



CapeROC

Capes Region Organisation of Councils

AGENDA

**19 August 2016
10:00 AM**

**AGENDA OF THE CAPES REGION ORGANISATION OF COUNCILS MEETING
TO BE HELD ON 19 AUGUST 2016**

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MEETING NOTICE AND AGENDA – 19 AUGUST 2016

TO: MEMBERS OF CAPEROC

NOTICE is given that a meeting of the Capes Region Organisation of Councils will be held in Mainbreak Meeting Room at the Shire of Augusta Margaret River Civic Administration Centre, 41 Wallcliffe Road, Margaret River on Friday 19th August 2016, commencing at 10:00am.

1. ATTENDANCE AND APOLOGIES

ATTENDANCE

Chairperson:	Cr Ian Earl	Shire President, Shire of Augusta Margaret River
Members:	Cr Felicity Haynes	Shire of Augusta Margaret River
	Cr Mike Smart	Shire of Augusta Margaret River
	Cr Grant Henley	Mayor, City of Busselton
	Cr John McCallum	City of Busselton
	Cr Terry Best	City of Busselton
	Mr Gary Evershed	Chief Executive Officer, Shire of Augusta Margaret River
	Mr Mike Archer	Chief Executive Officer, City of Busselton
Officers:	Mr Nick Logan	Acting Director Sustainability, Shire of Augusta Margaret River
	Mr Oliver Darby	Director, Engineering and Works Services, City of Busselton
	Mr Jon Berry	Economic Development Coordinator, City of Busselton
	Ms Cristina Smith	Marketing and Events Officer, Shire of Augusta Margaret River
	Ms Tracey King	Strategic Projects Officer, City of Busselton
	Mr Vitor Martins	Manager, Waste and Fleet Services, City of Busselton
	Mr Ross Montgomery	Economic Development Officer, City of Busselton
	Ms Naomi Searle	Director, Community and Commercial Services, City of Busselton
	Ms Megan Smith	Executive Assistant Shire of Augusta Margaret River (Minutes)

APOLOGIES

Mrs Joanne Burges WALGA

2. CONFIRMATION OF MINUTES

2.1 Minutes of the meeting of CapeROC 26 May 2016

RECOMMENDATION: That the minutes of the meeting of the Capes Region Organisation of Councils held 26 May 2016 be confirmed as a true and correct record.

3. PRESENTATIONS

3.1 Joanne Burges – WALGA

- WALGA update – report circulated as an attachment

3.1 Liz Mencil – Margaret River Wine Association

- Margaret River Wine Industry Entry Statement

4. BUSINESS ARISING FROM PREVIOUS MEETINGS

ACTION ITEMS			
Item	Responsible Officer	Timeframe	Progress
1. District tours to be reconsidered for future – perhaps at the end of the year	All	Decision at August meeting	
2. MRBTA to be invited to take over responsibility for the Calendar of events	Cristina Smith	Report to August meeting	
3. CapeROC budget – projects to be identified to be funded from remaining 2016-2017 allocation of \$35,000	All	Report to August meeting	

5. GENERAL UPDATES

5.1 Tourism Directional Signage

RESPONSIBLE OFFICER	Jon Berry (Economic and Business Development Co-ordinator, City of Busselton)
ATTACHMENTS:	

5.2 Update on Regional Waste Facility

RESPONSIBLE OFFICER	Nick Logan, Acting Director Sustainable Development, Shire of Augusta Margaret River
ATTACHMENTS:	Nil

5.3 Update on Economic Development Strategy – Shire of Augusta Margaret River

RESPONSIBLE OFFICER	Gary Evershed, Chief Executive Officer, Shire of Augusta Margaret River
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ATTACHMENTS:	Nil
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5.4 Update on Economic Development Strategy – City of Busselton

RESPONSIBLE OFFICER	John Berry, Economic Development Coordinator, City of Busselton
ATTACHMENTS:	Nil

5.5 Margaret River Calendar of Events – MRBTA Proposal

RESPONSIBLE OFFICER	Cristina Smith, Marketing and Events Officer, Shire of Augusta Margaret River
ATTACHMENTS:	See attachment

6. REPORTS

6.1 CapeROC Budget:

RESPONSIBLE OFFICER	Nick Logan, Acting Director Sustainable Development, Shire of Augusta Margaret River
ATTACHMENTS:	Nil

IN BRIEF

Each year, the Shire of Augusta Margaret River and the City of Busselton allocate up to \$50,000 from each of their budgets toward CapeROC approved economic development initiatives.

