building a long-term partnership based on the principles of equality, mutual benefit, mutual respect and common development, have agreed on the following through friendly consultation:

1. Both sides agree to formally start a co-operative relationship between the two cities.
2. 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.
3. 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.
4. Both sides shall carry forward the exchanges of culture, education, science and technology to enhance mutual understanding and friendship.
5. Done in duplicate in Chinese and English, both texts being authentic, and each side retaining one copy.



Mr. Zuo Peiting

Executive Vice-Mayor

The City of Linyi

People's Republic of China



Mr. Dennis Wellington

Mayor

The City of Albany

The Commonwealth of Australia

Linyi China July 16, 2014

CITY OF ALBANY
PAYMENT AUTHORIZATION

CHECKED: 30 SEP 2014

FOR THE SERVICE IS PROVIDED BY

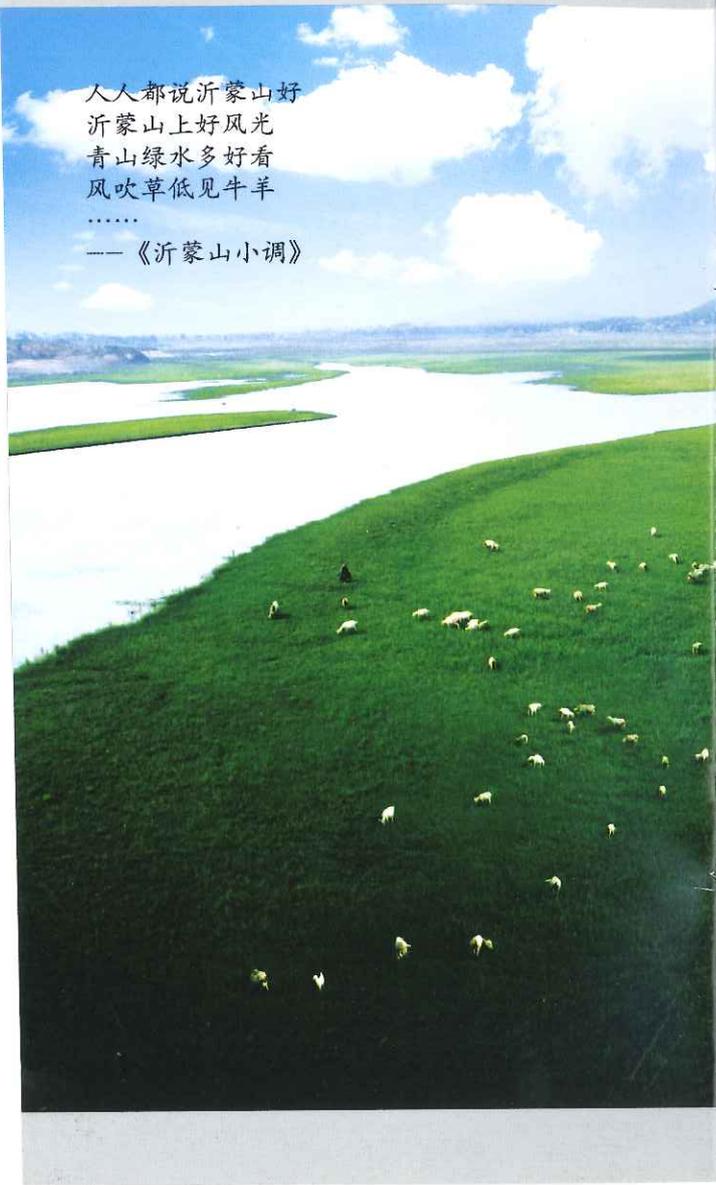
ACCOUNT



接待手册



中共临沂市委
临沂市人民政府



人人都说沂蒙山好
沂蒙山上好风光
青山绿水多好看
风吹草低见牛羊
……
——《沂蒙山小调》

接待方案

临沂市人民政府外事与侨务办公室
2014年7月

目 录
Contents

1、来访人员名单 (1)
Name List of Albany Delegation
..... (1)

2、陪同人员名单 (3)
Name List of Accompanying Personnel
..... (3)

3、日程安排 (5)
Programme (7)

4、临沂基本情况 (10)
Introduction of Linyi City (16)

来访人员名单

Name List of Albany Delegation

7月14日 周一
 24℃ ~ 33℃ 多云
 Monday July 14
 24℃ ~ 33℃ Cloudy

7月15日 周二
 23℃ ~ 34℃ 多云
 Tuesday July 15
 23℃ ~ 34℃ Cloudy

7月16日 周三
 24℃ ~ 33℃ 雷阵雨
 Wednesday July 16
 24℃ ~ 33℃ Thundershower

7月17日 周四
 22℃ ~ 29℃ 雷阵雨
 Thursday July 17
 22℃ ~ 29℃ Thundershower

丹尼斯. 威灵顿 Mr. Dennis Wellington	奥尔巴尼市市长 Mayor of City of Albany
罗德里克. 海德威克 Mr. Roderick Hedderwick	奥尔巴尼工商协会会长 President Albany Chamber of Commerce and Industry
马修. 伯德 Mr. Matthew Bird	奥尔巴尼市旅游发展服 务局局长 Manager, Tourism Development and Services, City of Albany
拉塞尔. 普理查德 Mr. Russell Pritchard	大南方区发展委员会地 区经理 Regional Manager, Great South- ern Development Commission
理查德. 贝尔德 Mr. Richard Baird	大南方区语法学校代理 校长 Acting Headmaster, Great Southern Grammar
西蒙. 佛莱顿 Mr. Simon Fretton	奥尔巴尼港务局业务发 展经理 Business Development Manager, Albany Port Authority

