



TWEED
SHIRE COUNCIL

Mayor: Cr K Milne

Councillors: P Allsop
R Byrnes
C Cherry (Deputy Mayor)
R Cooper
J Owen
W Polglase

Agenda

Ordinary Council Meeting Thursday 6 April 2017

held at **Council Chambers, Murwillumbah Civic & Cultural Centre,
Tumbulgum Road, Murwillumbah** commencing at the conclusion of the
Planning Committee meeting which commences at 5.00pm.

COUNCIL'S CHARTER

Tweed Shire Council's charter comprises a set of principles that are to guide Council in the carrying out of its functions, in accordance with Section 8 of the Local Government Act, 1993.

Tweed Shire Council has the following charter:

- to provide directly or on behalf of other levels of government, after due consultation, adequate, equitable and appropriate services and facilities for the community and to ensure that those services and facilities are managed efficiently and effectively;
- to exercise community leadership;
- to exercise its functions in a manner that is consistent with and actively promotes the principles of multiculturalism;
- to promote and to provide and plan for the needs of children;
- to properly manage, develop, protect, restore, enhance and conserve the environment of the area for which it is responsible, in a manner that is consistent with and promotes the principles of ecologically sustainable development;
- to have regard to the long term and cumulative effects of its decisions;
- to bear in mind that it is the custodian and trustee of public assets and to effectively account for and manage the assets for which it is responsible;
- to facilitate the involvement of councillors, members of the public, users of facilities and services and council staff in the development, improvement and co-ordination of local government;
- to raise funds for local purposes by the fair imposition of rates, charges and fees, by income earned from investments and, when appropriate, by borrowings and grants;
- to keep the local community and the State government (and through it, the wider community) informed about its activities;
- to ensure that, in the exercise of its regulatory functions, it acts consistently and without bias, particularly where an activity of the council is affected;
- to be a responsible employer.

Items for Consideration of Council:

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CONFIRMATION OF PLANNING COMMITTEE MINUTES

- 1 [CONMIN-CM] Adoption of the Recommendations of the Planning Committee Meeting held Thursday 6 April 2017

SUBMITTED BY: Corporate Governance



Civic Leadership

LINKAGE TO INTEGRATED PLANNING AND REPORTING FRAMEWORK:

- 1 Civic Leadership
 - 1.2 Improve decision making by engaging stakeholders and taking into account community input
 - 1.2.2 Decisions made relating to the allocation of priorities will be in the long-term interests of the community
-

SUMMARY OF REPORT:

The recommendations of the Ordinary Planning Committee Meeting held Thursday 6 April 2017 require their adoption by Council for the resolutions to be acted upon.

RECOMMENDATION:

That the recommendations of the Ordinary Planning Committee Meeting held Thursday 6 April 2017 be adopted.

REPORT:

As per Summary.

COUNCIL IMPLICATIONS:

a. Policy:

Code of Meeting Practice Version 2.5.

b. Budget/Long Term Financial Plan:

Not applicable.

c. Legal:

Not Applicable.

d. Communication/Engagement:

Inform - We will keep you informed.

UNDER SEPARATE COVER/FURTHER INFORMATION:

*To view any "**non confidential**" attachments listed below, access the meetings link on Council's website www.tweed.nsw.gov.au or visit Council's offices at Tweed Heads or Murwillumbah (from Friday the week before the meeting) or Council's libraries (from Monday the week of the meeting).*

Nil.

REPORTS THROUGH THE GENERAL MANAGER

REPORTS FROM THE DIRECTOR ENGINEERING

2 [E-CM] Licence to Tweed Coast Sea Rescue Inc - Peninsula Street, Hastings Point

SUBMITTED BY: Roads and Stormwater

Validms



Supporting Community Life

LINKAGE TO INTEGRATED PLANNING AND REPORTING FRAMEWORK:

- 2 Supporting Community Life
- 2.1 Foster strong, cohesive, cooperative, healthy and safe communities
- 2.1.1 Work closely with government and community organisations to improve services to children and families, youth, elderly, Indigenous people, disadvantaged and minority groups and to build stronger and more cohesive communities

SUMMARY OF REPORT:

Tweed Coast Sea Rescue Inc ("TCSR") was a State accredited sea rescue organisation from 1980 to 2014 and is an affiliated member of the NSW Volunteer Rescue Association.

