



Minutes

MEETING HELD IN COMMITTEE ROOM, CITY OF BUSSELTON

On

Thursday 24 September 2015 at 9.00am

Marketing and Events Reference Group

ATTENDEES

Name	Title
Cr. Ian Stubbs	Mayor, City of Busselton (chairperson)
Cr. Grant Henley	Deputy Mayor, City of Busselton (left 11.02am)
Shane Walsh	Events Coordinator, City of Busselton
Sharna Kearney	Chief Executive Officer, Geographe Bay Tourism Association (GBTA)
Ray McMillan	Chief Executive Officer, Busselton Chamber of Commerce and Industry (BCCI) (arrived 9.09am)
Glenn Martin	Representative, Dunsborough Yallingup Chamber of Commerce and Industry (DYCCI) (arrived 9.05am)
Lisa Shreeve	Chief Executive Officer, Busselton Jetty Environment & Conservation Association
Jennifer May	Manager, Commercial Services, City of Busselton
Tanya Gillett	Environmental Health Coordinator, City of Busselton
Meredith Dixon	Public Relations Officer, City of Busselton
Tanya Downie	Executive Support Officer, City of Busselton
Malinda Nixon	Cinefest Oz (left 9.41am)
Helen Shervington	Cinefest Oz (left 9.41am)
David Barton	Cinefest Oz (left 9.41am)
Jacque Happ	Cultural Development Officer, City of Busselton (left 10.05am)

APOLOGIES

Naomi Searle, Director Community and Commercial Services, City of Busselton

Mayor Stubbs welcomed the representatives from Cinefest Oz to the Marketing and Events Reference Group Meeting.

1.0 ATTENDANCE AND APOLOGIES

Mayor Stubbs opened the meeting at 9.03am and welcomed attendees to the Marketing and Events Reference Group meeting.

2.0 CONFIRMATION OF PREVIOUS MINUTES

The Mayor moved a motion to accept the minutes of the meeting held on 15 May 2015 as a true and accurate record of the meeting. Seconded by Environmental Health Coordinator. Motion carried.

2.1 BUSINESS ARISING FROM PREVIOUS MINUTES (not covered in Item 3.0)

Nil.

3.0 CINEFEST OZ PRESENTATION

Representatives of Cinefest Oz briefed the Group about the 2015 event and the continued growth since the first event in 2008. In 2015, 80% of screenings were held in Busselton with some screenings also held in Bunbury and Margaret River.

Improvements to the event in 2015 included:

- Launch of the website
- Lunches and sidebar events
- Indigefest Oz and cultural day
- Australian Film Collaboration Event
- School and family events

Final figures have not yet been received to know the full economic impact of the 2015 Event, however there was an increased attendance of approximately 26% in 2015 as compared to 2014.

The Group discussed the inclusion of a projector in the Weld Theatre would be another option for screening movies during Cinefest Oz.

Cinefest Oz thanked the City for their contribution to the volunteers' party, which was well received by all volunteers.

The Group agreed Cinefest Oz was a fantastic event, which is generating more interest in film making in the South West region.

Action: Manager Commercial Services to contact Repertory Club and offer support should they apply for any grants or funding for a projector to be installed at Weld Theatre.

4.0 BOOK CLUB PRESENTATION

The Cultural Development Officer presented a proposal for a new Book Club Festival event, proposed to be held in July 2016. The event is designed to target women who actively participate in book clubs for a chance to have a weekend away.

City Officers will work with authors to present workshops over the weekend at various venues throughout Busselton and Dunsborough.

The Group agreed the proposal was a good idea and would fill a gap in the Winter events calendar.

5.0 MARKETING STRATEGY UPDATE

The marketing budget for the 2015-2016 financial year is \$196k which includes \$57k carried over from the 2014-2015 financial year.

The Group discussed allocating a portion of the marketing budget towards a new special airport marketing reserve set aside for the promotion of the redeveloped airport in the future. The Group

discussed Eastern States marketing for the 2015/16 financial year however agreed that this was premature at this time and would be considered in the Airport marketing strategy.

It was suggested that the Airport Project Group provide a report to MERG about how to leverage additional funds from South West Regional Groups, including Tourism and Industry bodies and other Local Governments to contribute towards marketing of the airport.

Mayor Stubbs recommended allocating \$150k towards a special airport marketing reserve for the promotion of the airport, with the remaining \$46k in the budget to be allocated towards marketing initiatives to increase tourism during May – August 2016.