Table 1. is an overview of the 2015-2016 CapeROC budget allocations

Table 1.

2015-2016 Allocations

2015 CapeROC Projects	Approved Allocation \$100,000	Expenditure (AMR)	Expenditure (BSN)	Total Expenditure	Comments
Calendar of Events	17,500	8,750	8,750	17,500	
Waste Management/Regional Land Fill Investigations	30,000	15,000	15,000	30,000	
Tourism Directional Signage and Roadside Visitor Information Bays	20,000	0	0	0	
Total Expenditure to Date	47,500	23,750	23,750	47,500	
Total Approved Allocations	67,500	33,750	33,750		
Total Unallocated	32,500	16,250	16,250		

Table 2 shows the current allocations for 2016-2017

Table 2.

2016-2017 Allocations

2016 CapeROC Projects	Approved Allocation \$100,000	Expenditure (AMR)	Expenditure (BSN)	Total Expenditure	Comments
Margaret River Wine – 50 th Anniversary	\$20,000	0	0	0	
Tourism Directional Signage	\$20,000	0	0	0	
Margaret River Region Calendar of Events	\$25,000	0	0	0	
Total Approved Allocations	\$65,000	0	0	0	
Total Unallocated	\$35,000	0	0	0	

7. Major Project Updates

7.1 Busselton Margaret River Regional Airport

RESPONSIBLE OFFICER	Naomi Searle, Director, Community and Commercial Services, City of Busselton
ATTACHMENTS:	Nil

7.2 Busselton Foreshore and Civic and Administration Building

RESPONSIBLE OFFICER	Mr Mike Archer, Chief Executive Officer, City of Busselton
ATTACHMENTS:	Nil

7.3 Waste Management: Transfer Station, Landfill Site and Regional Waste

RESPONSIBLE OFFICER	Mr Vitor Martins, Manager, Waste and Fleet Services, City of Busselton Mr Oliver Darby, Director, Engineering and Works, City of Busselton
ATTACHMENTS:	Nil

8. GENERAL DISCUSSION ITEMS

8.1 MRBTA Winter Event Proposal – Music, Food and Wine – see attachment

9. NEXT MEETING

18 November 2016 – Mainbreak Meeting Room, Shire of Augusta Margaret River Civic and Administration Centre

10. CLOSURE

WALGA – Joanne Burges

Report to CapeROC

Friday 19 August 2016

Local Government Convention

Another successful Local Government Convention has been held and from all reports the program 'hit the mark' for delegates.

Although not part of the official Convention program, the State and Local Government Forum held on the morning of Wednesday 3 August, including Rotational Dialogues with Director's General, provided an insight into the current and shadow Ministries plans for the coming election and an opportunity for Mayors/Presidents to engage with heads of agencies.

Ricky Burges wrote the following last week:

The WA Local Government Convention 2016 was a great success - more than 650 delegates and 250 Local Government Officers attended the conference. The trade exhibition saw 118 exhibitors who provided plenty of positive feedback.

The 2016 Local Government Conference ticked a number of boxes this year. The Mayors & President's Forum featured lawyer Neil Douglas speaking on the currently confusing gifts and transparency guidelines. In the absence of any further interventions or guidelines from the State Government, WALGA will commit funds in order to develop greater clarity and campaign for the adoption of sensible changes to the current rules.

The Political Forum provided plenty of food for thought for the audience who then jumped into the rotational dialogue process, which created plenty of buzz and high energy for the day.

The WALGA AGM dealt with 12 motions. The liveliest debate was around Item 4.4 and 4.5 which covered the Development Assessment Panels matter. The outcome of the debate was for WALGA to advocate for a review into the panels, which will now be forwarded to the WALGA State Council for discussion and deliberation at the September State Council Meeting.

Sir Robin Wales' talk that focused on Local Government and local projects in London was absolutely on the mark. There were plenty of similarities but it was the establishment of the facilities for the Olympics Stadium and management of projects that engaged the audience.

The Australian of the Year, Lt General David Morrison (ret'd) AO, spoke passionately about diversity and domestic violence and how important it was for all Councils to ensure that diversity was a feature of all that we do. He was brutally honest and challenging. It wasn't the most comfortable place to be, but probably one of the most important sessions of the Conference.

Tanya Dupagne's session on Camp Kulin showed how she is a force to be reckoned with

when it comes to achieving her objectives. It was an inspirational talk.

Former Docker Peter Bell's presentation focused on the spirit of community and how important Local Government's role is in creating a sense of place and community for our young people.