TCSR constructed a shed for their rescue boat, at their cost, on land forming part of the Peninsula Street road reserve adjoining Cudgera Creek in early 2005. At a meeting held on 6 October 2004, Council approved entering into a licence with TCSR for a period of 5 years with an option for a further 5 years.

This initial term has expired, and TCSR have requested a further licence to continue their activities from the site.

It is recommended that Council grant a further licence for a term of 5 years and an option of a further 5 years at a nominal fee of \$1,200 per annum to cover administrative costs for the licence.

RECOMMENDATION:

That:

1. Council approves granting a licence for the shed on the road reserve of Peninsula Street, Hastings Point to Tweed Coast Sea Rescue Inc, to be used for training purposes only, for a term of 5 years and an option of a further 5 years at a nominal fee of \$1,200 per annum to cover administrative costs for the licence; and

2. All documentation be executed under the Common Seal of Council.

REPORT:

Tweed Coast Sea Rescue Inc (“TCSR”) was a State accredited sea rescue organisation from 1980 to 2014 and is an affiliated member of the NSW Volunteer Rescue Association.

TCSR constructed a shed for their rescue boat, at their cost, on land forming part of the Peninsula Street road reserve adjoining Cudgera Creek in early 2005. At a meeting held on 6 October 2004, Council approved entering into a licence with TCSR for a period of 5 years with an option for a further 5 years. The consent was issued for a storage and launching facility, and the licence reflected that purpose, to allow TCSR to undertake marine rescues and store and launch their boat from the shed.

The location of the boat shed is shown outlined in the plan below:



This initial term expired on 30 November 2014, and TCSR have requested a further licence to continue their activities from the site.

Background information

When the approval and licence were granted in 2004, the TCSR were an accredited rescue organisation, and listed as a NSW Accredited Marine Rescue Unit.

In 2009, as a result of a review of services addressing the boating community’s marine rescue requirements, Marine NSW was established by the New South Wales State Government. Marine NSW combined three existing volunteer marine rescue organisations – The Royal Volunteer Coastal Patrol, the Australian Volunteer Coast Guard Association and Volunteer Rescue Association, to provide improved co-ordination of search and rescue, radio communications and boat safety education and training for the boating community.

TCSR were invited to join Marine NSW, however TCSR did not join the organisation, but retained accreditation as a rescue unit. Such accreditation was removed in 2014, however, following an audit/inspection undertaken by NSW Police, which resulted in their recommendation to remove the TCSR accreditation. This State Rescue Board and subsequently the Minister for Emergency Service endorsed the removal of the accreditation.

The group is no longer listed on the State Emergency Services Summary of NSW Accredited Marine Rescue NSW Units, available on their web site.

As TCSR are not accredited, they are not a recognised rescue unit, and are not affiliated with Marine NSW, and cannot under legislation, operate as a rescue unit.

TCSR remain affiliated with NSW Volunteer Rescue Association Inc, ("VRA") and in a letter of support from VRA, attached to this report, they indicate that TCSR is a *"well respected squad within the far north coast and should be applauded for taking on the other roles of Vertical Rescue and Swift Water Rescue to support both the VRA and other emergency services in the region...The continued sponsorship of Tweed Coast VRA by Tweed Council will allow them to maintain their accreditation within the NSW VRA and increase their visibility around the Far North Coast plus have headquarters to run the associations day to day activities and continue to give a FREE service to the local community of the Tweed Area."*

TCSR have provided activity sheets (also attached to this report) covering 1 July 2014 and 30 July 2016 which reflect that training activities are their prime activities. Training includes:

- Jet ski launch and retrieve
- Radio communications
- Chart reading and GPS plotting
- Boat and ski launch
- Boat safety
- Radio procedures
- First aid training
- Bar crossing
- Surf skill training
- Water safety in big swell
- Trainer assessor

These activities provide significant support to the boating community and the TCSR members.

To acknowledge the ongoing service to the Tweed boating community and general local community, it is recommended that Council grant a further licence for the shed to be used for training purposes only for a term of 5 years and an option of a further 5 years at a nominal fee of \$1,200 per annum to cover administrative costs for the licence.

OPTIONS:

1. That Council approves issuing a licence to Tweed Coast Sea Rescue Inc.
2. That Council does not approve issuing a licence to Tweed Coast Sea Rescue Inc.

