



VISION OF COUNCIL

"A thriving and friendly community that recognises our history and embraces cultural diversity and economic opportunity, whilst nurturing our unique natural and built environment."

AGENDA

BUSINESS OF AN URGENT NATURE

FOR THE

**ECONOMIC DEVELOPMENT ADVISORY
COMMITTEE MEETING**

18 AUGUST 2016

OUR VISION

"A thriving and friendly community that recognises our history and embraces cultural diversity and economic opportunity, whilst nurturing our unique natural and built environment."

OUR MISSION

"To deliver affordable and quality Local Government services."

CORE VALUES OF THE SHIRE

The core values that underpin the achievement of the mission will be based on a strong customer service focus and a positive attitude:

Communication

Integrity

Respect

Innovation

Transparency

Courtesy

DISCLAIMER

The purpose of Council Meetings is to discuss, and where possible, make resolutions about items appearing on the agenda. Whilst Council has the power to resolve such items and may in fact, appear to have done so at the meeting, no person should rely on or act on the basis of such decision or on any advice or information provided by a Member or Officer, or on the content of any discussion occurring, during the course of the meeting.

Persons should be aware that the provisions of the Local Government Act 1995 (Section 5.25 (e)) establish procedures for revocation or rescission of a Council decision. No person should rely on the decisions made by Council until formal advice of the Council decision is received by that person. The Shire of Broome expressly disclaims liability for any loss or damage suffered by any person as a result of relying on or acting on the basis of any resolution of Council, or any advice or information provided by a Member or Officer, or the content of any discussion occurring, during the course of the Council meeting.

SHIRE OF BROOME

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING

THURSDAY 18 AUGUST 2016

INDEX – BUSINESS OF AN URGENT NATURE

5.	REPORT OF OFFICERS.....	5
5.1	FUNDING ASSISTANCE FOR LOCAL BUSINESS OWNER FELICITY BROWN TO ATTEND NEW YORK FASHION WEEK.....	5

5. REPORT OF OFFICERS

5.1 FUNDING ASSISTANCE FOR LOCAL BUSINESS OWNER FELICITY BROWN TO ATTEND NEW YORK FASHION WEEK	
LOCATION/ADDRESS:	Nil
APPLICANT:	Nil
FILE:	ECI05
AUTHOR:	Youth and Community Development Officer
CONTRIBUTOR/S:	Nil
RESPONSIBLE OFFICER:	Deputy Chief Executive Officer/Director Community & Economic Development
DISCLOSURE OF INTEREST:	Nil
DATE OF REPORT:	17 August 2016

SUMMARY: This report seeks Council consideration to provide funding to local business owner Felicity Brown to attend New York Fashion Week to showcase headpieces from her Hats By Felicity collection.

BACKGROUND

Previous Considerations

OMC 28 August 2014 Notice of Motion

Local business woman Felicity Brown who owns and operates Hats by Felicity in Broome has been invited to showcase her products at New York Fashion Week in New York from 10-14 September 2016. This is the third time Ms Brown has been invited to participate in New York Fashion Week after her debut as the first Australian milliner to showcase a collection on the runway at the Helen Mills Event Space in 2014.

At the OMC held 28 August 2014 a Notice of Motion was put forward by Cr J Bloom to provide financial assistance of \$2,500 in support of Ms Brown's attendance at the 2014 New York Fashion week. Council resolved to support the request for funding as per the below resolution:

COUNCIL RESOLUTION:
(COUNCILLOR RECOMMENDATION)

Moved: Cr J Bloom Seconded: Cr D Male

That Council:

- 1. Provides financial assistance of \$2,500 in support of Ms Brown's attendance at New York Fashion Week, subject to Ms Brown acknowledging the Shire of Broome as a sponsor;**
- 2. Funds the \$2,500 from Account 1320600 Tourism Development – Tourism and Area Promotion.**

CARRIED UNANIMOUSLY 8/0

No financial assistance was provided by the Shire of Broome for Ms Brown's attendance at the 2015 event.

COMMENT

A request has been received seeking financial assistance of \$4,700 to help Ms Brown to participate in the 2016 New York Fashion Week. The funding requested includes \$3,000 towards the cost of freighting the collection of headpieces from Broome to New York. An additional \$1,700 is requested for the production of Broome inspired keyrings that have been designed locally and will be distributed in 300 VIP gift bags at the event in New York. The keyrings feature mother of pearl, representative of the Broome pearling industry, the boob tree unique to the Kimberley and the Hats by Felicity emblem. They will be accompanied by a short note explaining the significance and links to Broome.

