



MISSION AND VALUES OF COUNCIL

"A Sustainable Community that is inclusive, attractive, healthy and pleasant to live in, that uses our land so as to preserve our history and environment, respects the rights and equality of our citizens and manages our future growth wisely."

UNCONFIRMED MINUTES

OF THE

**ECONOMIC DEVELOPMENT ADVISORY
COMMITTEE MEETING**

5 APRIL 2018

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 5 APRIL 2018
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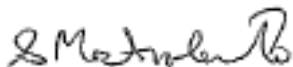
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NOTICE OF MEETING

Dear Council Member,

The next Economic Development Advisory Committee Meeting of the Shire of Broome will be held on Thursday, 5 April 2018 in the Function Room, Corner Weld and Haas Streets, Broome, commencing at 2:00pm.

Regards



S MASTROLEMBO
Chief Executive Officer

04/04/2018

**MINUTES OF THE ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING OF
THE SHIRE OF BROOME,
HELD IN THE FUNCTION ROOM, CORNER WELD AND HAAS STREETS, BROOME, ON
THURSDAY 5 APRIL 2018, COMMENCING AT 2:00PM.**

1. OFFICIAL OPENING

The Chief Executive Officer (CEO) welcomed Committee members, Officers and declared the meeting open at 3:20pm. He advised that he would be presiding over the meeting up until the Office of Chairperson was elected.

The CEO called for nominations for the position of Chairperson. Cr D Male nominated Cr H Tracey for the position of Chairperson. Cr H Tracey accepted the nomination over the phone prior to the meeting. Cr H Tracey was elected unopposed.

The CEO called for nominations for the position of Deputy Chairperson. Cr D Male nominated herself for deputy Chairperson. Cr D Male was elected unopposed.

Cr D Male assumed the Chair in the absence of Chairperson.

2. ATTENDANCE AND APOLOGIES

Attendance:	Cr D Male	Council Representative
	Cr C Mitchell	Council Representative
	Ms R Snowden	North Regional Tafe
	Mr D Galwey	Broome Visitors Centre
	Mr K Schellack	Kimberley Ports Authority
	Ms S Bergersen	Nyamba Buru Yawuru
	Ms K Krenz	Broome International Airport
	Ms M Virgo	Broome Visitors Centre
	Mr S Proud	Landcorp
	Mr P Taylor	Chamber of Commerce
	Ms E Lucke	Chamber of Commerce

Leave of Absence: Nil

Apologies:	Cr H Tracey	Council Representative
	Mr P Ferrante	LandCorp
	Mr P McSweeney	Broome International Airport
	Mr D Banfield	Willie Creek Pearls
	Mr J Brown	Broome Tourism Leadership Group
	Mr G Fiorenza	Colin Wilkinson Developments

Officers:	Sam Mastrolembo	Chief Executive Officer
	Aletta Nugent	Director Development and Community
	Mark Davis	Manager Community & Economic Development
	Rhondda Chappell	Coordinator Economic & Events Development
	Bronwyn Jones	Development & Community Executive Support Officer

3. DECLARATIONS OF FINANCIAL INTEREST / IMPARTIALITY

It is noted that Mr Paul Ferrante and Mr Simon Proud are members of the EDAC representing Landcorp. In accordance with section 5.63(1)(g) of the Local Government Act 1995, they do not have an interest to disclose in any matter before the committee in which Landcorp may be involved. This exemption (from disclosing interests) does not extend to any direct or indirect financial interest or proximity interest that they may have personally.

FINANCIAL/PROXIMITY INTEREST			
Committee Member	Item No	Item	Nature of Interest
Desiree Male	6.2	Events, Economic & Tourism Development Funding Program	Financial – <i>a number of community applicants are clients of my business.</i>
Susan Bergersen	6.2	Events, Economic & Tourism Development Funding Program	Financial – <i>Board member BCCI.</i>
Melanie Virgo	6.3	Tourism Administration Policy Allocations for 2018/19	Financial – <i>I am Operations Manager of the BVC & I am on the payroll.</i>
Desiree Male	6.3	Tourism Administration Policy Allocations for 2018/19	Financial – <i>ANW is a client of my business.</i>
Elisabeth Lucke	6.2	Events, Economic & Tourism Development Funding Program	Proximity – <i>I am Director & Vice President of the BCCI.</i>

IMPARTIALITY			
Committee Member	Item No	Item	Nature of Interest
Melanie Virgo	6.1	Application for Funding – Tourism Initiatives	Impartiality – <i>BVC promotes & sells tickets for some of these events. Visitor servicing is part of BVC. Some are members.</i>
David Galwey	6.1	Application for Funding – Tourism Initiatives	Impartiality – <i>Committee Member of Cruise Broome.</i>
Susan Bergersen	6.2	Events, Economic & Tourism Development Funding Program	Impartiality – <i>NBY/Yawuru has supported the Salt Water Country Rodeo. KLC - National Native Title – NBY is a co-host.</i>
Simon Proud	6.2	Events, Economic & Tourism Development Funding Program	Impartiality – <i>I am a Member of the Broome Turf Club Inc.</i>
Melanie Virgo	6.2	Events, Economic & Tourism	Impartiality – <i>They are</i>

		Development Funding Program	<i>members. We promote & sell tickets. Part of Visitor servicing for BVC role.</i>
Peter Taylor	6.2	Events, Economic & Tourism Development Funding Program	Impartiality - President BCCI
David Galwey	6.3	Tourism Administration Policy Allocations for 2018/19	Impartiality - Chairman of the BVC Board

4. CONFIRMATION OF MINUTES

COMMITTEE RESOLUTION:

Moved: Mr P Taylor

Seconded: Ms S Bergersen

That the Minutes of the Economic Development Advisory Committee held on 14 September 2017, as published and circulated, be confirmed as a true and accurate record of that meeting.

CARRIED UNANIMOUSLY 9/0

COMMITTEE RESOLUTION:

Moved: Cr D Male

Seconded: Cr C Mitchell

That the Minutes of the Economic Development Advisory Committee held on 10 October 2017, as published and circulated, be confirmed as a true and accurate record of that meeting.

CARRIED UNANIMOUSLY 9/0

5. MATTERS FOR WHICH THE MEETING MAY BE CLOSED

The deputy Chairperson advises that there are matters for discussion on the agenda for which the meeting may be closed, in accordance with section 5.23(2) of the *Local Government Act 1995*.

Recommendation

That the following Agenda items be considered under 14. Matters Behind Closed Doors, in accordance with section 5.23(2) of the *Local Government Act 1995*, as specified:

6.2 EVENTS, ECONOMIC AND TOURISM DEVELOPMENT FUNDING PROGRAM

Item 6.2 and any attachments are confidential in accordance with Section 5.23(2) of the Local Government Act 1995 section 5.23(2)((e)(ii)) as it contains “a matter that if disclosed, would reveal information that has a commercial value to a person, where the information is held by, or is about, a person other than the local government”, and 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”.

6. REPORT OF OFFICERS

With regard to Item 6.1, Mr D Galwey declared the following impartiality interest pursuant to Regulation 11 of the Local Government (Rules of Conduct) Regulations 2007 – “Committee Member of Cruise Broome”

With regard to Item 6.1, Ms M Virgo declared the following impartiality interest pursuant to Regulation 11 of the Local Government (Rules of Conduct) Regulations 2007 – “BVC promotes & sells tickets for some of these events. Visitor servicing is part of BVC. Some are members.”

6.1 APPLICATION FOR FUNDING - TOURISM INITIATIVES

LOCATION/ADDRESS:	NIL
APPLICANT:	Cable Beach Polo Pty Ltd, Kimberley Land Council and Fat Bike Championships Inc
FILE:	REE26
AUTHOR:	Events and Economic Development Coordinator
CONTRIBUTOR/S:	Manager Community and Economic Development
RESPONSIBLE OFFICER:	Director Development and Community
DISCLOSURE OF INTEREST:	NIL
DATE OF REPORT:	15 March 2018

SUMMARY: This report seeks Economic Development Advisory Committee consideration of requests for funding through the Tourism Administration Policy allocation of funds for tourism initiatives within the 2017/18 Shire budget.