CONCLUSION:

The TCSR remain as a voluntary emergency service to the Tweed local community with training as a fundamental activity, their training extends to other emergency service groups. They constructed the shed to provide this service and the provision of a formal tenure provides them with the security of utilising the shed that they constructed at their own cost.

COUNCIL IMPLICATIONS:

a. Policy:

Corporate Policy Not Applicable.

b. Budget/Long Term Financial Plan:

No financial implications arise as a result of this report.

c. Legal:

Not Applicable.

d. Communication/Engagement:

Inform - We will keep you informed.

It will not be necessary to seek public submissions for the granting of this licence, as the licensed area is within road reserve, so falls outside the requirements of the Local Government Act relating to the leasing or licensing of Council owned land.

UNDER SEPARATE COVER/FURTHER INFORMATION:

Attachment 1.

Email from Roger McLeod dated 10 March 2017
(ECM 4459686).

3 [E-CM] Sponsorship of the 2017 Northern Rivers Science and Engineering Challenge

SUBMITTED BY: Director

Validms



Supporting Community Life

LINKAGE TO INTEGRATED PLANNING AND REPORTING FRAMEWORK:

- 2 Supporting Community Life
 - 2.1 Foster strong, cohesive, cooperative, healthy and safe communities
 - 2.1.1 Work closely with government and community organisations to improve services to children and families, youth, elderly, Indigenous people, disadvantaged and minority groups and to build stronger and more cohesive communities
-

SUMMARY OF REPORT:

Tweed Shire Council has been approached by Southern Cross University to become a sponsor of the 2017 Northern Rivers Science and Engineering Challenge from 21 to 23 June 2017 with the Discovery Days for Primary Schools on Monday 26 and Tuesday 27 and Wednesday 28 June 2017. Council has sponsored this Challenge for several years. 2017 is the 10th year that this event is being held at Southern Cross University in Lismore.

This report recommends that Council become a Bronze Sponsor of the 2017 Northern Rivers Science and Engineering Challenge hosted by Southern Cross University, Lismore.

RECOMMENDATION:

That Council becomes a Bronze Sponsor of the 2017 Northern Rivers Science and Engineering Challenge hosted by Southern Cross University, Lismore, with the Bronze contribution being \$500, excluding GST.

REPORT:

Tweed Shire Council has been approached by Southern Cross University to become a sponsor of the 2017 Northern Rivers Science and Engineering Challenge from 21 to 23 June 2017 with the Discovery Days for Primary Schools on Monday 26 and Tuesday 27 and Wednesday 28 June 2017. Council has sponsored this Challenge for several years.

The Challenge involves up to 768 students, usually Years 9 and 10 taking part in a series of fun yet challenging and competitive activities that are designed to demonstrate the varied and practical elements of science and engineering.

Each day the students participate in a range of exciting hands-on activities that are designed to demonstrate the varied and practical elements of a career in the disciplines of science and engineering. Winning schools will subsequently compete against each other for a place in the state and - perhaps - the national competition.

In the past the following sponsorships have been provided:

- 2012 Bronze level with a contribution of \$500
- 2013 Silver level with a contribution of \$1,000
- 2014 Bronze level with a contribution of \$500
- 2015 Bronze level with a contribution of \$500
- 2016 Bronze level with a contribution of \$500

Southern Cross University has indicated that sponsorship from regional businesses is required to enable the event to operate successfully. The following sponsorship levels are available:

- Platinum \$2,000 plus GST
- Gold \$1,500 plus GST
- Silver \$750 plus GST
- Bronze \$500 plus GST

Bronze sponsorship is proposed, which gives Council the opportunity to:

- Display Council banner at activity/event
- Be acknowledged as a sponsor in regional and national media releases
- Display logos on Student/Teacher Feedback Surveys and business brochure
- Be acknowledged in social media that may be used

The Challenge is designed to inspire student science and engineering at a senior level and is a practical day of fun, teamwork and discovery.

A copy of the Sponsorship Proposal from Southern Cross University forms an attachment to this report.

OPTIONS:

The options available to Council are to:

1. Support the 2017 Northern Rivers Science and Engineering Challenge 2017 by becoming a Bronze Sponsor at \$500 excluding GST.
2. Support the 2017 Northern Rivers Science and Engineering Challenge 2017 by becoming a Silver Sponsor at \$750 excluding GST.
3. Support the 2017 Northern Rivers Science and Engineering Challenge 2017 by becoming a Gold Sponsor at \$1,500 excluding GST.
4. Support the 2017 Northern Rivers Science and Engineering Challenge 2017 by becoming a Platinum Sponsor at \$2,000 excluding GST.
5. Not proceed with any sponsorship of the 2017 Northern Rivers Science and Engineering Challenge.