There were many other presentations and opportunities for networking and learning throughout the conference which ended on Friday with an outstanding presentation from Michael Crossland.

Michael described himself as a survivor and an entrepreneur. His story was challenging yet inspirational and he finished to a standing ovation.

These were two people who found plenty of road blocks in their way, but perseverance and commitment saw them achieve their goal.

A total of 47 Elected Members and Local Government Officers were recognised as part of WALGA's Honours Program, with former Kalgoorlie-Boulder Mayor Ron Yuryevich recognised with a Local Government Medal at the gala dinner.

Delegates were encouraged to don on a pair of jeans for the last day of the conference to raise funds for the Jeans for Genes. More than \$1100 was raised to help medical research into the causes of childhood diseases.

The spirit of goodwill and generosity is alive and well in Local Government. Despite the small number of naysayers in the community, Local Government stood strong and tall last week.

The Banners in the Terrace demonstrated to all that saw them flying in St George's Terrace that we live in an amazing and diverse state.

WALGA Comments on the Report into the Waroona Fires January 2016

WALGA provided a submission on behalf of the sector, whilst encouraging individual Councils to make their own submission to capture the individual experiences and concerns first hand.

WALGA's submission remained silent on response aspects, instead focusing on policy, governance, funding and training needs of the sector.

WALGA has provided comment on the report, noting we are encouraged by the recommendations and opportunities contained within.

State Council have current positions on recommendations relating to funding and support them. However, they advocate for extensive consultation on all other recommendations to fully consider and understand implications of such significant reforms in bushfire management on Local Governments.

Emergency Management Breakfast / Workshop with Euan Ferguson

Euan Ferguson Waroona Bushfire Special Inquirer will discuss the report, highlighting relevant recommendations and opportunities for Local Governments.

The presentation will provide Councils with an insight into the rationale on why WA

needs to reframe rural fire management.

Following the breakfast presentation, WALGA will host a workshop for members to progress the Emergency Services Levy (ESL) Project. The project will inform WALGA's advocacy to State Government with regards to recommendation 17 (ESL review) of the Waroona Fire report.

Date: Tuesday, **23 August**

Time: 7:30am to 9:15am - Breakfast Presentation with Euan Ferguson

9:30am to 12:00pm - Emergency Services Levy Workshop

Venue: Hyatt Regency Perth

Cost: \$60

More information, email Senior Policy Advisor, Community [Melissa Pexton](#) or call 9213 2080.

Regional Centres Development Plans (RCDP)

The Association has been working closely with the Department of Regional Development to ensure the interests of Local Governments involved with the RCDP program are protected. The Association via the Regional Cooperation role was involved in a similar role during the SuperTown process and as a stakeholder realised that there was room for improvement in the role out of the next program. We seek to ensure that there is an open communication between the State and the Local Governments and that as many opportunities as possible for those that have been involved previously and may be into the future can learn from experienced participants.

I am always happy to discuss this with anyone that would like further information.

Local Government Electoral Advocacy Campaign

Released at the Local Government Convention was the Association's "Better Government Stronger Communities: Local Government's Plan for western Australia 2017 State Election"

The Local Government sector's electoral advocacy campaign based upon the following guiding principles:

- Simplicity;
- Significance;
- Acknowledgement of the fiscal climate;
- Value to the State of western Australia; and
- Our vision for Local Government in Western Australia

Includes the Key Issues of:

Partnership Agreement and Consultation Protocol

A commitment to sign a Partnership Agreement with the sector with an accompanying Communication and Consultation Protocol.

Road Funding Agreement

A commitment to provide 27 percent of revenue from motor vehicle license fees in WA for Local Government roads under a new State Road Fund to Local Government Agreement to apply from July 2018.

Rate Capping

A commitment not to introduce any cap on rates.

Container Deposit Scheme

The immediate introduction of a Container Deposit Scheme.

Restructuring of Library Arrangements

The continuation of the Public Library Services Working Group and implement Public Libraries Strategic Plan in line with the *Vision 2025 and Framework for Strategic Action for Public Library Services in Western Australia*.

Local Government Act Review

A commitment to comprehensively review the Local Government Act.

Community Sporting and Recreation Facilities Funding (CSRFF)

Restoration of the Community Sporting and Recreation Facilities Fund to \$20m per annum beyond 2018-19.

Deregulation of Fees and Charges

The deregulation of all Local government Fees and Charges.