The Shire has received three requests for funding support from:

- Cable Beach Polo Pty Ltd - \$20,000
- Kimberley Land Council - \$20,000
- Fat Bike Championships Inc - \$ 2,000

BACKGROUND

Previous Considerations

EDAC 16 February 2017	Item 5.1
OMC 30 March 2017	Item 10.1

Cable Beach Polo Pty Ltd requested and was granted funding for the 2017 Cable Beach Polo event as per the Economic Development Advisory Committee (**EDAC**) resolution on 16 February 2017 and Council resolution on 30 March 2017 below:

COMMITTEE RESOLUTION:

Moved: Mr N Linton

Seconded: Mr G Fiorenza

That the Economic Development Advisory Committee recommends that Council:

1. Approves an amended amount of financial support for Pinctada Cable Beach Polo Pty Ltd and provide financial support for the 2017 Cable Beach Polo tournament to the value of \$10,000 cash and an additional \$8,827.64 in-kind the event.
2. Requires Pinctada Cable Beach Polo Pty Ltd to provide the following in return for the contribution of cash and in kind:
 - a) Shire of Broome name and logo on one jeans leg of four teams
 - b) One single side panel field banner provided by the event organisers over the two day coverage
 - c) Half page advertisement in the tournament program
 - d) Shire of Broome logo appearing on event collateral where appropriate
 - e) Shire of Broome Logo acknowledgement on the official Cable Beach Polo website with link to sponsors website
 - f) Presentation and introduction of the Shire of Broome on official occasions throughout the tournament
 - g) Invitation to the Shire President (or nominee) to officially welcome sponsors and their guests at the official welcome cocktail party on Friday 19 May 2017
 - h) A report outlining economic benefits for Broome.
3. Requests the Chief Executive Officer to allocate \$10,000 cash contribution and \$8,827.64 in kind contribution from GL # 132060 Tourism Development and Area Promotions account with the condition that the event proceeds.

CARRIED UNANIMOUSLY 9/0

COUNCIL RESOLUTION:
(REPORT RECOMMENDATION)

Moved: Cr H Tracey

Seconded: Cr P Matsumoto

That Council receives the minutes of the Economic Development Advisory Committee meeting held on the 16 February 2017 and endorses the recommendations put forward by the Economic Development Advisory Committee, with the following amendments to the request for financial support for Pinctada Cable Beach Polo Pty Ltd:

- a) The sponsorship package will not include the Shire of Broome name and logo on one leg of four teams; and
- b) The financial funding support will be for one year only. i.e. the 2017 event.

CARRIED UNANIMOUSLY 7/0

Fat Bike Championships Inc and the Kimberley Land Council have not previously been provided funding for tourism initiatives through the Tourism Administration Policy funding.

COMMENT

The Shire has been approached to provide financial support for 3 events taking place in May to June 2018. Officers are proposing that the funds to support these initiatives come from the Tourism Administration Policy annual allocation.

The Tourism Administration Policy includes a focus area for funding strategic tourism initiatives, in addition to visitor servicing and destination marketing. Through the 2017/18 financial budget an amount of \$50,000 was allocated to provide financial support to tourism initiatives. No applications had been received in this financial year, prior to these 3 events.

Applications

Cable Beach Polo Pty Ltd

The Shire of Broome has been approached by Cable Beach Polo Pty Ltd who will hold the Cable Beach Polo tournament on 26-27 May 2018. The applicant has requested financial support of \$20,000 to contribute towards the cost of Jack Stein - a guest Executive Chef for the Dinner Under the Stars component of the 2018 Event (see **Attachment 1**).

Jack Stein is featuring in a new television cooking series, following the huge success of a series shot in the south of WA last year. The producer is wanting to use the Cable Beach Polo event as the storyline for Jack to be in Broome, exploring the fabulous fresh produce of the region. They will be filming him finding the produce, especially seafood, and then serving it up to the 200 people on the beach for the dinner.

The series has been bought by a major UK television broadcaster and will be broadcast internationally as well as in Australia. Jack Stein interviews in the UK promoting the last television series brought over 250,000 pounds positive television time for the destinations Jack spoke about, without including the value of the television series itself.

The inaugural Cable Beach Polo tournament was held in 2010 and then successfully held in 2011, 2013, 2014 and 2015. This event attracts professional Polo players both domestic and international, and approximately 45-50 horses as part of the 2 day event consisting of 5 polo matches. The opportunity to hold this event in Broome is made possible by the association between Cable Beach Polo Pty Ltd, the Swan Valley Polo Club and the sanction of the Australian Polo Federation.

The Cable Beach Polo event aligns to the Event Strategic Development Plan as it is a draw card, enhancer and community event. It is unique as it is the only Polo event held on a beach in Australia, and has high quality delivery.

There is also alignment with the following outcomes from the Shire's Strategic Community Plan 2017-2027:

- Outcome 1.4.4 Strategic Community Plan 2017 – 2027 Advocate for and promote regional sporting events and competitions.
- Outcome 2.5.1 Strategic Community Plan 2017 – 2027 Engage with local, regional, state, national and international stakeholders to build a strong and resilient tourism sector.
- Outcome 2.5.2 Strategic Community Plan 2017 – 2027 Promote the Shire of Broome as an attractive place to visit.

Kimberley Land Council

The Shire of Broome has been approached by Kimberley Land Council who will be holding the 2018 Native Title Conference on 5 - 7 June 2018 (see **Attachment 2**). The applicant has requested financial support of \$20,000 for in-kind services to contribute towards the cost of holding the event.

The 2018 Native Title Conference will draw a large national audience to Broome, many who will be visiting for the first time. The accommodation, catering, equipment hire, transport and coordination required for the successful conference will provide an economic boost to the town's businesses.

There will be active promotion of the event on social media channels. The conference attendees from across Australia will be keen to experience all that Broome has to offer. This will provide an opportunity for local businesses to benefit from the delegates' patronage during their stay as well as broader exposure of the town, region and experiences of Broome as an attractive destination.

The cultural program will allow local performers, dance troupes and artists to promote their performance and art to a national audience. Outside of the formal program, opportunities will arise for music and festivities to entertain and entice the travelling attendees. The Indigenous population of Broome and the Kimberley will take pride in promoting their strong culture and traditions to a wider audience.

The Kimberley Land Council conference aligns to the Shire's Event Strategic Development Plan as it is a draw card, enhancer and community event. It is also a significant cultural event celebrating Indigenous culture and a large conference being hosted in Broome. The Broome Major Events Strategy Pillar 5 outlines the goals to make Broome an attractive destination to host conferences, and this event will provide an opportunity for Broome to demonstrate it has the capacity to host large conferences.

There is also alignment with the following outcomes from the Shire's Strategic Community Plan 2017-2027:

- Outcome 1.4.4 Strategic Community Plan 2017 – 2027 Advocate for and promote regional sporting events and competitions.
- Outcome 2.5.1 Strategic Community Plan 2017 – 2027 Engage with local, regional, state, national and international stakeholders to build a strong and resilient tourism sector.
- Outcome 2.5.2 Strategic Community Plan 2017 – 2027 Promote the Shire of Broome as an attractive place to visit.

Fat Bike Championships Inc

The Shire of Broome has been approached by Fat Bike Championships Inc who will be holding the 2018 Fat Bike Championships on 11 May 2018. The applicant has requested financial support of \$2,000 to contribute towards the cost of holding the event. The application was submitted for the Annual Community Sponsorship Program, however the event is scheduled to occur prior to when this funding round would be presented to Council for consideration. In consultation with the applicant, it was agreed to present this for consideration from the tourism initiatives funding.

Fat Bike Championships Inc. was established to create a series of race events specifically catering to riders of 'fat bikes'. These bicycles typically have tyre widths between 3.8" to 5.0" (10cm to 13cm) and use very low tyre pressures to negotiate all types of off road terrain including soft sand, mud and even snow.

The Association's mission is to create a Fat Bike National Championship, sanctioned by the sport's peak body, Mountain Bike Australia (**MTBA**) to attract elite and non-elite cycling athletes to compete for the National Champion rider's jersey.

The Fat Bike Championships event aligns with the Event Strategic Development Plan as it is a draw card, enhancer and community event. It is a participant sport event that appeals to the aspirational achiever's market. The Broome Major Events Strategy Pillar 2 outlines the goal to build depth during the shoulder season and build cluster events.

There is also alignment with the following outcomes from the Shire's Strategic Community Plan 2017-2027:

- Outcome 1.4.4 Strategic Community Plan 2017 – 2027 Advocate for and promote regional sporting events and competitions.
- Outcome 2.5.1 Strategic Community Plan 2017 – 2027 Engage with local, regional, state, national and international stakeholders to build a strong and resilient tourism sector.
- Outcome 2.5.2 Strategic Community Plan 2017 – 2027 Promote the Shire of Broome as an attractive place to visit.

