

## REPORTS THROUGH THE GENERAL MANAGER

### REPORTS FROM THE GENERAL MANAGER

- a1 [GM-CM] Destination Tweed Quarterly Report - April to June 2016 (Second Quarter)

SUBMITTED BY: Economic Development

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## Strengthening the Economy

### LINKAGE TO INTEGRATED PLANNING AND REPORTING FRAMEWORK:

- 3 Strengthening the Economy  
3.1 Expand employment, tourism and education opportunities
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### SUMMARY OF REPORT:

As required by the current funding and performance agreement with Destination Tweed, a quarterly performance report and summary financial statement are to be provided for Council's review.

This report provides Destination Tweed's quarterly reports for the second quarter, April to June 2016.

### RECOMMENDATION:

#### That Council:

1. Receives and notes the Destination Tweed's Quarterly report for the second quarter, April to June 2016 & notes the accompanying officer comments within the body of this report.
2. Endorses payment of the quarterly contract instalment in accordance with contract AC2010-073 Provision of Services for Economic Development Tourism Promotion.
3. ATTACHMENT 1 is CONFIDENTIAL in accordance with Section 10A(2) of the Local Government Act 1993, because it contains:-
  - (c) information that would, if disclosed, confer a commercial advantage on a person with whom the council is conducting (or proposes to conduct) business.

## REPORT:

As required by the current funding and performance agreement with Destination Tweed, a quarterly performance report and summary financial statement are to be provided for Council's review. This report provides Destination Tweed's quarterly report for the second quarter - April to June 2016. The quarterly report is an attachment to this Council report.

### **Tweed Shire Council Comment**

On page 12 of the Quarterly Report a brief background of the Taste the Tweed brand has been provided. This background identifies Destination Tweed and the NSW Department of State and Regional Development (now NSW Department of Industry) as the only financial contributors towards the initial research of the project. However, Council records clearly identify that Tweed Shire Council contributed \$35,000 to Tweed Tourism (now Destination Tweed) towards the project.

### TASTE THE TWEED REGIONAL FOOD TOURISM BRAND | IN PROGRESS

#### **Tweed Shire Council Comment:**

Council hosted the inaugural Food for Thought Forum from 11 – 12 August 2016 at the Mantra on Salt Beach, Kingscliff. The theme of the forum 'feeding the appetite for regional collaborations' acknowledged the large and growing community interest in local and regional food initiatives, however recognised greater coordination and cooperation is required for an effective local food economy.

A number of Tweed Shire Council strategies recognise the economic, social and environmental benefits that may result from supporting the growth of the local food economy. The food system includes agricultural production, processing, distribution, marketing, sale, consumption and waste management. The Tweed Sustainable Agriculture Strategy, Tweed Shire Economic Development Strategy and the Tweed Shire Events Strategy 2016 – 2020 include actions that will contribute to a more prosperous local food economy.

The event was sponsored by Tweed Shire Council, Destination Tweed, NSW TAFE and supported by a number of local businesses including Stone and Wood Brewing Company, Tropical Fruit World, Madura Tea, Bucks Farm, Cudgen Fresh and Harnett's Dairy and Cheese Factory.

The forum was attended by 68 people including local producers, wholesalers and retailers, local food manufacturers, the tourism industry, hospitality sector, vocational training and learning Institutions, policy makers (Local & state government), elected representatives, community development professionals, students and academics, and the wider community.

### TWEED FUSION FESTIVAL | IN PROGRESS

#### **Tweed Shire Council Comment:**

Council is providing significant support of this event by hosting a dinner at the Gallery, which also includes an exclusive tour of the Margaret Olley Art Centre, as a part of the Tweed Fusion Program.

TWEED FOODIE FEST | IN PROGRESS

**Tweed Shire Council Comment:**

Council has entered into a three-year funding agreement with Tweed Foodie Fest to assist in the delivery of two Taste the Tweed Tours and four Taste the Tweed street events per year.

**OPTIONS:**

This report to Council presents Destination Tweed's quarterly report for the quarter April to June 2016, which is required as part of their contract. The options available to Council are:

1. **Receive and note this Quarterly Report** – In receiving Destination Tweed's Quarterly Report Council acknowledges the work performed by Destination Tweed and agree to process payment of the contract instalment in accordance with AC2010-073 Provision of Services for Economic Development Tourism Promotion contract; or
2. **Does not receive and note this Quarterly Report** - If Council is not satisfied with the progress Destination Tweed has made in achieving the milestones identified in their funding contract and the agreed Business Attraction Marketing Strategy and the Tourism Marketing Strategy then it would be prudent to postpone the endorsement and commence discussions with the Board of Destination Tweed regarding the project.

**CONCLUSION:**

It is recommended that Council receives and notes the April - June 2016 quarterly report from Destination Tweed and endorses the quarterly payment.

**COUNCIL IMPLICATIONS:**

**a. Policy:**

Corporate Policy Not Applicable.

**b. Budget/Long Term Financial Plan:**

This report is submitted by Destination Tweed along with their quarterly invoice for payment under the current funding agreement.

**c. Legal:**

Not Applicable.

**d. Communication/Engagement:**

**Inform** - We will keep you informed.

**UNDER SEPARATE COVER/FURTHER INFORMATION:**

- Attachment 1. Destination Tweed Quarterly Report for Second Quarter 2016 (ECM 4227801)
- (Confidential)* Attachment 2. Confidential Attachment Destination Tweed Profit and Loss Statement April to June 2016 (ECM 4227802)
- (Confidential)* Attachment 3. Confidential Attachment Destination Balance Sheet End June 2016 (ECM 4227803)
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