



Minutes

MEETING HELD IN COMMITTEE ROOM, CITY OF BUSSELTON

on

Thursday 26 June 2014 at 9.30am

Marketing and Events Reference Group

ATTENDEES

Name	Title
Cr. Ian Stubbs	Mayor, City of Busselton (left 11.40am)
Cr. Grant Henley	Deputy Mayor, City of Busselton (chairperson from 11.40am)
Clayton Powell	Representative, Dunsborough Yallingup Chamber of Commerce and Industry
Shane Walsh	Events Coordinator, City of Busselton
Tanya Gillett	Environmental Health Coordinator, City of Busselton (left 12.06pm)
Sharna Kearney	Chief Executive Officer, Geographe Bay Tourism Association
Peter Gordon	Representative, Busselton Chamber of Commerce and Industry
Naomi Searle	Director Community and Commercial Services, City of Busselton (left 11.44am)
Tanya Downie	Executive Support Officer, City of Busselton
Peter Hill	Economic & Business Development Officer, City of Busselton
Mike Archer	Chief Executive Officer, City of Busselton (arrived 10.30am – left 10.43am)

APOLOGIES

Jennifer May - Manager, Commercial Services, City of Busselton

Ray McMillan - Chief Executive Officer, Busselton Chamber of Commerce and Industry

Meredith Dixon – Public Relations Officer, City of Busselton

1.0 ATTENDANCE AND APOLOGIES

Mayor Stubbs opened the meeting at 9.35am and welcomed attendees to the Marketing and Events Reference Group meeting.

2.0 CONFIRMATION OF PREVIOUS MINUTES

The Group accepted the minutes of the meeting held on 27 February 2014 as a true and accurate record of the meeting.

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

Nil.

3.0 EVENTS – EVENT COORDINATORS REPORT

3.1 BUSINESS ARISING FROM MINUTES

- 2.1 Events Coordinator to follow up with supplying event sponsorship application summary evaluations to members of the 2014 Round 1 applications. - Information included in Assessment Spreadsheet to all MERG members with their MERG papers. Use of local content to be addressed in future applications and assessments.
- 3.1 Public Relations Officer and GBTA CEO to arrange a media release and function to inform locals of the success of the Recharge Campaign. – Media Release to be drafted after June MERG meeting now that results data has been produced.
- 3.1 GBTA CEO to provide outline of spending of 20% or 30% of the Total MERG Budget for marketing purposes, to be emailed to MERG members to ascertain their preference prior to making a recommendation to Council. – This was undertaken in March and Council approved in principle, a split of 75/25 to be included in the City's draft 2014/2015 budget.

Events Coordinator to send out the guidelines for the assessment and allocation of MERG funds for the Sponsorship Program – Guidelines emailed to members comments requested by 16 June.

Events Coordinator to confirm with Director Engineering & Works Services about the funding agreement with Capel Shire to complete the project. – The City has included \$63,500 in its draft 2014/2015 Engineering and Works Budget to cover the additional road works to have the entire section widened for the 2014 Ironman WA. The Shire of Capel will repay the City in the following financial year.

In-kind sponsorship from the City to be quantified for this event for the 2014/2015 Budget – The in-kind sponsorship of \$18k has been included in MERG Events Budget as per the agreement for the 2014 Event.

- 4.1 Economic & Business Development Coordinator Jon Berry to obtain more information on the interactive road trip proposal and presented at the MERG June meeting - Since the last meeting, further research into the Road Trip interactive visitor servicing product was undertaken. The proponent has decided to focus on product development in the United States market before rolling it out into Australia. Accordingly the proposal from REAL Interactive for the blue posts to be installed at tourist locations within the district has been withdrawn.

FINANCIAL IMPLICATIONS

The Group reviewed the Proposed 2014/2015 Events and Marketing Budget and Three (3) year cash flow forecast provided.

At the Council meeting on Wednesday 14 May 2014 Council provided in-principle support, as part of the 2014/15 draft budget process, toward a 1% increase in the Differential Rate to 8% and that the events and marketing Differential Rate budget of \$488k be split 75/25 (\$366/\$122k) respectively.

