

5.5. CARNIVALE 2022 PROPOSED PROGRAM AND CONTRACTUAL ARRANGEMENTS

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RECOMMENDATION

That Council endorses the draft program for Carnivale 2022 and delegates authority under section 257 of the *Local Government Act 2009* to the Chief Executive Officer to finalise the program and execute any necessary contracts.

EXECUTIVE SUMMARY

The draft program has been developed based around the three foundation activities of Street Parade, Family Beach Day and Tropic Rock concert. It is expected that a number of additional third-party events and attractions will be included in the festival program to build a depth and greater appeal to locals and visitors. Once finalised these will be included as part of the overall Carnivale program and promoted via the Carnivale website.

BACKGROUND

Carnivale has been a part of Port Douglas's events scene since 1994 and was managed over that time by community and industry groups. Council acquired the responsibility for hosting and managing the event in 2016 which it outsourced 2016 and 2017. The 2018, 2019 and 2021 events were managed directly by Council.

COMMENTS

The purpose of the 2022 Carnivale is to build on the success of previous years and focus on creating an engaging, fun event that appeals to locals and visitors, while maintaining the destination marketing objectives the event was originally held for.

This will be the 27th time the Carnivale has been held and based on research from the previous Carnivale, the format will be structured towards providing a bit of something for everyone, while appealing to specific demographics, for the growth and future of the event.

The primary objectives are:

1. To host a 'core' three-day festival celebrating the 'essence' of Port Douglas that also includes additional venues and activities under the Carnivale banner hosted by third parties.
2. To deliver a simple event program that ties in with the Spiegel tent activities over 10 days.
3. To present the Carnivale as a destination marketing activity to attract increased visitation and overnight stays.

PROPOSAL

The scope for the 2022 Carnivale will focus on the 'core' event days, those being Friday 20 to Sunday 22 May 2022. Other events will be encouraged to align with the timing of the Spiegel tent season from the Friday 13 May until Sunday 22 May 2022.

There will be a mixture of free events and ticketed events that will appeal to a broad market. The management of the Carnivale will be limited to the hosting of 'core' events and associated marketing and promotional activities of all 'core' and associated activities. The hosting and management of associated activities and other initiatives will be undertaken by other parties.

A draft Event Overview including the draft program is attached.

FINANCIAL/RESOURCE IMPLICATIONS

Financial resources are included in the 2021/22 budget

RISK MANAGEMENT IMPLICATIONS

The event will be overseen and coordinated by Council's Events Officer with the support of the Manager of People and Community Services, Environmental Health Officers, Civil Operations (Roads), Public Spaces (Parks & Reserves), Workplace Health & Safety and Local Laws departments.

A full risk management plan will be prepared by April 2022.

SUSTAINABILITY IMPLICATIONS

Economic: Carnivale provides economic benefits to the Shire by increasing visitor spending, encouraging the uptake of overnight accommodation as well as partnering with local businesses to stimulate local business activity or employment.

Environmental: Impacts will be limited ensuring correct permits and measures are in place and adopting sustainable events policies.

Social: Carnivale provides an opportunity to support and promote community celebrations and community involvement; increase opportunities for use of public space and facilities across the Shire, support and build relationships with disadvantaged or vulnerable groups in our communities and promote the Shire as an area of opportunities for families, lifestyle and business.

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.

CONSULTATION

Internal: Events Officer, Environmental Health Officers, Acting Chief Executive Officer, Councilors.

External: Tourism Port Douglas Daintree, Douglas Chamber of Commerce, local businesses

COMMUNITY ENGAGEMENT

Detailed feedback from IER Research report from 2021 event.

ATTACHMENTS

1. Port Douglas Carnivale 2022 Event Overview Council Report Dec 21 [5.5.1 - 12 pages]

Port Douglas 2022 Carnivale Event Overview

Background

Port Douglas Carnivale was originally founded in May 1994 as an early, week-long (7 day) celebration to kick start the traditional holiday season in the May shoulder period after the Easter Holiday.

Although Port Douglas Carnivale is supported by the local resident population as a community celebration; Carnivale was designed from the outset to target and attract the visitor market as a destination marketing activity.

