

Agenda

For the Special Council Meeting

Location: Council Chambers, Municipal Offices
62-68 Ovens Street, Wangaratta

Date: Monday, 8 April 2019

Time: 6PM



RURAL CITY OF
WANGARATTA

Brendan McGrath
Chief Executive Officer

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1. ACKNOWLEDGEMENT OF TRADITIONAL OWNERS

We acknowledge the traditional owners of the land on which we are meeting. We pay our respects to their Elders and to Elders from other communities who may be here today.

2. OPENING PRAYER

Almighty God, we humbly ask thee to bless and guide this council in its deliberations so that we may truly preserve the welfare of the people whom we serve. Amen

3. PRESENT**4. ABSENT****5. ACCEPTANCE OF APOLOGIES & GRANTING OF LEAVE OF ABSENCE****ORDER OF BUSINESS****6. CONFLICT OF INTEREST DISCLOSURE**

In accordance with sections 77A, 77B, 78 and 79 of the *Local Government Act 1989* Councillors are required to disclose a '*conflict of interest*' in a decision if they would receive, or could reasonably be perceived as receiving, a direct or indirect financial or non-financial benefit or detriment (other than as a voter, resident or ratepayer) from the decision.

Disclosure must occur immediately before the matter is considered or discussed.

PRESENTATION OF REPORTS

OFFICERS' REPORTS

7. COMMUNITY WELLBEING

7.1 WANGARATTA MARQUEE MUSIC EVENT

Meeting Type:	Special Council Meeting
Date of Meeting:	8 April 2019
Author:	Manager - Arts, Culture and Events
File Name:	2019 - Expressions of Interest - Marquee Music Event
File No:	EV19/6

No Council officers or contractors who have provided advice in relation to this report have declared a conflict of interest regarding the matter under consideration.

Executive Summary

This report is presented to Council to advise the successful applicant for the Marquee Event Expression of Interest.

RECOMMENDATION:

That council selects as the successful applicant following the EOI process for the Marquee Music Event.

Background

With the postponement of the jazz festival in 2019, Council was keen to support a marquee event that would attract significant numbers of visitors to the city. Council put out an Expression of Interest, calling on event organisers and music promoters to submit proposals for events that would attract in excess of 3,000 people to be held in Wangaratta on the Melbourne Cup Day Long Weekend. The event was designed to drive overnight stays to Wangaratta.

Proposed venues for the event were, but not limited to, Merriwa Park, Apex Park and the Rodeo Grounds at the back of the Wangaratta Showgrounds.

The successful event would receive Council sponsorship of \$60,000 (exc GST) in the first year, with an option of \$40,000 (exc GST) for the second year, based on performance measures being met.

If the event is held in a second year, it would be on a alternative weekend to the Cup Day Weekend, allowing the Wangaratta Festival of Jazz and Blues to return for its 30th year in 2020.

Applications opened Wednesday 20 February and closed Thursday 21 March 2019. A shortlisting meeting was held on Tuesday 26 March 2019 and those shortlisted applicants attended a panel interview on Thursday 04 April 2019.

An internal panel of Council staff, Councillors and external industry experts assessed each application based on the Key Selection Criteria. Shortlisted applicants were notified on Thursday 28th of March 2019 and invited to a panel interview held on Thursday 4th of April 2019.

Applications were assessed according to the following criteria.

- Event concept
- Timeliness
- Relevant experience
- Local content
- Risk Management

The voting panel consisted of two Councillors, one Council Officer and two external industry experts.

Six applications were received from which three were shortlisted and invited to a face to face interview. The recommended applicant was considered by the panel as delivering on all aspects of the criteria required.

Implications

Policy Considerations

This project links directly to Councils events strategy.

Financial/Economic Implications

	2019/2020 Approved Budget for this proposal \$	This Proposal \$	Variance to Approved Budget \$	Comments
Revenue/ Income	\$0	\$0	NIL	
Expense	\$60,000	\$60,000	NIL	This amount has been allowed for in the Event Strategy Implementation budget for FY 19/20
Net Result	\$60,000	\$60,000	NIL	

Legal/Statutory

The event will meet all legal and permit requirements.