Action: Events Coordinator to include Municipal cash and In-kind support separately in future budgets.

EVENT STRATEGY

Draft Guidelines for Event Sponsorship Program Assessment:

After review of the draft guidelines, the Group recommended that the Guidelines be presented to Council with the addition of a "Buy Local" clause, and for applicants to include a response to this in evaluation reports.

The revised guidelines were used when assessing the Round 1 Event Sponsorship for 2014.

Action: Events Coordinator to include a 'buy local' clause in the guidelines, to be included in event evaluation reports

Multi-Year Event Update:

CinefestOz – Wednesday 20 – Sunday 24 August 2014

CinefestOz has increased workshops and screenings in Bunbury, Margaret River and Dunsborough. The schools programme is also expanding, and there is the new \$100k first prize for the best film at this year's cinema festival.

The City is also working with ScreensWest, CinefestOz, SWDC and other local governments on the Film Friendly project which aims to make it easier for filmmakers to produce a movie in the South West with standard forms, location details, photos, and local contacts are located in one library.

Ironman WA – Saturday 6 and Sunday 7 December 2014

The organisers, Ironman Asia Pacific have opened entries with a new two 90km lap cycle leg. This means they can increase competitor numbers to 2,000, up from 1,600 in December 2013.

The City has continued negotiations for a new 5 year contract with Ironman Asia Pacific, and has been advised that they accept the terms and conditions presented. It is therefore recommended that MERG recommends to Council to enter into a new 5 year agreement with the negotiated fee structure of \$175k in 2015, increasing by \$5k per year to \$195k in 2019, plus \$18k in-kind support per annum not indexed.

Action: Recommendation to be made to Council to enter into a new 5 year agreement with Ironman Asia Pacific as outlined.

Festival of Busselton – January 2015

The Festival Committee has approached the City to discuss funding to employ an event coordinator for the 2015 festival. They also requested that City Event staff arrange and manage the festival concert in 2015.

The Committee was advised that the City does not provide funding for event staff/wages, and that the 2015 Final Night Concert would not be funded. Event staff would however assist were possible, and the supply of the stage, bins, etc as part of the City's existing in-kind sponsorship would remain.

The Committee aims to hold a concert on Signal Park on Sunday 25 January with festival queens and local youth artists/bands or share the infrastructure with Oz Rock Busselton after that concert on Saturday night. This is if they secure enough sponsorship from other sources. There will not be any fireworks for the Festival of Busselton 2015.

Australia Day - Monday 26 January 2015

The event is organised by the Rotary Club of Busselton Geographe Bay, and incorporates the City's Citizen's Ceremony. With the growth of the event on the new foreshore site, it is expected that over 1,200 will be in attendance next January.

Dunsborough and Districts Progress Association have applied for \$1k in funding for a similar scale event which has been conducted in Dunsborough for a number of years.

Busselton Jetty Swim – Saturday 7 and Sunday 8 February 2015

The Busselton Jetty Swim Committee is working with the 150th Year Busselton Jetty Celebrations Working Group for their 20th Anniversary Jetty Swim in 2015.

Geographe Bay Race Week 15 to 21 February 2015

Dates are confirmed for the 2015 event and the event will be based back at Port Geographe, in conjunction with the Port Geographe Marina Pty Ltd and the Royal Perth Yacht Club.

Funding has been approved from other sources for a foreshore concert at the Marina. The location was suggested by City staff, as there are a number of events around the Jetty over summer.

Busselton Festival of Triathlon, Ironman 70.3 – Friday 2 and Saturday 3 May 2014

Triathlon WA hosted a successful open water swim on the Friday with over 160 participating. On Saturday the weather conditions were perfect for the 3,250 competitors for the Ironman 70.3 swim, bike and run with many top athletes recording record and personal best times.

The post event broadcast 3 weeks later, on Sunday 25 May was a fantastic showcase of the Busselton Foreshore, the Tuart Forest and the many local volunteers, and the program will be repeated on other associated channels in the next few months.

