

5.8. CARNIVALE 2019 PROPOSED PROGRAM AND CONTRACTUAL ARRANGEMENTS

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DEPARTMENT	CEO Unit - Connecting Communities

RECOMMENDATION

That Council endorses the draft program for Carnivale 2019 and delegates the authority, in accordance with section 257 of the *Local Government Act 2009*, for 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. With 2019 being the 25th anniversary of Carnivale, 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.

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 event was managed directly by Council.

COMMENT

This year the purpose of Carnivale is to create an atmosphere of fun and excitement throughout the town and to really celebrate the event's 25th anniversary. The event format will be structured towards providing a little bit of something for everyone with a strong vision to attracting 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 but high quality event program
3. To lay the foundations for a total event refresh using the 25th anniversary event in 2019 as a catalyst for renewal.

PROPOSAL

The scope will limit the 'core' event to three days, those being Friday 24th May 2019 to Sunday 26th May 2019. 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 'core' events and associated marketing and promotional activities of all 'core' and associated activities. The hosting and management of associated activities and other initiatives such as packaging 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 2018/19 budget

RISK MANAGEMENT IMPLICATIONS

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

A full risk management plan will be prepared by January 2019

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 including adherence to Council's Events Policy.

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 2014-2019 Initiatives:

Theme 1 - Celebrating Our Communities

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

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

1.3.3 - Foster and support the role of local artists, writers and performers to encourage community vibrancy and wellbeing.

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

Theme 2 - Building a Sustainable Economic Base

2.2.5 - Expand tourism and agricultural business opportunities and benefits through collaborative planning and promotion.

2.4.2 - Collaborate with communities in the north of the Shire to identify and pursue opportunities for increased tourism market share.

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:

Fully-Responsible Funding the full cost of a program or activity

CONSULTATION

Internal: Events Officer, Environmental Health Officer, Acting Chief Executive Officer, Councillors

External: Tourism Port Douglas Daintree, Douglas Chamber of Commerce

COMMUNITY ENGAGEMENT

Feedback from IER Research report from 2018 event

ATTACHMENTS

1. Carnivale 2019 Event Overview Council Report 25 Sept **[5.8.1]**

2019 Port Douglas Festival incorporating Carnivale Event Overview

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.

The 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 organisers during the 23 years of operation, from private individual, independent commercial operators to the Douglas Chamber of Commerce.

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 was 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.

Purpose of Carnivale 2019

This year the purpose of Carnivale is to create an atmosphere of fun and excitement throughout the town and to really celebrate the events 25th anniversary. The event format will be structured towards providing a little bit of something for everyone with a strong vision to attracting specific demographics for the growth and future of the event.

Objectives of Carnivale 2019

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
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Scope of Carnivale 2019

The scope will limit the 'core' event to three days, those being Friday 24th May 2019 to Sunday 26th May 2019. 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 'core' events and associated marketing and promotional activities of all 'core' and associated activities. The hosting and management of associated activities and other initiatives such as packaging will be undertaken by other parties.

Theme for Carnivale 2019

Subject to the ratification of the reference group, the theme for the 2019 event will be Sunshine and Silver (silver being the symbol for a 25 year anniversary) and will be encouraged to be incorporated into all associated events under the Carnivale brand.

Target Markets

A survey of 461 people who attended the 2018 Carnivale event identified that 65% were local residents.

The focus of the 2019 Carnivale event is to stage an attractive and dynamic festival primarily targeting the regional FNQ market in the hopes of improving overnight stays.

Given this event is viewed as an opportunity for a "refresh" the headline act on the Saturday night is aimed at the 25 – 45 age group (sitting between surveyed age brackets) 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 it is expected that PR and Media activities will 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 (10% - including package promotion) (20% media spend)
Segments:
 - 36-50 age group

Proposed Program

The proposed format of events for the 2019 festival is outlines in Schedule 1.

Event Management

The management of Carnivale 2019 will be the responsibility of Council's CEO Unit 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 2019 Carnivale Reference Group will be formed to provide a platform to receive feedback and input into the organisation of the festival. The reference group will provide advice only with the following people/organisations to be invited:

- Executive Officer
- Events Officer
- Tourism Port Douglas Daintree (to provide input from the tourism industry regarding packaging and marketing)
- Chamber of Commerce (to provide input into maximising business involvement and minimise impacts/maximise benefits)
- Outsourced event organisers (longest lunch, beach day, seafood extravaganza) – to coordinate venues, infrastructure and promotions

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

Marketing of Carnivale has undergone an extensive analysis which has resulted in a greater emphasis on digital marketing. The 2019 event will engage a specialised 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.

Schedule 1**Detailed Draft Program****Festival Theme: 25 years of Carnivale – Sunshine and Silver**

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

Friday 17 May 2019

Spiegeltent at Dixie Park – Ticketed event
7pm till 10:30 pm

Saturday 18 May 2019

Cabernet Cabaret - Black tie / themed – Ticketed event
7pm to 11pm

Sunday 19 May 2019

Jazz & Shiraz Twilight Cruise – Ticketed event
Port Douglas Marina

Tuesday 21 May 2019

ROCK The YACHTY - Balcony TV Hosted – Ticketed event

Wednesday 22 May 2019

ROCK The YACHTY - Balcony TV Hosted – Ticketed event

Thursday 23 May 2019

Latin Pool Party - pool side – Free event
7.00pm to 10.30pm

Friday 24 May 2019

Longest Lunch at Rex Smeal Park – Ticketed event
11.30am to 3.30pm

Out @ Carnivale – Free event
8pm till Midnight
QT

Macrossan Street Parade – Free event
5.30pm to 8pm
(Council run event)

VIP / Sponsor Function - Invitation only event
Post Parade
(Council run event)

Fireworks to Finish
At end of parade – approx. 8.15pm
(Council run event)

Saturday 25 May 2019

Family Beach Day, Four Mile Beach – Free family event
10am to 2pm (Low tide 11.15am)
Includes:

Beach cricket 11am – 2pm
Beach tennis 12noon
Opening ceremony 10am
Sand Castle competition 10am to 1pm
Kite flying 11.30am to 3pm
Skydiving display
Treasure Hunt

(Council run event)

Saturday Surfside Sesh

2pm to 6pm

Free family entertainment

Tropic Rock featuring Headline Act, Rex Smeal Park – Ticketed event

7.00pm to 11.00pm

Includes:

Licensed event
Food outlets
Refreshment outlets

(Council run event)

Sunday 26 May 2019

Kids Concert

10am to 12noon

Free family concert

**Sunday Seafood Sesh,
Crystalbrook Superyacht Marina**

11.00am to 5.00pm

Includes:

Range of food outlets
Live entertainment