威廉·皮尔斯 Mr. Willam Piercey	联合谷物运输公司奥尔巴尼区域经理 Albany Zone Manager, Co - Operative Bulk Handling
约翰·斯普里格 Mr. John Sprigg	卓伟林农场葡萄酒庄总经理 Managing Director, Trevelen Farm Wines
尹传水 Mr. Frank Yin	兴盛国际资源有限公司总经理 Managing Director, Ishine International Resources Ltd
牛雨欣 Ms. Claudia Niu	兴盛国际资源有限公司业务经理 Business Development Manager, Ishine International Resources Ltd
韩艺彬 Ms. Livia Han	翻译 Translator

陪同人员名单

Name List of Accompanying Personnel

陈先运 Chen Xianyun	市长 Mayor of Linyi Municipal People's Government
左沛廷 Zuo Peiting	常务副市长 Executive Vice - Mayor of Linyi Municipal People's Government
李沂明 Li Yiming	市委秘书长 Secretary - General of The Standing Committee of Linyi Municipal People's Congress
谭庆功 Tan Qinggong	市政府秘书长 Secretary - General of Linyi Municipal People's Government
姜良安 Jiang Liangan	市政府副秘书长 Deputy Secretary - General of Linyi Municipal People's Government

<p>马永印 Ma Yongyin</p>	<p>市外侨办主任 Director of The Foreign Affairs and Overseas Chinese Affairs Office of Linyi Municipal Peo- ple's Government</p>
<p>张 剑 Zhang Jian</p>	<p>市外侨办副主任 Deputy director of The Foreign Affairs and Overseas Chinese Affairs Office of Linyi Muni- cipal People's Government</p>

日程安排

7月14日(星期一)

- 09:35 访问团搭乘 ZH9615 航班从广州白云机场抵达临沂机场
- 10:30 参观临沂城市规划展及北城新区
- 12:00 午餐(自助)
- 13:00 代表团入住铂尔曼酒店
- 14:00 参观临沂商城
- 15:30 访问临沂大学
- 18:00 左沛廷副市长宴请代表团一行

7月15日(星期二)

- 09:00 赴临沭参观草柳编博物馆、常林集团、金正大集团
- 12:00 午餐
- 14:00 参观经济开发区(临工集团、立晨

物流、东部铜业、临沂一中南校区、临沂外国语学校)

18:00 晚餐

7月16日(星期三)

09:00 参观金锣集团、千山木业等

12:00 午餐(自助)

14:00 与工商联座谈

15:30 参观市博物馆

17:30 陈先运市长会见奥尔巴尼市代表团并举行两市建立友好合作城市关系协议书签字仪式

18:00 陈先运市长宴请代表团一行

7月17日(星期四)

09:00 代表团离开临沂前往外地参观

· 6 ·

Programme for Albany Delegation

July 14, Monday

09:35 Meet Albany delegation at Linyi airport

10:30 Visit Linyi Urban Planning Exhibition Center

12:00 Lunch (Buffet)

13:00 Check in at the hotel (Pullman)

14:00 Visit Linyi Complex

15:30 Visit Linyi University

18:00 Mr. Zuo Peiting, Executive Vice - Mayor of Linyi Municipal People's Government host a banquet for the delegation

July 15, Tuesday

09:00 Visit Willow Museum, Changlin Group (agricultural machinery), Jin Zhengda Group (compound

· 7 ·

AGENDA ITEM ED017 REFERS

fertilizer, low control releasing fertilizer)

- 12:00 Lunch at Linshu County
- 14:00 Visit Linyi Economic & Technological Development Area (Volvo - Lingong Group, Lichen Logistics, Eastern Copper, South Campus of Linyi No. 1 Middle School, Linyi Foreign Language School)
- 18:00 Dinner

July 16, Wednesday

- 09:00 Visit Jinluo Group (meat processing), Qianshan Wood (wood processing)
- 12:00 Lunch (Buffet)
- 14:00 Visit Linyi Association of Industry and Commerce
- 15:30 Visit Linyi Museum
- 17:30 Mr. Chen Xianyun, Mayor of Linyi Municipal People's Govern-

ment meet delegation and sign friendship city agreement with Mayor Wellington

- 18:00 Banquet hosted by Mr. Chen Xianyun

July 17, Thursday

- 09:00 Depart from Linyi

临沂市基本情况

临沂位于山东省东南部,地近黄海,南邻苏北。现辖9县3区和3个开发区,其中两个国家级开发区,156个乡镇、街道,3990个行政村(居),1090万人,总面积1.72万平方公里,平原、山区、丘陵各占三分之一,是山东省人口最多、面积最大的市。成功创建了全国文明城市、全国双拥模范城市、中国优秀旅游城市、国家园林城市、国家环保模范城市、国家卫生城市、国家森林城市,被授予中国书法名城、中国温泉城、中国市场名城、中国物流之都称号。在2011年中科院发布的294个城市幸福感调查中,临沂市居民幸福感排第二名;在2013年全国城市文明指数和未成年人思想道德建设工作两项测评中,临沂得分均列全国地级城市第一名。

