

ORDINARY MEETING 16 DECEMBER 2014	5.3
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EVENT SPONSORSHIP REQUEST FOR TASTE PORT DOUGLAS 2015

Kerrie Hawkes: Executive Officer (# 435494)

Linda Cardew: Chief Executive Officer

RECOMMENDATION:

That Council resolves to provide in-kind support to Harrisons Restaurant and Bar, for the Taste Port Douglas 2015 three (3) day event through the provision of the identified venue, Rex Smeal Park Port Douglas.

EXECUTIVE SUMMARY:

Harrisons Restaurant and Bar submitted a sponsorship proposal requesting the provision of Rex Smeal Park at no charge for Taste Port Douglas 2015.

The proposal has been evaluated by two officers experienced in event assessment as per the Event Policy and Event Strategy. Evaluation of the sponsorship proposal has indicated that the event will provide not only economic benefit but also promote the Shire as a 'food trail' destination. Harrisons enjoys a widely acknowledged reputation as being a premium Port Douglas fine dining restaurant.

BACKGROUND:

The event commenced in 2013 under the banner of Carnivale which is held in May of each year. In the first two years the Taste Port Douglas event has shown growth and potential to attract a large national and international market to the Shire.

In 2014, 'Taste Port Douglas' attracted over 3000 people that were genuinely interested in the food experience this event has to offer.

The event offered a range of activities such as:

- Celebrity Chef Dinners (to take place at nominated award winning restaurants)
- Food and Wine Festival
- Chef Presentations
- Master classes
- Producer Stalls
- Restaurant Food Stalls

Media and advertising coverage of the 2014 event was extensive before, during and after the event and included local, national and international coverage. Television coverage of the event included SBS Feast and Channel 7 "Queensland weekend" which aired around September 2014.

COMMENT:

The overall goal of Taste Port Douglas is to highlight the region's food scene. As the event attracts well known chefs from throughout the country, there is the opportunity for the event to grow and become a premier event on the national food calendar.

The event also provides opportunity for the local food industry and local producers to participate or partner, presenting a coordinated approach to promoting the Shire as a "foodie destination".

While there are food festivals around the country, Taste Port Douglas offers a combination of high profile celebrity chefs, using local produce in a fabulous location promoting award winning restaurants.

As a major sponsor of the event, Council would be recognised on print promotional material, in radio and online media along with the opportunity to attend events. Promotion of the event takes place over an extended period of time with the dates to be announced in the coming weeks.

PROPOSAL:

While the event is commercial in nature, the level of economic benefit and destination exposure to the region exceeds the approximate hire fee of \$5,000 associated with the venue.

It is recommended that Council support Harrison's Restaurant and Bar to deliver the "Taste Port Douglas" event with the provision of Rex Smeal Park.

CORPORATE/OPERATIONAL PLAN, POLICY REFERENCE:

Douglas Shire Council Draft Corporate Plan 2014 2019

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

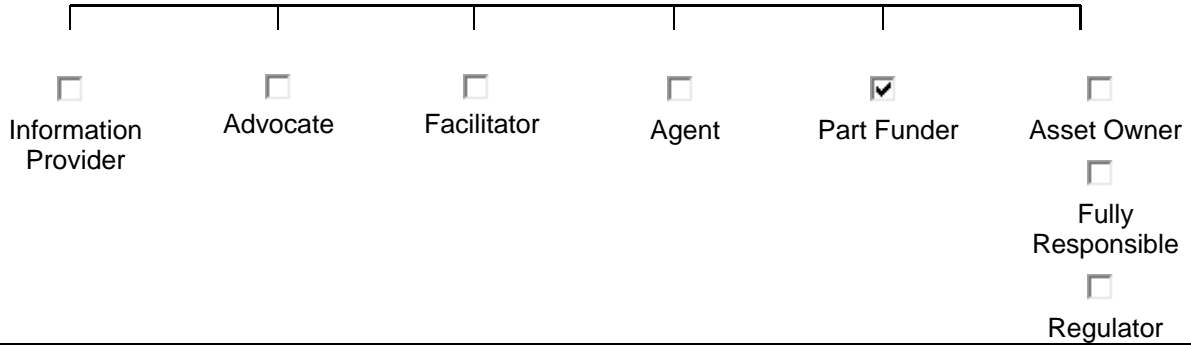
Events Strategy 2014-2019

Events General Policy

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.
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FINANCIAL/RESOURCE IMPLICATIONS:

The provision of Rex Smeal Park for the Taste Port Douglas event will not incur any additional costs directly for Council. The organisers of the event will still be required to submit the required commercial bond for the venue, thus providing assurance the venue will be protected should damage occur.

RISK MANAGEMENT IMPLICATIONS:

There is a risk that organisers of the event may not meet the desired economic outcomes such as increased attendance at the event and increased visitors to the Shire.

To mitigate the risk the organisers have a comprehensive project and marketing plan in place.

SUSTAINABILITY IMPLICATIONS:

ECONOMIC: The event organisers have developed a comprehensive project proposal and sponsorship opportunities to attract major sponsors and ensure maximum exposure over a long led up to the event.

ENVIRONMENTAL: Impact upon the venue will be limited. Waste management for the events will be in place.

SOCIAL: While there are no ‘free’ events the cost of events appears to start at a modest \$10 general entry fee.

INTERNAL/EXTERNAL CONSULTATION:

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