

ORDINARY MEETING	<b>4</b>
5 JUNE 2024	

## **MAJOR EVENTS SPONSORSHIP APPLICATION – SHINE ON GIMUY 2024-2025**

52/1/16 | #7378471

### **RECOMMENDATION:**

That Council:

1. Approves a cash and in-kind contribution of up to \$160,000 (ex GST), comprised of \$80,000 per annum for Shine On Productions Pty Ltd to deliver the Shine on Gimuy 2024 and 2025 events 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.

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### **INTERESTED PARTIES:**

- Shine on Productions Pty Ltd (Shine On Productions)
  - **Directors**
  - *Julie Brooks*
  - *Merryn Hughes*
- Queensland Music Festival (QMF)
  - **Directors**
  - *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:**

Shine On Productions Pty Ltd (SOP) have applied to Council seeking Major Events Sponsorships funding of \$332,546 (ex GST), representing \$166,273 per annum,

comprised of \$143,363 cash and \$22,910 in-kind, for Shine On Gimuy 2024 and 2025. The event is proposed to be held 3-13 October 2024 and October 2025 (dates TBC).

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 two-year funding agreement with the event proponent to the value of \$160,000 (ex GST), comprised of up to \$80,000 (ex GST) per annum (\$55,000 cash and \$25,000 in-kind) to support the Shine On Gimuy 2024 and 2025 events.

### **BACKGROUND:**

The Shine on Gimuy event is a First Nations multi-arts festival in its' second year of operation following a successful inaugural event in 2023 that was supported by Council.

The ten-day free public festival will be held at the Cairns Esplanade, with ticketed events held at the Salthouse. The festival program has been curated and developed in partnership with local artists and local First Nations groups. Land and Country are seen as integral components of First Nations culture, and this will be reflected through the festival's focus on Tropical North Queensland's unique natural environment.

In 2024 Rhoda Roberts AO will lead the curatorial team as Creative Director, spearheading a thematic experience called *Entwined for the light*. Rhoda describes the thematic for 2024 as follows:

*"This immersive event is a convergence of art, culture, performance, talks, and social ecology, with a deliberate emphasis on embracing Indigenous perspectives encompassing spatial perceptions, philosophy, language, and cultural customs. The festival's narrative weaves together intergenerational aspects and the distinctiveness of the Indigenous lens, creating a narrative that intricately connects everything showcased. SOG will continue to spotlight visual artists—both local and regional—as well as various performing disciplines, engaging established national performers with substantial audience bases. Local emerging acts are promoted as support acts, develop new audiences, fostering a vibrant blend of established and emerging talent. In essence, the 2024 thematic Entwined celebrates diversity, facilitates intergenerational knowledge exchange, and promotes cultural richness. This festival serves as a platform nurturing and showcasing talented artists from diverse backgrounds, under the guidance & cultural leadership of FNQ First Nations. The festival prioritizes expanding opportunities for independent artists and local cultural industries, seeking to enhance the festival's cultural richness".*

Shine On Gimuy is included as a key event in the 'Tropics Trail', part of the state-wide Qld Music Trails (QMT) program supported by the Queensland Government and produced by Queensland Music Festivals (QMF). QMF has a national, integrated marketing campaign planned to promote their events and encourage visitors to travel to the regions or extend their stay. QMF have confirmed their partnership with Shine on Productions to provide production and marketing support to the event.

SOP have applied to Council seeking Major Events Sponsorship funding of \$332,546 (ex GST), representing \$166,273 per annum, comprised of \$143,363 cash and \$22,910 in-kind, for Shine On Gimuy 2024 and 2025. The event is proposed to be held 3-13 October 2024 and October 2025 (dates TBC).

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.

An external Economic Impact report was commissioned for Shine on Gimuy in 2023. The results aligned with the forecast visitation targets agreed with Cairns Regional Council and delivered a unique event with strong cultural tourism benefits to the region. The inaugural event received significant media profiling including being featured on Channel Nine's *My Way* program that was broadcast nationally. The event proponent is anticipating 20% growth in attendance for the 2024 event, and with the support of QMF will be focusing their marketing efforts on interstate visitors.

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. Tourism Events Queensland (TEQ) has previously funded the event, and the event proponent has an application pending for TEQ's Queensland Destination Events Program (QDEP).

Based on the application assessment, Council Officers recommend that Council enter into a two-year funding agreement with SOP to the value of up to \$160,000 (ex GST) to support Shine On Gimuy in 2024 and 2025. The funding will comprise up to \$80,000 (ex GST) cash and in-kind per annum, and will include a \$45,000 (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). An allocation of up to \$25,000 (ex GST) per annum is provided for in-kind venue hire and associated services at the Cairns Esplanade.

**OPTIONS:****Option 1: (Recommended):**

That Council:

1. Approves a cash and in-kind contribution of up to \$160,000 (ex GST), comprised of \$80,000 per annum for Shine On Productions Pty Ltd to deliver the Shine on Gimuy 2024 and 2025 events 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 \$332,546 (ex GST), comprised of \$166,273 per annum for Shine On Productions Pty Ltd to deliver the Shine on Gimuy 2024 and 2025 events 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 Shine on Gimuy 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. Shine on Gimuy also aligns to Focus Area 4 (Community & Culture) – to promote Cairns as the arts and cultural capital of Northern Australia.

Shine On Gimuy 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