

Minutes

Of the Special Council Meeting

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

Date: 8 April 2019

Time: 6PM

TABLE OF CONTENTS

| | Page No. |
|--|-----------------|
| 1. ACKNOWLEDGEMENT OF TRADITIONAL OWNERS | 4 |
| 2. OPENING PRAYER | 4 |
| 3. PRESENT | 4 |
| 4. ABSENT | 4 |
| 5. ACCEPTANCE OF APOLOGIES & GRANTING OF LEAVE OF ABSENCE | 4 |
| ORDER OF BUSINESS | 5 |
| 6. CONFLICT OF INTEREST DISCLOSURE | 5 |
| PRESENTATION OF REPORTS | 5 |
| OFFICERS' REPORTS | 6 |
| 7. COMMUNITY WELLBEING | 6 |
| 7.1 WANGARATTA MARQUEE MUSIC EVENT | 6 |
| 8. CLOSURE OF MEETING | 14 |

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 past present and emerging 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**

COUNCILLORS:

CR DAVID FULLER, CR HARRY BUSSELL, CR HARVEY BENTON, CR KEN CLARKE OAM, CR ASHLEE FITZPATRICK

OFFICERS:

SARAH BRINDLEY, ACTING CHIEF EXECUTIVE OFFICER; ALAN CLARK, DIRECTOR INFRASTRUCTURE SERVICES; JAIME CHUBB, DIRECTOR COMMUNITY WELLBEING; STEPHEN SWART, DIRECTOR DEVELOPMENT SERVICES; GILLIAN HOYSTED, ACTING DIRECTOR CORPORATE SERVICES

4. **ABSENT**

COUNCILLORS:

CR DEAN REES, CR MARK CURRIE

OFFICERS:

BRENDAN MCGRATH, CHIEF EXECUTIVE OFFICER

5. **ACCEPTANCE OF APOLOGIES & GRANTING OF LEAVE OF ABSENCE**

RECOMMENDATION:

(Moved: Councillor D Fuller/Councillor H Benton)

That an apology from Mayor Dean Rees and Deputy Mayor Mark Currie be accepted

Carried

ORDER OF BUSINESS

RECOMMENDATION:

(Moved: Councillor H Benton/Councillor A Fitzpatrick)

Councillor H Benton moved a motion:

That Cr Ken Clarke OAM be nominated as temporary chair in the absence of the Mayor and Deputy Mayor.

Carried

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.

RESOLUTION:

(Moved: Councillor H Bussell/Councillor H Benton)

That Council selects Dallas Frasca & Renee Delahunty - Hitch to the Sticks #3 as the successful applicant following the EOI process for the Marquee Music Event

Carried

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 will 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 a second year, it would be on a different 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

There are no financial or economic implications identified for the subject of this report.

| | 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 1920 |
| 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 (no 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 |

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.

Attachments

- 1 WANGARATTA COUNCIL MARQUEE MUSIC EVENT - Confidential

Public Questions

Pattie Bulluss asked what is the economic value that will be going out of Wangaratta? You must have a budget?

Jaime Chubb Director Community Wellbeing responded yes there is a budget and a component of event management that Dallas, her business partner and those involved will take. One of the things that we did look at specifically was around the local content. So whilst there is a component of event management it is quite small in the scheme of the large event. Most of the fees of the event will be going towards payment of artists and the risk management component of the event. There is a large element that goes to the attraction of artists and some of those will be local.

Pattie Bulluss asked so you don't have a breakdown of the budget as far as management and infrastructure such as hire of equipment?

Jaime Chubb Director Community Wellbeing responded yes we do and they have gone through that and there is local hiring of marquees and equipment as well as sound equipment, all those different components will stay local. Their actual event management element will be paid directly to them but relatively it is quite small.

Pattie Bulluss asked will that amount ever be made public?

Jaime Chubb Director Community Wellbeing responded no that is commercial and confidential. It is their business that we have engaged and they have a number of different elements that is run within the design of their own business. We did have a strong focus in the assessment making sure that there were local suppliers right through from marquees, to artists, food providers and traffic management all those different elements.

Frank Davidson asked can you tell us exactly what is the event and where it is being held?

Jaime Chubb Director Community Wellbeing responded Hitch to the Sticks was created by Dallas. She is a Wangaratta local and is a musician herself who has travelled the world. One thing she is incredibly passionate about is people within our region having access to high quality music events but also our local people having the ability to play on stage in front of their own community and have development opportunities as young musicians within our hometown, which she believes our community has a capacity to build as a strength. The event itself is a number of different elements, one is bringing up people from Melbourne to our region to celebrate all things great about here and to do so with the draw card of some significant music artists in a great location. It is also about opening it up for the people of our community to access the types of music events that wouldn't usually happen here. The actual artists haven't yet been confirmed given the event has only just been approved by Council. The event itself is multiple events being held over the whole weekend all venues are within the municipality.

David Godkin asked is the WPACC being used as one of the venues or will they be all outdoor events?

Jaime Chubb Director Community Wellbeing responded not this year but they are also not all outdoor events. The major event on the Saturday will be an outdoor event.

David Godkin asked so do we know a location?

Jaime Chubb Director Community Wellbeing responded we are still looking to confirm that but it will be somewhere within the CBD Precinct area.

8. **CLOSURE OF MEETING**

The Meeting closed at 6.15PM.