CONCLUSION:

By sponsoring the 2017 Northern Rivers Science and Engineering Challenge and Discovery Days; Council is showing its support for young people and being involved in inspiring students to study science and engineering at a senior level. This report recommends that Council becomes a Bronze Sponsor of the Challenge and Discovery Days at \$500 excluding GST.

COUNCIL IMPLICATIONS:

a. Policy:

Corporate Policy Not Applicable.

b. Budget/Long Term Financial Plan:

This report recommends the expenditure of \$500 (plus GST) be provided from the Engineering Division Program.

c. Legal:

Not Applicable.

d. Communication/Engagement:

Inform - We will keep you informed.

UNDER SEPARATE COVER/FURTHER INFORMATION:

Attachment 1.

Sponsorship Proposal from Southern Cross University for the 2017 Northern Rivers Science and Engineering Challenge (ECM 4463609).

REPORTS FROM THE DIRECTOR CORPORATE SERVICES

4 [CS-CM] Draft Community Strategic Plan 2017/2027 "Living and Loving the Tweed"

SUBMITTED BY: Financial Services

Validms



Civic Leadership

LINKAGE TO INTEGRATED PLANNING AND REPORTING FRAMEWORK:

- 1 Civic Leadership
 - 1.2 Improve decision making by engaging stakeholders and taking into account community input
 - 1.2.3 Financial requirements and the community's capacity to pay will be taken into account when meeting the community's desired levels of service
-

SUMMARY OF REPORT:

The Draft Community Strategic Plan 2017/2027 "Living and Loving the Tweed" was considered by Council at its meeting held 16 March 2017 where it was resolved:

Cr K Milne
Cr C Cherry

RESOLVED that this report be deferred to the 6 April 2017 Council Meeting.

The report is reproduced as follows for the information of Council. The original attachments are also attached to the Business Paper of 6 April 2017.

Section 402 (5) of the Local Government Act 1993 (NSW) prescribes that following an ordinary election of councillors, the council must review the community strategic plan before 30 June following the election.

The attached Draft Community Strategic Plan 2017/2027 "Living and Loving the Tweed" has been developed incorporating engagement with the council, community groups, individuals and other levels of government and takes into consideration feedback received during the public exhibition period from 2 January 2017 to 25 February 2017.

The Community Strategic Plan addresses a broad range of issues and its intent is to identify the main priorities and aspirations for the future of the Tweed local government area.

RECOMMENDATION:

That the Community Strategic Plan 2017/2027 “Living and Loving the Tweed” be adopted.

REPORT:

Section 402 of the Local Government Act 1993 (NSW) prescribes that:

Clause (5)

"Following an ordinary election of councillors, the council must review the community strategic plan before 30 June following the election.

The council may;

- endorse the existing plan,*
- endorse amendments to the existing plan or*
- develop and endorse a new community strategic plan as appropriate,*

to ensure that the area has a community strategic plan covering at least the next 10 years."

Clause (6)

"A draft community strategic plan or amendment of a community strategic plan must be placed on public exhibition for a period of at least 28 days and submissions received by the council must be considered by the council before the plan or amendment is endorsed by the council."

As the most current election occurred in November 2016, Council has until 30 June 2017 to adopt a ten-year Community Strategic Plan which will encompass the period from July 2017 until June 2027.

A Draft Community Strategic Plan 2017/2027 "Living and Loving the Tweed" (the Draft Plan) was developed following engagement with the council, community groups, individuals and other levels of government.

The Draft Plan was endorsed by Council at its meeting held on 15 December, 2016 and was subsequently placed on public exhibition for the period 2 January 2017 until 25 February 2017 inviting community feedback.

