

<p>ORDINARY MEETING</p> <p>5 JUNE 2024</p>	<p>3</p>
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MAJOR EVENTS SPONSORSHIP APPLICATION – DREAM ALOUD 2024

52/1/16 | #7408162

RECOMMENDATION:

That Council:

1. Approves a cash and in-kind contribution of up to \$80,000 (ex GST), for Queensland Music Festival to deliver Dream Aloud 2024 under Council's Major Events Sponsorship program;
2. Resolves in accordance with section 235(b) of the *Local Government Regulation 2012*, it is satisfied that the event provider is a Specialised Supplier and that they be added to the Sole Supplier Register for the remainder of the 2023/24 financial year and the 2024/25 financial year; and
3. Delegates authority to the Chief Executive Officer in accordance with the *Local Government Act 2009* to finalise any and all matters relating to the above.

INTERESTED PARTIES:

- Queensland Music Festival (QMF)
 - *Daniel Gschwind (Chair)*
 - *Alison Mobbs (Deputy Chair)*
 - *Ann-Maree Willett (Member)*
 - *Angela Barney-Leitch (Member)*
 - *Brydie-Leigh Bartlett (Member)*
 - *Jeff Oates (Member)*
 - *Paul Lindstrom (Member)*

Note: The identification of interested parties is provided on a best endeavours basis by Council Officers and may not be exhaustive.

EXECUTIVE SUMMARY:

Queensland Music Festival (QMF) have applied to Council seeking Major Events Sponsorship funding of \$107,760 (ex GST), comprised of \$100,000 cash and \$7,760 in-kind, for Dream Aloud 2024. The event is proposed to be held on Saturday 5th October 2024.

Council Officers have assessed the application against the relevant assessment criteria for Major Events Sponsorship. The event performed well in this assessment, aligning with Council's strategy (Cairns & Great Barrier Reef Event Strategy 2025) to support events that deliver strong economic impact to the region and foster community pride.

Based on this assessment, it is recommended that Council enters into a one-year funding agreement with the event proponent to the value of up to \$80,000 (ex GST), comprised of \$40,000 cash \$40,000 in-kind to support Dream Aloud for 2024.

BACKGROUND:

Dream Aloud is a new First Nations contemporary music event proposed to be included as a key event in the 'Tropics Trail', part of the state-wide Qld Music Trails (QMT) program supported by the Queensland Government. QMF has a national, integrated marketing campaign planned to promote their events and encourage visitors to travel to the regions or extend their stay.

The Tropics Trail, a tourism destination initiative offering audiences an itinerary that celebrate the regions people, places and culture through music, aims to position Cairns as a premier cultural tourism destination in Australia. The Tropics Trail is scheduled to take place in October each year and also includes events such as the Yarrabah Music Festival, Shine On Gimuy, and Savannah in the Round.

Dream On is produced by Queensland Music Festival (QMF) in collaboration with Shine On Productions (SOP) and under the curatorial guidance of leading Indigenous Producer, Rhoda Roberts AO. The event will incorporate First Nations contemporary music against the backdrop of Cairns. The event will spotlight the rich cultural heritage and dynamic musical traditions of Australia's First Nations people including nationally renowned artists.

The event will include a traditional Welcome to Country performed by the Traditional Owners and Custodians, accompanied by a traditional dance performance and smoking ceremony. Attendees will have the opportunity to explore and purchase from First Nations artisan stalls offering ceramics, paintings, textiles, carvings, and local produce.

In addition to bringing headline First Nations acts to Cairns to perform, Dream Aloud will serve as a platform for emerging local talent to showcase their stories and voices, including providing a platform for the 2024 winner of the Yarrabah Music & Cultural Festival's "Battle of the Bands".

Queensland Music Festival (QMF) have applied to Council seeking Major Events Sponsorship funding of \$107,760 (ex GST), comprised of \$100,000 cash and \$7,760 in-kind, for Dream Aloud 2024. The event is proposed to be held on Saturday 5th October 2024.

This report provides an overview of Council Officers' review of the funding request and associated recommendations.

COMMENT:

The objective of Major Events Sponsorship funding is to attract and partner with a range of events that provide the following benefits to the Cairns Local Government Area (LGA):

- Drive regional direct economic benefits;
- Increase external visitation to the region;
- Enhance the profile and appeal of the Cairns region;
- Build local business opportunities, profile, and experience;

- Create and build community pride; and
- Provide links and promotional opportunities for Council's broader strategic goals.

The assessment criteria have a strong focus (weighting) on the economic benefits that an event is expected to deliver through visitation and destination profile.

The inaugural Dream Aloud event aims to have a positive impact on the local visitor economy, benefiting local businesses and the wider community. QMF has provided forecast visitation figures based on the delivery of previous regional events throughout Queensland. Officers are satisfied that these forecasts are achievable, and they align with the out of region visitation criteria of the Cairns Regional Council Major Events Sponsorship program.