Country Local Government Fund (CLGF)

Restoration of the Local Infrastructure Asset Renewal and New Assets component of the Country Local Government Fund to fund community infrastructure in non-metropolitan Local Governments.

Commitment to Poll Provisions

A commitment to extend the poll provisions contained in Schedule 2.1 of the Local Government Act 1995 to provide any community whose Local Government is undergoing a boundary change or amalgamation with the opportunity to demand a binding poll of electors.

Warm regards

Jo Burges
Regional Cooperation Manager
WALGA
(08) 9213 2048

jborges@walga.asn.au



MARGARET RIVER WINE

Margaret River Wine Region Entry Statement Project

Request for Funding from Capes Regional Organisation of Councils (CAPEROC)

INTRODUCTION

The Margaret River Wine Association (MRWA), on behalf of the Project Steering Committee, is seeking funding to assist us as we continue to drive the Margaret River Wine Region (MRWR) Entry Statement Project. In mid-July 2016, the preferred creative concept was selected by a diverse, high level judging panel with facilitation and professional advice provided by an experienced public art consultant. In order to recognise the creative concept and move it through design development and further planning stages, the MRWA is seeking financial assistance from CAPEROC to the value of \$30,000. The funding will contribute to the scope of works set out below (primarily as Stage 2 of the project). During Stage 2, the MRWA will be seeking funding from a range of partners to ultimately deliver a high impact regional entry statement and public art trail with a total budget of approximately \$1,000,000 (\$500,000 for the entry statement and \$500,000 for the art trail).

We would welcome the opportunity to work with CAPEROC in ensuring our project assists in fulfilling priority goals for Tourism, Creative Industries and economic development within the region. An opportunity exists here for CAPEROC to make a commitment to a landmark project which will be of a financial and social value that will place the region on an international stage.

The chosen artist has accepted our invitation to further develop the concept and the MRWA looks forward to sharing the winning concept with CAPEROC (on August 19). We are of the firm belief that the concept is of exceptional quality and will be a significant contributor to the broader regional goal of developing vibrant and memorable experiences around wine, food and art. We are confident in our ability to carry out the project from concept to installation with a team comprised entirely of artists, businesses and individuals living and working in the South West. We are committed to a strong, diverse local economy and believe our project can make a significant, long term contribution to this goal.

BACKGROUND

Project Description

The Margaret River Wine Region (MRWR) Entry Statement Project comprises the following elements:

- Entry Statement: Large scale public art installation located at the northern entry point to the MRWR. A symbolic gateway to the wine region that speaks to the 'story' of Margaret River wine.
- Public Art Trail: Captivating public art trail to feature at various satellite locations throughout the MRWR. Directly associated with the Entry Statement and further communicating the Margaret River wine message.
- Interpretive Signage: Relevant maps and visitor information to be provided in connection with the above.
- Digital Media: Utilise available digital media to tie all of the above together.

Project Objectives & Outcomes

The objectives behind the MRWR Entry Statement Project are as follows:

- **Inspire:** Create an impactful entry statement that welcomes visitors to the MRWR, encouraging them out of their vehicles to engage positively with the installation. The associated public art trail is to lead visitors on a journey of discovery through MR wine country using art as ‘story teller’.
- **Educate:** Clearly designate the geography of the MRWR and inform the visitor re points of significance.
- **Identify:** Create something that becomes symbolic of the MRWR, a unique point of difference that the region can identify with.
- **Celebrate:** Complete a significant stage of the project in time for the MRWR’s 50th Anniversary celebrations (planned for Oct/Nov 2017).
- **Collaborate:** Seek support and involvement of regional stakeholders and engage the broader community.

Expected outcomes include:

- **Increased visitation:** The entry statement and art trail will encourage visits to the region.
- **Longer visits:** The project will give visitors a reason to stay longer within the region, increasing spend.
- **Increased profile:** The project will provide a further marketing platform for the region, and the entry statement itself (given its significant scale and physical attributes) will encourage photographs and social media opportunities.
- **Regional employment:** Business and employment opportunities exist for regional artists/designers, construction engineers, landscapers, arts management/consulting companies and tourism operators.
- **Enriched community:** The project will enrich the local wine and tourism community through the use of public art to speak its message.