Options

The applications received all are within the allocated funding available in the 2017/18 budget and are considered to provide value to the events and economic sector in Broome. Therefore, officers recommend that all 3 of the applications are supported.

CONSULTATION

Cable Beach Polo Pty Ltd
Kimberley Land Council
Fat Bike Championships Inc

STATUTORY ENVIRONMENT

Local Government Act 1995

6.8. Expenditure from municipal fund not included in annual budget

(1) A local government is not to incur expenditure from its municipal fund for an additional purpose except where the expenditure —

(a) is incurred in a financial year before the adoption of the annual budget by the local government; or

(b) is authorised in advance by resolution; or*

(c) is authorised in advance by the mayor or president in an emergency.

** Absolute majority required.*

6.8. Expenditure from municipal fund not included in annual budget

(1) A local government is not to incur expenditure from its municipal fund for an additional purpose except where the expenditure —

(a) is incurred in a financial year before the adoption of the annual budget by the local government; or

(b) is authorised in advance by resolution; or*

(c) is authorised in advance by the mayor or president in an emergency.

** Absolute majority required.*

6.10. Financial management regulations may provide for —

- (a) the security and banking of money received by a local government; and*
- (b) the keeping of financial records by a local government; and*
- (c) the management by a local government of its assets, liabilities and revenue; and*
- (d) the general management of, and the authorisation of payments out of*
 - (i) the municipal fund; and*
 - (ii) the trust fund,**of a local government.*

Local Government (Financial Management) Regulations 1996

11. Payments, procedures for making etc.

(1) A local government is to develop procedures for the authorisation of, and the payment of, accounts to ensure that there is effective security for, and properly authorised use of —

- (a) cheques, credit cards, computer encryption devices and passwords, purchasing cards and any other devices or methods by which goods, services, money or other benefits may be obtained; and*
- (b) petty cash systems.*

(2) A local government is to develop procedures for the approval of accounts to ensure that before payment of an account a determination is made that the relevant debt was incurred by a person who was properly authorised to do so.

(3) Payments made by a local government —

- (a) subject to sub regulation (4), are not to be made in cash; and*
- (b) are to be made in a manner which allows identification of —*

- (i) the method of payment; and*
- (ii) the authority for the payment; and*
- (iii) the identity of the person who authorised the payment.*

POLICY IMPLICATIONS

3.4.9 Tourism Administration Policy

FINANCIAL IMPLICATIONS

The table below outlines the allocation of the funds to in-kind services, that is the provision of services by the Shire's outside work crews, in-kind fees and charges for the use of Shire venues, permit application fees associated with the event applications and the cash funding allocations.

Tourism Initiatives (Account 132060)	In-kind Fees and Charges	Cash Component	Total
Cable Beach Polo Pty Ltd		\$20,000	
Kimberley Land Council	\$20,000		
Fat Bike Championship Inc		\$2,000	
Total	\$20,000	\$22,000	\$42,000
Available funds			\$50,000
Remaining Funds			\$8,000

RISK

Option	Risk	Type	Rank	Mitigation
Community dissatisfaction with allocations	Perception that Shire is not maximising opportunity to support organisations providing social and economic benefits	Reputational	Low	All successful applicants to provide a full acquittal of the project including demonstration of Shire recognition
Funding recipient dissatisfaction with allocations	Perception that Shire is not maximising opportunity to support organisations providing social and economic benefits	Reputational	Medium	A fair and equitable assessment process has been undertaken
Poor return on investment	Services provided do not meet industry and visitor requirements	Financial	Low	All successful applicants to provide a full acquittal of the project including demonstration of the Shire recognition and details of visitor numbers, local spend and contribution to the local economy.

STRATEGIC IMPLICATIONS

Our People Goal – Foster a community environment that is accessible, affordable, inclusive, healthy and safe:

Affordable services and initiatives to satisfy community need

Participation in recreational and leisure activity

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

A preserved, historical and cultural heritage of Broome

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:

Affordable and equitable services and infrastructure

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:

Responsible resource allocation

Effective community engagement

VOTING REQUIREMENTS

Simple Majority

REPORT RECOMMENDATION:

That the Economic Development Advisory Committee recommends that Council supports the following applications from funds within the Tourism Administration Policy from budgeted amount 2017-18 (Tourism Initiatives Account - 132060):

1. Cable Beach Polo Pty Ltd - \$20,000
2. Kimberley Land Council - \$20,000
3. Fat Bike Championship Inc - \$ 2,000

COMMITTEE RESOLUTION:

Moved: Cr C Mitchell

Seconded: Mr D Galwey

That the Economic Development Advisory Committee recommends that Council supports the following applications from funds within the Tourism Administration Policy from budgeted amount 2017-18 (Tourism Initiatives Account - 132060):

- 1. Cable Beach Polo Pty Ltd - \$20,000**

2. **Kimberley Land Council - \$20,000 subject to a full budget being provided prior to consideration by council**

3. **Fat Bike Championship Inc - \$ 2,000**

Carried 8/1

Reason: *No budget provided in application.*

Attachments

1. Cable Beach Polo Funding Request 2018
2. Kimberley Land Council Funding Request 2018
3. Fat Bike Championships Inc Funding Request 2018



Monday 26 February 2018

Sam Mastrolembro
Acting CEO
Shire of Broome
Sam.mastrolembro@broome.wa.gov.au

Dear Sam

Application for funding toward Guest Executive Chef Jack Stein for Cable Beach Polo 2018 - \$10,000 plus in-kind assistance

I'm delighted to advise that we are continuing the success of Australia's original beach polo tournament which happens just once a year ... in Broome, Western Australia.

This sporting spectacular has gained an enviable reputation Australia-wide as a unique event and continues to grow in numbers and popularity. Viewed as a major lifestyle and sporting tournament on Broome's event calendar, 2018 looks set to achieve new standards of entertainment and excitement for sponsors and spectators alike. Cable Beach is one of a select number of exotic locations to host beach polo and continues to be recognised as being the premium location for beach polo due to the superb natural sand conditions of Cable Beach.

In 2018, we have attracted Executive Chef Jack Stein, as our guest chef for the renowned Dinner Under The Stars.

Jack is featuring in a new TV cooking series **Born to Cook : Jack Stein Down Under Series 2** which will bring him to the Kimberley in search of the best produce for his recipes. The producer has chosen to use Cable Beach Polo's Dinner Under The Stars as the storyline for Jack's presence in Broome, in which he will be sourcing the best produce from the region for this exceptional dinner.

Jack will continue to seek out amazing natural attractions, unique salt-of-the-earth characters, entertaining larrikins and indigenous characters while finding out what makes Australian and Asian food tick through his attraction to ethically grown, sustainable, mostly organic produce – the best the regions can offer.

One of the secrets of the **Born to Cook** success is that it is not promoted as a 'cooking show', and as such does not alienate the male audience with its Aussie lovable larrikin attitude and focus on adventure. Born to Cook covers all bases from Teens to Nannas and Pops, plus it garners a wide range of viewers who are interested in their food, where it came from and what is in it.

I attach a copy of the letter from SBS Food Network which indicates their positive interest in the new series, based on the excellent success of the **Born To Cook : Jack Stein Down Under Series 1** series on Food Network Australia. The program reached a combined audience Metro and Regional of 1.24 million viewers. They expect Series 2 to be equally successful.

In addition, a report on the radio interview coverage Jack Stein achieved for Series 1 in the UK, confirms a reach of 3.7 million audience with a PR value of £269,061.

cablebeachpolo Pty Ltd
ACN: 087 761 019. PO BOX 3334, Broome, WA, 6725

1

The negotiations to have Jack Stein as our Guest Executive Chef began in December 2017 and were settled only within the past few weeks.

As would be expected, there are increased expenses for Cable Beach Polo in securing Jack as the Guest Chef. These expenses were not planned in our budget preparation but the value of having Jack Stein as the Guest Chef for the Dinner, as an episode in a highly successful TV series that will broadcast not only in Australia but in the UK and potentially other markets, is an opportunity that provides exceptional return on investment. As can be seen from SBS alone, a potential viewing audience of over 1.2 million in Australia, plus the potential coverage of the destination through interviews on his return to the UK, would be an extremely successful outcome for the Shire of Broome through a modest investment in this initiative.

In previous years, Cable Beach Polo has achieved the below economic drivers for Broome:

- \$2.7million+ output (equivalent to half a year of cruise ships)
- \$300,000 direct expenditure to local suppliers
- 1100 guests, over 3 days
- \$7 million worth of positive media coverage publicising Broome as an aspirational destination

In 2017 we introduced the Airnorth Cable Beach Polo program/magazine, 4,000 copies of which were loaded into seat pockets of all Airnorth flights throughout Australia, and distributed by their BDM at travel industry trade shows around Australia.

