

5.12. PORT SHORTS FILM FESTIVAL INC - RESOURCE & PERFORMANCE AGREEMENT

REPORT AUTHOR(S): Kerrie Hawkes, Executive Officer
Linda Cardew, Chief Executive Officer

DEPARTMENT: CEO Unit

RECOMMENDATION

That Council:

- 1. resolves to support Port Shorts Film Festival Incorporated for the delivery of the Port Shorts Film Festival with funding of \$8,000 (GST Exc) and in-kind assistance for venue hire for a period of three years under terms set out in the Resource and Performance Agreement, subject to the successful acquittal of the Community Support Program 2014-2015 grant.**
 - 2. delegates 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.**
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EXECUTIVE SUMMARY

Port Shorts Film Festival Inc received \$10,000 (GST Exc) funding under Council's Community Support Program for 2014-2015 to run the Port Shorts Film Festival on 23rd and 24th October 2015.

The organisation submitted an Event Funding Application for ongoing funding. This report proposes Council enter into a three (3) year Resource and Performance Agreement (Agreement) with Port Shorts Film Festival Inc for the continued running of the film festival.

BACKGROUND

The Port Shorts Film Festival (Port Shorts) started in 2001 and ran until 2008 as a film festival for locals. In 2015 the festival was revived, with the aim of showcasing the best young and emerging filmmakers from around Australia and beyond and encourage filmmaking culture in Far North Queensland. Council provided funding of \$10,000 (GST Exc) under the 2014-2015 Community Support Program to assist with the running of the two-night festival.

To attract young and emerging film makers locally and from around Australia, the following categories were created: Short Film; Music Video; and Micro documentary. The Port Shorts Young Filmmaker was held on Friday October 23 and the Port Shorts Film Festival (Local & Open categories) on Saturday October 24, 2015.

Another aim of the festival is to attract visitors to our Shire through marketing the event, and the destination of the event.

Through their contacts, Port Shorts organisers enlisted Australian actor Stephen Curry, Wolf Creek executive producer Matt Hearn and Blurred screenwriter Kier Shorey as judges and ambassadors of the Port Shorts Film Festival.

Port Shorts organisers volunteered hundreds of hours to raise more than \$30,000 in cash and in-kind sponsorship, create the website and marketing material, distribute media releases, build relationships with more than 20 film schools, government film organisations around Australia, conduct workshops with filmmakers, promote, organise and manage the event.

In 2015 Port Shorts attracted 111 entries from around Australia as well as the USA, New Zealand, the UK, France and Iran. Six of the 13 Open category finalists were at the festival, most of them from interstate.

More than 700 people attended the festival, viewing entries from 46 finalist films across five categories on October 23-24, with the filmmakers sharing in more than \$15,000 in cash and prizes.

According to the Outcome Report for the Community Support Program 2014-2015 funding "Port Shorts Film Festival was an outstanding success, with organisers, filmmakers, sponsors and audiences delighted by the event and looking forward to an even bigger and better Port Shorts Film Festival in 2016."

The Outcome Report also outlines a growth strategy for the 2016 Port Shorts Film Festival with more workshops and more promotion to stimulate even more entries and a much larger audience.

The 2016 Port Shorts is planned for October 28 and 29. With a bigger marketing budget and a greater awareness of the film festival, now one of the richest in Australia for young and emerging filmmakers, Port Shorts organisers are aiming for at least 150 entries and an audience of at least 1000 people over the two nights.

COMMENT

The Outcome Report for the Community Support Program funding has been received. While still being assessed, initial perusal of the document provides detailed information on the 2015 event, and planning for the future.

The assessment panel comprised three (3) impartial Council officers. Panel members were advised to declare personal interests at the commencement of the assessment meeting to ensure the assessment process was equitable and transparent. No members declared a personal interest in the application.

The Assessment Panel was provided with a hardcopy of the application and the Outcome Report.

