

ORDINARY MEETING 3 MARCH 2015	5.3
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TOURISM PORT DOUGLAS DAINTREE - QUARTERLY REPORT OCTOBER - DECEMBER 2014

Kerrie Hawkes: Executive Officer # 448828
Linda Cardew: Chief Executive Officer

RECOMMENDATION:

That Council notes the October - December 2014 Quarterly Report received from Tourism Port Douglas Daintree (TPDD) as per the Resource and Performance Agreement between TPDD and Douglas Shire Council.

EXECUTIVE SUMMARY:

In July 2015, Council resolved to enter into a Resource and Performance Agreement with TPDD for the provision of destination marketing. This report presents the October - December 2014 Quarterly Report by TPDD in line with the requirements of the Resource and Performance Agreement between Douglas Shire Council and TPDD.

BACKGROUND:

In accordance with the Resource and Performance Agreement, Council's 2014 / 2015 budget provides \$430,000 in funding to support the delivery of activities by TPDD to support tourism in the Shire.

COMMENT:

Council has funded TPDD to achieve continued economic growth in the Douglas region through marketing Douglas as a destination to the local, domestic and international markets.

TPDD have strengthened networks throughout the tourism industry and developed new working relationships in the region. The innovation shown by TPDD in project delivery and event support has seen TPDD progress well and in many areas, exceed the required Key Performance Indicators (KPIs).

The following is a summary for the quarter as presented by TPDD's Executive Officer, Tara Bennett.

The quarter continued to perform slightly better than the same period in 2013. With the Australian dollar weakening against the US dollar we expect this trend to continue through growth in our key international markers. The region continues to perform above previous years in this quarter as TPDD leverages outcomes well in excess of its revenue base to enhance the exposure in the destination marketing arena.

We have continued to implement our 2014/15 marketing strategy and believe our presence in all our key Western markets are rebounding significantly and we will continue to source new markets that benefit the tourism economy in this region. TPDD has been able to maintain the region's high profile through the timely implementation of digital marketing campaigns, participation in trade activities, maximising media exposure and applying influence on decision makers.

We continue to work closely with industry partners, Tourism Tropical North Queensland (TTNQ) and Tourism Events Queensland (TEQ) in maximising the exposure for the Douglas region to all markets.

We appreciate the opportunity to work closely with the Douglas Shire Council in maximising the tourism industry in the region to support sustained economic development.

Please see Attachment 1 for the full TPDD Quarterly Report October – December 2014.

PROPOSAL:

That Council notes the October – December 2014 Quarterly Report further to the Resource and Performance Agreement between TPDD and Douglas Shire Council.

CORPORATE/OPERATIONAL PLAN, POLICY REFERENCE:

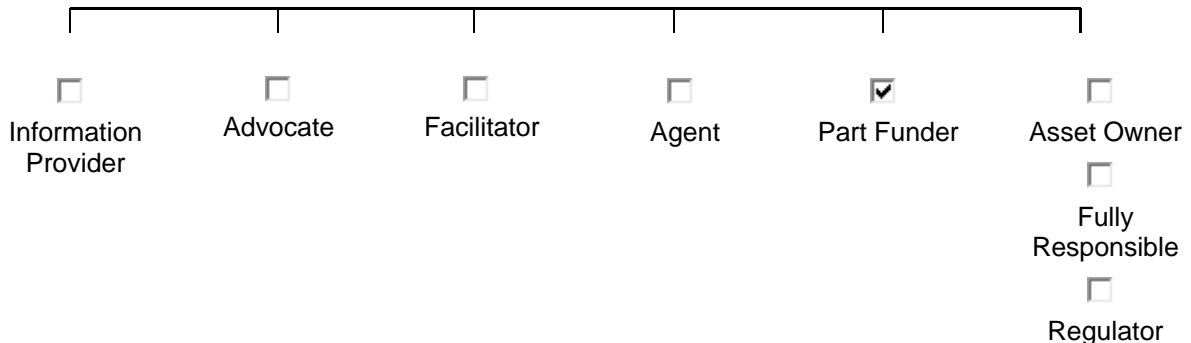
Douglas Shire Council Draft Corporate Plan 2014 2019

- 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.
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FINANCIAL/RESOURCE IMPLICATIONS:

In accordance with the Resource and Performance Agreement, Council's 2014 / 2015 budget provides \$430,000 in funding to support the delivery of activities by TPDD to support tourism in the Shire. This report presents a quarterly report of progress on funded activities under the agreement.

RISK MANAGEMENT IMPLICATIONS:

Clear terms, conditions and reporting requirements will mitigate the inappropriate use of public funds. This report provides the most recent position regarding TPDD's activities.

SUSTAINABILITY IMPLICATIONS:

ECONOMIC: Not applicable for the noting of the report.

ENVIRONMENTAL: Not applicable for the noting of the report.

SOCIAL: Not applicable for the noting of the report.

INTERNAL/EXTERNAL CONSULTATION:

Not required.

ATTACHMENTS:

SEPARATE ATTACHMENT – "5.3 TPDD Quarterly Report October-December 2014 # 449159"