In order to gain as much exposure as possible and to gain valuable community feedback, the following actions were undertaken during the period of public exhibition:

1. *The first edition of the Tweed Link of 2017, published on 10 January, featured information on the Draft Community Strategic Plan "Living and Loving the Tweed" and highlighted opportunities for the community to provide comments. Articles on the draft Community Strategic Plan promoting engagement locations and feedback channels were also featured in the following issues of the Tweed Link:*

10 January

17 January

24 January

31 January

07 February

21 February; and

28 February.

2. Councillors, staff and the Community Engagement Network participated in a range of activities and events throughout the exhibition period encouraging community feedback on the draft document including:

Location	Date	Duration
<u>Councillors and Community Engagement Network</u>		
Tweed City Shopping Centre	24 January 2017	9am to 4pm
Caldera Farmers Market, Murwillumbah	25 January 2017	7am to 11am
Australia Day Ceremony, Tweed Heads	26 January 2017	10.30am to 1pm
Casuarina Beach Shopping Village	2 February 2017	9am to 3pm
Pottsville Beach Markets	5 February 2017	7am to 1pm
Murwillumbah Sunnyside Mall	9 February 2017	9am to 4pm
Kingscliff Markets	11 February 2017	7am to 1pm

Staff

Kingscliff Residents and Ratepayers Association	6 February 2017
Banora Points and District Resident and Ratepayers Association	6 February 2017
Kingscliff Rotary Club	7 February 2017
Casuarina/South Kingscliff Residents Association	8 February 2017
Caldera Environment Centre	14 February 2017
Tyalgum District Community Association members	20 February 2017
Team Koala Group Meeting	20 February 2017
Kingscliff & District Chamber of Commerce Breakfast	21 February 2017

Written submissions to the Draft Plan were received from the following organisations and individuals:

Banora Point & District Residents Association Inc.
 Robert Budd
 Carolyn Byrne
 Cabarita Beach Bogangar Residents Association Inc.
 Caldera Environment Centre Inc
 Jan Cronly
 Fingal Head Community Association Inc.
 Nola Firth
 Lisa Flower, Waste To Resource
 Shirley Gill
 Adam Guise, Healthy Environments, Northern NSW Local Health District
 Martein Jansen in de Wal
 Dr Neville and Leonie Jennings
 Tweed Heads Environment Group
 NSW Cane Growers Association Tweed River Branch
 Pottsville Community Association
 Menkit Prince
 David Stubbin
 Glenn Swain
 John Sweeney
 Team Koala
 Leslie Sommenschein

*Bryan Threlfall
Tweed Climate Action Now
Rose Watson
Andy Yeomans
Individual Tweed Shire Staff members.*

A copy of all submissions received are included in Attachment 2.

All formal written submissions were acknowledged via return mail advising their authors that the submission had been received and would be included for consideration in the finalisation of the Plan.

In some cases, the comments contained within the submissions are more related to the Delivery Program/Operational Plan (which allocates priorities to the goals and actions outlined in the Community Strategic Plan) rather than the Draft Community Strategic Plan. In these cases, the comments will be considered along with any other submission received during the exhibition period for the draft Delivery Program 2017/2021/Operational Plan 2017/2018.

An amended Draft Plan (attached to this report) has now been prepared which contains minor modifications in order to address the content of submissions and any other matters that have arisen during the public exhibition period.

OPTIONS:

1. Adopt the attached Draft Community Strategic Plan 2017/2027 “Living and Loving the Tweed”.
2. Amend and adopt the attached Draft Community Strategic Plan 2017/2027 “Living and Loving the Tweed”.

CONCLUSION:

That Council adopts the Community Strategic Plan 2017/2027 “Living and Loving the Tweed”.

COUNCIL IMPLICATIONS:

a. Policy:

The Community Strategic Plan sits above all other council plans and policies in the planning hierarchy.

The purpose of the Plan is to identify the community’s main priorities and aspirations for the future, and plan actions to achieve them.

These actions will take into consideration the issues and pressures that may affect the community and the level of resources that will realistically be available. While a council has a custodial role in initiating, preparing and maintaining the Community Strategic Plan on behalf of the local government area, it is not wholly responsible for its implementation. Other partners, such as state agencies and community groups may also be engaged in delivering the long term objectives of the Plan.

b. Budget/Long Term Financial Plan:

The Community Strategic Plan provides a vehicle for expressing long-term community aspirations. However, these will not be achieved without sufficient resources – time, money, assets and people – to actually carry them out.

The Resourcing Strategy, due to go out for engagement in mid/late April, consists of three components::

- Long Term Financial Planning
- Workforce Management Planning
- Asset Management Planning.

The Long Term Financial Plan must be:

- for a minimum of 10 years.
- updated at least annually as part of the development of the Operational Plan.
- reviewed in detail as part of the four yearly review of the Community Strategic Plan.

