

5.7. CARNIVALE 2018

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DEPARTMENT	CEO Unit - Connected Communities

RECOMMENDATION

That Council resolves to:

- **reallocate \$45,000 unspent funds from the Council Grants Programs budget to the Carnivale budget;**
- **endorses the theme *Tropical Magic* for the 2018 Festival; and**
- **confirm the Saturday evening concert be a ticketed event at \$40 per person.**

EXECUTIVE SUMMARY

Carnivale 2018 is being managed and overseen by Council as well as Council being directly responsible for the coordination of a number of festival activities.

The original budget approved for Carnivale 2018 is \$70,000 cash and \$10,000 in-kind. Upon preparation of the program of events and assessment of resource requirements, a total event budget of \$170,000 has been identified of which \$55,000 is being sourced externally and \$115,000 required from Council.

An additional budget allocation of \$45,000 is therefore required, which can be sourced from unspent funds from Council's Grants program.

BACKGROUND

The modern version of the Carnivale festival 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 it was initially supported by the local resident population it was designed from the outset to target and attract the visitor market.

Carnivale was created by a group of active town stakeholders to attract and give 'out of towners' a chance to come and spend their money a little earlier than the then standard June to October 'tourist season'.

The event has seen a number of different organisers during the 23 years of the festival, from private individual, independent commercial operators to the Douglas Chamber of Commerce. The lack of consistency in event organisers has created issues around on-going knowledge and experience of managing the event.

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. The 2018 event will be managed directly by Council with the support from a range of local groups.

Based on survey data collated by Tourism Port Douglas Daintree, Council made the decision to reduce the 2016 event from ten days to three with a focus on the identified core commercial and community events.

COMMENT

Purpose of Carnivale 2018

Given the late commencement of planning for Carnivale 2018, the primary purpose will be that of the original event, that is to mark the commencement of the tourism season for Port Douglas.

Objectives of Carnivale 2018

The primary objectives are:

1. To host a three day festival celebrating the 'essence' of Port Douglas
2. To deliver a simple but high quality event
3. To lay the foundations for a total event refresh and a launching pad for the 25th anniversary event in 2019.

Scope of Carnivale 2018

The scope will limit the event to three days, those being Friday 25 May 2018 to Sunday 27 May 2018. There will be a mixture of free events and ticketed events that will appeal to a broad market. The management of the event will be limited to the hosting of the core events and associated marketing and promotional activities. Other initiatives such as packaging can be undertaken by other parties.

Theme for Carnivale 2018

Subject to Council's decision, the theme for the 2018 event will be 'Tropical Magic' and will be encouraged to be incorporated into all associated events endorsed in the program.

Target Markets

A survey of 107 people who attended the 2016 Carnivale event identified that 84% were local residents.

The focus of the 2018 Carnivale event is to stage a simple, affordable festival primarily targeting the local community as well as the regional FNQ market. As a guideline it is expected that PR and Media activities will be apportioned as follows:

- Local market 75%
- Cairns 10% (there will be some collaboration with local market)
- Wider FNQ 10%
- National 5% (predominantly through social media).

It is anticipated that the 2018 Carnivale will also be used as a Launchpad for the 25th Anniversary event in 2019.

Proposed Program

The proposed format of events for the 2018 festival is:

- Friday - Longest Lunch – Rex Smeal Park (outsourced)
- Friday - Macrossan Street parade and Carnivale fun ending with fireworks
- Saturday - Beachday
- Saturday – Tropical Magic Concert – Rex Smeal Park – ticketed event
- Sunday – Seafood Extravaganza – Port Douglas Marina (outsourced)
- Speigeltent programming for the duration of Carnivale (outsourced).

With Council's preference to feature high profile entertainment it will potentially increase costs of the event as a result of:

- Increased appearance costs, including travel, accommodation and transportation costs of equipment
- Security and fencing
- Additional staging, lighting and sound capacity.

To assist in covering these additional costs it is recommended to charge an entry fee of \$40 per person. There will also be concessionaires within the concert precinct selling food and refreshments.

