

# Agenda

## **Special Meeting (Festive Season Strategy and Tourism Development Matter)**

**Wednesday, 5 June 2013**

**commencing at 9.00am**

**Council Chambers, Corner Currie and Bury Streets, Nambour**



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**1 DECLARATION OF OPENING**

On establishing there is a quorum, the Chair will declare the meeting open.

**2 RECORD OF ATTENDANCE AND LEAVE OF ABSENCE****3 OBLIGATIONS OF COUNCILLORS****3.1 DECLARATION OF MATERIAL PERSONAL INTEREST ON ANY ITEM OF BUSINESS**

Pursuant to Section 172 of the *Local Government Act 2009*, a councillor who has a material personal interest in an issue to be considered at a meeting of the local government, or any of its committees must –

- (a) inform the meeting of the councillor's material personal interest in the matter; and
- (b) leave the meeting room (including any area set aside for the public), and stay out of the meeting room while the matter is being discussed and voted on.

**3.2 DECLARATION OF CONFLICT OF INTEREST ON ANY ITEM OF BUSINESS**

Pursuant to Section 173 of the *Local Government Act 2009*, a councillor who has a real or perceived conflict of interest in a matter to be considered at a meeting of the local government, or any of its committees must inform the meeting about the councillor's personal interest the matter and if the councillor participates in the meeting in relation to the matter, how the councillor intends to deal with the real or perceived conflict of interest.

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**4 REPORTS DIRECT TO COUNCIL****4.1 COMMUNITY SERVICES****4.1.1 FESTIVE SEASON STRATEGY**

<b>File No:</b>	<b>Council Meeting</b>
<b>Author:</b>	<b>Manager Customer Relations Community Services Department</b>
<b>Appendices:</b>	<b>App A - Festive Season Program - Options and Costs..... 19</b>
<b>Attachments:</b>	<b>Att 1 - Market Facts Community Survey Report - February 2013 27</b>
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**PURPOSE**

The adopted Festive Season Strategy 2010-2015 program of events and activities is under review. This report seeks Council's direction in relation to the future model of delivery for the festive season program by offering a range of options for consideration. The adopted option would be implemented and funded starting in the 2014/2015 financial year.

**EXECUTIVE SUMMARY**

The Festive Season is described as that period from 1 December to Australia Day.

As per the adopted Festive Season Strategy 2010-2015 and council budget, Council allocates more than \$900,000 annually to celebrate the Festive Season. The Council endorsed program of events and activities delivered includes:

- Six Council produced events
- A Festive Season grants program (offered as part of the Community Grants Program which for the remainder of this financial year is in abeyance in accordance with Council resolution SM12/09). The Community Grants Program funded 25 festive season events in 2012/2013
- 17 community produced/Council supported festive events (individually identified for funding under the Festive Season Strategy to receive a grant for the life of the Strategy)
- 30 Council decorated festive trees spread across communities on the Sunshine Coast
- 221 festive street banners installed across the region
- A Green Arts Festive Program which funded 14 workshops across the region.

The Festive Season Strategy 2010-2015 is currently under review. The review is timely as it allows Council the lead in time required to plan and make changes to the delivery of events and activities before the life of the Strategy expires, while also considering the impacts of four major changes being faced by Council:

- de-amalgamation

- constraints of the 2013/2014 budget
- the current economic climate – in relation to partnership and sponsorship opportunities and
- the cancellation of the 2012/2013 Community Grants Program (including Festive Season category). This is the second round which is used by community groups to fund festive season activities in 2013/2014.

The report recommends Council consider a two staged approach to reducing its financial support of Festive Season activities on the Sunshine Coast with the 2013/2014 model to remain in place, but with a reduction in funding from \$900,580 to \$760,000. This reflects both the actual spend in 2012/2013 on this program and identified savings to be achieved by further streamlining some of the events and activities. The savings include the decision by Council to suspend the Community Grants Program and does not assume that this budget will be re-instated for 2013/2014 noting that Council is yet to consider this matter as part of the budget deliberations.

The second stage is the introduction of the new model of program delivery which will deliver savings, dependent on the option Council adopts as part of the 2014/2015 budget. This staged timing will allow the lead in time required by Council to manage community expectation, hand over responsibilities to the community, as identified, and develop community capability, as required.

The delivery of the 2013/2014 program will give identified community groups who may agree to take on some of the currently Council owned and funded activities, to be literally on hand, shadowing or partnering Council staff while the events and activities are being planned, managed and delivered.