The application was assessed taking into account the goals of Council's Corporate Plan, Event Funding Program Policy and the Guidelines' objectives, eligibility criteria and assessment matrix. All of these documents are readily available to the community to assist in preparing a competitive application.

A workshop was held on 17 November 2015 with Councillors where Councillors were notified the application had been received and the reallocation of funding to support the range of community events, programs and initiatives proposed.

PROPOSAL

The proposal is for Council to support Port Shorts Film Festival Incorporated for the delivery of the Port Shorts Film Festival with funding of \$8,000 (GST Exc) and in-kind assistance for venue hire for a period of three years under terms set out in the Resource and Performance

Agreement TBA to TBA, subject to the successful acquittal of the Community Support Program 2014-2015 grant.

The following details the specific information relevant to the Event to be included in the Agreement.

SPECIFIC INFORMATION

ITEM NO.	DATA	DETAILS
Item 1	Recipient:	Port Shorts Film Festival Incorporated
	Address for Notices:	PO Box 812 PORT DOUGLAS QLD 4877
	Email:	ali@catseyeproductions.com.au
	Telephone:	0427 254 228
Item 2	Commencement Date:	December 2015
	Expiry Date:	December 2018
Item 3	Funding:	\$8,000 cash (GST Exc) and In-kind Assistance for venue hire
Item 4	Description of the Event or Project to be organised, promoted and delivered by the Recipient:	Showcasing the best young and emerging filmmakers from around Australia and beyond and encourage filmmaking culture in Far North Queensland and to attract visitors to our Shire through marketing the event, and the destination of the event.
Item 5	Performance Indicators or Required Outcomes:	The event will be measured and evaluated according to; <ul style="list-style-type: none"> • Number of entries • Number of people attending festival from: the Douglas Shire; Far North Queensland; further afield. • Number of participants attending workshops • Audience and participant feedback • Publicity generated for the Shire

FINANCIAL/RESOURCE IMPLICATIONS

The re-allocation of funds in the 2015 -2016 Budget will allow Council to enter into the Resource and Performance Agreement and will be allocated in the annual budgets for the next two financial years.

RISK MANAGEMENT IMPLICATIONS

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

SUSTAINABILITY IMPLICATIONS

Economic:

The event will provide economic benefits through the attraction of filmmakers and audiences from outside the region. With an increased marketing budget and awareness of the festival as well as a 12-month lead time instead of five months in 2015, organisers are confident of attracting 1000 people over the two-night festival. Port Shorts is aiming for at least 30 per cent of the audience to live outside the region. Organisers collected 140 postcodes of audience members in 2015, of which 18 per cent were from outside the Douglas Shire. If increased marketing and awareness can grow this to 30 per cent in 2016, this equates to 300 additional visitors to the region. Port Shorts also anticipates spending at least \$6000 on local marketing and printing and will partner with local suppliers to stage the event and provide food and drinks. Another benefit of the Port Shorts Film Festival is encouraging filmmakers to use the Douglas Shire as a location for future productions. In 2016 Port Shorts will host a Filmmakers Roadshow in the week leading up to Port Shorts to take filmmakers on tours to scout potential locations for future productions.

Environmental:

Port Shorts produces online programs to eliminate the need for printing. Caterers provide biodegradable bamboo plates instead of paper or plastic.

Social:

Filmmaker workshops for students and adults will provide opportunities to develop new skills. Filmmakers can also participate in the filmmakers' forum and engage with experts in their field. 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 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.

1.1.6 - Encourage and promote volunteering opportunities throughout the Shire.

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.

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

2.3.1 - Promote the area for film opportunities.

2.3.2 - Investigate opportunities for sports and cultural tourism.

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:

Part-Funder	Sharing the cost of a program or activity with other organisations.
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CONSULTATION

Internal:	Consultation has also taken place with the CEO Unit, General Manager of Operations, General Manager of Corporate Services and the Chief Executive Officer. This was also raised at the Councillor workshop held Tuesday 17 November 2015.
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External:	The Agreement and KPIs have been developed in conjunction with the applicant.
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