

5.4. RUN4REEF REQUEST FOR FUNDING

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DEPARTMENT People and Community Services

RECOMMENDATION

That Council

- 1. That Council Supports the run4reef initiative by way of sponsoring the 2022 event with \$10,000 (GST Exc) cash, and in-kind support of \$5,000.**
- 2. Delegates authority to the Chief Executive Officer under Section 257 of the *Local Government Act 2009* to administer matters associated with the above.**

EXECUTIVE SUMMARY

Council received a letter from Sam Cullen, Managing Director of Run for the Planet, with a request of support for presenting the run4reef finale, to be hosted in Port Douglas. Event organisers also presented a deputation to the CEO and Council Officers outlining their objectives for this new event.

The run4reef format will see over 20 regional locations throughout Australia and New Zealand participating simultaneously in a running event, with the winners from each event participating in the finale in Port Douglas.

It is hoped that participating regions will increase by up to 100 the following year with international locations a focus for future years.

The run4reef initiative aims to provide significant environmental, economic and social benefits to Port Douglas and the Douglas Shire, by fundraising for the Great Barrier Reef Foundation, raising awareness of the great barrier reef and promoting the region.

The run4reef finale will consist of winners of the various run4reef events experiencing reef, activities, education, functions and project updates as well as announcements for the next year's event series.

The experience, specific to Port Douglas, will be the main prize for winners of the 10km men's and women's event and serve as the promotional draw card for national and international competitors.

Council will be recognised as a sponsor of the event and should gain national and international exposure for the region as part of the activity.

This report seeks Council's endorsement of the financial and in-kind funding request.

BACKGROUND

Prior to the proposed run4reef event, Port Douglas Event Management group ran the Great Barrier reef Marathon Festival, that promoted the Run for the Reef initiative. The Run for the Reef research fund was established in 2012 as a partnership between the Great Barrier Reef Marathon Festival and James Cook University. The research fund is maintained under the auspice of JCU and governed by an independent board.

Run for the Reef events have five (5) objectives.

1. Raise awareness of the value of the Great Barrier Reef
2. Raise awareness of the fragility of the Great Barrier Reef
3. Raise funds to support specialised research projects
4. Create a Great Barrier Reef Ambassadorship Program with all participants in the events
5. Promote the importance of our health and the Great Barrier Reef

Run4reef will be held simultaneously in 20 Australian and New Zealand cities with the expectation that each event will attract up to 6,000 participants. Run4reef will showcase the Great Barrier Reef and Port Douglas across all cities and, organisers hope, ultimately across the world.

Winners of the female and male 10km events will become Great Barrier Reef Ambassadors and win a trip to Port Douglas and a tour to the Great Barrier Reef.

The event organiser intends to host a Run4reef Port Douglas Finale bringing the champions of all 10km events from Australia and around the world as part of a number of run4reef events and activities for participants.

Federal Government support has been confirmed for the event and discussions are currently underway with the Queensland State Government regarding additional funding.

COMMENT

Acknowledgement offered for the funding support will consist of:

The Douglas Shire region will host the run4reef finale in May of 2022, with a focus on the Douglas Shire's Council's commitment to conservation and sustainability.

The Finale will feature:

- an induction of run4reef ambassadors on the Great Barrier Reef
- a conservation focused special guest dinner presentation in partnership with Great Barrier Reef Foundation.
- the official update of the conservation projects funded by run4reef events.
- the official announcement of the new run4reef cities for the following event.

Port Douglas Daintree be marketed as the premier prize destination for the run4reef winners and highest fundraisers across Australia and New Zealand.

Product placement opportunities will be provided:

- via the run4reef national marketing campaign in the lead up to the March event.
- at each of the 21 events via the large format digital screens.
- via the run4reef application and registration website.

The funding request would constitute a major grant and provide for a single event that would be funded under the Douglas Shire Council Grants Program round for 2021/22, with a view to engaging a longer-term resource and performance agreement.

Organisers hope to host a live running event in Port Douglas at some stage in the future and will look to benefit from the recent announcement of the upcoming Brisbane Olympics

PROPOSAL

The proposal is for Council to:

1. That Council Supports the Run4reef initiative by way of sponsoring the 2022 event with \$10,000 (GST Exc) cash, and in-kind support of \$5,000.
2. Delegate authority to the Chief Executive Officer under Section 257 of the *Local Government Act 2009* to administer matters associated with the above.

FINANCIAL/RESOURCE IMPLICATIONS

Funding of the grant would be met out of Council's Annual Budget under Sponsorship

RISK MANAGEMENT IMPLICATIONS

Clear terms, Conditions and reporting requirements will mitigate the inappropriate use of public funds. An outcome report with agreed (KPIs) key performance indicators will ensure Council requirements are met

SUSTAINABILITY IMPLICATIONS

Economic: The organisation holding the run4reef event has secured funding support from the federal government, and has approached other funding bodies . Restrictions around events regarding the COVID 19 pandemic can lead to cancellations, loss of income and financial loss.

Environmental: Impacts on the environment will be limited to the specific event areas. Council will remind the event organizer of the zero single use plastic waste principals and request as part of the funding agreement to see environmental waste addressed.

Social: The event provides the opportunity for recreational and amateur athletes to participate and promotes a healthy lifestyle.

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.
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CONSULTATION

Internal: A deputation was made to council Officers.

External: The run4reef organisers have in principal support from tourism body, Tourism Port Douglas Daintree.

COMMUNITY ENGAGEMENT

N/A

ATTACHMENTS

Nil