



Minutes

MEETING HELD IN COMMITTEE ROOM, CITY OF BUSSELTON

On

Friday 22 October 2014 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
Shane Walsh	Events Coordinator, City of Busselton
Sharna Kearney	Chief Executive Officer, Geographe Bay Tourism Association (GBTA)
Naomi Searle	Director Community and 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
Matt Norton	Visitor Centre Manager, Geographe Bay Tourism Association (GBTA)

APOLOGIES

Jennifer May - Manager, Commercial Services, City of Busselton

Libby Mettam, Representative, Dunsborough Yallingup Chamber of Commerce and Industry (DYCCI)

Ray McMillan, Chief Executive Officer, Busselton Chamber of Commerce and Industry (BCCI)

Mayor Stubbs requested a Deputy to represent the BCCI when the CEO is unable to attend. Events Coordinator to make contact with the DYCCI to nominate a new representative for future meetings.

1.0 ATTENDANCE AND APOLOGIES

Mayor Stubbs opened the meeting at 9.05am and welcomed attendees to the Marketing and Events Reference Group meeting.

2.0 CONFIRMATION OF PREVIOUS MINUTES

Director Community and Commercial Services moved a motion to accept the minutes of the meeting held on 05 September 2014 as a true and accurate record of the meeting. Seconded by GBTA CEO. Motion carried.

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

1. Events Coordinator to discuss the City's sponsorship contribution with Ironman Asia Pacific for this December's Ironman WA event. – Events Coordinator emailed the CEO of Ironman Asia Pacific and outlined the City's commitment to the 2014 event with over \$300k allocated within the 2014/15 adopted budget for the event, and that the City would continue working with BCCI and GBTA on their 3 plus 2 year volunteers' agreement.
2. Recommendation be made to Council to change the City of Busselton branding to Events Capital WA – This was endorsed by Council on 8 October 2014.
3. Recommendation be made to Council that \$15k be allocated from the marketing budget towards the costs associated with the cruise ship visits this financial year – This was endorsed by Council on 8 October 2014.
4. The future of the Recharge marketing campaign and branding strategy to be discussed at the October meeting – Added to this meeting's agenda.
5. Events Coordinator to inform Sunset Events that the concert and ground hire fees would not be waived. – Sunset Events has been advised of this decision in writing.
6. Recommendation be made to Council to acknowledge the Busselton Running Club as the new event organisers of the Busselton Marathon, and that the City supports the allocation of \$2k towards the event in 2015 with a two year option for 2016 and 2017, should the event be successful, as per the agreement with Jets Running Club, (now dissolved) – this was endorsed at the 8 October Council Meeting.

FINANCIAL IMPLICATIONS

The Group reviewed the proposed 2014/2015 Events and Marketing Budget, the three (3) year cash flow forecast and the in-kind budget provided.

As part of the 2014/2015 budget process, Council endorsed a 1% increase in the differential rate to 8% (\$666k for events and \$122k for marketing); this has been reflected in the budgets presented.

Matt Norton informed the Group that as part of the GBTA sponsorship for the Busselton Ironman WA event, negotiations are continuing with accommodation providers for the FOC accommodation allocation. The allocation has been quantified to be \$20,000.

Round 2 Event Sponsorship

Ten (10) applications were received for Round 2 of the Event Sponsorship Programme. One (1) application was received for a multi-year funding arrangement, commencing in 2015/16. The Group discussed the officer recommendations as per the Round 2 Application Summary provided.

Eight (8) of the events recommended to be funded as follows:

Annual Event Funding (2014/15)	Request	MERG Recommendation
Happs Flavours of Autumn	\$2,500	\$1,250
Vineyards Ride 101 and Geographe Pedal	\$8,500	\$5,000
Geographe Pedal Vineyards Half Marathon	\$1,500	\$1,500
Geographe Bay Boat Rally	\$3,500	-
Busselton Spinners & Weavers Spin-In	\$500	-
South West Bush Poets Festival	\$5,000	\$1,250
Kellogg's Nutri Grain Ironman and Iron woman Series	\$20,000	\$7,500*
2015 Busselton Open Tournament	\$2,000	\$750
2015 City of Busselton Junior Open Tournament	\$2,000	\$1,000
Margaret River Region Open Studios	\$2,500	1,250
TOTAL	\$48,000	\$19,500
Multi-Year Event Funding (2015/16-2017/18)		
Busselton Festival of Triathlon (Volunteer Program)	2016: \$8,500 2017: \$9,000 2018: \$9,500	2016: \$8,500*^~ 2017: \$9,000*^~ 2018: \$9,500*^~
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.

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

1. Event Strategy

The Events Coordinator provided an update on events; there is continual growth in events, the number of events has increased from 83 to 124 in the first three months of 2014/2015 financial year.

2. Multi-Year Event Update:

Ironman WA –Sunday 7 December 2014

City Officers have drafted the new 3 year plus 2 year option sponsorship agreement with Ironman Asia Pacific which will align with the Eventscorp sponsorship agreement.

The Ludlow North Road works will be completed prior to the Ironman event for the new two (2) lap bike course. Registration of competitors is currently 1950 for the 2014 event, up from 1450 in 2013.

Festival of Busselton – January 2015

The newly appointed Festival Committee are preparing for the 2015 event. Closing concert and fireworks will take place on 25 January 2015. Fundraising has commenced for the Festival Queens.

3. Events Development

New events listed in the Event Coordinators Report were tabled.

4. Event Sponsorship Program

Discussed and recommendations made under Financial Implications.