Carnivale was conceived by a group of active town stakeholders to attract and give, 'out of towners,' a chance to come and holiday in a unique time when the town was a bit quieter and to stimulate the economy a little earlier than the then standard June to October 'tourist season.'

The event has seen a number of organisers during 26 years of operation, from private individuals, independent commercial operators, to the Douglas Chamber of Commerce. Carnivale might well be called the Port Douglas Festival, because in essence that is what it is. The Carnivale is the community celebrating itself and sharing that fun with visitors, an open invitation to party in paradise. Given the events long history and continuing high quality entertainment and iconic world heritage natural assets, Carnivale stands out as a premier Far North Queensland event experience.

Evolution

Following the 2015 event Douglas Chamber of Commerce made the decision to no longer plan and coordinate Carnivale. To ensure the ongoing sustainability of the event, Douglas Shire Council made the decision to take on the 'ownership' of the festival and outsourced the management of the event in 2016 and 2017. Council managed the 2018 and 2019 events with the support from a range of local groups.

Over the last 3 years (2018, 2019, 2021) Council has successfully managed Carnivale and has been able to establish a dependable framework for the event's future. Navigating the return to events during the pandemic, Council worked with the external event organisers to improve the fundamentals of their events and as partners and increase the offering in the Carnivale program. Once again, the 2021 Carnivale drew very positive attendance by the community and drove participation in the Street Parade and produced exceptional visitor numbers for the Family Beach Day.

As the 2020 Carnivale was postponed, and given health directed restrictions around events, several events that were slated for the 2020 Carnivale weren't able to participate in the 2021. Fortunately, this provided opportunities for other events to develop which saw new additions to the program that are now eager to return for 2022.

The 2021 Carnivale saw the strengthening of the relationship between Kites Qld and the event and the results were spectacular. The invitation has been accepted to again attend the 2022 event and we hope to extend that invitation to kite flyers across the nation.

A local kite surfing group were very active during the Carnivale and provided a number of free activities for people attending the Family Beach day which added greatly to the overall feel of the event that saw crowds of up to 5,000 attended throughout the day.

Purpose of Carnivale

The primary purpose of Carnivale is to celebrate the commencement of the tourism season for Port Douglas while undertaking a destination marketing exercise. Carnivale is the quintessential Tropical Far North lifestyle experience where the community celebrates a region where locals love living and tourists love to visit. The ongoing objectives of the Carnivale management are to host an expanded program of events that feature a three-day, simple but high-quality festival, celebrating the 'Tropical lifestyle and Culture' of Port Douglas.

Following on from a favourably reviewed 2021 Carnivale, the purpose of the 2022 event will be to present the three core Council-run events, as well as the three outsourced events: Longest Lunch; Wonderland Spiegel tent; and The Picnic in the Park ; and continue to present opportunities for more events for both business and community groups. Carnivale continues to grow and is presented as a fun and vibrant festival experience that has something for everyone. We want to attract world-class acts and present our region as a great place to live, holiday and invest.

Carnivale seeks to be influential in the region and raise its national profile by creating an atmosphere of fun and excitement throughout the town to celebrate and promote the Tropical Far North and the Douglas region as a place to experience great events and adventures.

The program will feature events and activities providing hero experiences around our Tropic Lifestyle and Culture and Great Barrier Reef for everyone, with a strong vision to attracting specific demographics for Carnivale's growth and future.

Carnivale looks to maintain the momentum from the success of the 2021 event, to drive greater visitor numbers from outside the region and to create an overall festival experience that connects deeply with the community.

Objectives of Carnivale 2022

The primary objectives are to:

- host a ten day expanded festival program to align with the Spiegel tent activities, celebrating the Hero Experiences of the Great Barrier Reef and Tropic Lifestyle and Culture of Port Douglas that also includes additional venues and activities under the Carnivale banner hosted by third parties;
- deliver a simple but high quality three day 'icon' event program from 20th to 22nd May 2022 to include the Street Parade, Family Beach Day and Tropic Rock Concert;
- continue to collaborate and build partnerships within the community for better visitor experiences and to increase overnight stays and day tripper numbers from outside the region;
- continue to identify new innovative ways of engaging the local community and the town itself, strengthening connections and presenting Port Douglas as a place "Locals love living and tourists love to visit."