文化古城。至今已有2500多年的建

· 10 ·

城史。春秋时建启阳城,秦时属琅琊郡,汉代设临沂县,清设沂州府。1950年设临沂专区。1994年,经国务院批准改设地级临沂市。临沂有着灿烂的历史文化。闻名中外的《孙子兵法》、《孙臆兵法》竹简就出土于临沂城。孔子72贤徒中有13人生长在临沂。历史上24孝中有7孝在临沂。宗圣曾子、智圣诸葛亮、书圣王羲之、大书法家颜真卿和珠算发明家刘洪等都出生和曾生活在这里。

革命老区。抗日战争和解放战争时期,我党我军先后在这里创建了滨海、鲁中、鲁南革命根据地。1940年8月,这里成立全国第一个中国共产党执政的省级人民政权——山东省战时工作推行委员会,1945年改称山东省人民政府。山东党政军机关、八路军第一一五师、八路军第一纵队、新四军、华东局机关、华东野战军曾长期驻扎在这里。刘少奇、陈毅、罗荣桓、徐向前、粟裕等老一辈无产阶级革

· 11 ·

命家都曾经在这里工作过。当时根据地420万人,120多万人次拥军支前,有21万多人参军参战,有10多万名革命烈士在这里献出了宝贵生命。革命战争年代,涌现出红嫂、沂蒙六姐妹等一大批先模人物。

资源大市。农副产品产量高、质量好,有花生、黄烟、桑蚕、柳编、银杏、金银花、板栗、茶叶八大特色基地和蔬菜、果品两大优势产业。矿产资源种类较多,已发现和探明储量的矿产有78种,其中,白云岩储量居全国第一位,金刚石、石英砂、陶瓷土储量居全国第二位。

旅游胜地。蒙山被誉为“天然氧吧”和“养生长寿山”,是国家5A级旅游景区;全长3800米的莒南天然卧佛被誉为“世界奇观”;沂水地下大峡谷全长6100米,被誉为“中国地下河漂流第一洞”;沂河小埠东橡胶坝长1247米,被列入世界吉尼斯纪录;银雀山汉墓竹简博物馆、王

羲之故居、山东省政府旧址(八路军115师司令部)、孟良崮战役纪念馆、平邑自然博物馆等一批名胜古迹和旅游景点在全省乃至全国有较高的知名度。

商贸名市。临沂市区有各类专业批发市场101处,2013年实现商品交易额2096.2亿元,商品覆盖6万多个品种,涵盖小商品、五金、建材、板材等27大类,基本覆盖了生产资料、生活资料主要门类,商品交易辐射全国30多个省、市、自治区,远销20多个国家和地区。

生态水城。沂河、沭河纵贯全境,流域面积占全市总面积的77%,沂河水源地是淮河流域水质最好的地区,沂河风景区被列为首批国家18个水利风景区之一。临沂城区已建成7座橡胶坝、8道节制闸,形成水面48平方公里,一次性蓄水1.62亿立方米,形成了“六河贯通、八水绕城”的水城景观;沂河南北直线道路191公里已全部建成通车,市区建成区绿

化覆盖率达到 44.9%，人均公园绿地面积达到 17 平方米。

枢纽城市。兖石、胶新铁路形成十字交叉，京沪、日东、青兰、长深、临枣五条高速公路纵横交错，公路、铁路通车里程分别达到 2.56 万公里和 516 公里，均居全省前列；市区距岚山、日照、连云港三大港口均在 100 公里左右，距青岛港 150 公里；临沂飞机场为国家二级机场，目前已开通直达北京、上海、广州、深圳等城市的 20 多条航线，形成了比较完善的立体交通体系。

改革开放以来，临沂大致经历了脱贫、基本小康和建设全面小康的发展阶段。1985 年，临沂被列为全国 18 个连片扶贫地区之一，到 1995 年在全国率先整体脱贫，2000 年与全国同步基本实现了小康。近年来，全市上下坚持以科学发展观为统领，围绕建设富裕美丽的“大临沂、新临沂”这一目标，创造性地贯彻执行中

央、省委省政府系列方针政策和决策部署，开拓进取，扎实工作，经济社会实现了又好又快发展。2013 年，全市实现地区生产总值 3336.8 亿元，同比增长 11%；公共财政收入 216.1 亿元，增长 16.6%；固定资产投资 2431.6 亿元，增长 20.8%；社会消费品零售总额 1781 亿元，增长 13.4%；进出口总额 94.1 亿美元，增长 19.1%；城镇居民人均可支配收入 27511 元，增长 12.5%；农民人均纯收入 10389 元，增长 13.6%。今年一季度，全市实现地区生产总值 718 亿元，同比增长 10.4%。1-5 月份，完成公共财政收入 107.2 亿元，增长 18.9%；固定资产投资 869.9 亿元，增长 18.5%；社会消费品零售总额 763 亿元，增长 12.7%；进出口总额 43.6 亿美元，增长 28.4%。

Introduction of Linyi City

Linyi, a city near Yi River, is located in the southeast of Shandong Province. It exercises jurisdiction to 3 districts, 9 counties and 3 development areas. It covers an area of 17,200 square kilometers and has a population of 10.83 million, and it is the biggest city in Shandong in terms of both population and area. In 2013, our GDP reached 333 billion yuan, a year-on-year increase of 11.04%; and the total volume of import and export reached 9.41 billion US dollars, increasing 19.1%.

