

### **5.3. PORT DOUGLAS NEW YEAR'S EVE RESOURCE AND PERFORMANCE AGREEMENT**

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**DEPARTMENT:** CEO Unit

#### **RECOMMENDATION**

**That Council resolves to:**

- 1. accept the notification from Douglas Chamber of Commerce dated 20 July 2016 advising that the Chamber will no longer hold the Port Douglas New Year's Eve Event;**
- 2. plan and implement the event utilising existing resources;**
- 3. progress the sponsorship opportunities identified; and**
- 4. 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 above actions.**

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#### **EXECUTIVE SUMMARY**

Douglas Chamber of Commerce (Chamber) currently has a Resource and Performance Agreement with Douglas Shire Council for the delivery of Port Douglas New Year's Eve (NYE) until 31 October 2018.

On 13 July 2016, a Council officer received an email advising the Chamber will no longer hold the Port Douglas NYE event. This was then followed by a letter dated 20 July 2016, where the Chamber formally notified Council that the Chamber would no longer be holding NYE.

This report identifies options and provides a recommendation for the future delivery and funding of Port Douglas NYE.

#### **BACKGROUND**

New Year's Eve has been a long standing fixture on the Douglas events calendar, with the Chamber receiving Council funding since 2007 for the provision of fireworks for New Year's Eve in Port Douglas. The local business community also provides funding towards the event.

In 2014 Council entered into a one-year Agreement as preliminary discussions held with the then President and Treasurer of the Chamber indicated a future change in the format of the event to include children's activities. This would create an added element to the event which would provide economic benefits to businesses, increased opportunity for community participation and positive marketing as a family friendly event.

On 24 November 2015 Council resolved to enter into a three (3) year Resource and Performance Agreement with the Douglas Chamber of Commerce for the delivery of the Port Douglas New Year's Eve event until October 2018.

Additionally, the amount provided by Council to the Chamber for NYE festivities had not increased since 2007. Council resolved to provide \$6,000 in cash and in-kind support through the provision of venues, for the term of the three-year Agreement.

On the 13 July 2016, a Council officer received an email advising the Chamber no longer wanted to hold the NYE event.

Formal notification was received by Council on 20 July 2016.

## COMMENT

The 2015 NYE event saw the addition of a family-friendly precinct with children's activities to complement the two fireworks displays. This introduction provided economic benefits to businesses, increased opportunity for community participation and positive marketing for the Douglas Shire as a family-friendly destination for the New Year period.

Correspondence from the Chamber advises it is **handing back** responsibility for NYE to Council. As far as Council records indicate, Council has **not** been responsible for the NYE event.

Traditionally the event was seen as a destination marketing opportunity in the shoulder season. However, as the event has grown in popularity it has become apparent this event provides an economic boost for Port Douglas-based businesses.

Early data received has shown that bookings for the Christmas / New Year period are already strong with some places close to filling up. It is estimated that most properties are sitting at 70% now and would be averaging 95% occupancy over NYE. The fireworks are an important part of the visitor experience and motivate visitors to come into town for the evening to dine, shop and enjoy the atmosphere.

While Council has not previously been responsible for planning or implementing this event, officers do not consider it should be removed from the Douglas event calendar. Not only does the event provide entertainment for visitors to the Shire, it also draws a large contingent of residents from surrounding Shires who want to celebrate.

Given the current location of the fireworks, in Market Park, and the number of businesses that benefit from this activity, feedback from the Chamber over the last four (4) years has been that they struggle each year to gain corporate sponsorship to contribute to the costs of the event. The funding sought has been adequate to provide two fireworks sessions, one at 8pm and the other at midnight.

Given this information, it is recommended that Council progresses corporate sponsorship opportunities with businesses to assist with the costs associated with the event immediately.

Officers have developed a sponsorship proposal (attachment 2) that outlines the various tiers of sponsorship available and the opportunities for local businesses to promote themselves.

