

ORDINARY MEETING 7 OCTOBER 2014	5.1
--	------------

DOUGLAS CHAMBER OF COMMERCE, CARNIVALE - RESOURCE AND PERFORMANCE AGREEMENT

Kerrie Hawkes: Executive Officer # 428309

Linda Cardew: Chief Executive Officer

RECOMMENDATION:

That Council resolves to:

1. support the Douglas Chamber of Commerce for the delivery of Carnivale with funding of \$50,000 (ex GST) and \$15,000 'in-kind' support for a period of three (3) years on terms set out in the Resource and Performance Agreement 1 October 2014 to 30 September 2017; and
2. delegate authority to the Mayor and Chief Executive Officer in accordance with the *Local Government Act 2009* to finalise any minor amendments and execute the Resource and Performance Agreement.

EXECUTIVE SUMMARY:

Prior to the formation of Douglas Shire Council, Cairns Regional Council entered into a Resource and Performance Agreement (Agreement) with the Douglas Chamber of Commerce for the purpose of delivering Carnivale.

This report is proposing Douglas Shire Council now enters into a three (3) year Agreement with the Douglas Chamber of Commerce for the continued provision of the event.

BACKGROUND:

Carnivale began in 1994 and was originally based around a yacht race. The event has expanded into a ten day festival held annually in May offering music, arts, cuisine and culture. Highlights of the festival are the Macrossan Street Parade, the Family Beach Day and a range of new and well established events, including the Exemplar Clipper Cup.

PROPOSAL:

With a range of activities throughout the ten days that promote the Shire as a destination of choice, the Carnivale festival provides the opportunity to showcase the Douglas Shire to local residents; and national and international visitors.

The introduction of new events such as jousting and international Yabusame horse archery tournaments on Beach Day have seen a new dynamic brought to the festival.

The proposed Agreement contains all terms and conditions applicable in the adopted standard Agreement.

Council officers propose that the Agreement be for a three (3) year term to offer funding security and continuity to the Douglas Chamber of Commerce and Carnivale. The Agreement is to be reviewed annually to ensure the identified performance indicators have been met.

The following details the specific information relevant to the event to be included in the Agreement.

1. SPECIFIC INFORMATION

ITEM NO.	DATA	DETAILS
Item 1	Recipient:	Douglas Chamber of Commerce
	Address for Notices:	PO Box 27 Port Douglas, QLD 4877
	Email:	Info@carnivale.com.au
	Telephone:	0437 549 110
Item 2	Commencement Date:	1 October 2014
	Expiry Date:	30 September 2017
Item 3	Funding:	\$50,000 cash and \$15,000 In – kind support
Item 4	Description of the Event or Project to be organised, promoted and delivered by the Recipient:	Carnivale is an annual ten (10) day festival based in the Shire. The event calendar comprises daytime and evening events. The events are drawn from various categories relevant to the region including food & wine, sport, fashion, arts, music and cultural events that showcase our region to our resident community, interstate and international visitors.

Item 5	Performance Indicators or Measures:	<ol style="list-style-type: none"> 1. To increase the day visitor attendance at all community events by at least 5% <p>Measurement of out of town visitation will be monitored by street surveys and overnight accommodation occupancy reports.</p> 2. To increase the regional, interstate and international visitation of the region by at least 5 % working in association with major travel affiliate programmes. <p>Measurement of this visitation will be monitored from online analytics generated by each host affiliate partner.</p> 3. Increase overall participation in community events. <p>Measurement by comparison to 2014 participation and is to include float and walking display registrations for Macrossan Street Parade, entry in games day competitions, ticket sales for Yabusame on Family Beach Day and street surveys during Street Art and Music Festival at Port Village Shopping Centre.</p> 4. Generate increased economic benefit based on 2014 within retail sector, reef and rainforest tour operators, restaurant covers and bar sales. <p>Measurement by commercial activity reports organised with appropriate sample surveys.</p> 5. Increase global media attention. <p>Measurement by activity report generated by Official Carnivale PR/Media agency.</p> 6. Increase Official Carnivale website visitation by 20% to reach over 100,000 page views. 7. To increase worldwide online visitation to Official Carnivale website by 20% to achieve 30 source countries.
--------	--	--

CORPORATE/OPERATIONAL PLAN, POLICY REFERENCE:

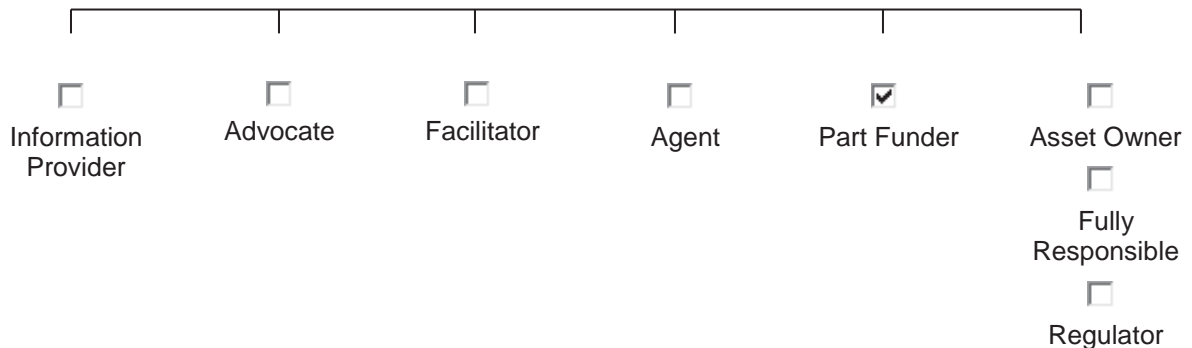
Douglas Shire Council Corporate Plan 2014 – 2019

- Celebrating our Communities
- Building a Sustainable Economic Base
- Planning, Partnering, Engaging

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:



Part Funder:	Sharing the cost of a program or activity with other organisations.
---------------------	---

FINANCIAL/RESOURCE IMPLICATIONS:

The funding for this Agreement has been allocated in the 2014 – 2015 Budget.

RISK MANAGEMENT IMPLICATIONS:

Clear terms, conditions and reporting requirements will mitigate the inappropriate use of public funds. The setting of measurable KPIs will enable both the Douglas Chamber of Commerce and Council to assess the event outcomes and will provide data on which future decisions regarding funding may be made.

SUSTAINABILITY IMPLICATIONS:

ECONOMIC: The festival creates additional bookings with accommodation, tours and restaurants. It also provides the opportunity to promote the Shire as a destination of choice.

ENVIRONMENTAL: Limited environmental impact is incurred due to the conditions implemented for the festival.

SOCIAL: This festival provides the opportunity for the community to attend free community events such as the Macrossan Street Parade and the Beach Day. There is also opportunity for local community organisations to promote fundraising activities.

INTERNAL/EXTERNAL CONSULTATION:**External**

The performance indicators and measures have been developed in conjunction with the General Manager of the Carnivale festival.

Internal

Consultation has taken place with the CEO Unit, General Manager of Operations, General Manager of Corporate Services and the Chief Executive Officer.

View of crowd at Beach day watching Yabusame horse archery tournaments May 2014.