In 2018, the involvement of Jack Stein as Executive Chef of the Dinner Under The Stars event has the potential to add another \$1.5 million PR value for Broome.

I applaud the Councillors at the Shire of Broome for recognising Events as a major economic driver for Broome, as has been proven in other cities around Australia. The allocation of finances for the development of local events is a major step forward that will inevitably benefit the community socially, economically and culturally, and drive visitation to the destination.

We are asking for support from the Shire of Broome toward the cost of including Jack Stein as our Guest Executive Chef for the Dinner Under The Stars in 2018.

We ask for a modest cash sponsorship of \$20,000 plus GST towards the additional expenses to cover fees, travel and accommodation for Jack Stein and the sous chefs who have to be hired to support him in the kitchen. If this amount of cash is not possible, we would gratefully accept a contribution of \$10,000 cash plus GST, plus in-kind sponsorship to the value of \$10,000 towards the waiving of Event Fees & Charges for the event. This would release some funds from our budget to cover the balance of the additional Jack Stein expenses.

In return for this support we would be pleased to offer substantial recognition to the Shire of Broome:

- Two single panel field banners provided by event organizer, two-day coverage – Sponsor Value \$5,000 plus GST
- ½ page advertisement in the tournament program/magazine – Sponsor Value \$1,250 plus GST*
- Sponsor logo will appear on event collateral where appropriate

cablebeachpolo Pty Ltd
ACN: 087 761 019, PO BOX 3334, Broome, WA, 6725

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- Acknowledgement of the Shire of Broome as a Major Sponsor of the Dinner Under The Stars
- Shire of Broome Logo acknowledgement on the official Cable Beach Polo website with link to Sponsor website
- Presentation and introduction of the Sponsor on official occasions of the tournament
- Invitation to the Shire President or nominee to officially welcome sponsors and their guests at the Official Welcome cocktail party on Friday 25 May 2018
- 2 Invitations to the Official Welcome cocktail party
- 2 Sponsor tickets to the Saturday VIP Marquee Sponsor Lounge
- 2 Sponsor tickets to the Saturday night Dinner Under The Stars
- 2 Sponsor tickets to the Sunday VIP Marquee Sponsor Lounge

Our total request is \$20,000 plus GST for the additional expenses associated with the attraction of Jack Stein as the Guest Executive Chef for the Dinner Under The Stars, to be received as a total cash amount or a combination of cash \$10,000 +GST, plus in-kind support for the waiver of event applications fees and in-kind assistance to the value of \$10,000 plus GST.

Thank you for your consideration of this request. Again, I apologise for the lateness of this application but the advantage to be gained is exceptional and one that is worthy of the lateness. We look forward to hearing from you in the near future.

Best regards,

Marilynne Paspaley AM
Event Producer
[cablebeachpolo pty ltd](#)

T: 0419808962 | E: producer@cablebeachpolo.com.au

cablebeachpolo Pty Ltd
ACN: 087 761 019. PO BOX 3334, Broome, WA, 6725

3



Events Funding Program 2017-18

Application form

Organisation information:

Organisation: Kimberley Land Council

Contact person: Anthony Harrison

Position: Venue Manager

Postal Address: PO Box 2145 Broome WA 6725

Phone: 9194 0100

Mobile: 0427 825 192

Email: anthony.harrison@klc.org.au

Is your organisation incorporated: Yes ☒ No ☐

If no, a sponsor organisation may be nominated to be responsible for the legal contractual arrangements and holding bank accounts in this name. Documentation acknowledging this arrangement must be attached.

Name of Sponsor organisation: n/a

ABN: n/a

Is your organisation registered for GST: Yes ☒ No ☐

Is your organisation a not-for-profit or charity organisation: Yes ☒ No ☐

Has your organisation received Shire of Broome funding in the last 12 months:

Yes ☐ No ☒

Please provide details of the funding, including project, amount, dates funding was granted and provide dates the acquittal was provided:

n/a

Project Details:

Please tick the box below which best describes your initiative:

Economic Development ☐ Event/s ☒ Tourism ☐

Please indicate the type of funding you are applying for Cash ☐ In-kind ☒

In-kind funding requests from the Shire require a Shire quotation to be requested and attached.

KLC and the co-conveners seek ~\$20,000 in-kind funding to cover the Shire rents, services and applications fees. See attached email by way of quote.

Project title: 2018 Native Title Conference

Commencement Date: 5th June 2018

Completion Date: 7th June 2018

Project overview addressing the Assessment criteria

Capacity to achieve tangible outcomes for the benefit of the community of the Shire of Broome.

The 2018 Native Title Conference will draw a large national audience to Broome, many who will be visiting for the first time. The accommodation, catering, equipment hire, transport and coordination required for the successful conference will provide an economic boost to the town's businesses. There will be active promotion of the event on social media channels.

The conference attendees from across Australia will be keen to experience all that Broome has to offer. This will provide an opportunity for local businesses to benefit from the delegates patronage during their stay as well as broader exposure of the town, region and experiences of Broome as an attractive destination.

The cultural program will allow local performers, dance troupes and artists to promote their performance and art to a national audience. Outside of the formal program opportunities will arise for music and festivities to entertain and entice the travelling attendees. The Indigenous population of Broome and the Kimberley will take pride in promoting their strong culture and traditions to a wider Indigenous audience.

Demonstrate a substantial degree of committed local engagement and investment, (may include use of local businesses to supply services or materials, working in partnership with community organisations, engagement of volunteers, development of skills of individuals, and wider community participation).

List of partners, suppliers, contractors and volunteers

- Shire of Broome
- Nyamba Buru Yawuru
- Cable Beach Club
- North Regional TAFE
- Zanders
- St. John Ambulance
- Pearl Town Bus Service



- Broome Taxi Companies
- Local Tour Companies
- Other accommodation providers as used by delegates
- Caterers
- Food and beverage suppliers

A conference of this size will also require practiced coordination of community services across the industries of Broome and will provide the facilitators and contractors an opportunity to develop and showcase their event management abilities.

Demonstrated plan for the projects or activities to be sustainable and not have an ongoing reliance on Shire of Broome funding. This approach may include an ability to source additional funds and/or support.

It will be unlikely that there will be a requirement for ongoing funding as the NTC will not return to Broome in the foreseeable future.

Alignment to the Council's strategic direction and objectives contained within one or more of the following: Shire of Broome Strategic Community Plan 2017-2027, Shire of Broome Events Strategic Development Plan and Shire of Broome Major Events Strategy.

Shire of Broome Events Strategic Development Plan

The 2018 Native Title Conference will:

- Provide opportunities for a spotlight on our civic leaders who may feature as Speakers.
- Promote Broome's unique history and culture to a national audience.
- Promote Broome as a tourism destination.
- Promote Broome as a welcoming town with a great lifestyle and an attractive place to live.
- Showcase the natural environment of Broome, particularly the iconic Cable Beach.

Strategic Community Plan (3.3.2)

- Strengthen local economic growth and community benefit through a vibrant, diverse and creative local economy.

Strategic Events Pillars – Major Events Strategy

- To demonstrate the capacity and expertise within the town to run a successful event of this size to the benefit of the community.
- To collaborate with the Shire of Broome and other peak organisations within the town, exhibit civic pride and unity to increase the attractiveness of the region.

Broome Events Strategic Development- Identifying Opportunities for Events in Broome

- Using the unique indigenous and multicultural history of the town, combined with the current socio-political climate in regards to Native Title to create an event that stimulates and educates on local and national levels.
- To celebrate the enduring cultural traditions captured in song, dance and art and create and market an authentic indigenous experience.
- Unify the local community to build a successful and quality conference alongside high profile partners.
- Bring the co-conveners' long history of successful events home to Broome.

Demonstrated community support for the organisation and the project or activities planned.

- The co-conveners have demonstrated community support from Nyamba Buru Yawuru (NBY) and other Native Title Holder groups across the Kimberley.
- Joining the co-conveners in arrangements will be allied organisations such as the Kimberley Ranger Network (KRN), Kimberley Aboriginal Law and Culture Centre (KALACC), Aarnja, Kimberley Language Resource Centre (KLRC) and others
- The co-conveners have also identified keen support from local educational institutes, businesses and suppliers.