Linyi has been awarded the titles of "National City with Civility", "National Garden City", "National Outstanding City on Environmental Protection", "National Sanitary City", "China Calligraphy City", "China Geothermal City", "China Market City", "China Logistic City" and so on.

Linyi is a city with long history and

• 16 •

AGENDA ITEM ED017 REFERS

splendid culture. It was established about 2500 years ago. Linyi is the hometown of many celebrities in Chinese history, such as Zhuge Liang, a famous statesman and strategist in the Three Kingdom Period (220 - 280); Wang Xizhi, a famous calligrapher in the Jin Dynasty (265 - 420); Liu Hong, the inventor of abacus. 13 of Confucius Students were from Linyi, and 7 of the most famous 24 filial stories happened in Linyi. The world renowned bamboo slips of Sun Zi's Art of War and Sun Bin's Art of War were also unearthed here.

Linyi is a city rich in resources. The agricultural products here are of high quality and large quantity. We have eight bases with characteristics for peanut, raw tobacco, silkworm, wickerwork, ginkgo, honeysuckle, chestnut and tea. Vegetables and fruits are the products with strong competitive edge. There are also many kinds of mineral resources in Linyi, of which 78 kinds have been explored. The dolomite reserve ranks first in the country and that of

• 17 •

diamond, silica sand and ceramic clay ranks second in China. Based on the rich resources, we have developed eight pillar industries including foodstuff, metallurgy, chemical, wood, machinery, building material, pharmaceutical and textile & garment.

The tourism resources in Linyi are of special characteristics. Mount Meng, one of the national AAAA - grade Tourist Attractions, is the second highest mountain in Shandong Province, and it is called the "Natural Oxygen Bar" and "Longevity Mountain" as it is very good for people's health to stay there. The mountain featuring a lying 3800 - meter Buddha is called world wonder. The underground canyon has a total length of 6100 meters and is entitled the longest canyon in China and the best underground canyon for drifting. The Xiaobudong Rubber Dam runs 1247 meters and is listed in the Guinness Book of World Records. Other places of interest, such as the Museum of Bamboo Slips and the Former Residence of Wang Xizhi, Natural Museum in

AGENDA ITEM ED017 REFERS

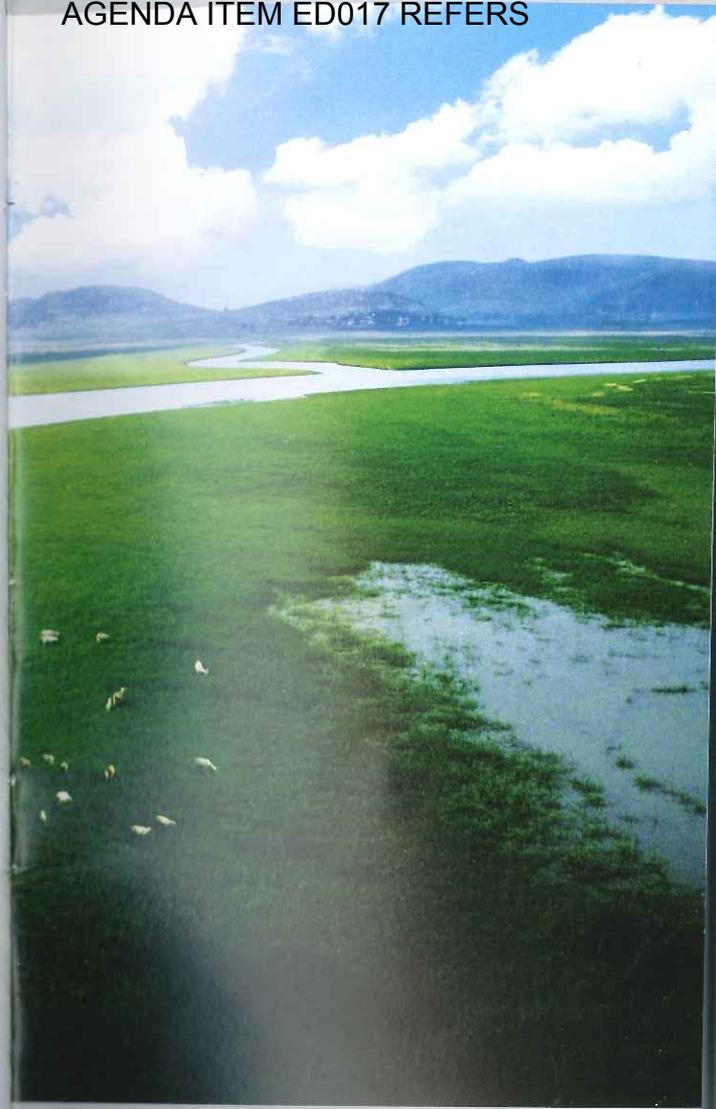
Pingyi County all enjoy high popularity in the country.

