

## 5.13. REQUEST FOR FUNDING - TASTE PORT DOUGLAS

<b>REPORT AUTHOR</b>	Community and Economic Development
<b>MANAGER</b>	Lisa Golding, Manager People and Community Services
<b>DEPARTMENT</b>	People and Community Services

### RECOMMENDATION

That Council:

- 1. Supports Taste Port Douglas by way of sponsoring the 2021 event with \$10,000 (Ex GST) cash and In-kind use of Market Park Port Douglas, for the purpose of holding the event; and**
- 2. Delegates authority under section 257 of the *Local Government Act 2009* to the Chief Executive Officer to administer matters associated with the above.**

### EXECUTIVE SUMMARY

On Tuesday 24 August 2021 Reina Patrick, Taste Port Douglas Festival Coordinator, and Steve Molnar, General Manager of Sheraton Grand Mirage Resort Port Douglas, made a deputation to Council, followed by a letter requesting funding of \$10,000 (Ex GST), and to waive hire fees for Market Park Port Douglas.

For this level of support, the Douglas Shire Council will be recognised as a major sponsor of the event.

### BACKGROUND

Taste Port Douglas is a locally run food and wine festival that attracts leading chefs from around Australia, wine makers and local foodies to the region to celebrate all things culinary. Beginning in 2015, Taste Port Douglas holds various events over the course of a few days that bring together local suppliers, restaurants and celebrity chefs and presents a format of dining experiences at locations around Port Douglas.

The Taste Port Douglas event will take place over three days from 8 – 10 October 2021. The event celebrates the food, culture and lifestyle of tropical North Queensland and brings together some of Australia's most inspiring chefs for the three-day festival. The three-day program includes events taking place at the Sheraton Mirage Hotel and an event in the township of Port Douglas.

Council has been a supporter of the Taste Festival event since 2015 where in-kind support was offered by way of providing the venue and waiving of application fees. Since then, Council has supported Taste Festival through both financial support and in-kind support. Council entered into a three-year Resource and Performance Agreement in 2017 to support the event for \$10,000 per year and In-kind support for the venue hire of Rex Smeal Park and ANZAC Park. The agreement was cancelled in 2018 as the organisers looked to revamp the event into an alternative format. The event was scheduled to return in 2020 but was postponed due to the Covid-19 pandemic.

## COMMENT

As a Major sponsor of Taste Port Douglas, Council will receive recognition in the following ways:

- MAJOR sponsor of the Port Douglas Long Lunch
  - logo inclusion on all menus; logo inclusion on entry signage
  - Inclusion in local press release being sent out across the region, recognising DSC as a major partner of the Port Douglas Long Lunch and highlighting councils support of the event's recycling efforts to reduce Taste Port Douglas' overall carbon footprint.
- Referral to Douglas Shire Council as a MAJOR sponsor to the overall Taste Port Douglas festival in 2021.
  - Logo inclusion on the official festival website [www.tasteportdouglas.com.au](http://www.tasteportdouglas.com.au) in the MAJOR sponsor category on the home page as well as the "Our Partner" page.
- Opportunity for Council to provide signage to be installed in the Sheraton Festival Village on Saturday 9 October 2021 at a location to be determined by festival organisers.
- Invitation for the Mayor to speak at the official Taste Port Douglas opening event on Thursday 7 October 2021. Event will be attended by all major stakeholders, partner, tourism bodies and talent.
- Invitation for the Mayor to open, Sheraton Festival Village on Saturday 9 October 2021 at 11am and introduce the Smoking Ceremony and Welcome to Country being performed by Juan Walker and Walkabout Tours.

According to the event organisers, benefits that Taste Port Douglas brings to the region include:

- Contribute to the Tropical North QLD (TNQ) economy
- Attract visitors to TNQ
- Enhance the profile of TNQ
- Demonstrate future growth and sustainability
- Foster community pride
- Contribute to a balanced events portfolio
- Demonstrate no adverse environment impact

The event adds to the appeal of the Douglas Shire, instils community pride, highlights the beauty of region through positioning and program, creates local employment, generates tourism for the Douglas Shire and involves the local community.

Taste Port Douglas will contribute \$4.14m to local economy. It is financially sustainable with ticketed events and presents a nationally relevant program with talent that is on par with our closest industry competitors, Noosa Eat & Drink & Gourmet Escapes. Taste Port Douglas pairs talent with local produce to elevate awareness and is the only nationally marketed food festival in TNQ that is positioned as a world class event presenting world class culinary talent/experiences.

Taste Port Douglas has been actively involved in establishing a range of best practice measures to reduce waste and improve recycling efforts. They have engaged with council to implement a sustainable events program that utilises container refund collection, composts food scraps, use of reusable food and drink packaging where suitable, appropriate food and drink packaging and donating good left-over produce to Oz Harvest.