Wings for Life World Run - Sunday 4 May 2014

After the Kids Ironman on the Sunday the venue was changed over by Red Bull ready for the Wings for Life World Run on Sunday evening. At 6pm 480 runners started in perfect running conditions on the Barnard Park Foreshore and headed out to Dunsborough/Yallingup.

Staff are in discussions with Red Bull to hold this event in Busselton again next year, as it has the potential to double in size in 2015. Plus Busselton received valuable airtime worldwide earlier in the race.

The Group agreed Wings for Life was a fantastic event with great internet coverage. A suggestion was made for a big screen to be set up in Dunsborough (Lions Park) for the Dunsborough residents/supporters to be more involved if the event is secured to be held in Busselton again in 2015.

Action: Events Coordinator to continue negotiations with Red Bull to hold the Wings for Life event in Busselton in 2015 with a screening at Dunsborough.

Events Development

New events listed in the Event Coordinators Report were tabled.

Interest is increasing for the Human Powered Vehicle Racing event, to be held in August at Barnard Park. There have already been registrations from approximately 40 schools, who are building their own Human Powered Vehicles to race in the event.

City Officers have been trying to secure the National Triathlon Event (Olympic distance) which is currently held in Mandurah and is part of a state triathlon series. Event Organisers have expressed interest in moving the event to Busselton with Port Geographe Marina being the preferred venue for the event. Further discussion will take place with the Group about funding when deciding on allocations for the Round 1 Event Sponsorship.

Event Sponsorship Program

Round 1 sponsorship applications were tabled and discussed, with the following recommendations being made:

Annual Event Funding (2014/15)	Request	MERG Recommendation
Rally by the Seaside	\$ 10,000	\$ 2,500
Busselton Festival of Triathlon	\$ 8,500	\$ 6,750 ^{^~}
Sunsmart Ironman Western Australia	\$ 17,500	\$ 6,250 ^{^~}
Geographe Bay Tasar World Championship	\$ 30,000	\$14,700
Wise Winery Half Marathon	\$ 5,000	\$ 2,500
Australia Day Ceremony (Dunsborough)	\$ 1,000	\$ 1,000
Aussie Nash Hash Busselton	\$ 20,000	\$ 3,300
3-Year Multi-Year Event Funding (2014/15-2016/17)		
Busselton Spring Running Festival	\$ 15,000	\$ 7,000
City of Busselton Half (former Jets Half Marathon)	\$ 5,000	\$ 2,000
Dunsborough Song Fest	\$ 3,000	\$ 3,000
TOTAL	\$156,000	\$49,000

All events are to be funded on the condition that ten (10) high resolution images be provided electronically, without copyright, (in formats as agreed) to the City of Busselton for its own promotional purposes.

** Funded on the condition that two (2) minutes of high quality, edited video footage be provided electronically, without copyright, (in formats as agreed) to the City of Busselton for its own promotional purposes;*

^ That the organiser officially recognises each individual volunteer and City of Busselton has an appropriate size logo on the event volunteer T Shirt.

~ subject to formally recognising the volunteer and City of Busselton contributions.

The funding sponsorship of Ironman WA was raised as a matter that needs addressing from a holistic approach, including the City (cash and in-kind sponsorship), the Busselton Chamber of Commerce (LOC) and GBTA (accommodation sponsorship).

Action: Recommendations on Event Sponsorship Program – Round One to be made to Council

Events Coordinator, GBTA CEO, Busselton Chamber of Commerce and Industry CEO, Busselton Chamber of Commerce and Industry Representative and Director Community and Commercial Services to meet discuss entire event funding for Ironman WA.

Annual City Events Update

Grant Applications Produced by Consultants

It is recommended that the City engages an experienced grants writer, who has previously worked for Healthway, to apply to Healthway and other agencies for additional funding of our three City events for 2014/2015.

The consulting fee would be funded directly from the budget of the individual event and a commission would be paid upon success of the application from the funding received.

The Group agreed with Officer Recommendation to engage a consultant (up to \$1,500 per application) to assist with writing grants for future funding of the City events.

Action: Consultant to be engaged to submit event funding applications to the Healthway funding program.