## **OFFICER RECOMMENDATION**

**That Council:**

- receive and note the report titled “Festive Season Strategy ”**
- refer the proposed 2013/2014 funding for the Festive Season program of events and activities to the 2013/2014 budget process (Appendix A)**
- relinquish the Festive Season Strategy 2010-15 and instead deliver an annually endorsed Festive Season program of events and activities under the umbrella of the Sunshine Coast Council Events Policy and the Sunshine Coast Council Community Events and Celebrations Strategy and**
- endorse a new service model of delivery for the Festive Season program of events and activities and refer the budget, as outlined in this report, to the 2014/2015 budget considerations.**

## **FINANCE AND RESOURCING**

The aim of this report is to ask Council to consider a series of options to change the way and the resourcing required for the delivery of the Festive Season Program of Events. Appendix A outlines the financial resource required to support each component of each model.

It must be noted that the options will have an impact on staffing levels and skill sets. These impacts have not been addressed within this report. However, the staff costs for each Festive Season Event, if delivered according to the current service level delivery model (Option 1) are listed separately within Attachment 4: *Festive Season 2012-2013 – summary report*



*including budget breakdown.* Please note that these are estimates as time sheets are not produced as a staff requirement. The staff breakdown has not been included for the current Community Grants Program (Festive Season category) which is on hold, nor the Green Arts Program, as they are components of larger programs and difficult to estimate.

The recommendation to endorse the current model of delivery for the Festive Season program of events and activities will generate some savings in the 2013/2014 financial year.

As the majority of the Festive Season program will be delivered prior to the new Noosa Council start date of 1 January 2014, there is minimal financial impact with only \$2000 identified as part of the Festive Season strategy endorsed community grants program, provided for a Noosa Australia Day event.

The following table outlines the adopted budget for 2012/2013 and the proposed 2013/2014 budget.

**Table 1: Option 1 - Proposed Festive Season budget 2013/2014**

<b>Festive activity</b>	<b>Budget 2012/13 (adopted)</b>	<b>Budget 2013/14 (proposed)</b>
Tree decorations	\$221,876	\$ 165,000
Street banners	\$23,000	\$ 23,500
Festive marketing, surveying, and review costs	\$30,936	\$ 20,000
Green Arts Festive Program	\$10,000	\$ -
Council produced events		
- Carols at Cotton Tree	\$40,000	\$ 35,000
- Carols on Kings	\$50,000	\$ 40,000
- Mooloolaba NYE	\$278,500	\$ 275,000
- Australia Day Awards	\$30,000	\$ 30,000
- Australia Day Citizenship Ceremony	\$20,000	\$ 20,000
- Australia Day Kings Beach	\$50,000	\$ 40,000
Community events funded by the endorsed Strategy and the Community Grants Program	\$146,268	\$ 108,000*
<b>Total Expenditure (ex GST)</b>	<b>\$900,580</b>	<b>\$ 756,500</b>

\*Strategy funded groups with Agreements until 2015/2016 – not including community grants program. Council usually allocates about \$45,000 in two annual (calendar year) rounds of the Community Grants Program (Festive Season category).

## **CORPORATE PLAN**

**Corporate Plan Theme:** *Innovation & Creativity*

**Emerging Priority:** 3.1 - Partnerships and alliances that drive innovation

**Strategy:** 3.1.1 - Foster partnerships with governments, business and the community to encourage innovation and sustainability

**Corporate Plan Theme:** *Social Cohesion*

**Emerging Priority:** 5.3 - A sense of identity and belonging

**Strategy:** 5.3.3 - Support community and neighbourhood celebrations, events and local festivals

**Corporate Plan Theme:** *Great governance*

**Emerging Priority:** 8.6 - An informed and engaged community

**Strategy:** 8.6.3 - Keep the community informed about Council's activities through a wide range of communication tools

## CONSULTATION

### Internal Consultation

In developing this report, the below areas were consulted to inform the detail of both the report and the service delivery models outlined in the options:

- Councillors
- Community Services Department (Community Response and Community Development)
- Infrastructure Services Department (Parks and Gardens)
- Finance and Business (Corporate Governance).

Note: all Council Departments and Branches identified as having a stake in the Draft Festive Season Strategy (revised) were invited to provide feedback on the strategy prior to it going to Council in November 2013. These stakeholders were listed in the report *Festive Season Strategy 2010-2015 Review* that Council considered at that time.

### External Consultation

- Community generally
- Community stakeholder groups, including:
  - Caloundra Chamber of Commerce
  - Coolum Business & Tourism Association
  - Coolum Beach Lions Club
  - Maroochy Chamber of Commerce
- Festive Season event audiences.