The Long Term Financial Plan is an important part of council's strategic planning process. It is the point where long term community aspirations and goals are tested against financial realities.

c. Legal:

As required by Section 402 of the Local Government Act 1993.

d. Communication/Engagement:

Consult-We will listen to you, consider your ideas and concerns and keep you informed.

Apart from the community engagement and policy formulation to inform the development of the Draft Community Strategic Plan – 2017/2027 as outlined on pages 11 and 30, the following engagement events took place during the exhibition period:-

1. The first edition of the Tweed Link of 2017, published on 10 January, featured information on the Draft Community Strategic Plan “Living and Loving the Tweed” and highlighted opportunities for the community to provide comments. Articles on the draft Community Strategic Plan promoting engagement locations and feedback channels were also featured in the following issues of the Tweed Link:

10 January
17 January
24 January
31 January
07 February
21 February; and
28 February.

2. Councillors, staff and the Community Engagement Network participated in a range of activities and events throughout the exhibition period encouraging community feedback on the draft document including:

Location	Date	Duration
<u>Councillors and Community Engagement Network</u>		
Tweed City Shopping Centre	24 January 2017	9am to 4pm
Caldera Farmers Market, Murwillumbah	25 January 2017	7am to 11am
Australia Day Ceremony, Tweed Heads	26 January 2017	10.30am to 1pm
Casuarina Beach Shopping Village	2 February 2017	9am to 3pm
Pottsville Beach Markets	5 February 2017	7am to 1pm
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Staff

Kingscliff Residents and Ratepayers Association	6 February 2017
Banora Points and District Resident and Ratepayers Association	6 February 2017
Kingscliff Rotary Club	7 February 2017
Casuarina/South Kingscliff Residents Association	8 February 2017
Caldera Environment Centre	14 February 2017
Tyalgum District Community Association members	20 February 2017
Team Koala Group Meeting	20 February 2017
Kingscliff & District Chamber of Commerce Breakfast	21 February 2017

The Draft Community Strategic Plan “Living and Loving the Tweed” is an important milestone in the “Tweed the Future is Ours” program which commenced in January 2015. It is aimed at working with our communities to provide Council with clear direction on the services they want to see delivered in the future and their expectations as to the level of these services and the corresponding costs.

As part of “Tweed the Future is Ours” Council conducted a Service Planning Survey during the months of November and December 2016 to gauge the importance and satisfaction levels that residents have of Council’s 50+ services.

The survey comprised of four sections:

1. Service awareness – understanding what Council does – an introduction to Council’s services, their functions and how they are grouped into four different service streams.
2. Service importance – feedback on how important these services are to the Tweed community, as well as asking what services should be a priority.
3. Service satisfaction – feedback on current satisfaction levels with particular services.
4. Tweed tomorrow – how can we make Tweed even better tomorrow than it is today?

The information and feedback received through these surveys has and will continue to assist Council in the planning and delivery of services into the future and will be outlined in further detail through the Tweed Link and the Delivery Program/Operational Plan.

UNDER SEPARATE COVER/FURTHER INFORMATION:

- Attachment 1. Draft Community Strategic Plan “Living and Loving the Tweed” (ECM4440737).
- Attachment 2. Formal written submissions received in response to the Draft Community Strategic Plan (ECM4441147).
-

5 [CS-CM] Cooly Rocks On Festival - Request for Increased Financial Support

SUBMITTED BY: Director

Validms



Supporting Community Life



Strengthening the Economy

LINKAGE TO INTEGRATED PLANNING AND REPORTING FRAMEWORK:

- 2 Supporting Community Life
- 2.1 Foster strong, cohesive, cooperative, healthy and safe communities
- 2.1.3 Provide opportunities for residents to enjoy access to the arts, festivals, sporting activities, recreation, community and cultural facilities
- 3 Strengthening the Economy
- 3.1 Expand employment, tourism and education opportunities
- 3.1.2 Attract major events to the Tweed

SUMMARY OF REPORT:

At Council's meeting of 21 April 2016, it was resolved that:

- “1. In keeping with the newly adopted Tweed Shire Events Strategy 2016-2020, Council agrees to establish a three year financial arrangement with "Cooly Rocks On", on a sliding financial scale below:

Direct Financial Contributions by Council:

2016	2017	2018
\$10,000	\$7,500	\$5,000

- 2. Any funding provided to "Cooly Rocks On" is conditional upon "Cooly Rocks On" providing Council with a report detailing the return on investment arising out of each year's event.
- 3. Request organisers that five not for profit Tweed based organisations be offered free stalls in prominent locations as previously agreed.”