Scope of Carnivale 2022

The scope will present an expanded festival program incorporating 10 days commencing 13th May 2022, culminating with the 'core' three-day event from Friday 20th May 2022 to Sunday 22nd May 2022.

There will be a mixture of free and ticketed events to appeal to a broad market. Management of Carnivale will be limited to hosting the 'icon' events, associated marketing and promotional activities of 'icon' and associated activities. Other parties requesting to participate under the Carnivale brand umbrella will undertake hosting and managing extra associated activities.

Theme for Carnivale 2022

Subject to ratification by the reference group, the theme for the 2022 event will be Tropical Wonderland. All associated events under the Carnivale brand will be encouraged to adopt this theme.

Target Markets

The focus of the 2022 Carnivale event is to stage an attractive and dynamic festival primarily targeting the interstate market with the aim of generating greater overnight stays.

To encourage return visitation from our previously targeted demographic, the headline act on the Saturday night will again be aimed at the 25 – 45 age group (sitting between surveyed age brackets and making up nearly 50 % of survey attendees) having been identified as an area for growth over the next 5 to 10 years of the event. These attendees will become a significant market segment for future growth.

As a guideline, PR and Media activities ARE EXPECTED TO be apportioned as follows:

The focus of marketing will be guided by the following target markets and segments and expected priority/share of spend:

Local (Douglas Shire) 40% (20% media spend)

Segments:

- Families
- 18-35 age group
- 36-50 age group

Far North Queensland (Cook, Cairns, Tablelands Cassowary Coast) 30% (40% media spend)

Segments:

- 18-35 age group
- 36-50 age group

Other parts of Queensland (20% - including package promotion) (20% media spend)

Segments:

- 36-50 age group

Interstate (age promotion) (20% media spend)

Segments

- 36-50 age group

PROPOSED DRAFT PROGRAM*

Festival Theme:

Tropical Wonderland

(All events are hosted and managed by third parties except where indicated)

Friday 13 May 2022 – Sunday 22 May 2022

Spiegeltent at Dixie Park – Ticketed event

7pm to 10:30 pm

Saturday 14 May 2022

Carnivale Carnage Wrestling – Ticketed event

Oaks resort

Skate Board Comp – Free event

Port Douglas Sports Complex

Douglas Photographic Exhibition – Free event

Port Douglas Community Hall

Sunday 15 May 2022

Paws and Claws Gala Luncheon – Ticketed event

Zinc Restaurant

Wednesday 18 May 2022

Tin Shed Presents – Ticketed event

The Tin Shed

Food or Art –at the Sugar Wharf

Thursday 19 May 2022

Carnivale's Got Talent – Free event

Friday 20 May 2022

Longest Lunch at Rex Smeal Park – Ticketed event

11.30am to 5pm

Macrossan Street Parade – Free event

5.30pm to 8pm

(Council run event)

Fireworks to Finish

At end of parade – approx. 8pm

(Council run event)

Hot & Steamy Carnivale Party – Ticketed Event

Latin After Party – Free event

Market Park Activations – Free event (incorporating Sugar Wharf projections)

8pm to Midnight

Market Park / Sugar Wharf

Saturday 21 May 2022

Family Beach Day, Four Mile Beach – Free family event

10am to 3pm (Low tide 2:58 pm)

Includes:

Dream state entertainment

Acro workshops

Theatre / performance

Salsa in the Sand 1 pm

SandCastle competition 10am to 2pm

Kite flying 11am to 3pm

Street Dance class with Bodies in Motion 2:30pm

Skydiving display

Treasure Hunt / tug of war

(Council run event)

Saturday Surfside Sesh

3pm to 6pm

Port Douglas Surf Lifesaving Club

Free family entertainment

Tropic Rock, Rex Smeal Park – Ticketed event

Support Acts

6:00pm to 11.00pm

Includes:

Licensed event

Food outlets

Refreshment outlets

(Council run event)

POP UP ART – Free Event

Sugar Wharf

Sunday 22 May 2022

Seafood Extravaganza – Free event

Picnic in the Park – Free event

POP UP ART – Free Event

Sugar Wharf

* This is a draft proposal **ONLY**. Events could be added or removed from the program as production progresses.