### Community Engagement

Depending on the option endorsed by Council for the ongoing delivery of the Festive Season program of events and activities, Council officers will be required to conduct a targeted community engagement program. The program will involve direct contact via mail, email, phone and in person with Councillors, community and church groups.

The endorsement of Options 3 and 4 will also require extensive internal engagement to set up new processes and procedures with the areas of Council that would become responsible for some components outlined in the models.

## PROPOSAL

Sunshine Coast Council allocates more than \$900,000 annually to celebrate the Festive Season within the region.

The budget delivers a range of events and activities in line with the actions outlined in the adopted Festive Season Strategy 2010-2015. The Festive Season is described as that period from 1 December to Australia Day.

The program of events and activities delivered by Council, and governed by the Festive Season Strategy, includes:

- Six Council produced events
- A festive season grants program (offered as part of the Community Grants Program that has been put on hold for this financial year). The program funded 25 festive season events in 2012/2013
- 17 community produced/Council supported festive events (individually identified for funding ; the Festive Season Strategy to receive a grant for the life of the Strategy)
- 30 Council decorated festive trees spread across communities on the Sunshine Coast
- 221 Festive street banners installed across the region and
- A Green Arts Festive Program which funded 14 workshops across the region.

The proposals in this report are the result of an extensive review process and the need to refocus the review to include consideration of the four major changes facing Council, being de-amalgamation; budget cuts; the current economic climate ( in relation to partnership and sponsorship opportunities); and the suspension of the 2012/2013 Community Grants Program.

The objective of this report is to address the above issues by offering Council a range of options to reduce the size, scope and ultimately improve the financial sustainability of a Festive Season program of events for the region.

The report recommends Council consider a two staged approach to reducing its financial support of Festive Season activities on the Sunshine Coast with the 2013/2014 model to remain in place but with a reduction in funding from \$900,580 to \$760,000. This reflects both the actual spend in 2012/2013 on this program and identified savings to be achieved by further streamlining some of the events and activities. The savings assume that a Community Grants Program (Festive Season category) will not be endorsed by Council for 2013/2014.

The second stage is the introduction of the new model of program delivery, which will deliver a level of savings, dependent on the option Council adopts, as part of the 2014/2015 budget. This staged timing will allow the lead in time required by Council to manage community expectation, handover responsibilities to the community as identified and develop community capability or capacity as required.

The delivery of the current 2013/2014 program by Council, will give identified community groups who may agree to take on some of the currently Council owned and funded activities, the opportunity to be literally on hand, shadowing or partnering Council staff, while the events and activities are being planned, managed and delivered.

The options described below and in Appendix A will have an impact on staffing levels and skill sets. These impacts have not been addressed within this report. However, the staff costs for each Festive Season Event, if delivered according to the current service level delivery model (Option 1) are listed separately within Attachment 4: *Festive Season 2012/2013 – summary report including budget breakdown*. Please note that these are estimates as time sheets are not produced as a staff requirement. The staff breakdown has not been included for the current Community Grants Program (Festive Season category) which is on hold, or the Green Arts Program as they are components of larger programs and difficult to estimate.

The proposal is for Council to discuss and consider the service delivery model options and provide Council officers with direction.

**Option 1**

Option 1 describes the current service delivery model for the Festive Season Program of events and activities (status quo). The budget describes the current budget however, it must be noted that as per the table in the Finance and Resourcing section of this report, because the actual spend on this program in 2012/2013 was less than budgeted (for detail see Attachment 4: Festive Season 2012/2013 – summary report including budget breakdown) due to a review and scaling down of some components of the events and activities, and the negotiation of both in-kind and monetary sponsorship, a reduced budget is proposed for this option in 2013/2014.

If Council selects this option, i.e. the status quo, for its festive season service delivery model beyond 2013/2014, there is no guarantee that the savings will be maintained due to continued pressure on Councillors by community and business groups, and individuals for more funding, decorations, events etc.

Note that some of the savings in the table are due to the dissolving of the 2012/2013 Community Grants Program (Festive Season category).

Further savings are anticipated with the down scaling of the Australia Day Celebrations at Kings Beach Park, in consultation with the divisional Councillor. Refer to this component in Option 3.

**Option 2**

This option describes a regional approach to Council owned and produced events and a grants program (by application) for community owned Festive Season events.

It also suggests the condensing of the Festive Season decoration program, in consultation with Councillors, noting that some Councillors have already identified opportunities to scale back the number of Christmas trees that are decorated by Council, within their division. This will provide a further saving to Council.