Stakeholder Involvement

The Project has involved key regional stakeholders right from inception. In January 2016 a Steering Committee was formed comprising the following volunteers/representatives:

Active Members:

- Liz Mencil (PROJECT LEAD) Margaret River Wine Association – Board/Marketing Sub-Committee
- Bruce Pearse Margaret River Wine Association – Vice President
- Redmond Sweeny Wine Industry Association of WA – President
- Mat Lewis South West Development Commission – TradeStart Advisor
- Jon Berry City of Busselton - Economic and Business Development Co-ordinator
- Jacquie Happ City of Busselton - Cultural Development Officer
- Kirstie Kitis Shire of Augusta Margaret River – Community Planning & Development
- Tony Fletcher MRBTA – Business Development Manager
- Jenny Lee MRBTA – Marketing & Communications Manager
- Jeff Burch Burch Family Wines (Howard Park) – Owner/CEO
- Niomi O’Hara The Creative Corner (Emergence Creative) – Executive Officer
- Bill Castledon Margaret River Region Open Studios - Chair

Consulting Members:

- Gary Evershed Shire of Augusta Margaret River – CEO
- Sharna Kearney MRBTA – Group Marketing Manager
- Howard Cearns Tourism WA – Deputy Chairman
- Simon Horgan-Furlong Leeuwin Estate – Joint CEO
- Libby Mettam MLA Vasse

PROJECT STAGES & TIMING

<u>Stage 1:</u>	<ul style="list-style-type: none"> • Competition for Entry Statement Creative Concept 	March – July 2016
<u>Stage 2:</u>	<ul style="list-style-type: none"> • Commissioning of Artist/Designer • Appointment of Project Management Agency (as required) • Design Development • Construction Documentation 	August – Sept 2016 August – Sept 2016 Oct – Dec 2016 Jan – March 2017
<u>Stage 3:</u>	<ul style="list-style-type: none"> • Fabrication (off-site) & initial works • Installation • Landscaping 	July – Sept 2017 Oct - Nov 2017 Oct - Nov 2017
<u>Stage 4:</u>	<ul style="list-style-type: none"> • Development of Public Art Trail (to be broken down into further stages) 	2018

PROGRESS TO DATE

<u>Date:</u>	<u>Milestones reached:</u>
05/01/16	The first meeting, convened by MRWA, invited members to join the Steering Committee and outlined the objectives of the MRWR Entry Statement Project.
25/01/16	Meeting of Steering Committee to discuss project stages and initial funding requirements.
29/02/16	Meeting of Steering Committee to discuss Competition, funding requirements and PR campaign.
09/03/16	MRWR Entry Statement – Competition Brief posted on MRWA website and distributed.
11/03/16	First article re MRWR Entry Statement Project published in The Times.
16/03/16	Information Session (covering the MRWR Entry Statement Competition for Creative Concept) held at Margaret River Education Campus, in connection with Emergence Creative Festival.
09/05/16	Meeting of Steering Committee to discuss project management, Competition T&Cs/ judging process, project funding & timing.
19/05/16	Engaged Colette McEntee, Creative Director for Archipelago Arts (Bunbury), to provide in kind support to the Steering Committee providing advice in the area of arts project management.
20/05/16	MRWR Entry Statement – Competition Application Form (with Terms & Conditions) posted on MRWA website and distributed.
17/06/16	Competition entries closed – 12 eligible entries received from local, interstate and international artists and designers.
20/06/16	Meeting of Steering Committee to agree on Judging Brief and Judging Panel, and to consider Stage 2 and 3 funding in detail. Also began discussions re the Public Art Trail.
05/07/16	Archipelago Arts independently facilitated a formal judging process. All entries assessed against weighted criteria, winning concept decided unanimously.
14/07/16	Competition winner formally announced and Press Release distributed.
31/07/16	Throughout the month - Radio interviews with 6PR and ABC Regional; Newspaper articles in The West Australian, WA Today & The Times.

STAGE 1 FUNDING

A number of stakeholder agencies have already invested cash and in kind support to the project during Stage 1. Support for Stage 1 totals approximately \$25,000, contributed by: MRWA (cash/in kind), Archipelago Arts (in kind) and Lavan Legal (in kind). Additionally, an amount of \$3,000 is sought from CAPEROC to contribute toward the creative concept competition prize pool (paid in advance by MRWA). A detailed breakdown of Stage 1 funding may be provided upon request.

