

## **6.2. NOTICE TO REPEAL MOTION - REQUEST FOR FUNDING FROM PORT SHORTS FILM FESTIVAL**

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### **RECOMMENDATION**

#### **That Council:**

- 1. Repeal Resolution 5.2 - 2 of its Ordinary Meeting on 30 June 2020, which resolved to:**  
  
*Provide one-off funding of \$9,000 for Port Shorts for a live broadcast of the event.*
- 2. To provide one off funding of \$9,000.00 for Port Shorts for the purpose of a three-month campaign presenting the Port Shorts Film Festival on the digital platform 10 Play.**
- 3. Delegates authority under section 257 of the *Local Government Act 2009* to the Chief Executive Officer to finalise any minor amendments in relation to funding Port Shorts Film festival.**

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### **EXECUTIVE SUMMARY**

A Resource and Performance Agreement is in place with the Port Shorts Film Festival that began in August 2019 and expires in October 2021. In a report presented to Council on the 30 June 2020 Council voted to provide one-off funding for a live broadcast of the event.

As the project developed and with state borders restrictions in place due to COVID 19, the event will now be packaged and presented on the 10-play digital platform for 3 months. The proposed broadcast hopes to be available via the digital station from the 1 November 2020 through till the 1 February 2021.

### **BACKGROUND**

The Port Shorts Film Festival has been an iconic international film festival event for 20 years that highlights local and regional short films and incorporates classes for upcoming filmmakers in the area. The Port Shorts Film Festival attracts the best short films from local, regional and international film makers with more than \$15,000 in cash and prizes in various awards.

Council increased funding and support for the event at a regular Council meeting on the 30th of June 2020 to assist in the delivery of the event through the impacts of COVID 19, and to ensure its continuation for the future.

Acknowledging the impact of COVID 19 on the Douglas Shire, the organisers of Port Shorts looked at ways of both holding the event, given the uncertainty around travel and socialising restrictions, and promoting the event nationally to boost the region's profile with a view to increasing the long term economic benefits through visitation to the region.

Preliminary discussions were held with a broadcaster for a Live Broadcast of the event and the Port Shorts organisers approached council requesting funding assistance to assist in the delivery.

As the restrictions around COVID 19 progressed and certain aspects of the initial proposal became problematic, the discussion shifted to other alternatives.

The current proposal is the result of many discussions and good-will negotiations between Port Shorts and Channel 10 as well as Tourism Tropical North Queensland and Tourism Port Douglas and Daintree.

The financial commitment by Council goes towards the costs associated with presenting Port Shorts on the digital platform, as well as purchasing advertising space and time during the programming. Both tourism bodies will be advertising the region for the three-month duration of the digital run on 10 play.

## COMMENT

It should be noted that both Tourism Tropical North Queensland and Tourism Port Douglas and Daintree have both financially committed to the proposal and the successful delivery rests on the financial commitment from the Douglas Shire Council.

## PROPOSAL

That Council:

1. Rescind Resolution 5.2 - 2 of its Ordinary Meeting on 30 June 2020, which resolved to:  
*To provide one-off funding of \$9,000 for Port Shorts for a live broadcast of the event.*
2. To provide one off funding of \$9,000.00 for Port Shorts for the purpose of a three-month campaign presenting the Port Shorts Film Festival on the digital platform 10 Play.
3. Delegates authority under section 257 of the *Local Government Act 2009* to the Chief Executive Officer to finalise any minor amendments in relation to funding Port Shorts Film festival.

## FINANCIAL/RESOURCE IMPLICATIONS

The ability for the event to broadcast relies on input from different contributing bodies. In the instance that the broadcast does not go ahead, the \$9,000 funding contribution will be withdrawn.

## RISK MANAGEMENT IMPLICATIONS

As the broadcast relies on funding from Council there could be a risk of damaging the Council's reputation should this opportunity be missed.

## SUSTAINABILITY IMPLICATIONS

**Economic:** The event will provide economic benefits through the attraction of filmmakers and audiences from outside the region.

The proposed national broadcast of the event for 20/21 will significantly promote the event outside the region by way of television and digital platforms, over a three-month period.

