

ITEM 8.4	NORTHERN BEACHES EVENTS STRATEGY: EXHIBITION OF DRAFT STRATEGY
REPORTING MANAGER	EXECUTIVE MANAGER COMMUNITY ENGAGEMENT & COMMUNICATIONS
TRIM FILE REF	2017/491649
ATTACHMENTS	1 ⇒Draft Events Strategy 2018 - 2023 (Included In Attachments Booklet) 2 ⇒Events Strategy Consultation Report (Included In Attachments Booklet)

EXECUTIVE SUMMARY

PURPOSE

To seek Council's approval to place the draft Northern Beaches Events Strategy ("the strategy") on public exhibition for further feedback from the community.

SUMMARY

At the meeting of 13 September 2016, the Northern Beaches Council Implementation Plan was adopted by Council. The plan provided a clear framework for the integration and transformation of the organisation. Under this framework, a number of core organisational services were identified to allow the integration work to be prioritised and resourced. At the meeting of 8 November 2016, Council was advised of the list of 25 services areas identified to be substantially integrated by July-Dec 2017. Included within this list was the creation of an events strategy.

Since January 2017 significant internal and external engagement activities have been undertaken to determine an appropriate and useful Northern Beaches Events Strategy to guide the delivery of both Council run events and activities and events run by third-party event organisers.

This report provides an overview of the work completed to date and recommends the exhibition of the draft strategy for a 6 week period. During this time, further feedback and submissions will be able to be provided through the Council's community engagement framework. A report will be brought back to Council at the close of the exhibition period to summarise the feedback received.

RECOMMENDATION OF GENERAL MANAGER CUSTOMER & CORPORATE

That Council place on exhibition the draft Northern Beaches Events Strategy for a period of 42 days and that the submissions received and final Strategy be reported back to Council for further consideration and adoption.

REPORT

BACKGROUND

A Northern Beaches Events Strategy (“the strategy”) was identified soon after amalgamation as an important step to ensuring the annual program of events delivered both by Council, community groups and third-party event organisers meets the needs and expectations of the community. Several issues were identified that needed to be addressed including duplication of events, multiple management processes and the number of event application processes that existed within Council.

The work to develop the strategy commenced with an extensive community engagement program. It was designed to support the organisation’s visioning, strategic planning, management and delivery of Council’s annual event programs.

The strategy will deliver:

- A clear focus and direction for the delivery of events on the Northern Beaches for the next five years – in alignment with the goals of SHAPE 2028, Council’s Community Strategic Plan
- Principles and guidelines to attract, develop and support a calendar of diverse and exciting events across the Northern Beaches – creating new opportunities and experiences for the community
- An overview of the potential opportunities and the existing challenges associated with holding events on the Northern Beaches
- A roadmap to success: highlighting goals, actions and measures for how Council, together with event organisers, can deliver the vision formulated through the strategy.

CONSULTATION

Consultation and feedback around the development of the strategy was undertaken between July and November 2017 reaching more than 1200 people including community members, local organisations, event’s organisers, businesses, Council staff and importantly, Council event attendees. Feedback was received through several methods of engagement:

- ‘Your Say’ online project page received 682 visits between July and September 2017 with 40 views of the Frequently Asked Questions and 17 online comments received
- Online survey ‘Events on the Northern Beaches’ (18 questions) designed to gather feedback on the types of events people liked to attend, how local events could be improved and ideas for new events on the Northern Beaches. Live from July and September 2017 and completed by 403 people
- Internal staff engagement via seven internal workshops reaching 85 staff
- Community workshops held over four locations reaching 40 people
- Pop-ups and activations at seven Council-run events, local markets and community gathering points reaching 475 people
- Industry engagement via phone conversations with ten event organisers presenting their vision for events on the Northern Beaches.

TIMING

The draft Policy will be placed on public exhibition for 42 days. The consultation process will include:

- 'Your Say' project web page including an online submission form
- Advertisements in the Manly Daily
- Direct emails to our community engagement database, registered community and special interest groups and other key stakeholders.

At the conclusion of the public exhibition period, the submissions will be considered and it is anticipated that the strategy will be presented to Council for consideration for adoption by Council in March 2018.

FINANCIAL CONSIDERATIONS

The strategy details several key goals that are aligned with Council's Community Strategic Plan (CSP). The financial impact of implementing the associated actions to meet the goals within core service areas in Council will be incorporated into operational budget planning.

SOCIAL CONSIDERATIONS

The feedback demonstrates how passionate the community is about events. They recognise the social, cultural and economic value they bring to our town centres and villages. Events are also recognised as playing an important role in building social cohesion and a sense of connection in the community. The strategy identifies actions to attract, develop and support a calendar of diverse and exciting events for the Northern Beaches – creating new opportunities and experiences for the community.

Events are a key driver in increasing community satisfaction which is reflected clearly in the recent results of the Community Satisfaction Survey (2017) and Delivery Program workshops.

ENVIRONMENTAL CONSIDERATIONS

The strategy aims to set higher bench marks in environmental outcomes for events. Specific goals and actions will ensure all events on the Northern Beaches lead to a greater environmental awareness and benefits for everyone. The strategy will support the delivery of fun and enjoyable event experiences whilst ensuring our extraordinary natural environment is safe and protected for future generations.

ITEM 8.5	REQUEST FOR EVENT APPLICATION SUPPORT
REPORTING MANAGER	EXECUTIVE MANAGER COMMUNITY ENGAGEMENT & COMMUNICATIONS
TRIM FILE REF	2017/500793
ATTACHMENTS	1 Request for Event Application Support (Included In Attachments Booklet) (Confidential)

REPORT

PURPOSE

To request Council provides financial and in-kind support for the production of a film, scheduled to be shot between April-June 2018 at Palm Beach.

REPORT

Council has been requested to provide financial and in-kind support to assist in the production of a new Australian film that is to be filmed in and around Palm Beach. In accordance with the Local Government Act 1993, Section 356 Council must approve such expenditure.

The producers have asked for Council to keep this project confidential until they release their own formal press release at the end of January. This is to ensure optimal publicity, locally after Christmas shut-downs and internationally by announcing just prior to the Berlin Film Festival.

RECOMMENDATION OF GENERAL MANAGER CUSTOMER & CORPORATE

That Council adopt the recommendation contained in the Confidential Attachment to this report.