On 9 February 2017 the General Manager, Director Corporate Services and Events Officer met with the CEO of Connecting Southern Gold Coast, the new event organisers of Cooly Rocks On™ Festival. The discussions covered the disbandment of the previous Festival Committee, the direction going forward, and the new organisers desire to undertake a more formal evaluation of the event through an external evaluation company which would require approximately \$5,000 in additional funding to achieve.

Following Council's request for formal advice, on 6 March 2017 Connecting Southern Gold Coast advised that Cooly Rocks On (CRO) Inc. had disbanded "*as the financial strains of such an enormous festival proved unsurmountable for CRO inc. as a group of volunteers and as the Owners of the IP the Board of Connecting Southern Gold Coast decided to bring the Festival "in house" in 2017.*"

The new event organisers have also advised that in addition to a change in entity, the Cooly Rocks On™ Festival model has changed, with the most significant change being it is a free event. A copy of their letter dated 6 March 2017 and supporting funding document that requests increased financial support of \$15,000 per year over two years is provided as Attachment 1 to this report.

As a result of the entity change, Council no longer has a valid agreement, therefore is unable to release Year Two funds for the conduct of the 2017 Cooly Rocks On™ Festival.

RECOMMENDATION:

That:

- 1. Council enters into a two-year Events Sponsorship Agreement with Connecting Southern Gold Coast for the conduct of the Cooly Rocks On™ Festival, on a sliding financial scale, as determined.**
- 2. Any funding provided to Connecting Southern Gold Coast for the conduct of the Cooly Rocks On™ Festival is conditional upon the event organisers providing Council with a report detailing the return on investment arising out of each year's event.**
- 3. Council advises Connecting Southern Gold Coast that any requests for event infrastructure support of the Cooly Rocks On™ Festival will be charged to the applicant.**

REPORT:

Tweed Shire Council has been a supporter of Cooly Rocks On™, since its inception back in 2011, when the twenty year old Wintersun Festival transferred to Port Macquarie after the 2010 Festival.

Cooly Rocks On™ is promoted as *“all things “retro”, including rock ‘n’ roll, rockabilly and swing bands, dancing, fashions from the 50s and 60s, retro-stocked market stalls, and custom and classic cars and hot rods.”*

On 9 February 2017 the General Manager, Director Corporate Services and Events Officer met with the CEO of Connecting Southern Gold Coast, the new event organisers of Cooly Rocks On™ Festival. The discussions covered the disbandment of the previous Festival Committee, the direction going forward, and the new organisers desire to undertake a more formal evaluation of the event through an external evaluation company which would require approximately \$5,000 in additional funding to achieve.

Following Council's request for formal advice, on 6 March 2017 Connecting Southern Gold Coast advised that Cooly Rocks On (CRO) Inc. had disbanded *“as the financial strains of such an enormous festival proved unsurmountable for CRO inc. as a group of volunteers and as the Owners of the IP the Board of Connecting Southern Gold Coast decided to bring the Festival “in house” in 2017.”*

The new event organisers have also advised that in addition to a change in entity, the Cooly Rocks On™ Festival model has changed, with the most significant change being it is a free event. A copy of their letter dated 6 March 2017 and supporting funding document is provided as Attachment 1 to this report.

The funding document is requesting increased financial support of \$15,000 per year over two years, with Connecting Southern Gold Coast advising in an email dated 17 March 2017 that \$5,000 will be used *“for the Research undertaken by Chris Hunn, Principal of Research Company ‘Strategic Facts’..... the research will be reflected with the same modelling as that north of the border, so that the overall research is consistent.”* However what is unclear is why the event organisers are seeking funds over and above the required additional \$5,000:

	Council Endorsed	New Amount Requested	Additional to funds endorsed
2017	\$7,500	\$15,000	\$7,500
2018	\$5,000	\$15,000	\$10,000

Funding provided to Cooly Rocks On™ in 2016 was conditional upon the organisers providing Council with a report detailing the return on investment arising out of each year's event. An acquittal for the 2016 Festival has been provided with estimated numbers on local, intrastate, interstate and overseas participants, as well as spectators/audience, and event visitation. However, these figures do not indicate the numbers specific to the Tweed Shire Local Government area.