Fringe Festival of Arts Busselton (Culture on Queen) – 14-15 March 2014

The Fringe Festival held in March 2014 received a lot of positive feedback. The community events were well attended. All stakeholders are keen to continue supporting the event for 2015.

Funding will be sought from Healthways to attract WASO to the FFAB event in 2015. Future funding for the event will include the engagement of an Events Coordinator to oversee the running of the event. The Group recommended a budget allocation of \$25k for the 2015 event.

Action: Recommendation be made to Council that \$25k be allocated towards the 2015 Fringe Festival of Arts Busselton Event.

Jazz by the Bay – 30 May – 1 June 2014

The second year of Jazz by the Bay was very successful with approximately \$1.9m economic impact over the long weekend. From the feedback received via the survey held 20% of people who attended the events were not aware of the event prior to attending. All ticketed shows sold out at

venues around the region with artists and venue managers keen to continue with the Jazz by the Bay event in 2015.

It was advised that the City's application to Events Corp for the 2015 event was successful. Based on this, the Group recommended a budget allocation of \$45,375 (offset by \$10k in funding) for the 2015 event.

Action: Recommendation be made to Council that \$43,750 (offset by \$10k in funding) be allocated towards the 2015 Jazz by the Bay event

Busselton Jetty 150th Celebrations – 7 February 2015

The Busselton Jetty 150th Celebrations will be held in conjunction with Busselton Jetty Swim in 2015. \$60k has been proposed in the draft 2014/2015 budget for this significant event.

The Group recommended of the \$60k proposed for this event, \$45k be allocated to Busselton Jetty 150th Celebrations, \$5k added to the Fringe Festival for 2015 and \$10k be allocated to the new Tri-Events, National Triathlon Event bringing the event to Busselton in February 2015.

Action: Recommendation be made to Council that \$45k be allocated towards the Busselton Jetty 150th Celebrations event

National Triathlon – February 2015

City Officers have been working for a period of time in securing an Olympic triathlon event. The Telstra Triathlon Series is a premier triathlon series in the state, each run at different venues. Staff have managed to attract the event to Busselton, previously held in Mandurah. It is proposed that the event will be held in Geographe in February 2015. The Group recommended a budget allocation of \$10k towards the event.

Action: Recommendation be made to Council that \$10k be allocated towards the 2015 National Triathlon Series event

Australian Boardriders Battle 2014 – Yallingup 22-23 November 2014

Surfing WA has requested approval for the National Final of the Australian Boardriders Battle to be held in Yallingup in November 2014. As the City has already approved the Australian Junior Surf Titles in December 2014, this proposed event is now outside the City's Surfing Events and Competition Policy, which was endorsed by Council in 2010.

The Group agreed to recommend to the Council to approve the request received by Surfing WA to hold to include this event on the 2014 Surf Calendar for Yallingup, provided that it is a once-off national event.

Action: Recommendation to be made to Council that the application for the Australian Boardriders Battle 2014 to be held at Yallingup in 22-23 November 2014 be approved and that City officers consult with the Dunsborough-Yallingup Chamber of Commerce and Industry and the Yallingup Residents Association in regards to the event.

Other Event Matters

Gourmet Escape

After the success of 2013 Gourmet Escape event being held at Castle Rock Beach, the event promoters have requested that it be held at the same location in 2014.

The Group agreed to recommend to Council to support the event at Castle Rock Beach and for staff and the Dunsborough-Yallingup Chamber of Commerce and Industry to consult with the Meelup Regional Park Committee in regards to this.

Action: Recommendation to be made to Council to support the 2014 Gourmet Escape event being held at Castle Rock Beach and that City officers and Dunsborough-Yallingup Chamber of Commerce consult with the Meelup Regional Park Committee.

Barnard Park Redevelopment – Impact on Annual Events

Significant damage was caused to the ground at Barnard Park after the 70.3 Ironman in May. It advised that no major events be held on the new turf at Barnard Park until it is fully established. Therefore it is recommended that Ironman Asia Pacific hold the big top competitor functions on Churchill Park inside the trotting track as the new turf at Barnard needs longer time to establish before heavy event machinery can travel on the turf.