The number of packages has been limited to ensure sponsors gain maximum exposure and recognition for their support of this significant event in the Douglas calendar.

As the additional cost of this event has not been allowed for in the Council budget, we would reduce the display to one only at either 8pm or midnight, should adequate corporate sponsorship not be secured.

However, this would be only be exercised after exhausting all other options.

Officers will also investigate different locations for the fireworks including Four Mile Beach. There are additional opportunities for collaboration and the possibility of locating the fireworks on a pontoon in the ocean. This would create a very different feel to NYE.

## **FUNDING**

Council has committed \$6,000 in cash along with extensive in-kind support through the provision of venues and internal administrative resources.

## **PROPOSAL**

While it is not ideal for Council to take on another event, it is important this event remains a focal point in the Douglas events Calendar.

Utilising existing Council resources, this event will still rely heavily upon corporate sponsorship to secure the funds required for implementation of two firework displays.

It is proposed that Council:

- 1. accept the notification from Douglas Chamber of Commerce dated 20 July 2016 advising that the Chamber will no longer hold the Port Douglas New Year's Eve Event;**
- 2. plan and implement the event utilising existing resources; and**
- 3. progress the proposed sponsorship tiers.**

## **FINANCIAL/RESOURCE IMPLICATIONS**

Funding of \$6,000 has been allocated in the 2016 – 2017 budget. The full cost of the event is expected to be a minimum of \$15,000 with approximately \$3,000 being allocated towards the cost of the family friendly activities.

While it is not ideal to add this event to the already extensive list of Council-organised events and activities without access to any additional resources, the negative implications of no longer having a NYE celebration in the community outweigh the additional requirements on Council resources.

## **RISK MANAGEMENT IMPLICATIONS**

The format of the additional activities was introduced to the 2016 event with significant assistance from Council officers. Having previous experience with planning and implementing the event will assist in mitigating risk.

Should sufficient corporate sponsorship not be secured, the event will be reviewed and a program implemented that is in line with the funds available.

## SUSTAINABILITY IMPLICATIONS

- Economic:** The NYE activities create additional visitation in the Shire, in turn creating economic opportunities, promotes the Shire as a destination of choice.
- Environmental:** Limited environmental impact due to the conditions implemented for NYE.
- Social:** NYE provides the opportunity for our communities to attend events and activities that celebrate the Shire.

## CORPORATE/OPERATIONAL PLAN, POLICY REFERENCE

This report has been prepared in accordance with the following:

### Corporate Plan 2014-2019 Initiatives:

#### Theme 1 - Celebrating Our Communities

*1.1.1 - Co-ordinate a community event calendar and promote through various media.*

*1.1.2 - Provide an inclusive "Community Support Program" that provides funding, recognises need and delivers valuable outcomes.*

#### Theme 2 - Building a Sustainable Economic Base

*2.3.3 - Support and explore appropriate commercial uses of Council - controlled land, adding to the visitor experience and supporting the local economy.*

## 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:

- Advocate** Supporting communities and groups by advocating for certain actions from other organisations (usually other levels of government)
- Part-Funder** Sharing the cost of a program or activity with other organisations.

## CONSULTATION

**Internal:** Consultation has taken place with the CEO Unit, Manager of Infrastructure, Environmental Health Officers and the Chief Executive Officer.

**External:** Consultation has taken place with Tourism Port Douglas and Daintree, Queensland Parks and Wildlife Service and Councillors at the Councillor workshop held on Tuesday 26 July 2016.

**ATTACHMENTS**

- Attachment 1 - Letter in Douglas Chamber of Commerce NYE Fireworks Agreement
- Attachment 2 - NYE in Port Douglas Sponsorship Proposal



# NYE IN PORT

## DOUGLAS SPONSORSHIP PROPOSAL

DOUGLAS SHIRE COUNCIL



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SHIRE COUNCIL