STAGE 2 FUNDING

The budget below details projected income and expenditure for Stage 2 of the project:

<u>Agency/Item:</u>	<u>Amount:</u> Confirmed (C) Not Confirmed (NC)	<u>In Kind or Cash/Notes:</u>
MRWA	\$30,000 (C)	\$20,000 Cash, \$10,000 In kind
CAPEROC (Busselton City & Shire of AMR)	\$27,000 (NC)	Cash
SWDC	\$20,000 (NC)	Cash
Country Arts WA or DCA	\$18,000 (NC)	Cash
MRBTA	\$5,000 (NC)	Cash
TOTAL INCOME STAGE 2	\$100,000	
Project Management & Admin	\$25,000	Overall management by an agency appointed by MRWA. Includes development of Stage 3 and 4 funding applications and \$10,000 of project admin provided as in kind support by the MRWA.
Fees for artists, arts workers, creative and design personnel	\$50,000	Design development, construction plans, high quality documentation to assist in securing Stage 3 funding.
Other Professional Services	\$25,000	Land surveying as required, landscape designs, engineering.
TOTAL EXPENDITURE STAGE 2	\$100,000	

STAGE 3 & STAGE 4

As briefly outlined above, our intention is to use funding secured for Stage 2 to comprehensively plan for the execution of Stages 3 and 4 of this major project. The MRWA intends to work with highly specialised, suitably qualified local businesses to ensure this project is managed at an exemplary standard, which demonstrates a commitment by the MRWA and its partners to excellence, sustainability and outstanding quality.

We will work towards creating a project budget for Stage 3 and 4 which combines local, regional, state and federal funding. We fully understand the need to demonstrate our commitment to a range of funding partners. We are confident that this project is of a scale and stature that will position us well in this regard.

Margaret River Region Calendar of events

Funding request

RESPONSIBLE OFFICER: CRISTINA SMITH – MARKETING AND EVENTS (AMR)

ATTACHMENTS: Nil

IN BRIEF

- CAPEROC is required to note the decision made at 26 May 2016 CAPEROC meeting to invite the Margaret River Busselton Tourism Association to take over responsibility of producing the Calendar of Events for the coming financial year, with CapeROC providing funding up to \$25,000 for a 1 year term.
- CAPEROC is required to consider the proposal to include the calendar of events as part of MRBTA's Margaret River Magazine

PROPOSAL SUMMARY

MRBTA have agreed to take over responsibility for the production of the printed Margaret River Region Calendar of Events and propose the following:

Creation of a tear-out calendar as part of Margaret River Magazine

- Creation of a 6 page supplement (tear-out calendar) to be distributed as part of the quarterly Margaret River Magazine
- 4 pages of event listings & 2 pages of vouchers or advertising
- First 2 pages could be devoted either to tear-out vouchers (could be offered to businesses of CAPEROC's choice) or advertising
- Dimensions: 200d x 148w (slightly smaller than A5)
- Perforated edge for easy pull-out
- Positioned towards the front section of the magazine
- Event listings section is hole-punched for ease of display in the home

COST

- \$17,500 + GST for 4x editions, event listings only
OR
- \$18,500 + GST for 4x editions, CAPEROC to have control of first 2 pages. These could be used for voucher space, advertising space or to dedicate to tourism related information on projects or sponsored events the City of Busselton and/or Shire of Augusta Margaret River would like to promote.

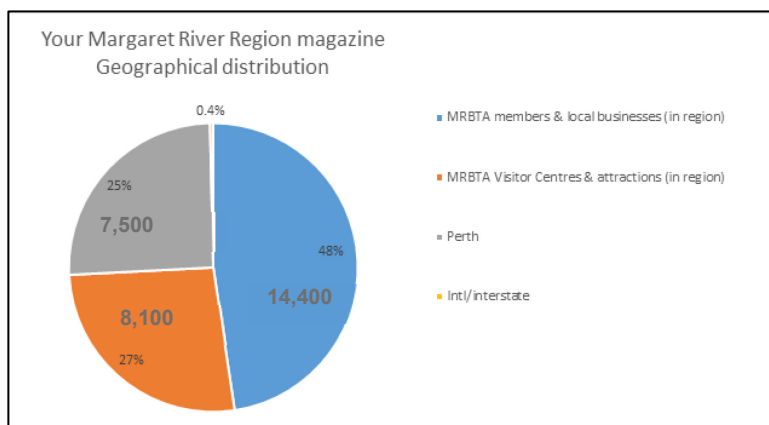
DISTRIBUTION BREAKDOWN

The Margaret River Magazine is predominantly distributed locally with 75% of copies going to a local regional audience.

This equates to approx distribution of 22,500 copies to MRBTA members, local businesses, visitor centres & regional attractions. The remaining 25% is distributed to a Perth audience.