Tourism Port Douglas and Daintree have provided a letter of support for the event stating:

*“This event is perfectly aligned with the destinations event strategy and has the potential for growth, overnight visitation and highly valued destination food tourism promotion. Taste Port Douglas will benefit from funding support to kick off the return of this much-loved event. The funding being requested will have measurable multiplier effect when assessed for visitation and marketing value.”*

## PROPOSAL

That Council:

1. Supports Taste Port Douglas by way of sponsoring the 2021 event with \$10,000 (Ex GST) cash and In-kind use of Market Park Port Douglas, for the purpose of holding the event; and
2. Delegates authority under section 257 of the *Local Government Act 2009* to the Chief Executive Officer to administer matters associated with the above.

## FINANCIAL/RESOURCE IMPLICATIONS

This sponsorship has not been budgeted for in Council's 2021-22 Operational Budget. Money will need to be reallocated from another Council program or service.

## RISK MANAGEMENT IMPLICATIONS

Clear terms, Conditions and reporting requirements will mitigate the inappropriate use of public funds. An outcome report with agreed key performance indicators (KPIs) will ensure Council requirements are met. Restrictions around events regarding the COVID 19 pandemic can lead to cancellations, loss of income and financial loss.

## SUSTAINABILITY IMPLICATIONS

**Economic:** Event organisers would be using local suppliers within the Douglas Shire, to provide goods and services required for the festival. The economic impact of the festival has flow on effects in the community by procuring goods and services to run the event, as well as encouraging people to attend.

The profile of the event draws visitors from outside the Shire and provides potential economic benefits with overnight visitation supporting accommodation and food businesses, as well as tourism operators.

**Environmental:** The event organisers have engaged with Council's Technical Officer of waste education to implement a sustainable event program.

**Social:** Events impact upon civil pride.

## CORPORATE/OPERATIONAL PLAN, POLICY REFERENCE

This report has been prepared in accordance with the following:

### Corporate Plan 2019-2024 Initiatives:

#### Theme 1 - Celebrating Our Communities

Douglas Shire Council embraces the diversity of our communities and values the contribution that all people make to the Shire. We recognise that it is a core strength of the region. We acknowledge our past so that it may guide us in the future. We recognise the wrongs done to our Indigenous community and we actively seek to reconcile so that we may all benefit from and enjoy our Shire. We acknowledge early European settlers who forged an agricultural base for our economy and we welcome all new arrivals as part of our broader community.

**Goal 4** - *We will promote arts and cultural programs and events that bring vibrancy to the community and compliment the tourist experience.*

## COUNCIL'S ROLE

Council can play a number of different roles in certain circumstances and it is important to be clear about which role is appropriate for a specific purpose or circumstance. The implementation of actions will be a collective effort and Council's involvement will vary from information only through to full responsibility for delivery.

The following areas outline where Council has a clear responsibility to act:

**Funder** Council often partly funds services, events or community organisations through grants, donations, subsidies and in-kind support. Council will apply robust governance to ensure that such funding is fair and appropriate.

## CONSULTATION

**Internal:** Taste Port Douglas Organisers presented a full deputation to Councilors and staff on Tuesday 24 August 2021.  
Council's Resource Management Technical Officer for Waste Education.

**External:** Tourism Port Douglas Daintree.

## COMMUNITY ENGAGEMENT

NIL

## ATTACHMENTS

1. Taste Port Douglas Formal Request For Funding to DSC 20210910 [5.13.1 - 2 pages]
2. Taste Port Douglas 2021 LOS TPDD [5.13.2 - 1 page]

Friday September 10, 2021

## FORMAL REQUEST FOR FUNDING

Dear Douglas Shire Council,

Following our deputation, Taste Port Douglas would like to submit a formal request of support for the following:

- \$10,000.00 cash
- In kind support:
  - Waive hire fees for Market Park
  - Supply of recycle bins to the Port Douglas Long Lunch on Friday October 8<sup>th</sup> including delivery, servicing and removal of bins
  - Supply educational support by Council's, Technical Officer Waste Education, at the Port Douglas Long Lunch to ensure the waste management and recycling at this event is a success

In return for this support, Taste Port Douglas will recognise the Douglas Shire Council in the following way:

- MAJOR sponsor of the Port Douglas Long Lunch
  - logo inclusion on all menus; logo inclusion on entry signage
  - Inclusion in local press release being sent out across the region, recognising DSC as a major partner of the Port Douglas Long Lunch and highlighting councils support of the event's recycling efforts to reduce Taste Port Douglas' overall carbon footprint
- Referral to Douglas Shire Council as a MAJOR sponsor to the overall Taste Port Douglas festival in 2021
  - Logo inclusion on the official festival website [www.tasteportdouglas.com.au](http://www.tasteportdouglas.com.au) in the MAJOR sponsor category on the home page as well as the "Our Partner" page
- Opportunity for DSC to provide signage to be installed in the Sheraton Festival Village on Saturday October 9<sup>th</sup> at a location to be determined by festival organisers
- Invitation for the Mayor to speak at the official Taste Port Douglas opening event on Thursday 7 October. Event will be attended by all major stakeholders, partner, tourism bodies and talent
- Invitation for the Mayor to open, Sheraton Festival Village on Saturday 9 October at 11am and introduce the Smoking Ceremony and Welcome to Country being performed by Juan Walker and Walkabout Tours

If you have any further questions pertaining to the partnership between Douglas Shire Council and Taste Port Douglas, please do not hesitate to contact me.

Regards,



Reina Patrick  
Event Organiser  
P 0455 594 011  
[reina@harrisonsrestaurant.com.au](mailto:reina@harrisonsrestaurant.com.au)

## **EVENT SPECS SUMMARY**

### **Who is Taste Port Douglas?**

Managed by local business leader, Spencer and Reina Patrick and presented and supported by Sheraton Hotels Australia

### **What is Taste Port Douglas?**

A locally led, four-day festival celebrating Tropical North Queensland's food culture and lifestyle with Australia's leading celebrity chefs and industry experts.

### **How does Taste Port Douglas Showcase Tropical North Queensland and the Douglas Shire?**

Taste Port Douglas presents aspirational events in stunning outdoor locations. The festival highlights local restaurants and produce through exciting programming and events, it incorporates Kuku Yalanji food culture into celebrity chef cooking demonstrations and key events and it utilises celebrity talent across the destination by making our talent natural ambassadors to the region and produce.

### **When is Taste Port Douglas?**

Taste Port Douglas is an annual event that will reoccur in October 2022. The event occurs after the peak school holiday period and as we enter a shoulder season. The weather in October is still optimal for visitors and locals to enjoy and experience one of the hero experiences of the region, our outdoor lifestyle.

### **How does the event benefit the region?**

- Contribute to the TNQ economy
- Attract visitors to TNQ
- Enhance the profile of TNQ
- Demonstrate future growth and sustainability
- Foster community pride
- Contribute to a balanced events portfolio
- Demonstrate no adverse environment impact

The event adds to the appeal of Douglas Shire, instils community pride, highlights the beauty of region through positioning and program, creates local employment, generates tourism for Douglas Shire and involves the local community.

Taste Port Douglas will contribute \$4.14m to local economy. It is financially sustainable with ticketed events and presents a nationally relevant program with talent that are on par with our closest industry competitors, Noosa Eat & Drink & Gourmet Escapes. Taste Port Douglas pairs talent with local produce to elevate awareness and is the only nationally marketed food festival in TNQ that is positioned as a world class event presenting world class culinary talent/experiences.

02<sup>nd</sup> August 2021

To whom it may concern,

RE: Taste Port Douglas

It gives me great pleasure to provide this letter of support for the event Taste Port Douglas in their application to receive event funding.

Tourism Port Douglas Daintree (TPDD) is the local tourism organisation for the Douglas Shire, responsible for destination marketing and tourism development for the Port Douglas Daintree region encompassing the World Heritage Listed Great Barrier Reef and Daintree rainforest. TPDD work closely with Douglas Shire Council in supporting the tourism industry and developing initiatives that benefit the community, economy, and environment of the region.

Events play a key role in expanding the tourism offering in regional areas, outside peak travel periods. Regional events are captured under the TPDD strategic objectives of market expansion and destination delivery to drive a thriving visitor economy and long-term sustainable benefits to the region. The Port Douglas and Daintree Event Strategy 2025 recognised Tropical Lifestyle & Food Events as an opportunity for growth with the promotion of a 'new food event endemic to the Port Douglas Daintree region'.

The Taste Port Douglas food and wine festival has a proven record of running a very successful event over many years and is looking to return to Port Douglas from the 8th to the 10th of October 2021, after a four-year hiatus. With an impressive line-up of world-renowned chefs and industry talent, we strongly believe that this event will increase visitation to the region, in what is traditionally considered the shoulder season. This event is perfectly aligned with the destinations event strategy and has the potential for growth, overnight visitation and highly valued destination food tourism promotion. Taste Port Douglas will benefit from funding support to kick off the return of this much-loved event. The funding being requested will have measurable multiplier effect when assessed for visitation and marketing value.

We strongly support Taste Port Douglas returning to Port Douglas in 2021 and beyond.

Yours in tourism,

A handwritten signature in blue ink, appearing to read 'Tara Bennett', with a long horizontal flourish extending to the right.

Tara Bennett  
Chief Executive Officer  
Tourism Port Douglas Daintree  
0428 581 404  
07 4099 4588