Event Management

The management of Carnivale 2022 will be the responsibility of Council's people and Community Services and supported by the Events Officer. A Carnivale Management Committee (Internal) will be formed with the following membership:

- Events Officer
- Executive Officer
- Environmental Health Officer

- Civil Operations (Roads)
- Public Spaces (Parks & Reserves)
- Workplace Health & Safety
- Local Laws

The purpose of this committee is to coordinate all of Council's permitting, licencing, use of Council controlled assets, compliance with regulations and all in-kind contributions (labour & resources)

In addition, a 2022 Carnivale Reference Group will be formed with the following representation:

- Executive Officer
- Events Officer
- Tourism Port Douglas Daintree
- Chamber of Commerce
- Outsourced event organisers

Key roles required to be undertaken leading up to and during the event include:

1. Event logistics
2. Budget and resource management
3. Marketing and public relations
4. Sponsorship management
5. Volunteer recruitment and management
6. Outsourced event organiser management
7. Venues:
 - a. Site preparations
 - b. Permits & Licences
 - c. Suppliers & equipment
 - d. Parking & traffic management
 - e. Toilets & waste management
 - f. First aid & security
 - g. Emergency planning
 - h. Signage
 - i. Ticketing
 - j. Concessionaire management
8. Risk management
9. Contingency planning

Marketing

The 2022 event will engage a specialised marketing company to undertake public relations, publicity, advertising (including creative, production and execution), online and social media management (including website) and overall involvement in theme and branding.

Media Brief:

Port Douglas Carnivale 2022

Media and PR Brief

Project Purpose Statement

All aspects of a targeted media and public relations campaign for the 27th Port Douglas Carnivale 2022. This includes successful coverage in regional and national media channels including print, digital, radio and television. Included in the project would be the management of the Carnivale website and all Social Media Accounts, including Facebook, Twitter, Instagram and YouTube (as established).

Cost of media purchases is not included in the scope.

Background

Founded in 1994 the Port Douglas Carnivale is considered the official opening of the tourism high season in the region. Attracting tens of thousands of local, interstate and international guests, Carnivale features local and international performers and producers showcasing the region's spectacular tropical lifestyle and location.

Port Douglas Carnival offers a variety of free and paid events, including The Longest Lunch, Macrossan Street Parade, Family Beach Day, Tropic Rock event, and the Wonderland Spiegel tent. There will also be a number of complimentary events occurring during the event period at various venues in Port Douglas.

For the 27^h event, there is an opportunity to build momentum following on from a hugely successful 2021 event. Maintain and develop the brand and logo and promote the event and regional experience. Develop the events USP (unique selling proposition) for a competitive national and regional audience. Commencing with the Wonderland Spiegel tent, the event is to be held over two weekends with limited activities during the week.

A proposed program of events is outlined in schedule 1.

Objectives

The Scope of Work is designed to encourage aggressive, proactive media outreach to increase visibility to Port Douglas Carnivale 2022, its events, activities and promotions.

Target markets:

The focus of marketing will be guided by the following target markets and segments and expected priority/share of spend:

Local (Douglas Shire) 40% (20% media spend)

Segments:

- Families
- 18-35 age group
- 36-50 age group

Far North Queensland (Cook, Cairns, Tablelands Cassowary Coast) 30% (40% media spend)

Segments:

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Segments:

- 36-50 age group

Interstate (10% - including package promotion) (20% media spend)

Segments

- 36-50 age group

Media Campaign

To design and implement a thorough Media campaign for Port Douglas Carnivale 2022 using print, digital and TV outlets.

Social Media

Successful promotion of Port Douglas Carnival Events through Carnivale website and social media, including Facebook, Instagram, Twitter and Youtube.

Public Relations Campaign

To prepare and coordinate media releases, journalist visits, talk-back radio and guest appearances at functions, meetings and other activities to promote Carnivale 2022.

It is expected that \$30,000 will be available for purchase of advertising across all media platforms. A key outcome is to use this resource to leverage maximum media sponsorship.

Inclusions and Deliverables

- Maintain rebranding efforts from previous year.
- Creation of print, audio and visual marketing tools (program, flyers, posters, television and radio advertising)
- Creation of Targeted Media lists
- Writing and distributing Media Releases and Alerts
- Negotiating sponsorship deals with Regional and National print, digital and broadcast TV channels for the promotion of Carnivale through advertising
- Sourcing promotional partners and implementing and managing advertising and giveaways
- Coordination all media events including TV events, Photo Shoots, Radio Interviews and Guest Interviews, live crosses.

