

5.09. RENEWAL WITH AMENDMENTS TO DOUGLAS CHAMBER OF COMMERCE RESOURCE AND PERFORMANCE AGREEMENT - NEW YEAR'S EVE

REPORT AUTHOR(S): Greg McLean, Communications & Events Officer
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DEPARTMENT: CEO Unit

RECOMMENDATION

That Council resolves to:

- 1. renew the Resource and Performance Agreement held with the Douglas Chamber of Commerce for the delivery of New Year's Eve festivities in Port Douglas as per the table contained in the body; and**
- 2. increase the funding provided from \$3,000 cash and in-kind support of venues, to \$6,000 cash and in-kind support through the provision of the venues identified; and**
- 3. 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 Resource and Performance Agreement.**

EXECUTIVE SUMMARY

A Resource and Performance Agreement (Agreement) was in place with the Douglas Chamber of Commerce (the Chamber) for the purpose of delivering New Year's Eve fireworks in Port Douglas. The Agreement expired on 30 June 2015.

This report is proposing an amendment to the previous Agreement as requested by the Chamber for Council to provide an additional \$3000 cash per annum in funding for New Year's Eve festivities in Port Douglas to allow for the establishment of a family-friendly precinct with children's entertainment.

BACKGROUND

On 21 November 2014 Council entered into a renewed Agreement with the Chamber to provide funding for a New Year's Eve fireworks display in Port Douglas.

The Agreement entered into between Council and the Chamber in 2014 was for one New Year's Eve event only so the Agreement could be reviewed and amended for 2015-2017. The following details the Specific Information relevant to this 2014 Agreement.

ITEM NO.	DATA	DETAILS
Item 1	Recipient:	Douglas Chamber of Commerce
	Address for Notices:	PO Box 27 Port Douglas, QLD 4877
	Email:	manager@thetinshed-portdouglas.com.au
	Telephone:	0437 549 110
Item 2	Commencement Date:	1 December 2014
	Expiry Date:	30 June 2015
Item 3	Funding:	\$3,000 cash and In – kind support for the venue hire of Rex Smeal Park.
Item 4	Description of the Event or Project to be organised, promoted and delivered by the Recipient:	To provide a fireworks display that attracts and entertains both locals and visitors. The display contributes to visitation and income for the region. The event also provides benefits to the local community by bringing the community together to celebrate.
Item 5	Performance Indicators or Measures:	The event will be measured by the number of people that attend the event. It is anticipated this number will be 2500.

COMMENT

Council has provided \$3000 funding each year to the Chamber since 2007 for the provision of a New Year's Eve fireworks display in Port Douglas. The local business community also provides significant funding towards the event each year.

While the New Year's Eve fireworks displays attract an estimated 2500 people, Council Officers and the Chamber have reviewed the event and believe there is the potential to significantly increase visitation and income for the Shire and establish Port Douglas as the destination of choice in the Far North region for New Year's Eve if a family-friendly precinct was a feature of the festivities.

Many families from the Douglas Shire currently travel to Cairns for New Year's Eve specifically because of the family-friendly children's entertainment provided.

The intention is to create a family-friendly event that not only encourages local families who may travel elsewhere for New Year's Eve, but entice families from Cairns, the Tablelands and beyond, to spend the New Year period in the Douglas Shire.

Additionally, the amount provided by Council to the Chamber for New Year's Eve festivities has not increased since 2007, despite escalating costs to stage the fireworks.

The Chamber is confident local businesses will also contribute increased funding for New Year's Eve festivities because of the provision of a family-friendly precinct.

PROPOSAL

It is proposed to enter into a three-year Agreement with the Chamber for \$6,000 cash and in-kind support through the provision of venues for the delivery of New Year's Eve festivities in Port Douglas.

The addition of a family-friendly precinct with children's activities to complement the two fireworks displays provides 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.

