



Mr Mike Rayner
General Manager
Tweed Shire Council
PO Box 816
Murwillumbah 2484

7th June 2011

Dear Mike,

Re: TSC Draft Event Strategy & Draft Festivals, Donations & Grants Policy

Thank you for the recent opportunity to attend Council's forum on the above mentioned draft documents.

The Murwillumbah District Business Chamber (MDBC) have hosted a series of workshops in 2010 based on innovation and creative development of economic opportunities for our region. As a result of the Tourism forum a sub committee comprising local event organisers was formed earlier this year. The aim of the sub committee is to work collaboratively with MDBC and Destination Tweed Inc to develop and promote each event as part of a "Season" of quality tourism experiences in the areas of arts, culture and cuisine with the view to increasing visitor numbers and achieving measurable economic benefits for the Tweed.

With a collaborative approach to the development of a Culture & Cuisine Season the event sub committee can work toward achieving positive economic and employment outcomes for local business in the Tweed.

Draft branding of the "Caldera Festival C'Zen" and marketing of same will be discussed at the next MDBC Events sub committee meeting in early July as will a joint application to Industry & Investment for assistance with marketing and strategic development. The other initiative we will be implementing is an annual Arts Patrons dinner to attract philanthropic funding through the Australian Cultural Fund (ACF). The ACF is an Australian Business Arts Foundation (ABAF) program that allows arts based activities to receive donations without the need for deductible gift recipient status.

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murwillumbah district business chamber

PO Box 5, Murwillumbah NSW 2484

With these aims in mind the event sub committee wishes to submit the following recommendations for consideration when Council is reviewing policies relevant to events and festival strategy and funding:

Draft Event Strategy

- Council to develop criteria for identifying emerging or developing events that have the potential for growth into significant tourism attractions.
- Council to increase support for local events that have a proven track record measured by growth in turnover, consumer evaluation and analysis, financial evaluation and analysis and 3 to 5 year strategic plans.
- Whilst we encourage Council to actively seek and draw appropriate transient events to the area we ask that Council implement a separate strategy for the development of 'home grown events' owned by the communities with which they engage on a cultural, artistic, creative and agricultural level.
- Council to evaluate income leakage when measuring economic benefit of major events.
- Council to work with Destination Tweed to provide outlets for event promotional material (brochures, posters) which can be accessed by the public, but more importantly, owners of accommodation outlets and attractions for their guests.
- Council to review and simplify the DA and administrative process to reflect a more streamlined approach to the compliance aspect of event management. Incurring fees for each alteration places a financial burden on developing events.
- Council to be consistent in relation to the compliance aspect of event management.
- Council to provide assistance in writing DA's, provide advice on DA processes and venue arrangements to first time event organisers.
- Council to include local authority fees and charges associated with community events as in-kind assistance to minimise cost impediments event organisers face when establishing or expanding activity/event.

Draft Festival, Donations & Grants Policy

- Council to develop a triennial funding round for events with proven success to allow for ongoing growth and development.
- Council to fund events with significant tourism potential separately to events whose aims are not geared toward economic benefit for the region.

We thank Tweed Shire Council for the continued support of our individual events and look forward to working with Council to develop economic opportunities for our region.

Kind regards

Toni Zuschke
President
Murwillumbah District
Business Chamber

Kerry Turner
Project Manager

Unity Festival

Alexandra Wilkinson
Co-ordinator
Tyalgum Festival
Committee Inc

Andy Reimanis
Project Manager
Caldera Art Inc

Natascha Wernick
President
Ukitopia Arts Collective

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The General Manager

Tweed Shire Council
PO Box 816
MURWILLUMBAH NSW 2484

Dear Mike,

Re; Draft Events Strategy and Draft Corporate Sponsorship Policy and Draft Festivals, Donations and Grants Policy

Thank you for the invitation to the forum that discussed the Draft Events Strategy and Draft Corporate Sponsorship Policy and Draft Festivals, Donations and Grants Policy. I attended the forum on behalf of the GC Malibu Club who hold the Malfunction Surf Festival at Kingscliff.

I would like to submit that there are three separate funding programs made available.

- The first being the continuation of a donations policy for smaller amounts and without the accountability. As I understand it, donations are gifts given without return consideration.
- The next being the introduction of a sponsorship policy for for larger amounts with accountability as presently outlined in the draft policy (for donations) as I my understanding is sponsorship is a cash and/or in-kind fee paid to a property in exchange for brand recognition.
- And finally the introduction of a separate grants policy as grants are made to fund a specific project and require some level of compliance and reporting.

I would like to take this opportunity to thank the Tweed Shire Council for their past support and look forward to working with them in the future.

Yours Sincerely



Sean McKeown
Event Director