Funding history:

Applicants are eligible for funding only once during each financial year. Applications to the Annual Funding Round will not be considered if the organisation has already been successful in receiving other Shire of Broome Funding in the same financial year.

Applicants are eligible for a maximum of \$100,000 funding per-year and may be funded for a maximum of two consecutive years.

KLC has received no recent funding from the Broome Shire and no intention to apply again in the 2017-18 financial year.

Demonstrated financial contribution to the project by the applicant and/or other funding bodies.

Financial contribution is a cost recovery model through conference registrations and sponsorship. It is estimated through this model the contribution to the event and the Broome local economy is close to \$1 million.

Organisational profile and demonstrated capacity to deliver the project.

Refer to **attached** Event Governance and Working Group structures and responsibilities.

The Australian Institute of Aboriginal and Torres Strait Islander Studies (AIATSIS) is a national peak commonwealth organization with a proven track record in delivering national events.

History of KLC organising large events under challenging conditions

Project delivery plan:

Attach copies of planning docs

Outcome and evaluation

(Refer to Appendix A of the guidelines - Sponsorship Recognition Framework): Please list the expected outcomes of the project and how these will be evaluated once the project is complete. It is important to ensure that outcomes are measurable to assist with the assessment of the project's success.



Project Budget:

When preparing the budget for the project ensure you include all project costs, organisation contribution, including cash and in-kind, attach copies of quotes obtained as part of the application.

The Project Budget is managed by AIATSIS, a commonwealth statutory authority. The budget is a cost recovery model through conference registrations and sponsorship. It is estimated through this model the contribution to the event and the Broome local economy is close to \$1 million.

PROJECT BUDGET

PROJECT INCOME				
Budgeted items	Cash Funding amount requested (Shire of Broome)	In-kind Support requested (Shire of Broome)	Other funding Source	Status of funding requests

SUB TOTAL

PROJECT EXPENDITURE				
Budgeted items	Organisational Cost Cash	Organisational In-kind Contribution	Other costs	Quote Attached <i>For Shire of Broome In-kind please attached a quotation for the services you are requesting</i>

SUB TOTAL

BUDGET SURPLUS/DEFICIT

Has your organisation donated to or sponsorship of a charitable organisation in the last 12 months – if so provide details and amount.



Declaration:

This declaration is made by the applicant:

- I declare that I am currently authorised to sign legal documents on behalf of the organisation
- I declare that all information provided in this application, including attachments, are true and correct
- I declare that the organisation is financially viable and are able to meet all accountability requirements
- If funding is provided, I am aware of the funding guidelines as outlined that will apply.
- If funding is provided, I agree to ensure that appropriate insurances are in place (eg worker's compensation, volunteers, professional indemnity, public liability, motor vehicle etc).
- If funding is provided, I agree to run the project as stated and provide:
 - a final acquittal report within the acquittal term specified in the funding agreement; and
 - a statement of income and expenditure for the project (signed by the authorised signatory);
 - to the Shire of Broome by the agreed date, to demonstrate how the funds were - expended.

Name:	Anthony Harrison
Position:	Event Venue Coordinator
Signature:	APH
Date:	28 March 2018

Application Checklist:

Before submitting your application please ensure that you have included all necessary information and attachments.

Applications will only be considered if they are submitted on relevant forms, they are completed in full, include a project budget and have the appropriate supporting documentation which may include business plan, annual report, project delivery plan.

- ☐ Fully completed application form
- ☐ Business registration or Certificate of Incorporation (if sponsored by another organisation, please include a letter of confirmation to administer the funding and a copy of their Certificate of Incorporation)
- ☐ Financial statement for the most recently completed financial year
- ☐ Evidence of public liability insurance (i.e. Certificate of Currency)
- ☐ Two quotes for any purchases over \$2,000
- ☐ For Shire of Broome In-kind please attached a quotation for the services you are requesting
- ☐ Letter(s) of support from community organisations and/or other organisations

Please submit your completed application to :

Shire of Broome
Development and Community
PO Box 44
Broome WA 6725
Phone: (08) 9191 3456
Fax: (08) 9191 3455
Email: shire@broome.wa.gov.au

Community Sponsorship Program

Annual Application – 2018/19

(Applications Close 4pm Tuesday 15 March 2018)



The Community Sponsorship Program has been developed to provide funds to assist community based organisations within the Shire of Broome for the development of social, cultural, economic, recreational, environmental, and reconciliation projects and initiatives that benefit the local community.

Annual Sponsorship is available for up to **50% of the total project cost to a maximum of \$10,000** and is at the discretion of the Chief Executive Officer, subject to funds being available. Requests for 'in-kind' contributions will not be accepted however organisations may apply for the equivalent cost, including venue or banner hire.

Organisations are eligible for a maximum of \$10,000 funding over a 3 year period through the Shire of Broome Sponsorship Program. Funding will not be provided for the same initiative more than once.

Applications are open from 15 January 2018 and close 15 March 2018 for projects occurring between May 2018 and April 2019.

The Shire of Broome will endeavour to provide support to projects, activities and events that are consistent with the values and strategies contained within the Shire of Broome Strategic Community Plan.

Which category does your project address? (please tick all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Social and Cultural Development | <input type="checkbox"/> Natural Environment |
| <input type="checkbox"/> Reconciliation | <input type="checkbox"/> Economic Development |
| <input checked="" type="checkbox"/> Sport and Recreation | |

PART A - ORGANISATION

Name of Organisation:	Fat Bike Championships Inc.		
Postal Address:	c/- Broome Cycles 2 Hamersley Street, Broome		
Contact Person:	Simon Rimmer		
Position:	Chairman		
Phone:	(08) 9496 3291	Mobile:	0439 063 441
Email:	simon@karunjie.com.au		

ORGANISATION PROFILE

Is your organisation incorporated? ☒ Yes ☐ No

If no, a sponsor organisation may be nominated to be responsible for the legal contractual arrangements and holding bank accounts in this name. Documentation acknowledging this arrangement must be attached.

Name of sponsor organisation (if applicable)

Does your organisation or sponsor organisation have an ABN? ☒ Yes ☐ No ABN number (if applicable)

Is your organisation registered for GST? ☐ Yes ☒ No

Does your organisation operate on a not for profit basis? ☒ Yes ☐ No

Has your organisation received sponsorship from the Shire of Broome in the last 3 years?

☐ Yes ☒ No

If yes, please provide details of the amount, when the funding was granted, what the sponsorship was used for and date acquittal was submitted:

Describe the vision and mission of your organisation:

Fat Bike Championships Inc. was established to create a series of race events specifically catering to riders of 'fat bikes'. These bicycles typically have tyre widths between 3.8" to 5.0" (10cm to 13cm) and use very low tyre pressures to negotiate all types of off road terrain including soft sand, mud and even snow.

While Australia may have limited snow fields, we have boundless beaches and Broome's iconic Cable Beach is lauded as one of the best in the world.

Our association's mission is to create a Fat Bike National Championship, sanctioned by our sport's peak body, Mountain Bike Australia (MTBA) to attract elite and non-elite cycling athletes to compete for the coveted green and gold National Champion rider's jersey.

List the main sources of funding for your organisation:

The organisation will be funded in the first instance with a seeding gift of \$5000 from Karunjie Event Management with further financial support available if alternative funding sources cannot be secured in 2018.

Longer term financial independence will be achieved through competitor registration fees and merchandise sales at events. A modest asset acquisition program (timing equipment, rubber mats, bunting flags, barrier tape, stakes) each year will reduce the financial impost for future events.

Corporate sponsorship opportunities are being explored but the event is untested as a National Championship.

Describe the organisational structure of your organisation:

Six person committee including Chairman, Secretary, Treasurer and three voting members holding elected office for 12 months.

Our membership includes business owners and event managers with extensive experience operating in the Kimberley Region of Western Australia with established community and corporate relationships.

PART B - PROJECT DETAILS

Name of Project:	MTBA Fat Bike National Championships		
	11th May, 2018	Date of completion:	11th May, 2018
<i>Note: Projects funded in 2015/16 funding round are to be completed between 1 April 2016 and 31 March 2017</i>			
		Number of participants:	100
Total project cost:	\$17,500	Amount requested:	\$2000
Date of commencement:			

Venue / Location

Please provide a brief overview of your project (who / what / when / where):

On Friday 11th May, 2018 Broome's iconic Cable Beach will host Australia's inaugural Mountain Bike Australia (MTBA) Fat Bike National Championships. MTBA is recognised by the Australia Government's Australian Sports Commission (ASC) as a National Sporting Organisation (NSO).