This application is not eligible for funding through the Shire's Community Sponsorship Program as Hat's by Felicity does not fulfil the essential eligibility criteria of being an incorporated not-for-profit organisation.

Should Council choose to support this request, it is recommended that funding is provided from the Tourism Development budget which has funds set aside to support small tourism initiatives. A total of \$15,000 has been allocated to the Tourism Development Budget in the 2016/17 financial year.

It should be noted that this request represents one third of the annual budget allocation for small tourism initiatives through the Tourism Development budget. Officers also note that should Council choose to support this request it may give rise to other similar requests.

Council could if it chooses elect to support the request to a lesser amount than the full \$4,700 requested.

In recognition of the support the Shire of Broome would be acknowledged in the event program as well as pre and post event publicity and interviews including TV, radio and print. Previous coverage includes Sunrise, Today show, The Australian, West Australian as well as regional and online coverage.

The Shire and Broome as a destination will be exposed to over 300 high profile International VIP guests who will each receive a gift bag with the Broome inspired keyring. Last year Ms Brown also included a Love Broome flyer supplied by the Shire and would like to do the same again this year if available.

The Shire and Broome as a destination will receive social media exposure (Facebook, Twitter, Instagram, blog) with specific recognition during fashion week and continuous exposure during the year through the use of the #lovebroome tag and photos of iconic Broome locations. Social media exposure will be increased during Fashion Week with cross promotion through other major sponsors RM Williams and Bondi Bather.

Some costs associated with participation in the event will be absorbed by Ms Brown herself and other funding is also being sought. An application has been submitted to the Department of Culture and the Arts for a Commercial Development Grant seeking further funding for the initiative, with the outcome of the application pending. Other confirmed major sponsors include RM Williams and Bondi Bather who will be providing clothing for Ms Brown and outfits for runway models.

CONSULTATION

Nil

STATUTORY ENVIRONMENT

Nil

POLICY IMPLICATIONS

5.1.5 Community Sponsorship Program

FINANCIAL IMPLICATIONS

An allocation of \$15,000 is included in the 2016/17 budget for support of small tourism initiatives in account 1320600 Tourism Development – Tourism and Area Promotion.

RISK

The following risks have been identified in relation to the options provided for Council's consideration;

Option	Risk	Type	Rank	Mitigation
Decline sponsorship	Perception that Shire is not maximising opportunity to support initiatives providing economic and tourism benefits	Reputational	Medium	Look to identify other tourism initiative opportunities
Provide \$4,700 funding	Value for money may not be achieved if marketing is not successful in growing the event.	Financial	Low	Terms of funding in place to ensure adequate reporting and measure success of event.
	Initiative does not become financially sustainable and future requests for funding may be received.	Financial	Medium	Work with applicant to identify other funding sources and strategies to make initiative financially sustainable.

STRATEGIC IMPLICATIONS

Our Place Goal – Help to protect the nature and built environment and cultural heritage of Broome whilst recognising the unique sense of the place:

Retention and expansion of Broome's iconic tourism assets and reputation

Our Prosperity Goal – Create the means to enable local jobs creation and lifestyle affordability for the current and future population:

Key economic development strategies for the Shire which are aligned to regional outcomes working through recognised planning and development groups/committees

Our Organisation Goal – Continually enhance the Shire's organisational capacity to service the needs of a growing community:

Effective community engagement

VOTING REQUIREMENTS

Simple Majority

REPORT RECOMMENDATION:

That Council:

1. *Provides financial assistance of \$4,700 in support of Ms Brown's attendance at New York Fashion Week, subject to Ms Brown acknowledging the Shire of Broome as a sponsor;*
2. *Funds the \$4,700 from Account 1320600 Tourism Development – Tourism and Area Promotion.*

Attachments

1. Funding Request - Email (*Confidential to Councillors and Directors Only*)

This attachment is confidential in accordance with Section 5.23(2) of the Local Government Act 1995 section 5.23(2)(e)(iii) as it contains "a matter that if disclosed, would reveal information about the business, professional, commercial or financial affairs of a person, where the information is held by, or is about, a person other than the local government".