Action: Event Coordinator to make a recommendation to Council to allocate \$150k from the Events and Marketing budget to a new airport marketing reserve for the promotion of the airport.

Group Manager Marketing, MRBTA to provide costings and suggestions for marketing or media opportunities to increase tourism during May-August 2016 at the next meeting.

City Officers to provide a report on how to leverage additional funds from South West Regional Groups and other Local Governments to contribute towards marketing of the redeveloped airport.

6.0 EVENTS – EVENT COORDINATORS REPORT

6.1 BUSINESS ARISING FROM MINUTES

1. The Group agreed that the Director of Community and Commercial Services discuss the municipal funding allocation for events with Council and City Officers as part of the 2015/16 budget discussions. This was completed and municipal funds allocated towards events has been reduced from \$300k by \$20k to \$280k and included in the 2015/16 budget.
2. Events Coordinator to make recommendation to Council on the outcomes of the Event Sponsorship Programme for Round 1. Completed and recommendations from MERG was approved by Council (C1506/179) at its 24 June Ordinary Meeting. In addition to Round 1 funding allocations the Council also resolved to fund CinefestOz an extra \$10k (C1507/191) for their volunteer programme / community screenings at the 8 July Ordinary Meeting.
3. Events Coordinator to provide local community groups with information required to seek sponsorship from the City's Donations, Contributions and Subsidies Fund. Information distributed to the unsuccessful community events from Round 1 and Officers will continue to distribute information on request.
4. The funding allocation of the City's Donations, Contributions and Subsidies Fund to be discussed as part of the 2015/16 budget discussions. This matter was endorsed by Council through the budget process and the fund was increased to \$37.8k.
5. Events Coordinator to make necessary recommendations to Council for the increase in sponsorship for Fringe Festival to \$30K and Jazz by the Bay to \$50k. The increased funding was approved by the Council on 24 June Ordinary Meeting (C1506/179).

6. Events Coordinator to provide a report on the progress of negotiations of the Gourmet Escape Beach BBQ event at the next Meelup Regional Park Management Committee (MRPMC) meeting. The Manager Commercial Services attended the Meelup Regional Park Committee and presented the event conditions which were agreed by the MRPMC and the Beach BBQ event has been approved to be held at Castle Bay Beach by the City on 24 June (C1506/179).
7. Branding strategy and marketing plan to be further discussed, including marketing budget allocations, at the September MERG meeting. Marketing update has been arranged for this MERG meeting.

6.2. FINANCIAL IMPLICATIONS

Two (2) Year Cashflow Forecast to 2016/2017 were tabled.

At the 25 March 2015 Council meeting, Council resolved to include a 1% increase in the Industrial and Commercial Differential Rate from 8% to 9% in the 2015/16 budget (C1503/067), resulting in an allocation of \$556k in the Marketing and Events Reference Group Budget, with a split of 75/25 (\$417k/\$139k), between events and marketing respectively.

The total MERG budget for 2015/2016 is \$893k; \$697k allocated for events and \$196k allocated towards marketing. The \$697k for events includes \$280k from municipal funds and \$417k from the Differential Rate Budget of \$556k. \$196k has been allocated specifically for marketing, including \$139k from the Differential Rate Budget and \$57k carry over from the 2014/15 marketing budget. This excludes budgetary allocations for the Leavers Week event, administration, and events staffing.

1. City of Busselton Events Strategy

MERG Scorecard for 2014/2015;

- MERG has achieved its objective of a more even spread of events across the entire year, with a more even spread of types of events and a growing number of events outside of Busselton CBD.
- While there are still a large percentage of community events (41%), there has been an increase in the percentage of cultural events (26%) over the last three years, compared to sporting events (33%), which was an objective of the event strategy.
- The proportion of events outside of the CBD has also increased from 10% in 2012/13 to 40% in 2014/15;
- The number of events for last FY increased by 66%, from 83 events to 138 events;
- The 2014/15 economic impact was estimated at \$67m and by using the event tourism multiplier of 1.92, the total impact is estimated at \$128.7m.
- Based on all data provided by the event organisers, 239,000 people attended the 138 events, with 125,000 coming from outside of the City.
- The percentage of total visitors to all events in the City increased from 40% to 52% last FY.

2. Multi-Year Events Funded from Municipal Funds Update

Cinefest Oz - 2015

Following the presentation from Cinefest Oz, the Group considered funding of the event for the next 3 years.

Action: Events Coordinator to recommend to Council, the City entering into a multiyear funding agreement with Cinefest Oz for the following sponsorship; \$95k in 2016/2017, \$95k in 2017/2018, \$95k in 2018/2019.