The proposed Agreement contains all terms and conditions applicable in the adopted standard Agreement and the following specific information:

1. SPECIFIC INFORMATION

ITEM NO.	DATA	DETAILS
Item 1	Recipient:	Douglas Chamber of Commerce
	Address for Notices:	PO Box 27 Port Douglas, QLD 4877
	Email:	manager@thetinshed-portdouglas.com.au
	Telephone:	0438 777 697
Item 2	Commencement Date:	1 December 2015
	Expiry Date:	31 October 2018
Item 3	Funding:	\$6000 per annum cash and In – kind support for the venue hire of Anzac Park & Market Park on New Year's Eve.
Item 4	Description of the Event or Project to be organised, promoted and delivered by the Recipient:	<ol style="list-style-type: none"> 1) To provide fireworks displays, one earlier display for families and one display at midnight that attracts and entertains both locals and visitors. 2) To provide a family-friendly precinct with children's entertainment from 4pm-8pm. <p>The fireworks display and family-friendly precinct contributes to visitation and income for the region. The event also provides benefits to the local community by bringing the community together to celebrate.</p>
Item 5	Performance Indicators or Measures:	The event will be measured by the number of people that attend the event. It is anticipated this number will be 2500 for the fireworks displays and approximately 200 children participating in entertainment activities in the family-friendly precinct.

FINANCIAL/RESOURCE IMPLICATIONS

There is adequate funding for this Agreement in the 2015 – 2016 Budget and will be allocated in subsequent budgets for the term of the Agreement.

RISK MANAGEMENT IMPLICATIONS

Clear terms, conditions and reporting requirements will mitigate the inappropriate use of public funds.

SUSTAINABILITY IMPLICATIONS

Economic: This event provides economic development opportunities for the Douglas Shire through the attraction of more people for New Year's Eve festivities and also supports and promotes local children's entertainers.

Environmental: Limited environmental impact is incurred due to this event.

Social: This is a community FREE event that encourages the participation of families and is accessible for everyone.

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.

1.1.5 - Support local non-profit community, sporting and cultural organisations to build their capacity.

1.2.4 - Network, advocate and partner with stakeholders to achieve positive outcomes.

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

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.

2.3.4 - Develop positive partnerships with economic development organisations and work proactively towards achieving mutually agreed goals and objectives.

Theme 4 - Engage, Plan, Partner

4.2.2 - Provide leadership to secure beneficial social, environmental and economic outcomes for the Shire.

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 officers from the CEO Unit, Environmental Health, the Mayor and the Chief Executive Officer.
- External:** Consultation has taken place with the Douglas Chamber of Commerce, local businesses, Port Douglas Police and entertainment providers.

COMMUNITY ENGAGEMENT

The additional funding was requested by the Chamber based on informal feedback regarding New Year's Eve in Port Douglas provided by local businesses and the community.

ATTACHMENTS

- Attachment 1 - Request for renewal of Resource and Performance Agreement for New Year's Eve with amendments from Douglas Chamber of Commerce.

Hi Kerrie

Hope you're well.

The Douglas Chamber of Commerce requests from Douglas Shire Council an additional \$3000 per annum from 2015-2017 to provide family-friendly New Year's Eve activities, in addition to a new three-year Agreement of \$3000 for the Port Douglas fireworks display (\$6000 in total).

The additional Council funding will go towards the provision of family-friendly precinct including children's entertainment and activities in the surrounds of Market Park in Port Douglas between the hours of 4pm-8pm on New Year's Eve 2015-2017.

Local businesses will also support the Port Douglas New Year's Eve family-friendly precinct and fireworks display with additional donations.

Creating a family-friendly precinct with fun activities for children in Port Douglas on New Year's Eve is an economic development initiative for the Chamber and Council to encourage families from neighbouring areas such as Cairns and the Tablelands to spend a few days in the Douglas Shire over the New Year period.

It is also a positive community development opportunity for families in the Douglas Shire to participate.

We would greatly appreciate the Douglas Shire Council's support.

Helen De Ross
President
Douglas Chamber of Commerce