Event Management

The management of Carnivale 2018 will be the responsibility of Council's CEO Unit and supported by the Events Officer. A Carnivale Management Committee (Internal) will be formed along with a Carnivale reference group comprising representatives of the various event organisers.

Marketing

Marketing of Carnivale has undergone an extensive analysis which has resulted in a greater emphasis on digital marketing. The 2018 event will engage a local marketing company to undertake public relations, publicity (including a major media famil.), advertising (including creative, production and execution), online and social media management (including website) and overall involvement in theme and branding.

Council acknowledges and extends its appreciation for the award of \$25,000 in funding from Tourism and Events Queensland's Queensland Destination Events Program for marketing activities of the 2018 Carnivale event.

PROPOSAL

That \$45,000 be reallocated from the unspent Council Grants (Community Support Program, Event Funding, Economic Development Funding) approved budget to the Carnivale budget.

FINANCIAL/RESOURCE IMPLICATIONS

No impact on Council's overall financial position. This only requires a reallocation of existing budget.

RISK MANAGEMENT IMPLICATIONS

Insufficient resources will have a significant impact on the ability of Council to deliver the event. The risk of not hosting the event or under-delivering the event experience will impact on Council's brand and reputation.

As a benchmark, Knockout Events, who managed the event in 2016 and 2017, have indicated through their request for funding for the 2018 event indicated that \$200,000 is required to deliver Carnivale at the scope and standard of community expectations.

SUSTAINABILITY IMPLICATIONS

- Economic:** Carnivale attracts visitors to Port Douglas and the Shire providing additional economic activity for local businesses
- Environmental:** Nil
- Social:** The event has been running for 23 years and is attended by a large percentage of local residents. It is viewed as an important 'local' event celebrating the location and community.

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

1.1.4 - Support and encourage a healthy, active and capable region through sporting, cultural and recreational opportunities, and community wellbeing initiatives.

1.3.4 - Provide and enhance community facilities and opportunities that cater for the arts, recreational and cultural pursuits.

Operational Plan 2017-2018 Actions:

On-Going Activities

Ensuring the community event continues to be held after the Douglas Chamber of Commerce advised it will no longer be coordinating the event from 2016

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:

Full responsibility for the development, management and delivery of the festival.

CONSULTATION

Internal: CEO Unit, Environmental Health (permits)

External: Douglas Chamber of Commerce

COMMUNITY ENGAGEMENT

As part of the management of this year's event a reference group will be formed including all Carnivale event organisers to ensure open communication and collaboration.

There will be extensive community engagement and consultation after this year's event with the view of revitalising the festival for the 25 Anniversary event in 2019.

ATTACHMENTS

1. Carnivale 2018 Budget v 2 **[5.7.1]**

Port Douglas Carnivale 2018 Projected Budget

Project Income

Project Expenditure

	DSC In			DSC In	
	Cash	Kind		Cash	Kind
Douglas Shire Council - Cash	70,000		Publicist	17,000	
TEQ funding	25,000		Advertising and marketing (incl \$10,000 in-kind)	25,000	10,000
TPDD		10,000	Photographer/Videographer	2,000	
			Events		
			Spiegeltent	60,000	
Longest Lunch - Outsourced		2,000	Longest lunch - Friday 25 May - Outsourced		2,000
Street Parade (free event) sponsorship	5,000	5,000	Street parade - Friday evening 25 May	15,000	5,000
Family beach day (free event) sponsorship	2,000	3,000	Family beach day - Saturday 26 May	5,000	3,000
Tropical Magic Concert - \$40pp x 400	16,000	10,000	Tropical Magic Concert - Saturday 26 May	46,000	10,000
Tropic Magic Concert - Concessionaires	2,000				
Tropical Magic Concert - sponsorship	5,000				
Seafood Extravaganza - Outsourced		3,000	Seafood Extravaganza - Sunday 27 May - Outsourced		3,000
Additional budget allocation DSC	45,000				
Totals	170,000	33,000		170,000	33,000