- Monitor all media coverage of Carnivale and related topics
- Tracking and reporting of all advertising including clips and photos
- Administration of invoicing, budget, and reporting of expenditure
- Tracking coverage and measuring overall efforts with delivery of completion reports
- Maintain and update Carnivale website
- Promote Carnivale across Social Media Channels and specifically promote each event using a coordinated approach, Channels include Facebook, Instagram, Twitter and YouTube
- Provide expertise in the placement, timing, language and imagery of posts.
- Create and respond to posts and engage positively to online customers
- Work with sponsors to encourage them to support posts where possible through their own Social Media accounts
- Develop media plan based on available funding amount

Timeframe and Milestones

Carnivale will take place in May 2022 and it is anticipated that promotion of the event will begin in late 2021.

Indicative activities and timing include:

December 2021

- Updating website and social media as program and events evolve
- Continue sponsorship recruitment
- Finalise advertising campaign and scheduling
- Finalise social media and PR campaigns and scheduling
- Prepare sponsorship prospectus and initiate selling

January 2022

- Continue sponsorship recruitment
- Updating website and social media
- Website and social media platform refresh
- Announcement of headline acts and activities

February to May 2022

- Implement advertising campaign
- Implement social media and PR campaigns
- Produce Program
- Engage local events
- Deliver event

Proposal Requirements

Proposal to focus on the services outlined in the Scope of Work. Please provide the following:

1. Cover Letter: A letter signed by an officer of the company addressing the Scope of Works. Include a primary contact person for the proposal.
2. Proposal detailing the methodology, timelines and deliverables, including key milestones, total price and payment schedule. Not to include media spend.
3. Qualifications and Experience: Provide a description of the history, experience, and qualifications of your company and any proposed subcontractors to perform the Scope of Work. Please include:
 - a. Resumes and biographies
 - b. List of capabilities corresponding to the scope of work. Please include any audio and visual promotions you have created.
 - c. Examples of relevant projects your company has undertaken including results achieved.
 - d. References from similar projects your company has undertaken.

Confidentiality

All proposals will be treated as confidential by Council and Council officers. Unsuccessful submissions are not entitled to details of the successful application.

Port Douglas Carnivale 2022 Projected Budget

Project Income			Project Expenditure		
	Cash	In Kind		Cash	In Kind
Douglas Shire Council	170,000	35,000	Advertising and marketing	5,500	10,000
			Spiegel Tent	57,000	2,000
			Beach Day	10,000	
			Street Parade	32,000	8,000
			Market Park Activations	5,000	1,000
			Signage	1,500	2,000
			Tropic Rock production	50,000	2,000
			Staff	5,000	10,000
			Accommodation	4,000	
Totals	170,000	35,000		170,000	35,000

Event Preparation Milestones

Milestone	Ideal Completion Date	Actual Completion Date	Comments
Finalise program concept and venues	DEC 21		
Prepare and distribute sponsorship prospectus	DEC 21		
Convene event management groups (external and internal) – meet as required	DEC 21		
Lock in headline acts	DEC 21		
Lock in outsourced event coordinators (Longest Lunch, Seafood Extravaganza, Spiegel tent)	DEC 21		
Engage Media and PR organisation	DEC 21		
Finalise budget and resourcing requirements	DEC 21		
Announce Carnivale theme, headline acts and events	DEC 21		
Finalise event planning	FEB 22		
Finalise ticketing platform	FEB 22		
Presale of tickets campaign including packaging with local operators	FEB 22		
PR and marketing program finalised and implemented, including program artwork and website content	FEB 22		
Commence recruitment of parade participants	FEB 22		
Individual event plans and event applications completed – including outsourced events	FEB 22		
Event logistics Council's in-kind resourcing requirements finalised	FEB 22		
Ticket sales available	MAR 22		
Resourcing and logistics for all events locked in (including outsourced events)	MAR 22		
Successful staging of all Carnivale events	MAY 22		
Debriefing and evaluation of Carnivale 2018 by event management groups	JUN 22		
Convene events management groups for Carnivale 2023	AUG 22		