Port Shorts also works with local suppliers for staging, food stalls and beverages.

Port Shorts Film Festival encourages filmmakers to use the Douglas Shire as a location for future productions.

**Environmental:** Port Shorts prides itself on being an environmentally aware event and follows best practice when delivering their events. They have a ban on single use plastic and use biodegradable and recyclable materials.

**Social:** Organisers want to encourage people to make films, and advocate the benefits of a physically, culturally and socially healthy activity.

## 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:** Consultation had taken place with the Mayor, Chief Executive Officer, Manager of People and Community Service and the Events Officer.

**External:** The funding request has been developed in conjunction with the applicant.

## ATTACHMENTS

1. 10 Play Port Shorts Offer - DS C- TPDD V 2 [**6.2.1** - 1 page]



Client Tourism Tropical North Qld  
 Number of Months 3  
 Platform 10 play  
 Issued Date 25/09/2020  
 Start TX Date 3 month campaign  
 End TX Date TBC



DIGITAL SPONSORSHIP SCHEDULE	AD TYPE	AD SIZE	START DATE	END DATE	Total		Value		Sponsor Rate	
					Impressions	Rate	Total	Rate	Total	
<b>10 PLAY</b>										
10 play - Port Shorts show site sponsorship 3 x month series takeover, including 100% SOV on display media	Leaderboard / MREC / Skins / Mobile banner	728x90 / 300x250 / 1636x1300 / 320x50	TBC	TBC	100% SOV	FLAT RATE	\$3,000.00	FLAT RATE	\$1,500.00	
ROS - Editorial Driver - Quicklink	Quicklink	Designed by 10	TBC	TBC	150,000	\$10.00	\$1,500.00	ADDED VALUE	ADDED VALUE	
ROS - Editorial Driver - Feature tile	Feature Tile	Designed by 10	TBC	TBC	150,000	\$10.00	\$1,500.00	ADDED VALUE	ADDED VALUE	
1 x Channel 10/10 play social posts - promoting tune in messaging on 10 & 10 Play	Facebook / Instagram / Twitter	Designed by 10	TBC	TBC	500k followers	FLAT RATE	\$1,125.00	FLAT RATE	\$750.00	
10 play - ROS - Video - 15 seconds	15" Video	15"	TBC	TBC	30,000	\$100.00	\$3,000.00	\$50.00	\$1,500.00	
<b>TOTAL DIGITAL INVESTMENT</b>							<b>\$10,125.00</b>		<b>\$3,750.00</b>	
<b>10 PLAY</b>										
Run of Lifestyle Programming - 15 seconds - QLD, NSW & VIC	15" Video	15"	October	December	150,943	\$100.00	\$15,094.30	\$53.00	\$8,000.00	
10 play - ROS - Video - 15 seconds	15" Video	15"			20,000	\$100.00	\$2,000.00	\$50.00	<b>BONUS</b>	
<b>TOTAL DIGITAL INVESTMENT</b>							<b>\$17,094.30</b>		<b>\$8,000.00</b>	
							<b>\$27,219</b>		<b>\$11,750</b>	
<b>PRODUCTION COSTS ** NON-AGENCY COMMISSIONABLE **</b>										
Production   10 Play show site design & build	Production	N/A	TBC	TBC	N/A	HARD COST	\$6,000.00	HARD COST	\$3,000.00	
Production   Integrated display media 1 x Leaderboard, MREC, skins & mobile banner	Production	N/A	TBC	TBC	N/A	HARD COST	\$3,500.00	HARD COST	\$1,750.00	
Film Hosting Charges on 10Play (1 films at \$2k per film)	Production	N/A	TBC	TBC	N/A	HARD COST	\$2,000.00	HARD COST	\$1,000.00	
Social boosting   \$1,000 per post	Social Boosting	N/A	TBC	TBC	N/A	HARD COST	\$1,000.00	HARD COST	\$500.00	
<b>TOTAL PRODUCTION INVESTMENT</b>							<b>\$6,000</b>		<b>\$6,250</b>	
							<b>\$33,219</b>		<b>\$18,000</b>	
							TOTAL VALUE		TOTAL INVESTMENT	

[LINK TO DIGITAL AD SPECS](#)