DISTRIBUTION - OLD FORMAT		DISTRIBUTION – PROPOSED FORMAT	
Total copies	28,000	Total copies	28,000 – 30,000 (summer distribution 30k)
Distribution channels	<ul style="list-style-type: none">• Insert in BD Times & AMR Times• Visitor Centres• Local businesses	Distribution channels	<ul style="list-style-type: none">• MRBTA members• Local businesses• Visitor Centres• Regional Attractions

Geographic Distribution Splits



OFFICER DISCUSSION

In past years, the calendar has been produced in an annual format based on event information available at the time of production (October for the following year's events).

Due to production timelines, any new events or updates to events during the course of the year are not reflected in the printed calendar.

The proposed new format will improve calendar accuracy, timeliness and maximise distribution opportunities to local and Perth audiences. The new format will advertise events in the coming seasonal quarter (Summer, Autumn, Spring and Winter).

Any new events added to the online edition throughout the year and updated details of other events will be captured in the new format.

Given this will be delivered via the Margaret River Magazine, CAPEROC can consider allocating budget towards promoting the new format to raise awareness amongst community members, event organisers and businesses.

This approach supports our joint effort to assist with the promotion of events in our region, to attract visitation and support broader economic growth and diversity in our region.

NEW FUNDING REQUEST

- The cost to produce calendars for this financial year is outlined below
- The budget includes a provision for joint advertising to promote the new format of the calendar to inform our local audiences.

Budget 2016/2017

Margaret River Magazine	Expenditure \$
Summer edition (1 December 2016)	\$4,625
Autumn edition (1 March 2017)	\$4,625
Winter edition (1 June 2017)	\$4,625
Joint marketing to promote new calendar format	
Newspaper & Radio advertising	\$4,000
TOTAL	\$17,875

RECOMMENDATION

It is recommended CAPEROC approve \$17,875 for MRBTA to produce a refreshed version of the Margaret River Region Calendar of Events as part of the Margaret River Magazine.



Event Funding Proposal - CAPEROC

EVENT NAME	Cabin Fever
DATE	Cabin Fever 2017 is planned to be held over a week from Fri 14 – Sun 23 July 2017 (tbc). The confirmed event dates will be available mid-August.
LOCATION	Various venues throughout the Margaret River region stretching from Busselton to Augusta

EVENT DESCRIPTION

Light the fire and escape the winter blues! The inaugural Cabin Fever event is an opportunity for visitors and locals alike to break out of hibernation, attend a range of one-off events and meet an eclectic mix of characters with one thing in common; a love of the Your Margaret River Region way of life.

A major initiative of the Your Margaret River Region Wine & Food Promotional Plan and supported by the South West Development Commission (SWDC) and the Margaret River Busselton Tourism Association (MRBTA), Cabin Fever will feature:

- Great food prepared by amazing local chefs using the freshest regional produce
- Some of the best wines in the world produced by award-winning local winemakers
- Live music, art and entertainment from contemporary to conservative
- An array of top locally made boutique beers, ciders and whisky
- Inspiring locations and unique experiences

Cabin Fever will bring together a range of individual events taking place across the Margaret River region to be marketed under a single brand. Events will include a mix of both free and ticketed functions.

EVENT STRATEGY

Aligning with the strategy of CAPEROC, the Shire of Augusta Margaret River & City of Busselton to eliminate the seasonality of Tourism (as identified in the Shire of Augusta Margaret River Economic Development Strategy 2016-2026 document), Cabin Fever has the potential to significantly increase visitation right across the region during a period of time that is historically associated with a major downturn.

Growing Business for Winter

To be run over 10 days in mid-winter, Cabin Fever will help attract business over a traditionally quiet period, providing a much needed boost to local businesses. Associated packages and promotion will also help build momentum and trade over an extended winter period.

Supporting and Promoting Local Produce and Skills

The event will also provide significant support and development opportunities for local businesses. Promotion will be centered round local chefs, local artists and local produce. It will not only provide a means for local talent to display and hone their skills, it will also provide valuable exposure to a wide audience. It will provide local producers and suppliers with a potential avenue of exposure.

Spreading the Benefits

The concept of Cabin Fever will encourage participation from businesses throughout the Margaret River region from Busselton to Augusta. The program (to be developed by the event manager in collaboration with event partners) will be designed to include satellite functions covering the region. Not only will this help maximise visitation to the region, it will enhance the prospect for all businesses in the region to benefit, whether they be directly involved in the event or not.

PROJECTED IMPACT ON VISITATION

Cabin Fever will be promoted to local, regional and Perth-based consumers with a targeted market mix of:

- Local & Regional (South West) (50%)
- Perth (40%)
- Singapore / Indonesia / Malaysia (short-haul) (10%)

The event program to be developed for Cabin Fever is planned to feature more than 20 individual events and activities, with major (ticketed) events catering for more than 2000 individual patrons over the 10 days of the event.