The MTBA Fat Bike National Championships will draw aspiring national champions from throughout Australia and across other established cycling disciplines for the coveted green & gold Nation Champion's jersey.

A temporary beachside race course will be constructed utilising natural and improvised obstacles to provide an exciting and challenging race event for competitors of 40 minutes plus 1 lap for men, 30 minutes plus 1 lap for women and 20 minutes plus 1 lap for junior competitors. The beach location and elevated viewing areas allows uninterrupted views of the entire course, with the turquoise waters of the Indian Ocean and an unmissable Cable Beach sunset providing a spectacular backdrop.

What do you propose to use the Shire of Broome funding for?

Specifically, the funds provided by the Shire of Broome will be used to supplement the costs associated with constructing the temporary race course and in particular, barrier tape, stakes and course signage.

It is estimated that 5000 metres of barrier tape will be required to clearly mark the course for race competitors and a further 250-300 stakes used to secure the barrier tape. Course signage will detail the course obstacles to enhance rider engagement; "Hertz Locker, Shut Up Legs, Jump Up, Snake Pit, Rule #1..." These items will be purchased and supplied from local Broome businesses.

What are the purpose and objectives of the project you are seeking funding for?

Objective: (SMART Principle)

Establish the inaugural MTBA Fat Bike National Championship on Cable Beach, Broome in May 2018.

What benefits will the project bring to the Broome community and specifically, who will it benefit? Please include the expected outcomes of the project:

Aligns with Outcome 1.4.4 Strategic Community Plan 2017 - 2027

Advocate and promote regional sporting events and competitions:

Unprecedented opportunity for Broome residents and community members within the Shire of Broome to compete in a sanctioned National Championship.

Expected outcome - 50 residents of Broome compete in MTB Fat Bike National Championships

Aligns with Outcome 2.5.1 & 2.5.2 Strategic Community Plan 2017 - 2027

Engage with local, regional, state, national and international stakeholders to build a strong and resilient tourism sector & Promote the Shire of Broome as an attractive place to visit:

Financial benefit to accommodation and hospitality providers as well as other tourism operators post event.

While local residents are expected to have strong representation, the prestige of a National Championship is likely to draw significant inter-regional and inter-state interest.

Expected outcome - 50 visitors for average stay 3 nights with \$200 daily spend

Please describe the community support demonstrated for your project, including established partnerships:

Broome Cycles are established event partners, committed to providing prizes, advertising and personnel for the event. They will also provide 'Fat Bikes' from their hire fleet for competitors to use during the event.

Broome Camp School are providing 20 'Fat Bikes' for Junior competitors to use during the event.

Karunjie Event Management Pty Ltd are providing \$5000 that will be used to secure services of Blue Chip Timing to time the event.

Broome Fat Bike Tours are considering a proposal to loan their 'Fat Bike' assets to competitors.

Broome Triathlon Club are providing the bike racks for competitor storage.

Will there be volunteers involved with this project? ☒ Yes ☐ No If yes, how many?

18

Please describe the role volunteers will play in the implementation of the project?

Race Director
Technical Delegate
Course construction x 8
Course marshals x 4
First Aid Responders x 2
Timing assistants x 2

Describe how you plan to measure the success of the project? (i.e attendance, media expose, sustainability, impact etc...)

1. Safe conduct of event - number of injuries or near miss events
2. Competitor registrations - number of competitors
3. Diversity of competitors - age, gender and postcode
4. Spectator satisfaction - determine rate of engagement by watching the crowd
5. Stakeholder satisfaction - post event acquittal and direct contact with corporate and government supporters
6. Competitor satisfaction - post event on-line survey
7. Financial benefit - post event on-line survey including stay duration, accommodation type and daily spend

How do you plan to promote this project to the community?

Under the terms of our agreement, Mountain Bike Australia (MTBA) will establish an event page on its website.

A media release is being prepared regarding the recent sanctioning by MTBA for the Fat Bike National Championships and will be sent to Broome Advertiser, Broome Visitor's Centre, ABC Kimberley, The Kimberley Echo, Muddy Waters, Radio Goolarri, GWN, WIN and RedFM.

Social media will include Broome Noticeboard, Kimberley Fat Bike Club and Fat Bikes Downunder posts.

Is this project to be an annual ongoing program?

☒ Yes ☐ No

If yes, please provide details on how you intend to ensure the project is sustainable in the future?

The Shire of Broome does not guarantee funding for ongoing projects beyond the development stages, therefore applicants must demonstrate planning for financially sustainable projects.

A memorandum of understanding has been undertaken with Mountain Bike Australia to host the Fat Bike National Championships in 2018 with first right of refusal for the 2019 and 2020 Championships.

There has been a large uptake of 'Fat Bikes' across Australia but no where more so than Broome with Broome Cycles selling twice as many of these bicycles than any other retailer in Australia. Combined with the popularity of the annual Gibb Challenge, the Fat Bike National Championships will become a feature event in it's own right with competitors seeking national recognition from the sport's peak body. Financial sustainability will be sought through competitor registrations and corporate sponsorship.

PART C - PROJECT BUDGET

You may use this form, or create a budget document specific to your organisation/project, however please limit your budget proposal to two (2) A4 pages.

The Shire of Broome encourages all applicants to conduct their own fundraising and seek varied sources of funding for projects. Please detail your funding sources in the budget, including your organisation's contribution.

Please indicate how you intend to use the Community Sponsorship Program funding by completing the Sponsorship Funding column on the far right.

CASH INCOME / EXPENDITURE

PROJECT INCOME	CASH (\$)	Confirmed/ Pending
Requested from Shire Broome	\$2000	Pending
Seeding donation Karunjie Event Management Pty Ltd	\$5000	Confirmed
Request Dept Local Govt, Sport & Cultural Industries	\$2500	Pending
Registration fees @ \$50	\$5000	Assumed
Corporate Sponsorship	\$2000	Pending
Earthmoving and course construction	\$1000	In - Kind
A Total Project Income	\$17,500	
PROJECT EXPENDITURE	CASH (\$)	Sponsorship Funding (\$)
MTBA Host and Private Promoter Affiliation Fees	\$2500	DLGSIC
MTBA Race Day Licence Fees @ \$28	\$2800	Registrations
Blue Chip Timing	\$5000	Karunjie
Course markings and signage	\$2000	Shire Broome
Earthmoving and course construction	\$1000	In Kind

Promotion and advertising	\$3000	Sponsorship
Prize Money	\$1,200	Registrations
B Total Project Expenditure	\$17,500	
C Budget Surplus / Deficit	\$0	

(A) Total Project Income - (B) Total Project Expenditure = (C) Project Surplus / Deficit

IN-KIND CONTRIBUTION (Include volunteer time)

Organisation	Contribution	In-Kind (\$)
Karunjie Event Management	Event management plan, course design & risk assessment	\$2000
Broome Cycles	Bicycle loan plus mechanical personnel	\$2000
Broome Camp School	Bicycle loan	\$400
Clark Rubber	Large format rubber mats to armour sand obstacles	\$1000*
Roadline or McCorry Brown	Equipment loan	\$1000
Total In-Kind Contribution		

How will the Shire of Broome's sponsorship be acknowledged?

- | | | |
|---|---|--|
| <input type="checkbox"/> Radio Announcement | <input checked="" type="checkbox"/> Logo Branding | <input type="checkbox"/> Event Invitation |
| <input type="checkbox"/> TV Advertising | <input checked="" type="checkbox"/> Media Release | <input type="checkbox"/> Certificate |
| <input type="checkbox"/> Newspaper Advertising | <input checked="" type="checkbox"/> Newsletter | <input checked="" type="checkbox"/> Banner / Signage |
| <input type="checkbox"/> Brochures / Flyers / Posters | <input checked="" type="checkbox"/> Website | <input checked="" type="checkbox"/> Speech Acknowledgement |
| <input checked="" type="checkbox"/> Other - Please list | | |

The course signage will include Shire of Broome logo.
 Course obstacle sign could incorporate Broome landmark references; 'China Town', 'Ganthueme Point', 'Kennedy Hill', 'Lurujarri', 'Yawuru'Obstacles will include jumps, table tops, sandbags, pits, chicanes and mooring ropes to strengthen the association to a uniquely Broome race experience.

Has your organisation donated to or sponsored a charitable organisation in the last 12 months – if so provide details and amount.