3. Event Development

New events listed in the Event Coordinators Report were tabled.

4. Event Sponsorship Programme

Round 2 Event Sponsorship Programme

Round 2 of the Event Sponsorship Programme closed on 14 September 2015 with a total of eight (8) single year event funding applications received requesting a total of \$96.12k. A late application received from Kings of Concrete National Skateboard Tournament for \$11.5k was introduced and discussed. Sponsorship funds available this round is \$58.3k.

The Group discussed the individual applications received for Round 2 and the following recommendations made:

Event	Requested	Recommended
BCCI/MRBTA FOC Rooms IMWA Agreement	\$9,625	\$9,625
Tour of Margaret River	\$5,000	\$5,000
Sevens Summer Series Jetty 7's	\$7,500	\$7,500
Aerofest 2016	\$10,000	\$5,000
Busselton Open Water Swim	\$5,000	\$5,000
Wrecked Music Festival	\$50,000	\$5,000 (in kind)
Margaret River Marathon	\$4,000	\$0
Kings of Concrete National Skateboard Tournament	\$11,500	\$10,000
Margaret River Young Readers and Writers Festival	\$5,000	\$0
TOTAL ROUND 2	\$107,625	\$47,125

Action: Events Coordinator to make necessary recommendations to Council on the outcomes of the Event Sponsorship Programme – Round 2.

Events Coordinator to include a satellite event/activity in Dunsborough as a condition of the Kings of Concrete National Skateboard Tournament funding agreement.

5. Annual City Events Update

Event Reports

Busselton Fringe Festival (Carnavale on Queen) – Friday 11 and Saturday 12 March 2016 in the Cultural Precinct

The proposal for next year's Fringe Festival is to leave it on the same weekend but have a few associated events on the long weekend before and during the week in the Busselton CBD. The

funding has increased from \$25k in 2014/15 to \$30k 2015/16 to assist officers and Acting Up to hire in labour to bump in/out the festival rather than relying on volunteers.

Jazz by the Bay – Friday 3 June to 5 June 2016

It has been a long term strategy of City officers to build the event and then hand it over to an appropriate local not-for-profit organisation to continue to oversee the growth of this successful event. It is recommended that the City continues to fund this event in future years (\$50k has been approved for the 2015/16 event, plus \$12k funding received from Eventscorp) to assist the new organisers, the Dunsborough and Districts Progress Association. City event officers will continue to assist the new committee, but to a lesser degree than the previous three years.

This year the event grew by 30% with attendance totalling 5,127 and the economic impact estimated at \$2.32m.

New Bookclub Festival 22-24 July 2016 – Presentation by Jacquie Happ

Cultural Development Officer presented the concept of this event to the Group.

The Group agreed the proposed Book Club Festival was a viable concept which would increase visitors to the area in the off-peak time.

Action: Events Coordinator to make necessary recommendations to Council for the City to provisionally fund \$15k from the 2016-2017 draft events and marketing budget for the proposed Book Club Festival.

6. Other Event Matters

Events Workshop with Council to formulate the Strategic Events Report 2015

City officers held a Councillor workshop on 9 September 2015 to discuss the progress of MERG over its first four years, Marketing and Events Reference Group funding levels to 2019/20, funding splits between events and marketing, municipal funding levels, reviewed funding assessment process and funding criteria, the CEO's Donations, Contributions and Subsidies Fund and the relationship with the new MRBTA.

Officers presented the following financial forecasts for the next five years of available Differential Rate funding and municipal funding to MERG, based on the following assumptions.

1. Differential Rate will be capped at 10% from 2016/17.
2. The marketing share of the differential rate funds will increase to 35% by 2019/20 to promote tourism through the airport redevelopment.
3. Continuing trend of gradually reducing the municipal funds by \$20-30k pa until it reaches an agreed reduced limit.
4. The long term pool of funding for events may decline annually as more MERG funds are allocated towards the marketing of the new airport.

The funding assessment guidelines will be based on the following basis.

New Events

The Differential Rate allocation towards Marketing and Events Reference Group will be fixed at 10% from 2016/2017 and hence should not reduce. However, the allocation split between events and marketing funding is likely to reduce the event funding proportion. An objective of MERG through the application assessment process may be to continue to recommend higher levels of seed funding, based on the criteria of greater participation, higher economic impact, off peak periods and aligned with events strategy.

New events would be offered a one year agreement, followed by a multiyear agreement for future events if the all KPIs were met.

