

5.4. ECO FASHION WEEK AUSTRALIA

REPORT AUTHOR(S)	Gary Kerr, Executive Officer
CHIEF EXECUTIVE OFFICER	Darryl Crees, Acting Chief Executive Officer
DEPARTMENT	CEO Unit - Connecting Communities

RECOMMENDATION

That Council approves the re-allocation of event funding from Taste Port Douglas to Eco Fashion Week Australia which is to be used directly by Council in supporting the marketing and promotion of the event

EXECUTIVE SUMMARY

Eco Fashion Week Australia (EFWA) is being held in Port Douglas for the first time in 2018. The event is collaboration with designers, artists, activists, community, media, businesses and educational programs, as well as the local governments, to raise awareness for environmentally conscious fashion in Australia and at a global level.

EFWA will also provide opportunities for local businesses to become involved in the event, showcasing their products and services to the fashion industry nationally and internationally.

Taste Port Douglas has advised Council it will no longer be holding the event which Council provides \$10,000 annually in sponsorship. There is an opportunity to re-allocate this sponsorship to EFWA and be used by Council to directly market and promote the event to maximise local engagement and broader visitation throughout the event.

BACKGROUND

EFWA will be hosting its first event in Port Douglas between 4th and 10th November 2018. This follows a presentation by its founder, Zuhail Kuvan-Mills to Councillors in late November 2017.

Planning is well underway for a week of eco fashion activities that will also involve many local people as models and local designers and accessory makers.

The program of events includes:

- Nightly fashion shows
- Eco Seminar
- Mending workshops
- Designer showroom
- Fashion swap
- Fashion for Rainforests
- Eco Marketplace

The event will also achieve international media coverage during the event as well as planned media tours hosted by TPDD showcasing our region prior to and after the event.

The event is being managed on a not-for-profit basis and is seeking financial support through sponsorships, site fees and ticket sales.

COMMENT

EFWA has the potential to develop into a regionally significant event for the Douglas Shire, providing many opportunities for local designers and accessory makers. It also makes a significant contribution to the Douglas Shire's commitment to environmental sustainability and will potentially be an important component of our 'sustainability branding' endeavors.

So far Council's only contribution to the event is in-kind support through waiving of fees for Port Douglas Community Hall and Mossman Shire Hall along with some staff time in supporting planning and awareness raising.

Council has been notified that Taste Port Douglas will not be held this year for which Council has committed to \$10,000 through a Resource and Performance Agreement.

PROPOSAL

As EFWA's event falls outside Council's current Event Funding Program – Council is scheduled to determine successful applicants on November 6 – and the event will have significant positive impacts on the Douglas Shire, it is proposed to reallocate the \$10,000 for Taste Port Douglas to promoting Eco Fashion Week. The funding will not be provided to EFWA but used directly by Council to promote the event and its alignment to Council's sustainability commitments and brand.

FINANCIAL/RESOURCE IMPLICATIONS

Nil. The amount is included in the current budget.

RISK MANAGEMENT IMPLICATIONS

The risk of funds not being spent effectively on marketing and promotion will be mitigated by Council retaining control of the funding and managing its allocation.

SUSTAINABILITY IMPLICATIONS

Economic:	Targeted marketing and promotion of the event will maximise the numbers of people attending the event with benefits to the local accommodation and tourism industry. Local designer and accessory businesses will also benefit through increased awareness of local products and an exposure to broader markets through national and international designers and media.
Environmental:	EFWA strongly supports Council's message of sustainable development and highlights the desire to protect the iconic Wet Tropics and Great Barrier Reef environments within the Douglas Shire.
Social:	Provides opportunities for education in environmental issues and raises awareness of Douglas Shire's assets and the community's appreciation of its unique environment.

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

1.1.2 - Provide an inclusive "Community Support Program" that provides funding, recognises need and delivers valuable outcomes.

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

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

2.2.2 - Encourage business re-location through the promotion of 'sea-change' and 'tree-change' opportunities.

Theme 4 - Engage, Plan, Partner

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

4.2.3 - Work with regional, state, national and international stakeholders to promote beneficial partnerships to support strong, resilient and sustainable communities.

Operational Plan 2018-2019 Actions:

Theme 2 – Building a Sustainable Economic Base

2.2.2 – Increase number and value of conferences, exhibitions and meetings held in the Shire.

2.2.3 – Support and implement projects identified in the Economic Development Strategy Taskforce Priority Action Plans

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:

Facilitator	Bringing people together to develop solutions to problems
Part-Funder	Sharing the cost of a program or activity with other organisations.

CONSULTATION

Internal:	Events Officer, Media & Communications Officer, Acting CEO, Councillors
External:	Nil

COMMUNITY ENGAGEMENT

Community engagement will form a part of the Media and PR campaign to be developed supporting the funding allocation.

ATTACHMENTS

Nil