APPLICATION CHECKLIST

Before submitting please ensure that you have included all necessary information and attachments with your application. Completed

- ☒ all sections of the application, including a detailed budget
- ☒ Included a copy of Certificate of Incorporation (if auspice by another organisation, please include a letter of confirmation to administer the funding and a copy of their Certificate of Incorporation)
- ☒ Included a financial statement for the most recently completed financial year (an audited financial statement may be requested)
- ☒ Included evidence of public liability insurance (Certificate of Currency)
- ☒ Provided two quotes for any purchase over \$2,000
- ☒ Included letters of support from community groups and / or other organisations
- ☒ Retained a copy of this application for your records
- ☒ Included other supporting material eg: business plan, annual report, presidents report etc

Please List:

MTBA will provide the Public Liability for the MTBA Fat Bike National Championships.

Community Prospectus - MTBA Fat Bike National Championships

DECLARATION

I certify that to the best of my knowledge the information provided in this application is true and correct (*please note the President, Secretary or Treasurer of the organisation must sign this declaration*)

Name:

Simon Rimmer

Position:

Chairman

Signature:

(Insert digital signature,
or print and sign)



Date:

2nd January, 2018

Please return your completed application form using one of the following options:

Email to shire@broome.wa.gov.au

Post to Chief Executive Officer, Shire of Broome, PO Box 44, Broome WA 6725

Hand deliver to Shire of Broome Administration Office, 27 Weld Street, Broome

For enquiries or to discuss your application please contact Shire of Broome Youth and Community Development Officer on (08) 9191 3456

APPLICATIONS CLOSE 4:00pm Tuesday 28 February 2017

This item and any attachments are confidential in accordance with Section 5.23(2) of the Local Government Act 1995 section 5.23(2)((e)(ii)) as it contains “a matter that if disclosed, would reveal information that has a commercial value to a person, where the information is held by, or is about, a person other than the local government”, and 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”.

This item was withdrawn due to lack of quorum to resolve the item.

With regard to Item 6.2 Cr D Male declared a Financial Interest – “a number of community applicants are clients of my business.” and departed the chambers at 5.34pm.

With regard to Item 6.2 Ms S Bergersen declared a Financial Interest – “Board member BCCI.”

With regard to Item 6.2, Ms E Lucke declared the following Proximity Interest – “I am a Director & Vice President of the Broome Chamber of Commerce & Industry.”

With regard to Item 6.2, Ms S Bergersen declared the following impartiality interest pursuant to Regulation 11 of the Local Government (Rules of Conduct) Regulations 2007 – “NBY/Yawuru has supported the Salt Water Country Rodeo. KLC – National Native Title – NBY is a co-host.”

With regard to Item 6.2, Mr S Proud declared the following impartiality interest pursuant to Regulation 11 of the Local Government (Rules of Conduct) Regulations 2007 – “I am a member of the Broome Turf Club Inc.”

With regard to Item 6.2, Ms M Virgo declared the following impartiality interest pursuant to Regulation 11 of the Local Government (Rules of Conduct) Regulations 2007 – “They are members. We promote & sell tickets. Part of Visitor servicing for BVC role.”

With regard to Item 6.2, Mr P Taylor declared the following impartiality interest pursuant to Regulation 11 of the Local Government (Rules of Conduct) Regulations 2007 – “President BCCI.”

6.2 EVENTS, ECONOMIC AND TOURISM DEVELOPMENT FUNDING PROGRAM

LOCATION/ADDRESS:	Nil
APPLICANT:	Various Applicants
FILE:	FIS10
AUTHOR:	Events and Economic Development Coordinator
CONTRIBUTOR/S:	Project Officer - Development and Community Manager Community and Economic Development
RESPONSIBLE OFFICER:	Director Development and Community
DISCLOSURE OF INTEREST:	Nil
DATE OF REPORT:	28 March 2018

SUMMARY: This report provides an overview of the applications received for funding support through the Economic, Events and Tourism Development Funding program for the 2018-2019 financial year. It requests that the Economic Development Advisory Committee make a recommendation to Council for the allocation of the funding.

Attachments

1. Funding Guidelines
2. Application Evaluation and Recommendation Report page 1
3. Application Evaluation and Recommendation Report page 2
4. Ardyaloon Inc Application 2018
5. Broome Bowling Club Application 2018
6. Broome Chamber of Commerce and Industry Application 2018
7. Broome Fishing Club Application 2018
8. Broome Toursim Leadership Group Application 2018
9. Broome Turf Club Application 2018
10. Broome Marathon (Fit Events) Application 2018
11. Cable Beach Polo Application 2018
12. Cruise Broome Application 2018
13. Fat Bike Championship (Karunjie Events) Application 2018
14. Kimberley Land Council Application 2018
15. Saltwater Country Inc Application 2018
16. Theatre Kimberley Inc Application 2018

COMMITTEE RESOLUTION:

Moved: Cr D Male

Seconded: Cr C Mitchell

That Cr C Mitchell preside over the meeting for Item 6.3.

CARRIED UNANIMOUSLY 9/0

With regard to Item 6.3 Cr D Male declared a Financial Interest – “ANW is a client of my business” and departed the chambers at 3.25pm.

With regard to Item 6.3 Ms M Virgo declared a Financial Interest – “I am the Operations Manager of the BVC & I am on the payroll” and departed the chambers at 3.25pm.

With regard to Item 6.3, Mr D Galwey declared the following impartiality interest pursuant to Regulation 11 of the Local Government (Rules of Conduct) Regulations 2007 – “Chairman of the BVC Board.”

Cr C Mitchell assumed the Chair.

6.3 TOURISM ADMINISTRATION POLICY ALLOCATIONS FOR 2018/19

LOCATION/ADDRESS:	Nil
APPLICANT:	Nil
FILE:	ECI05.3
AUTHOR:	Manager Community and Economic Development
CONTRIBUTOR/S:	Events and Economic Development Coordinator
RESPONSIBLE OFFICER:	Manager Community and Economic Development
DISCLOSURE OF INTEREST:	Nil
DATE OF REPORT:	29 March 2018

SUMMARY: This report provides a review of the activities of the recipients of funding under the Shire's Tourism Administration Policy 3.4.9 and makes a recommendation regarding proposed funding allocations under this policy for consideration as part of the 2018/19 budget process.

BACKGROUND

Previous Considerations

OMC 14 April 2011	Item 9.2.1
SMC 13 July 2011	Item 9.2.1
OMC 19 April 2012	Item 9.4.4
OMC 26 June 2015	Item 9.4.4
OMC 15 October 2015	Item 10.3
OMC 31 March 2016	Item 9.2.3
SMC 10 June 2016	Item 7.1
EDAC 18 May 2017	Item 6.2
OMC 25 May 2017	Item 12.2
OMC 14 December 2017	Item 9.4.5

Background

The Shire of Broome recognises that tourism offers a range of social and economic benefits, and that a sustainable tourism industry requires balance with environmental, cultural and heritage values, and community lifestyle.

The Shire's Tourism Administration Policy 3.4.9 (**Policy**) (formerly 2.1.6) guides Council's role within the tourism industry, including the extent of Council's direct financial assistance to

tourism initiatives. The Policy outlines the key areas for Council funding – Visitor Information Services, Destination Marketing and Tourism Initiatives.

The current Policy reflects changes endorsed by Council as part of the Policy Manual Review 2017 which was presented to the Ordinary Meeting of Council (**OMC**) on 14 December 2017. Substantial changes were implemented to streamline the Policy and create a consistent framework for funding allocated from the Tourism Administration Fund.

The revised Policy includes the following description of focus areas for funding:

1. *Visitor Information Services*

Council will work collaboratively with the Broome Visitors Centre for the provision of visitor servicing and determining of high level tourism priorities for the Shire of Broome.

2. *Destination Marketing*

The Shire of Broome shall work collaboratively with Australia's North West (ANW) for the promotion of the Broome shire as a visitor destination to external markets and determining of associated high-level tourism priorities for the Shire of Broome.

3. *Other Tourism Initiatives*

The Shire of Broome shall work collaboratively with organisation for the promotion and development of the Broome shire as a visitor destination on initiative that meet the high-level tourism priorities for the Shire of Broome

Council considered the implementation of the Economic, Events and Tourism Development Funding Program at the OMC on 14 December 2017. The Program was developed to provide support to eligible projects, activities and events which deliver tangible outcomes for the local government area and align with the Shire's Strategic Community Plan 2017 – 2027.