Existing Multiyear Funded Events

The City will continue to fund existing successful multiyear events if they are meeting set KPI's in their current agreements. However, all individual multiyear agreements will include an annual reduction in funding over the next three years of their new agreement. The existing events will be expected to source additional funding/revenue from other agencies or revenue sources, as they move towards more sustainable funding arrangements.

Renewal of multi-year agreements will be assessed on the same criteria as new events, in addition to having to provide a three year business plan showing growth in their event with new initiatives and an increase in benefits and economic return for the City.

They will also need to meet their KPI's annually to receive funding for the next year.

Hallmark Events

Hallmark Events are the City's long term high profile, high yield events which underpin the success of the City's event calendar.

The current hallmark events include Ironman WA, CinefestOz, Ironman Busselton 70.3, Busselton Jetty Swim, Forest Rally, Southbound Music Festival (unfunded) and Geographe Bay Race Week.

Future hallmark events could include new events which have been introduced to the City's event calendar in recent years such as X Adventure Dunsborough, Cape to Cape MTB and Vineyard Challenge.

It is proposed that hallmark events could continue to be funded by the City on a flat line basis without annual CPI increases on the condition that the events continue to grow with new initiatives and return increased benefits to the City.

CEO's Donations Contributions and Subsidies Fund

From the 2015/16 financial year community events managed by not-for-profit, community groups and clubs will be required to apply to the CEO's Donations, Contributions and Subsidies Fund for funding for community/sporting club events. This fund has been increased to \$37.8k

The level of funding that can be allocated at the CEO's discretion has increased from \$500 to \$1k per event.

7.0 GENERAL BUSINESS

7.1 MARKETS ON MITCHELL PARK DURING IMWA

To be discussed at next meeting.

7.2 IRONMAN LEGACY INCORPORATED IN FORESHORE REDEVELOPMENT

To be discussed at next meeting

7.3 BILLBOARD IN DUNSBOROUGH

Dunsborough-Yallingup Chamber of Commerce and Industry (DYCCI) would like to see an event billboard located in Dunsborough. The Group were supportive of the idea and suggested DYCCI provide the Group with concept plans, design and location for a new event billboard in Dunsborough;

Action: Dunsborough-Yallingup Chamber of Commerce and Industry to provide concept plans, design and preferred location for proposed event billboard in Dunsborough. To be discussed further at the next meeting.

7.4 NEW REPRESENTATIVE FROM MARGARET RIVER BUSSELTON TOURISM ASSOCIATION (MRBTA)

Group Manager Marketing MRBTA informed the Group that the December meeting will be her last meeting before going on twelve (12) months maternity leave.

Meeting closed at: 11.40am.

Next Meeting:

Date: TBA
Venue: Committee Room, City of Busselton

Cr. Ian Stubbs
MAYOR, CITY OF BUSSELTON
CHAIRPERSON

Agenda Item	Action	Responsible Officer
Cinefest Oz	Manager Commercial Services to contact Repertory Club and offer support in applying for grants/funding for a projector and screen equipment to be installed at the Weld Theatre	Manager Commercial Services
Marketing Strategy Update	Event Coordinator to make recommendation to Council to allocate \$150k into a new airport marketing reserve for the promotion of the redeveloped airport.	Events Coordinator
	Group Manager Marketing MRBTA to provide costings and suggestions for marketing or media opportunities to increase tourism during May-August 2016 at the next meeting	Group Manager Marketing MRBTA
	City Officers to provide a report about how to leverage additional funds from South West Regional Groups and other Local Governments to contribute towards marketing the airport	Airport Project Group
Cinefest Oz	Events Coordinator to recommend to Council, the City enter into a multiyear funding agreement with Cinefest oz for the following sponsorship; \$95k in	Events Coordinator

	2016/2017, \$95k in 2017/2018, \$95k in 2018/2019	
Round 2 Sponsorship Programme	Events Coordinator to make necessary recommendations to Council on the outcomes of the Event Sponsorship Programme – Round 2	Events Coordinator
	Events Coordinator include in the funding agreement that a satellite event/activity be held in Dunsborough as a condition of the Kings of Concrete National Skateboard Tournament Sponsorship	Events Coordinator
New Book Club Festival	Events Coordinator to make necessary recommendations to Council to provisionally fund \$15k from the 2016/2017 draft events and marketing budget to the proposed Book Club Festival	Events Coordinator
Events Billboard in Dunsborough	Dunsborough-Yallingup Chamber of Commerce and Industry to provide concept plans, design and preferred location for proposed Events Billboard in Dunsborough.	DYCCI Representative