

ENCL: NO

**DARWIN CITY COUNCIL**  
**REPORT**

DATE: 16/03/09

TO: COMMUNITY SERVICES/CONF/A

APPROVED: JB

FROM: GENERAL MANAGER COMMUNITY &  
CULTURAL SERVICES

APPROVED: KH

REPORT NO: 09C0049 KH:kl

COMMON NO: 1511856

SUBJECT: DARWIN FESTIVAL 2009 FUNDING REQUEST

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ITEM NO:

**SYNOPSIS:**

This report presents the Festival of Darwin's funding application for the 2009/2010 year and recommends a triennial funding agreement be provided and costs referred to Council's budget allocation process.

**GENERAL:**

**PREVIOUS DECISION 20\1210 (17/02/09)**

- A. THAT the presentation from Ms Anne Dunn, Chief Executive Officer, Darwin Festival in relation to the Darwin Festival 2009, be received and noted.

**PREVIOUS DECISION 19\5776 (12/2/08)**

- A. That the Council supports the allocation of funds for the Darwin festival 2008/2009 financial year as follows:
- i. Cash Sponsorship \$100,000 per annum
  - ii. In-Kind Support \$6,000 per annum
- B. That clarification be sought on certain items in the proposed budget for the 2008/2009 Darwin Festival.

**POLICY CONTEXT**

Council Policy number 294 entitled Sponsorship states that Council will from time to time enter into sponsorship arrangements to provide support to outside organisations, separate to the form of support provided under Council's Community Grants Program.

## **REPORT**

Representatives of the Darwin Festival presented to Council in February 2009, and a copy of the presentation detailing funding and support requirements is attached. Historically Council has played a major role as a Festival sponsor and partner through the provision of both in-kind and cash contributions. Enjoying the status of, the largest cultural event in the Territory, the Darwin Festival provides significant cultural and economical benefits for the arts, business and broader community.

The 2009 Festival intends to make greater use of some of Council's venues particularly Civic Park and the Gardens Amphitheatre with the aim of growing the heart of the festival within the city centre, ie Civic Park. With this in mind, Festival organisers are seeking the establishment of a more significant funding relationship through the provision of a triennial agreement. Although a cost estimate of \$10,000 in-kind has been sought, Council officers assess that this figure is an under estimation.

## **EVALUATION AGAINST KEY CRITERIA FROM SPONSORSHIP POLICY**

CRITERIA	COMMENT
Generally excluded: <ul style="list-style-type: none"><li>• Conference</li><li>• Individual</li><li>• Record attempt</li><li>• Fundraiser</li></ul>	N/A
Local/National /International	Local
Contribution to identity of City	Yes
Contribution to Economic Growth	Substantial
Promotes Community Participation	Yes – multiple avenues
Sector – Business/Industry/economic/social/sporting/ environmental/cultural/educational	Arts, cultural, community business, economic
Branding and profile raising opportunities	Yes – substantial
Leverage via media or advertising	Yes – substantial
Leverage through attendance/staging/display/ Or complementary event	Yes
Sponsorship benefits	Yes, as described within the attached submission
Audience reach	Substantial
Consistency with Council's core business or Action Plan objectives	Yes
Capacity to deliver long term benefits	Yes
Organisational capacity to deliver event	Yes – well established
Budget provided	Appendix 1

### **FINANCIAL IMPLICATIONS:**

Darwin Festival funding requests are referred to budget deliberations each year. Last year Council allocated \$100,000 and \$6000 in-kind.

This submission now seeks a funding agreement over three years with the amount to be indexed annually. As Council has demonstrated its commitment to the Festival over a significant time period, it is recommended that in principle agreement be provided for a three year funding agreement to provide security and an ability to plan strategically for Festival organisers.

Council should note also that given the unpredictability of the global economic crisis, the need to increase sponsorship funding in line with CPI will depend on whether or not CPI actually does increase in the next three years.

Year	Cash Contribution sought	Darwin Festival In-kind contribution sought	Officer recommendation for in-kind
2009/2010	\$100.000.00 + gst	\$10,000.00	\$60,000
2010/2011	\$100.000.00 + gst & CPI	\$10.000.00 + CPI	To be determined
2011/2012	\$100.000.00 + gst & CPI	\$10.000.00 + CPI	To be determined

### **STRATEGIC PLAN IMPLICATIONS:**

The issues addressed in this Report are in accordance with the following Goals/Strategies of the Darwin City Council 2008 – 2012 as outlined in the 'Evolving Darwin Strategic Directions: Towards 2020 and Beyond':-

#### **Goal**

2 Enhance Darwin's Active, Positive and Flexible Lifestyle

#### **Outcome**

2.2 Increase recreational, cultural and heritage experiences

#### **Key Strategies**

2.2.2 Promote Darwin as a host city for sport, culture and other events

2.2.5 Provide facilities and resources that promote Darwin as a city rich in culture, harmony and diversity

#### **Goal**

6 Promote Brand Darwin

#### **Outcome**

6.1 Increase Council's profile

#### **Key Strategies**

6.1.1 Provide strategic sponsorship for major events

### **LEGAL IMPLICATIONS:**

This item is considered 'Confidential' pursuant to Section 65(2) of the Local Government Act and 8(c)(iv) of the Local Government (Administration) Regulations, which states municipal council may close to the public only so much of its meeting as comprises the receipt or discussion of, or a motion or both relating to, information that would, if publicly disclosed, be likely to prejudice the interests of the council or some other person.

**POLICY IMPLICATIONS:**

Council's Sponsorship Policy has been considered in the formulation of this report.

**ENVIRONMENTAL IMPLICATIONS:**

Nil.

**PUBLIC RELATIONS IMPLICATIONS:**

Council's commitment to the arts is well evidenced and this important portfolio continues to grow. The provision of a substantial cash and in-kind contribution over three years to the Festival provides Council with the opportunity to maximise promotional exposure in exchange for its investment.

Given the substantial funding allocation Council contributes to the conduct of the Festival, it is recommended that the Manager Marketing and Communications negotiate with Festival organisers to ensure Council's exposure is maximised.

**COMMUNITY SAFETY IMPLICATIONS:**

Nil.

**DELEGATION:**

Nil.

**CONSULTATION:**

Marketing & Communications  
Arts & Cultural Development Officer  
Customer Services Team Leader  
General Manager Community & Cultural Services Department

**PROPOSED PUBLIC CONSULTATION PROCESS:**

Nil.

**APPROPRIATE SIGNAGE**

Nil.

**RECOMMENDATIONS:**

THAT it be a recommendation to Council:-

- A. THAT Report Number 09C0049 KH:kl entitled Darwin Festival 2009 Funding Request be received and noted.
- B. THAT funding for the 2009 Darwin Festival of \$100,000.00 cash (including gst) and \$60,000 in-kind be referred to the 2009/2010 budget deliberations.
- D. THAT this decision be moved into the open section.

**KATIE HEARN**  
**MANAGER COMMUNITY SERVICES**

**JOHN BANKS**  
**GENERAL MANAGER COMMUNITY &**  
**CULTURAL SERVICES**

Any queries on this report may be directed to Katie Hearn on Ext 5560