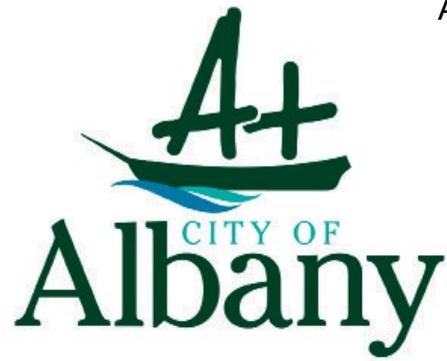
Linyi is also famous for its business and trade. At present, there are 101 specialized wholesale markets in Linyi. In 2013, the sales volume reached 209 billion yuan and the sales network covers all provinces, municipalities, and autonomous regions in China and 20 countries and regions in the world with 60,000 brands of products in 27 categories such as small commodity, hardware, building materials, wood - based panel.

Linyi is rich in water resources, with Yi River and Shu River running through the city. The drainage area covers 77% of the area of Linyi. In downtown areas, we have built 7 rubber dams and 8 water gates, forming 48 square kilometers of water surface. There are 191km of roads along the river bank. The green coverage ratio in urban areas reaches 44.9%, and the per capita green coverage is 17 square meters.

Linyi is a city with advantageous loca-

tion and convenient transportation. There are two railways and five expressways criss-cross in the city. The mileage of expressway and highway is 516km and 25,600km respectively, ranking in the front in the province. It is only 120 kilometers to nearby ports (Lanshan, Rizhao, Lianyungang) and 150 kilometers to Qingdao Port. Linyi Airport is the national second - grade airport with more than 20 domestic airlines, which makes it much more convenient for Linyi to connect with the outside world.





Major & Regional Events Strategy 2014 - 2017



DRAFT September 2014

CONTENTS

Tourism, Events and Economic Development..... 3

Events defined 4

Role of Albany City Council..... 5

Focus Areas – Major & Regional Events..... 6

Attachments 12

Draft Event Evaluation Tool

Events & PR Position Description

DRAFT

ALBANY

1. Tourism, events and economic development

The City of Albany's vision is to be Western Australia's most sought after and unique Regional City to live, work and visit. The City's Community Strategic Plan – Albany 2023 has identified 5 key themes. "Smart, Prosperous and Growing" is one of these key themes and forms the platform for the City's Economic Development Strategy adopted by Council in November 2013.

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.

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.

Events increase the opportunities for new expenditure by attracting visitors to that destination and by also retaining the expenditure of locals who may spend their leisure dollars elsewhere. Events can also strongly influence both day trip and overnight visitation and have been used successfully to attract visitors during the quieter or shoulder periods of a tourist season.

As well as providing opportunities to increase direct visitor expenditure at a destination, they can also contribute substantially to a destination's range of tourist attractions, facilitate media coverage for the destination, promote awareness of the destination for future visitation and lead to the construction of new facilities and infrastructure.

Albany has identified the visitor economy as being critical to the economic success of the region and major events are one of the core pillars of this visitor economy. This strategy sets out a plan for determining the types of major events that are right for Albany now and in the future and that have the potential to stimulate powerful outcomes for the region.

Major events can play a key role in helping cities achieve their long-term economic and social aspirations. This has been recognised by many successful cities around the world. The four main benefit streams associated with events are:

- **Economic benefits**
- **Destination Promotion**
- **Social wellbeing**
- **Legacy benefits.**

Economic Benefits

Events can deliver direct economic benefits by bringing new money into the economy. This can occur through two distinct channels:

- **The event organiser sources a proportion of its income from outside the region and spends it in the region to deliver the event. This results in additional business to business expenditure.**
- **The event attracts visitors who spend money in the region. This results in additional consumer to business expenditure in the economy.**

Events can also deliver indirect economic benefits via multiplier effects that result from the introduction of new money into the local economy that stays in the region through employment of services and purchase of goods and services sourced locally.

Various multiplier formulas and event economic impact models exist to differing levels of sophistication however the City will adopt a standard event multiple of 1.2 x direct economic impact estimates as this is generally accepted as a reasonable measure of total economic benefit. This is considered conservative as in comparison Tourism Research Australia estimates total tourism output multiplier for the Australian economy is 1.92, that is for every dollar tourism generates directly, it value adds an additional 92 cents to other parts of the economy (source: Tourism's Contribution to the Australian Economy 1997/8 to 2012/3, TRA April 2014).

Event visitors are attractive as they display above average levels of daily expenditure. The current Australian standard for estimating average visitor spend is holiday and leisure visitor \$180 per night and sports event visitor \$234 per night (sport participating and watching) sourced from Tourism Research Australia (NVS Overnight data 2013/14).