Barnard Park will be available for use in January for Oz Rock 2015.

Action: Ironman WA function tent to be relocated to Churchill Park Grounds for the 2014 Event.

MERG Terms of Reference

A revised Terms of Reference was tabled and discussed.

Action: Coordinator, Environmental Health to be included in the Marketing and Events Reference Group Terms of Reference, to be recommended for endorsement by Council

4.0 Marketing

4.1 Proposed Marketing Plan (GBTA CEO)

GBTA CEO informed the Group of how successful the “Recharge” marketing campaign was over the last 12 months and outlined plans to continue the marketing of the region with focus on the shoulder periods of spring and post summer.

GBTA CEO proposed from the \$122k marketing budget, \$50k be allocated to Spring marketing, \$50k be allocated to post Summer marketing and \$22k be allocated to Winter marketing.

There was general discussion regarding the campaign and a suggestion that the Group considers other options for the marketing budget. Suggestions included more billboards, tourism signage / information bays, airport announcement of domestic flights interstate and cruise ships.

The Group agreed to recommend to Council to allocate \$50k towards a spring marketing campaign, \$50k to a post summer marketing campaign and the remaining \$22k remain in the budget as an industry component.

Action: Recommendation be made to Council that \$100k be allocated towards the Spring and post Summer marketing campaign, and the remaining \$22k remain in the budget as industry component.

4.2 Country Towns Program (Economic and Business Development Officer)

4.3 Our Town Television Series (Economic and Business Development Officer)

Peter showed a power point presentation to the Group with information received from two programs who are interested in promoting the region. The Group decided not to proceed with either of the programs as the economic return was not good value for money.

4.4 Funding Allocations – Tourism Directional Signage and Unified Branding

Covered in 4.1 – Marketing.

5.0 General Business

Nil.

Meeting closed at: 12.08pm.

Next Meeting:

Date: TBA

Venue: Committee Room, City of Busselton

Mayor. Ian Stubbs
MAYOR, CITY OF BUSSELTON
CHAIRPERSON

Agenda Item	Action	Responsible Officer
Financial Implications	Municipal cash and In-kind funds separately for future budgets.	Events Coordinator
Draft Guidelines for Event Sponsorship	A "Buy Local" clause to be added to the guidelines	Events Coordinator
Ironman WA	Present Council with the officer recommendation for a new 5 year agreement with Ironman Asia Pacific	Events Coordinator
Wings for Life	Negotiations to continue to hold event in 2015 with screening at Dunsborough	Events Coordinator
Event Sponsorship	Meeting to discuss entire event funding for Ironman WA	Events Coordinator, GBTA CEO, Busselton Chamber of Commerce and Industry CEO, Director Community and Commercial Services
Grant Applications	Consultant to be engaged to submit funding applications to Healthway	Event Coordinator
Fringe Festival	Recommend to Council \$25k towards funding 2015 event	Event Coordinator
Jazz by the Bay	Recommend to Council \$43,750 (offset by \$10k funding) towards funding 2015 event	Event Coordinator
150 th Jetty Celebrations	Recommend to Council \$45k towards funding 2015 event	Event Coordinator
National Triathlon	Recommend to Council \$10k towards funding 2015 event	Event Coordinator
Australian Boardriders Battle 2014	Consultation with Dunsborough-Yallingup Chamber of Commerce and Industry and the Yallingup Residents Association – inclusion of this event to the 2014 Surf Calendar for Yallingup	Event Coordinator, Director Community and Commercial Services, Representative Dunsborough-Yallingup Chamber of Commerce and Industry
Gourmet Escape	Consultation with Meelup Regional Park Committee to discuss Gourmet Escape being held at Castle Rock Beach	Event Coordinator, Director Community and Commercial Services, Representative Dunsborough-Yallingup Chamber of Commerce and Industry
MERG Terms of Reference	Coordinator Health Services – to be included	Event Coordinator
Marketing	Recommend to Council \$100k towards spring and post summer campaign, remaining \$22k remain as industry component	Event Coordinator