Economic Impact

- With the majority from Perth and International markets staying 2 nights or more, the event has the potential to add more than 600 room nights into the region.
- Anticipated daytrip visitor average spend of *\$91.00 per person per visit
*Source: Figure as per Tourism Western Australia, Fact Sheet YE March 2016 Revised
- Anticipated overnight visitor average spend of *\$536.00 per person, per visit
*Source: Tourism Western Australia, June 2016

Total anticipated attendance	3,500 (estimated based on anticipated program capacity)
Daytrip visitors (50%)	1,750 @ \$91 per visit
Overnight visitors (50%)	1,750 @ \$536 per visit
Average length of stay	2.8 nights
Economic Return	\$1,097,250

GROWTH PLAN

Securing Winter Visitation for Your Margaret River Region

Following the success of the inaugural Cabin Fever event in 2017, it is envisaged Cabin Fever will become an annual event capable of growing in size, appeal, reach and diversity, and has the potential to become one of the destination's icon events alongside Margaret River Gourmet Escape, CinefestOZ, Leeuwin Concert and the Drug Aware Margaret River Pro.

Cabin Fever will provide the opportunity to further establish the Margaret River region's reputation as one of Australia's premier wine and food destinations and will secure an additional avenue for the future promotion of the destination, driving off the success of the Gourmet Escape.

FUNDING

Overall Budget Requirements

For Cabin Fever to become a reality, funding requirements are estimated at \$85,000 to meet event management, marketing and operational costs (described below).

As an initiative of the YMMR Wine & Food Promotional Plan, MRBTA and SWDC have committed to seed-funding the event to the value of \$20,000 each, totaling \$40,000.

We are therefore seeking an additional **\$45,000** in total funding from event sponsorships and partnerships.

Administration Costs: \$30,000.00

Includes appointment of an Event Organiser to liaise with businesses to:

- coordinate, plan and develop individual events
- oversee running procedures over the festival
- manage advertising, promotion and program for the festival

Marketing Costs: \$35,000.00

- Website landing page (within margaretriver.com) \$5000.00
- Website booking and ticketing capabilities \$2500.00
- Advertising/paid content \$25000.00
- Facebook event page advertising \$500.00
- Promotional prize giveaway \$2000.00

Operational Costs: \$20,000.00

- Provision of an assistant to work with the Event Organiser
- Event volunteers
- Programs
- Banners and displays

PARTNERSHIP OPPORTUNITY

In return for funding, you will be recognised as an Event Partner at the appropriate level and will receive the following benefits and acknowledgments associated with the Cabin Fever event:

Presenting Partner: \$20,000

(Maximum of 1 Presenting Partner) - CAPEROC

- Recognition as Presenting Partner/ “In partnership with...”
- Ownership of one TBD event during Cabin Fever, to be mutually agreed upon
 - Recognition as Presenting Partner of the event
 - Opportunity to speak at event
 - Opportunity to display signage at event
- Logo inclusion on print and digital event marketing collateral, when appropriate (event programme guide, EDMs, etc.)
- Logo inclusion in print advertisements
- Logo inclusion on MRVC building banner
- Logo inclusion on Cabin Fever event signage, when appropriate
- Logo inclusion on relevant landing page of margaretriver.com, with link to partner website
- Presenting Partner feature/highlight in 1 event EDM
- Verbal recognition in radio, if applicable
- Tickets to events
- Additional customized benefits, to be mutually determined

Major Partner: \$15,000

(Maximum of 2 Major Partners)

- Recognition as Major Partner
- Logo inclusion on print and digital event marketing collateral, when appropriate (event programme guide, EDMs, etc.)
- Logo inclusion in print advertisements
- Logo inclusion on MRVC building banner
- Logo inclusion on Cabin Fever event signage, when appropriate
- Logo inclusion on relevant landing page of margaretriver.com, with link to partner website
- Presenting Partner feature/highlight in event EDM
- Tickets to events

Supporting Partner: \$5,000

(Maximum of 5 Supporting Partners)

- Recognition as Supporting Partner
- Logo inclusion on event marketing collateral, when appropriate
- Logo inclusion in print advertisements
- Logo inclusion on Cabin Fever event signage, when appropriate
- Logo inclusion on relevant landing page of margaretriver.com, with link to partner website

- Tickets to events