Destination Promotion

Hosting major events can have a significant impact on a host destination and its image, and can be a cost effective means of promoting the Amazing Albany destination brand to a wide audience of potential visitors, investors and new residents. Hosting major events has been identified as an effective driver to attract the important Perth visitor market to Albany destination. Tourism Research Australia surveyed visitors that had attended an event in the past 2 years. Results revealed some 98% of those surveyed indicated an interest in attending events in regional areas, and 87% said they were willing to travel more than 2 hours/overnight trip (source: Events: Drivers of Regional Tourism, TRA August 2014).

Social Wellbeing

As well as their short-term benefits, events make cities more vibrant and interesting places to live, bringing people and communities together and giving them a sense of identity, belonging and building civic pride.

Legacy benefits

Elevating the host's global stature and accelerating its economic and social development, major events can be a significant catalyst for change and building capacity within the local community. Cities have used major events to give focus to their priorities such as fast-tracking city infrastructure or developing long-term business and trade connections.

2. Events Defined

A term sometimes used loosely to encapsulate all levels of group activities it is important to clearly define what are Major and Regional events that relate directly to this strategy. The following list defines various levels of events as they relate to Albany and the Great Southern;

Mega events - Anzac Centenary Commemoration weekend, one off, irregular basis and of international importance.

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.

Community events – events that are organised by local community groups and are designed to attract a local audience and in many cases raise funds or awareness for local organisations ongoing sustainability. The City of Albany currently allocates funding annually to

Civic events - events that are driven by and supported by local communities that deliver social outcomes in a local setting. Examples of Civic events delivered by the City include the Annual Christmas Pageant, , Australia Day and New Years Eve events.

This strategy only relates to Major and Regional Events

3. Role of Albany City Council

The City of Albany is a major contributor to local tourism most visibly via the direct operation and management of the Albany Visitor Centre, the Albany Heritage Park visitor attractions and the Albany Regional Airport. In addition the City allocates funds for visitor destination marketing of the region, major event attraction and event sponsorship. The Council is also involved in the planning, provision and management of community activities, services and infrastructure that are shared by residents and visitors. These include parks and reserves, roads, water management, pedestrian and streetscape improvements, and public amenities such as toilets, trails, bikeways and parking areas.

Council also owns and leases a number of tourist commercial accommodation (caravan parks) and hospitality facilities (cafes and restaurants), the Brig Amity replica attraction, the HMAS Perth dive site, undertakes a major coordination role for land based activities for visiting cruise ships and contributes to tourism related initiatives on a project style basis.

Council's central role in tourism also includes acting as the consenting authority for most development applications and is responsible for decisions related to land use planning.

Economic development is a major role and responsibility of local governments and is considered essential to increase the social, economic and environmental prosperity of Albany and the surrounding region. Tourism has been identified as a key economic development priority for Albany.

Developing and supporting a strong major and regional event portfolio of events has been identified a cornerstone for Albany's visitor destination development. However not all events are commercially viable on a standalone basis, even if they generate region wide benefits that exceed the cost of running the event. This is the reason why public funds are required to assist in major event attraction and delivery.

4. Focus Areas - Major and Regional Events

The City has identified four main focus areas for the Major and Regional Events Strategy;

- **Event friendly host destination**
- **Effective and value for money resourcing**
- **Event evaluation tool**
- **Portfolio of major and regional events**



Focus Area 1: Event Friendly Host Destination

The City of Albany facilitates the development of a successful local visitor industry by operating attractions and maintaining visitor facilities, attracting major events, marketing the visitor destination, and attracting additional investment. Attracting and supporting major events is a key activity of Council via annual budget allocations towards the major event attraction and regional event sponsorship programs.

However providing funding of major and regional events is only one part of the City’s role. Albany must compliment its proactive approach to securing and supporting events by implementing an ‘event-friendly’ and easy to do business with approach across all its departments.

This event-friendly approach applies equally to infrastructure (e.g. provision of venues, tourism and transport) and regulatory processes (to avoid red tape and to assist in facilitation of gaining approvals).

Focus Area	Objectives	Actions
1	1.1 Develop event friendly approval processes.	<p>Create Events and PR Coordinator role to provide one main City contact point for external event organisers.</p> <p>Develop streamlined and improved City events approval processes.</p> <p>City to adopt “can do” and supportive economic development perspective across all departments.</p>
1	1.2 Implement a timely and effective selection process for Major Event attraction.	<p>Use the event evaluation tool to instruct major event selection. Target score 45/70 points.</p> <p>Council to adopt this strategy and the event budgets.</p> <p>Delegate authority to CEO to select hosting and funding of events that meet budget allocations and evaluation tool conditions without the need for Council approval.</p>
1	1.3 Develop strategic partnerships with key event stakeholders	<p>Establish working relationships with key agencies;</p> <ul style="list-style-type: none"> - Tourism WA’s Eventscorp. - Perth Convention Bureau - Great Southern Development Commission - Regional Development Australia - Sports Marketing Australia - Australia’s South West

		<p>Establish working relationships with local partners;</p> <ul style="list-style-type: none"> - ACCI - Albany Entertainment Centre - Albany Venues - Neighbouring LGAs <p>Establish working relationships with regional event organisers.</p>
--	--	--

Focus Area 2: Resourcing

Implementation of the Major and Regional Events Strategy is the responsibility of the City's Tourism Development and Services section within the Community Services Directorate.