Social

The purpose of this EOI is to enable a vibrant and diverse calendar of events that contributes to the cultural, social and economic well-being of the local, and surrounding community and visitors to the region.

Events, celebrations, commemorations and festivals play an important role in our social and economic fabric. They contribute to the economy, contributing to various sectors including tourism, retail, hospitality, service and professional sectors. This then contributes to employment in the community and a strong local economy.

An gap in the local events calendar was created when the Board of the Wangaratta Festival of Jazz and Blues (WFOJB) announced a festival hiatus in 2019. Council believes that it is important to support a large event on this weekend to provide the social, cultural and economic benefit that the Wangaratta community had experienced through the delivery of the WFOJB.

Environmental/Sustainability Impacts

There are no environmental/sustainability impacts identified for this subject of this report.

2017 – 2021 Council Plan (2018 Revision)

This report supports the 2017 – 2021 Council Plan:

Goal

We are Inspired

As a community we have opportunities for everyone to embrace the arts, to attend vibrant and exciting events, and to experience a community that is creative and evolving. It is easy for everyone to volunteer, to talk about the things that matter, to be involved and understand the way decisions are made, and to celebrate our stories and heritage.

We will create and deliver

An events strategy that focuses on delivering and supporting a range of events throughout the municipality

Strategic Links

a) Rural City of Wangaratta 2030 Community Vision

A vibrant community.

In 2030.....

- Individuals, groups and communities are actively engaged and participate in community activities.
- Sport, recreation, arts and culture, play an important role in bringing communities together and improving personal and community health and wellbeing.
- Our vibrant community includes active participation in heritage festivals, programs, workshops and event that are inclusive of all people.

b) Other strategic links

Events & Attraction Strategy 2018 – 2023

Strategic Objective 1

Increase tourism through marquee live performance and sporting event attraction

Strategy1.1: We will establish Wangaratta as the home of sporting and live performance events in North East Victoria

Action 1.1.2 – Actively seek and bid for two additional sporting or live performance marquee events each year through a Marquee events budget.

Action 1.1.3 – Promote marquee and major events across the North East region to expand the audience catchment and drive tourism expenditure.

Strategic Objective 2

Expand the number of events held in Wangaratta through a funding program that supports major and marquee events

Strategy 2.1: We will support the attraction and delivery of events which significantly boost tourism into the Rural City of Wangaratta.

Action 2.1.1 – Develop a marquee attractions budget to bid for events with expected attendance in excess of 3,000 people.

Risk Management

Risks	Likelihood	Consequence	Rating	Mitigation Action
The successful proponent is not able to deliver the event	Minor	Event will be cancelled		The EOI process provided a set of criteria by which the applications were assessed. An expert panel was formed to review the applications. Shortlisted applicants were interviewed – face to face – by the panel and asked to address concerns.
The event is not supported by the community	Minor	Ticket sales will be reduced (not a risk for Council). Next year's event may be compromised.	Moderate	Year 2 is offered only after successful delivery of Year 1 and having met the KPI's for the event.
The event is not delivered to a high quality	Minor	The event will not be successful	Moderate	The criteria required submission of all plans – Risk Management, Budget, Safety, and Alcohol. The panel was satisfied that the level of detail contained in these plans was of a high standard and that all the key areas of delivering an event have been addressed.

Consultation/Communication

Level of public participation	Promises to the public/stakeholders	Tools/Techniques
Inform	Media releases were distributed detailing the process	Local media via media releases, and interviews
Consult	Event organisers known to Council officers were invited to submit applications	Targeted emails and face to face meetings
Collaborate	An EOI was developed giving opportunities to all interested parties	EOI process

Officers believe that appropriate consultation has occurred and the matter is now ready for Council consideration.

Options for Consideration

1. Support the recommendation
2. Select an alternative event proposal
3. Not deliver an event on the proposed weekend

Conclusion

This event has the capacity to deliver significant benefits to Wangaratta and broader region. Ongoing relationships have the potential to be formed. A thorough evaluation process has been undertaken to determine the proposal with the greatest opportunity for a successful event. The successful applicant will be announced at the Special Council Meeting on Monday 08/04/2019.

8. CLOSURE OF MEETING