5. Annual City Events Update

Event Reports

A consultant has been engaged to submit a funding application to Healthways for \$48,000 for three (3) City Events – Fringe Festival of Arts, Jazz by the Bay and 150th Jetty Celebrations. A decision on the funding is expected by December 2014.

Fringe Festival of Arts Busselton (formally Culture on Queen) – 14-15 March 2015

Acting Up has been engaged as Festival Director and Event Coordinator for the Fringe Festival.

Jazz by the Bay – 30 May – 1 June 2015

Cindy Wiese from Currant Events Management has been engaged to Coordinate Jazz by the Bay for 2015. International and National Jazz Artists are being sought for the event. The City has received \$10,000 funding from Eventscorp for 2015.

Busselton Jetty 150th Celebrations

The Busselton Jetty 150th Celebrations Working Group is progressing with preparations for the Jetty Celebrations. Infrastructure costs are being shared with the Busselton Jetty Swim. BJECA have contributed \$10,000 towards the Community Concert and celebrations.

The event will include a Community Concert, VIP Function and Fireworks. The headline artist for the Community Concert will be announced shortly.

6. Other Event Matters

Events for period November 2014 – February 2015 were tabled as per the Event Coordinators Report.

Cruise Ship – 27 November 2014

The first cruise ship will arrive in Busselton on 27 November 2014. The City has contributed \$15,000 from the marketing budget to the cruise ship visitation program. Funding has also been received from Tourism Western Australia and South West Development Commission.

Tourism Western Australia is providing training for the Volunteers which will include Jetty Hosts and ArtGeo volunteers which will take place on 6-7 November 2014.

Black Tie Dinner on the Jetty – 23 January 2015

The BCCI has requested in-kind assistance from the City for the Black Tie Dinner on the Busselton Jetty as part of the 150 year celebrations.

City Officers will assist the Chamber in producing a risk management plan, general logistical requirements, and the provision of staff to ensure the event runs smoothly. Equipment will be transported to the end of the Jetty by the train and mule. Disruptions to the train service will be minimised.

The City has identified some direct costs associated with the event and are recommending that \$3.5k be allocated towards the in-kind support provided. It was suggested that it be funded from savings from the in-kind allocation from the Cinefest Oz event

Action: Events Coordinator to recommend that the Council allocates \$3.5k in in-kind sponsorship to the Jetty Black Tie Dinner, to be funded from remaining in-kind funds from the 2014 Cinefest Oz event.

4.0 Marketing

4.1 Recharge Update (GBTA CEO)

A handout of the Recharge Evaluation Campaign and Spring 2014 Marketing Campaign was provided to the Group.

The evaluation report showed increases in all areas of the campaign. Increased visits to the GBTA website was estimated at 36%, plus 17% additional door visits to the Visitor Centres.

New forms of advertising included in the campaign was discussed; a large billboard in Forrest Chase, "Recharge" takeaway coffee cups in Perth coffee shops from 15 October 2014, and a direct media campaign to businesses in St Georges Terrace.

Future marketing programs were discussed to specifically target Busselton, Dunsborough and Yallingup pending the proposed amalgamation of the Geographe Bay Tourism Association and the Augusta Margaret River Tourism Association.

The Group discussed other forms of advertising to be considered such as in-flight magazines on intrastate and interstate air services highlighting up-coming events.

The Margaret River Region app will have a soft launch in December 2014 with a formal launch planned for February 2015. The app will showcase the whole Margaret River Region with audio tours and self-drive tours featured.

Events Coordinator informed the Group of feedback from event organisers who have received complaints from customers that prices of accommodation in Busselton are too high and they cannot book one (1) nights accommodation to attend an event and are therefore deciding not to

attend. The Group suggested event organisers and accommodation providers partnering with a deal for specific events.

Action: The future of the ‘Recharge’ marketing campaign, pending Tourism Association amalgamation, to be discussed at the next meeting.

5.0 General Business

5.1 BJECA

The Group commented on the positive attitude of the Busselton Jetty Environment and Conservation Association. It was agreed for the new Chief Executive Officer be invited to attend MERG meetings in the future.

Action: Executive Support Officer to invite the new Chief Executive Officer of BJECA to attend future MERG meetings when appointed.

5.2 Masters Games

Mayor Stubbs provided a booklet he had picked up from a recent visit to Alice Springs which highlighted the upcoming “Masters Games” event and suggested an event similar in Busselton would be a great way to bring the community together and stimulate the economy.

Events Coordinator informed of a similar event which will be held for Year 10 age school children after the Ironman weekend. The event will involve use of the sporting grounds, Geographe Leisure Centre and other recreation areas during the week.

Meeting closed at: 10.44am.

Next Meeting:

Date: March 2015
Venue: Committee Room, City of Busselton

Cr. Ian Stubbs
MAYOR, CITY OF BUSSELTON
CHAIRPERSON

Agenda Item	Action	Responsible Officer
Financial Implications	Events Coordinator to recommend the Round 2 Event Sponsorship Programme funding outcomes to Council	Events Coordinator
Black Tie Dinner	Events Coordinator to recommend that the Council allocates \$3.5k in-kind sponsorship to the Black Tie Dinner, to be funded from remaining sponsorship from Cinefest Oz.	Events Coordinator
Marketing - Recharge Update	The future of the Recharge marketing campaign from pending amalgamation to be discussed at the next meeting.	GBTA CEO
General Business – BJECA	Events Coordinator to invite the new Chief Executive Officer of BJECA to attend future MERG meetings when appointed.	Executive Support Officer