The Manager of Tourism Development and Services role is responsible for a number of key visitor industry economic drivers including;

- Airport; key transport infrastructure for business, FIFO, tourism markets, potential learning hub and job creator,
- Visitor centre & servicing; welcoming point for destination to visitors and attracting new residents,
- Destination marketing; Amazing Albany brand, tourism, new residents, business attraction,
- Product development; visitor products and infrastructure, accommodation, hospitality, attractions, retail and tour experiences, investment and infrastructure attraction, and
- Major and Regional events; key economic and social outcomes drivers.

Council approved the creation of an Events & Public Relations Coordinator role in the 2014/15 budget and this is now in place. This position is currently implementing a new events approval process to streamline the City's internal event approval processes across all directorates. The role is responsible to:

- Provide a central contact and administration role for external entities (both commercial and not for profit groups) seeking to stage events within the City of Albany municipality.
- Assist in the delivery of key Community Services business units marketing and social media promotional activities.
- Assist in the delivery of the Amazing Albany destination brand, marketing, tourism, website and social media initiatives where required.

Focus Area	Objectives	Actions
2	2.1 Grow Major Event Attraction and Regional Event Sponsorship budgets.	<p>Council to commit to long term funding of Major and Regional events program and strategy.</p> <p>CEO to investigate new and sustainable funding models, partnerships, local business contributions, commercial differential rating models to grow the City's tourism, events and economic development budgets.</p>

Focus Area 3: Event Evaluation Tool

A key part of this strategy paper is the development of an event evaluation tool that can be used to understand the strengths and weaknesses and 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.

A maximum score of 70 can be attributed to any one event from this tool.

The assessment tool scores an event across 7 variables being;

- 1 Number of visitors from outside the region and from within the region
- 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

Focus Area	Objectives	Actions
3	3.1 Develop a consistent approach to event measurement and evaluation that weights event deliverables based on Albany's unique requirements.	Develop and adopt the event evaluation tool. Test and continually refine tool. Council to assist in establishing minimum rating scores for financially supporting events.

Focus Area 4: Portfolio of Major and Regional Events

A Portfolio Approach to major and regional events for Albany needs to be clear what type of events to attract and support. As guiding principles the City of Albany will support development of major events which;

1. Positively reflect the character of Albany and south coast region lifestyles,
2. Support Albany's unique identity and align with the Amazing Albany destination brand,
3. Will attract significant visitor numbers to the destination via a strategically balanced year round event calendar, and
4. Leverage and maximise Albany's unique points of difference and competitive advantages,

To be clear Albany's points of difference and competitive advantages include;

Uniquely Albany:

- Strong ANZAC historical connection.
- Oldest WA European Settlement boasting strong examples of heritage buildings.

Food and Wine quality and diversity are rated highly:

- The Southern Coast region is renowned for its organically grown produce, award winning wines, and gourmet foodie scene.

Strong Art and Culture scene:

- Albany Entertainment Centre (AEC) impressive state of the art performance facility seating up to 623 people in main theatre and attracting high profile international acts.
- Strong local creative industry and Vancouver Arts Centre.

Trails development:

- Trails – southern terminus for both the Bibbulmun walking and the Munda Biddi mountain bike trails.
- Mountain biking, adventure based sports and outdoor recreation pursuits are a strong focus.

Impressive Natural Environment:

- Elevated vantage points in and around City to take advantage of land based viewing of events in and around the harbour.
- Diverse ecology of flora and fauna (whales, potoroos, birds).
- West Cape Howe National Park is the most southerly point in WA.
- The main population centre is surrounded by four National Parks (Gull Rock, Torndirrup, Waychinicup and West Cape Howe) and one designated Nature Reserve (Two Peoples Bay) lends itself to tag line “a city surrounded by amazing nature”.
- Impressive protected natural harbour for sailing, cruising, whale watching, fishing and diving.
- Neighbouring hinterland includes the Stirling Ranges, Porongurups, and Fitzgerald River National Parks boasting significant natural biodiversity.

Strong Green credentials:

- Renewable energy, the 18 wind turbines produce some 80% of Albany’s electricity needs.
- Traffic management systems (no traffic lights, bypass roads, roundabouts).

In addition the City of Albany Events Strategy has a strong preference to support events that;

- ✓ Take place in the shoulder or low season for visitors, and
- ✓ Showcases the best of Albany and the south coast to the rest of Australia and overseas.
- ✓ Provide a direct financial return to the City by way of fees and charges recouped through City of Albany business units i.e. commissions from accommodation bookings and airport passenger levies.