Connecting Southern Gold Coast advises that this year the event will encompass Tweed Shire as follows:

- A Cooly Rocks On™ car run to Kingscliff
- Kooly Kats Dance Championships at the Tweed Civic Centre in Tweed Heads which is expected to attract more than 400 people and 7 interstate Judges.
- Free entertainment by day, and evening entertainment will be in venues which are all mostly in NSW, eg. Twin Towns, Tweed Heads Bowls Club
- The use of Jack Evans Boat Harbour as a major venue for:
 - Car boot sale
 - Cars and Vintage Van displays and stalls
 - A 20m x 10m Roller-skating rink from June 7 to 11 from 11am till 5pm
 - An iconic Swap Meet – June 10, 7am till 11am
 - Dyna Racing – this static platform measures a cars horsepower and puts on a display of incredible ‘grunt’ for spectators.
 - “Free” Drive-in movies over three nights (for 120 cars each night).

OPTIONS:

That Council:

1. Reaffirms its resolution of 21 April 2016 and enters into a two-year Events Sponsorship Agreement with Connecting Southern Gold Coast for the conduct of the Cooly Rocks On™ Festival, on a sliding financial scale, as follows:

2017	2018
\$7,500	\$5,000

2. Enters into a two-year Events Sponsorship Agreement with Connecting Southern Gold Coast for the conduct of the Cooly Rocks On™ Festival, on a sliding financial scale, as follows:

2017	2018
\$12,500	\$5,000

3. Enters into a two-year Events Sponsorship Agreement with Connecting Southern Gold Coast for the conduct of the Cooly Rocks On™ Festival, on a sliding financial scale, to be determined.
4. Does not enter into an Events Sponsorship Agreement with Connecting Southern Gold Coast for the conduct of the Cooly Rocks On™ Festival.

CONCLUSION:

Cooly Rocks On™ Festival links with the music theme identified in the 2016-2020 Tweed Shire Events Strategy.

Council would welcome the results of the proposed research to be undertaken for the Cooly Rocks On™ Festival on local, intrastate, interstate and overseas participants, as well as spectators/audience, and event visitation specific to the Tweed Shire Local Government area.

It is recommended that Council enters into a two-year Events Sponsorship Agreement with Connecting Southern Gold Coast for the conduct of the Cooly Rocks On™ Festival, on a sliding financial scale.

COUNCIL IMPLICATIONS:

a. Policy:

2016-2020 Tweed Shire Events Strategy
Events Sponsorship Version 1.0

b. Budget/Long Term Financial Plan:

The 2015/2016 budget allocation for festival funding has been exhausted. There is, however, funding available from the Major Events Attractions budget should Council wish to proceed with the recommended sponsorship in this financial year.

c. Legal:

Not Applicable.

d. Communication/Engagement:

Inform - We will keep you informed.

UNDER SEPARATE COVER/FURTHER INFORMATION:

Attachment 1.

Letter and funding submission from Connecting Southern Gold Coast for the support of the Cooly Rocks On™ Festival (ECM 4445970)

CONFIDENTIAL ITEMS FOR CONSIDERATION

REPORTS THROUGH THE GENERAL MANAGER IN COMMITTEE

REPORTS FROM THE DIRECTOR ENGINEERING IN COMMITTEE

C1 [E-CM] Clarrie Hall Dam - Land Acquisition - 426 Commissioners Creek Road, Commissioners Creek

REASON FOR CONFIDENTIALITY:

The report discusses commercial negotiations and private financial arrangements, which should not be disclosed to the public in order to protect the privacy of the affected individuals.

Local Government Act

This report is **CONFIDENTIAL** in accordance with Section 10A(2) of the Local Government Act 1993, which permits the meeting to be closed to the public for business relating to the following: -

- (d) commercial information of a confidential nature that would, if disclosed:
 - (i) prejudice the commercial position of the person who supplied it, or
 - (ii) confer a commercial advantage on a competitor of the council, or
 - (iii) reveal a trade secret.

Validms



Supporting Community Life

LINKAGE TO INTEGRATED PLANNING AND REPORTING FRAMEWORK:

- 2 Supporting Community Life
 - 2.3 Provide well serviced neighbourhoods
 - 2.3.2 Provision of a secure, high quality and reliable drinking water supply services which meets health and environmental requirements and projected demand
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