QMF have presented a detailed marketing plan for Dream Aloud, developed to promote and increase awareness of both the Dream Aloud event and the Tropical North Queensland region. QMF will be promoting the event on their owned channels (reach of over 85,000 followers), as well as leveraging digital, social, print, radio and TV advertising. Influencers and industry partnerships will also be used to broaden the reach.

A panel of two Council Officers has undertaken an assessment of the application, which scored well against assessment criteria and corresponding objectives outlined in the Cairns & Great Barrier Reef Event Strategy 2025.

Tourism Tropical North Queensland (TTNQ) has been consulted regarding the event and will provide marketing support on TTNQ owned channels as well as seeking external opportunities through their network of PR agencies. The event proponent has an application pending for sponsorship from Tourism & Events Queensland (TEQ).

Based on the application assessment, Council Officers recommend that Council enter into a one-year funding agreement with QMF to the value of up to \$80,000 (ex GST) cash and in-kind to support Dream Aloud 2024. The funding will comprise up to \$40,000 (ex GST) in-kind support for venue hire and associated services at Munro Martin Parklands, a \$30,000 (ex GST) base payment and a \$10,000 (ex GST) performance payment with the latter payable subject to performance against agreed Key Performance Indicator's (KPIs).

OPTIONS:

Option 1: (Recommended):

That Council:

1. Approves a cash and in-kind contribution of up to \$80,000 (ex GST), for Queensland Music Festival to deliver Dream Aloud 2024 under Council's Major Events Sponsorship program;
2. Resolves in accordance with section 235(b) of the *Local Government Regulation 2012*, it is satisfied that the event provider is a Specialised Supplier and that they be added to the Sole Supplier Register for the remainder of the 2023/24 financial year and the 2024/25 financial year; and

3. Delegates authority to the Chief Executive Officer in accordance with the *Local Government Act 2009* to finalise any and all matters relating to the above.

Option 2 (Applicant request):

That Council:

1. Approves a cash and in-kind contribution of up to \$107,760 (ex GST), comprised of \$100,000 cash and \$7,760 in-kind for Queensland Music Festival to deliver Dream Aloud 2024 under Council's Major Events Sponsorship program;
2. Resolves in accordance with section 235(b) of the *Local Government Regulation 2012*, it is satisfied that the event provider is a Specialised Supplier and that they be added to the Sole Supplier Register for the remainder of the 2023/24 financial year and the 2024/25 financial year; and
3. Delegates authority to the Chief Executive Officer in accordance with the *Local Government Act 2009* to finalise any and all matters relating to the above.

Option 3:

That Council **does not** support the Major Events Sponsorship application for Dream Aloud at this time.

CONSIDERATIONS:

Risk Management:

Currently there is an increase to the costs to deliver events, activities and projects across the Events industry and particularly in regional areas.

The event proponent will be required to provide an external economic impact for each year they receive Council funding, Council may contribute to this cost at its discretion.

The annual investment will be split across three payments, with the final payment being conditional on the performance (out of region visitation) of the event. This structure provides a level of mitigation against the risk of event underperformance.

Council Finance and the Local Economy:

The economic benefits the event is expected to deliver were considered by Council Officers as part of the application assessment. The recommended option outlined in this report can be accommodated within Council's endorsed 2023-24 operating budget to the extent any payments are required to be made within that financial year. Payments falling outside the 2023-24 financial year would need to be drawn from major events funding allocations made in Council's future OPEX budgets.

Corporate and Operational Plans:

The assessment of applications for Major Events Sponsorship is directly aligned with Focus Area 1 (Robust Economy) of Council's Corporate Plan 2021-2026. Dream Aloud

also aligns to Focus Area 4 (Community & Culture) – to promote Cairns as the arts and cultural capital of Northern Australia.

Dream Aloud is also aligned with Council's Operational Plan 2023-24 where implementation of the Cairns and Great Barrier Reef Event Strategy 2025 in collaboration with Tourism Tropical North Queensland and Tourism and Events Queensland is a key action.

Policy:

Council's Major Events Sponsorship Policy has been applied in the assessment of the application. Consistent with that policy, section 235(b) of the Local Government Regulation 2012 allows an exemption to inviting written quotes or tenders where Council resolves that there is a specialised supplier, who is reasonably available to meet operational needs. Specialised Suppliers are used in instances where due to the specialised or unique services (in this instance a unique event), or where services are confidential in nature, that makes it disadvantageous or impractical to undertake a competitive procurement process.

CONSULTATION:

TTNQ and TEQ were consulted during the assessment of the funding application.



Nick Masasso
Director – Economic Development & Advocacy