Focus Area	Objectives	Actions
4	<p>4.1 Develop a cost effective major and regional events portfolio that delivers required outcomes and benefits.</p> <p>4.2 Secure at least one major event for the Albany region each year that delivers an agreed ROI from city direct investment.</p>	<p>Leverage off Albany destination awareness from Anzac 2014-2018 event mega event program.</p> <p>Actively pursue at least one major event per annum that scores minimum pre-event assessment target of 45/70.</p> <p>Support regional event organisers via the annual RES program to develop an active regional event portfolio that scores greater than 35/70.</p>
4	<p>4.3 Attract and support business events to the Albany destination.</p> <p>MICE – Meetings Incentive Conference Exhibitions industry sector.</p>	<p>Provide support services to business conferences and meetings.</p> <p>Develop business events venues information collateral and provide supporting visitor information and services.</p> <p>AVC to act as preferred accommodation and</p>

AGENDA ITEM ED018 REFERS

		<p>tour booking service.</p> <p>Partner with local venue (AEC) and key agency stakeholders to attract MICE events.</p>
4	<p>4.4 Use major and regional events as a key platform for delivery of Amazing Albany destination marketing message.</p>	<p>City's Event support conditional on Amazing Albany brand integration.</p> <p>RES program acquittal tied to Amazing Albany brand KPIs.</p> <p>Integrate event marketing across Amazing Albany marketing channels and collateral.</p>

DRAFT

Attachments

- New Draft Event Evaluation Tool

DRAFT

City of Albany

Major Event evaluation tool
as at September 2014

Evaluation variable

- 1 Number of visitors
- 2 Economic spend 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

Total score out of a maximum of 70 points

Score (1 to 10)

Notes

Visitors are defined as any competitor, participant, spectator, event organiser, support crew that visits Albany and normally resides **outside the Albany LGA region. Do not include local Albany residents**

Use profile id calculation tool. Calculate ROI based on funding level requested score 1-5. Estimate total dollar spend score 1-5.

Use profile id calculation tool. Calculate number of jobs created. Scored as either nil=0, through to >40=10. See separate table.

Assess against City of Albany "smart prosperous and growing" and events strategy objectives. Scored as either nil=0, very low=2, low=4, medium=6, high=8, very high=10.

Scored as either nil=0, very low=2, low=4, medium=6, high=8, very high=10

Scored as peak=2, shoulder=6, low=10

Scored as either nil=0, very low=2, low=4, medium=6, high=8, very high=10

Visitor numbers calculation tool

Visitors are defined as any competitor, participant, spectator, event organiser, support crew that visits Albany and normally resides outside the Albany LGA region. Do not include local Albany residents.

Scoring table

Number of visitors	Score
0	0
1-250	1
251-500	2
501-750	3
751-1000	4
1001-1500	5
1501-2500	6
2501-4000	7
4001-6500	8
6501-10000	9
>10000	10

Economic Value calculation tool

Economic value based on twomeasures. 1. Total event economic impact in dollars, and 2. Calculated ROI based on level of City funding asked/provided.

Scoring table

1. Total Dollar Spend	Score	2. ROI based on City level of support	Score
0	0	0	0
up to \$500k	1	0-4	1
\$500k-\$1m	2	5-9	2
\$1m-\$3.5m	3	10-14	3
\$3.5m-\$5m	4	15-20	4
>\$5m	5	>20	5

Add the scores from total economic value and ROI together to get Economic Value total score.

Use the profiel id calculator tool to calculate 1. Total dollar spend.

Calculate ROI, divide total dollar spend figure by leve of funding supplied by City

Jobs calculation tool

Jobs created using profiler id calculation tool.

Scoring table

Number of jobs	Score
0	0
1-3	1
3-6	2
6-9	3
9-12	4
12-15	5
15-20	6
20-25	7
25-30	8
30-35	9
>35	10

Media PR Value

Assess level of destination awareness, level of media exposure, level of PR value achieved. Scored subjectively on scale 0-10

Scoring table

Level of fit	Score
nil	0
	1
very low	2
	3
low	4
	5
medium	6
	7
high	8
	9
very high	10

Strategic Fit

Assess against City of Albany "smart prosperous and growing" and events strategy objectives. Scored subjectively on scale 0-10

Scoring table

Level of fit	Score
nil	0
	1
very low	2
	3
low	4
	5
medium	6
	7
high	8
	9
very high	10

SMART PROPEROUS GROWING OBJECTIVES

Strategic Objective: 1.1 ??.

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.

EVENT STRATEGY OBJECTIVES

Support development of major events which;

1. Positively reflect the character of Albany and south coast region lifestyles,
2. Support Albany’s unique identity and align with the Amazing Albany destination brand,
3. Will attract significant visitor numbers to the destination via a strategically balanced year round event calendar,
4. Leverage and maximise Albany’s unique points of difference and competitive advantages,

Timing

Encourage staging of events in low and shoulder periods. Only 3 scores available, 0, 7 or 10 depending on which month event is staged.

Scoring table

Level of fit	Score	
Peak period	0	Albany seasonality defined
Shoulder period	7	Low months; May, June, July and August
Low period	10	Shoulder; February, March, October and November
		Peak; December, January, April and September

Social value

Assess level of social value, level of local community engagement achieved. Scored subjectively on scale 0-10

Scoring table

Level of fit	Score
nil	0
	1
very low	2
	3
low	4
	5
medium	6
	7
high	8
	9
very high	10