As per the resolution below, Council endorsed the new program and the allocation of remaining funds from the annual Tourism Administration Policy:

COUNCIL RESOLUTION:
(REPORT RECOMMENDATION)

Moved: Cr C Marriott

Seconded: Cr C Mitchell

That Council endorses the creation of the Economic, Events and Tourism Development Funding Program and:

- (a) Adopts the Economic, Events and Tourism Development Funding Program Guidelines as shown in Attachment 1.**
- (b) Considers allocating a total budget of \$192,000 (\$105,000 cash and \$87,000 in kind) for distribution through the Funding Program as part of the 2018/19 budget process.**
- (c) Endorses the allocation of remaining funds in accordance with the Tourism Administration Policy to the Economic, Events and Tourism Development Funding Program.**

CARRIED UNANIMOUSLY BY ABSOLUTE MAJORITY 6/0**COMMENT**

Australia's North West Tourism (**ANW**) and Broome Visitor Centre (**BVC**) have complied with the application requirements under Policy. A summary of these reports is provided below and the reports for ANW and BVC are attached for the Committee's consideration.

As per the Policy, the full acquittal reports against the 2017/18 funding are due within 90 days of the end of the financial year. However, organisations have provided updates on their activities against current Key Performance Indicators as part of their applications.

Visitor Servicing – Broome Visitors Centre

The BVC is funded to provide visitor information services in Broome. The Centre's report (see **Attachment 1**) outlined key outcomes delivered in 2017 which include:

- The leasing of the Kiosk/Café which engages visitors for longer periods of time;
- Implement an online marketing strategy;
- The production and publication of the Broome Visitor Guide which generates new revenue streams through advertising as well as delivering results for members;
- Introduced an inbound telecommunications response centre;
- Re-established focus on retail and merchandising;
- Online revenue has increased by 20%;
- Provide quality visitor services to encourage visitors to extend their stay and spend more;
- Implemented a Welcome strategy at the Broome International Airport where friendly staff greet arriving passengers and are on hand to help;
- Introduction of the Airport advertising at the Broome International Airport increasing revenue; and
- Increased involvement in the Meet & Greet at Cruise Ship Visits.

The BVC has requested an increased annual allocation of \$120,000 (see **Attachment 2**), with the additional \$20,000 in funding being used for the following:

- Implementation of the improved strategic plan, which focuses on the sustainability of the BVC, member feedback, improved Visitor Servicing and engagement where it requires additional human resources;
- Conduct surveys with Visitors and Members to maintain and reflect on the operations of the BVC – data to become a valuable resource to track industry performance and guide response strategies;
- Introduce online shopping for local arts and crafts as new revenue stream;
- Promotion and ticket sales of major events in Broome to come through the BVC;
- Packaging and campaigning to extend the season and work with major events to provide a complete and unique experience to visitors of the region;
- Increased distribution and growth of the Broome Visitor Guide; and
- Greater engagement strategy through broadened membership base.

Officers recommend that the Shire provides the same level of funding as per 2017/18, noting that some new or additional projects may not be feasible to deliver under this model. However, Shire officers believe there is an opportunity to build upon the current partnership and collaboration between the Shire and the BVC – hence providing

opportunities to pursue new initiatives without increasing the funding allocation in the first instance.

Destination Marketing – Australia's North West

ANW is funded to provide destination marketing for the Broome region – with a key emphasis on the marketing of Broome both as a destination and as gateway to the broader Kimberley region. ANW's reports for 2017 (see **Attachments 3 and 4**) outlined outcomes including:

- Partnership with Broome International Airport to successfully initiate a trial flight between Singapore and Broome;
- Strategic marketing of Broome within targeted and broader marketing campaigns;
- Delivery of the highly successful Broometime Campaign;
- Multiple Broome stories across print and online mediums;
- Hosted journalists from a range of media outlets – including assistance in content development and hosting activities;
- Maintaining an active presence on social media;
- Continued presence at trade events, both national and international; and
- Support of high profile Broome events.

ANW has again requested an annual allocation of \$175,000 (see **Attachment 5**). Based on the continued value demonstrated in marketing outcomes for Broome delivered by ANW, officers recommend that the level of funding remains at \$175,000 for 2018/19.

CONSULTATION

Australia's North West
Broome Visitor Centre

STATUTORY ENVIRONMENT

Local Government Act 1995

6.33. *Differential general rates*

- (1) *A local government may impose differential general rates according to any, or a combination, of the following characteristics —*
 - (b) *a purpose for which the land is held or used as determined by the local government; or*
 - (c) *whether or not the land is vacant land; or*
 - (d) *any other characteristic or combination of characteristics prescribed.*

POLICY IMPLICATIONS

3.4.9 Tourism Administration Policy

FINANCIAL IMPLICATIONS

In recent years, Council has budgeted \$315,000 in total from tourism/commercial rates to fund the Tourism Administration Policy allocation.

The table below outlines the Shire's contribution to tourism promotion in 2017/18 as well as the proposed allocation for 2018/19 under 3.4.9 – Tourism Administration Policy.

	2017/18 Allocation	2018/19 Request	2018/19 Allocation
Australia's North West	\$175,000	\$175,000	\$175,000
Broome Visitor Centre	\$100,000	\$120,00	\$100,000
Strategic Tourism Initiatives	\$40,000	NA	\$40,000
TOTAL	\$315,000	\$295,000	\$315,000

**Unallocated funds will be transferred to add to the total pool for the Events, Economic Development and Tourism Program.*

RISK

Option	Risk	Type	Rank	Mitigation
Community and stakeholder dissatisfaction with allocations	Perception that Shire is not maximising opportunity to support organisations providing social and economic benefits	Reputational	Low	KPI development to ensure organisations have a focus that aligns with the Tourism Administration Policy
Funding recipient dissatisfaction with annual allocations	Perception that Shire is not maximising opportunity to support organisations providing social and economic benefits	Reputational	Medium	KPI development to ensure organisations have a focus that aligns with the Tourism Administration Policy
Poor return on investment	Services provided do not meet industry and visitor requirements	Financial	Low	Implementation of regular reporting on progress against KPI

STRATEGIC IMPLICATIONS

Our People Goal – Foster a community environment that is accessible, affordable, inclusive, healthy and safe:

Effective communication

Affordable services and initiatives to satisfy community need

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:

Responsible resource allocation

Improved systems, processes and compliance

VOTING REQUIREMENTS

Simple Majority

REPORT RECOMMENDATION:

That the Economic Development Advisory Committee recommends that Council:

- 1. Notes the reports received from Australia's North West and the Broome Visitor Centre, including the progress towards the achievement of the annual Key Performance Indicators, as per Attachments 1, 3 and 4.*
- 2. Endorses the attached Key Performance Indicators for Broome Visitor Centre and Australia's North West as per Attachments 2 and 5.*
- 3. In accordance with Policy 3.4.9 – Tourism Administration, includes the following allocations as part of the 2018/19 budget process:*
 - (a) \$175,000 to Australia's North West*
 - (b) \$100,000 to Broome Visitor Centre*
- 4. Allocate the remaining balance of funding towards the 2018/19 Events, Economic Development and Tourism Funding Program.*

COMMITTEE RESOLUTION:

Moved: Mr P Taylor

Seconded: Ms S Bergersen

That the Economic Development Advisory Committee recommends that Council:

- 1. Notes the reports received from Australia's North West and the Broome Visitor Centre, including the progress towards the achievement of the annual Key Performance Indicators, as per Attachments 1, 3 and 4.***
- 2. Endorses the attached Key Performance Indicators for Broome Visitor Centre and Australia's North West as per Attachments 2 and 5.***

3. ***In accordance with Policy 3.4.9 – Tourism Administration, includes the following allocations as part of the 2018/19 budget process:***
 - (a) ***\$175,000 to Australia's North West***
 - (b) ***\$110,000 to Broome Visitor Centre***
4. ***Allocate the remaining balance of funding towards the 2018/19 Events, Economic Development and Tourism Funding Program.***

CARRIED UNANIMOUSLY 7/0

Reason – In line with previous grants prior to last year. Critical function to increase marketing resources given that tourism numbers are down.

Cr D Male and Ms M Virgo returned to the meeting at 3:38pm. Cr C Mitchell read aloud the resolution for the benefit of Cr D Male and Ms M Virgo.

Cr D Male assumed the Chair.

Attachments

1. BVC Overview 2017 (*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".
2. BVC Application 2018/19 (*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".
3. ANW Annual Report 2017 (*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".
4. ANW Annual Overview 2017 (*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".
5. ANW Funding Submission 2018-19 (*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".

7. NOTICES OF MOTION

Nil

8. MATTERS BEHIND CLOSED DOORS

Nil.

9. MEETING CLOSURE

There being no further business the Chairperson declared the meeting closed at 3:39pm.