This service delivery model promotes a community development approach to festive events the community wish to establish or manage. Council's role will be professional event advice and direction to enable the events to become sustainable without a reliance on Council funding.

The model describes one regional Christmas Carol events that Council's event officers will continue to grow (within the confines of the budget allocated) making it attractive for high profile sponsors to partner Council, reducing Council spend over a period of time and working towards the transfer of ownership.

Mooloolaba New Year's Eve, Australia Day Awards and Australia Day Citizenship ceremonies and events remain the same as described in Option 1.

Under this option, the Festive Season Program budget would decrease by more than \$200,000 (depending on the budget allocated to the Festive Season Grants component of the model and the extent that the festive season decorations can be streamlined) compared to the current festive season program budget.

**Option 3**

This option describes a local approach to Council owned and produced Christmas Carol events where Council partners, as a sponsor only, a local community group to deliver up to five carol events in the region.

The model suggests three coastal and two hinterland events with two of the locations to be Kings Beach Park, Caloundra (home of the current Council produced Carols on Kings); and Cotton Tree Park, Maroochydore (home of the current Council produced Cotton Tree Carols).

The option suggests approaching local church groups to partner as some informal approaches to Council have indicated these groups have an interest in being involved in community events.

Some of the larger congregations also have active volunteers willing to provide the services required to support an event, at little or no cost, something Council is unable to achieve.

Such an event would necessarily become a simple, more traditional, family orientated Christmas celebration. Council's negotiations would include an emphasis on a secular program to attract diverse audiences.

This model also allows for Council to support an already established community carols event.

In relation to trees and decorations, the model suggests Council decorate one Christmas tree only in each division, using Council owned decorations i.e. decorations will not be hired. The location of each tree will be selected in consultation with the divisional Councillor and Council's Parks and Gardens staff.

It also suggests that an annual \$5000 grant per division be provided to business groups to contribute to the purchase of appropriate Christmas decorations for use in business areas.

To avoid the risks associated with these decorations being installed on public land – the business groups will purchase, own, maintain and install the decorations on private land only. For example, the business group may choose to decorate, with lights or other decorations, shop fronts. The aim of this approach is to encourage the community to support local businesses and shop locally while enjoying the feeling of Christmas. It is anticipated that this process will allow the business groups to build their store of festive season decorations over consecutive years.

The banners will continue to be installed at current locations.

There is no Festive Season grants program under this option.

Mooloolaba New Year's Eve, Australia Day Awards and Australia Day Citizenship ceremonies and events remain the same as described in Option 1.

The objective of the Australia Day celebration will be to activate Kings Beach Park as a family gathering space with a low key flag raising ceremony and the possibility of a live broadcast of Australian music.

Under this option Council could anticipate a \$300,000 saving when compared to the current model's budget.

#### **Option 4**

The specific feedback from some Councillors has shaped this model. This model is not recommended by officers however, financially it is the most inexpensive model compared to the previous options.

In this model, there are no Council owned, sponsored or produced Christmas Carol events or Christmas decorations.

All community groups have the opportunities to fund Festive Season events or decorations via access to a Festive Season Community Grants program.

The decorations component is a high risk option in relation to liability if something goes wrong. The community groups would purchase, maintain, store and install their own decorations. A permit process would need to be developed in conjunction with the Community Response Branch if the installation is to occur on public land. The process would need to include a range of criteria including mandatory public liability insurances, specifications in relation to the quality and suitability of the decorations, the locations available for installation, and the experience of the installer (electrician).

Mooloolaba New Year's Eve, Australia Day Awards and Australia Day Citizenship ceremonies and events remain the same as described in Option 1.

### **Legal**

There are no legal ramifications relevant to this report. However, current agreements with community groups would need to be considered should any revision to community funding agreements be supported.

### **Policy**

The Sunshine Coast Events Policy articulates Council's role in supporting, partnering, facilitating and delivering events across the region. This policy and the Festive Season Strategy 2010-15 have been referenced to produce this report and develop the different options.

This report also requests that Council reconsider the need for a Festive Season Strategy. It is recommended that the Festive Season program be adopted annually in line with an endorsed delivery model and that the program sit under the Events and Celebrations Strategy which is also governed by the Events Policy.

### **Risk**

#### Public liability

Two of the options proposed include the devolvement of responsibility for the installation of festive season decorations from Council to the community. Option 4 is particularly high risk due to the expectation that community owned, purchased and maintained and decorations would be permitted to be installed on public land.

Some mitigation would be achieved via a permit process which would need to include a range of criteria including mandatory public liability insurances, specifications in relation to the quality and suitability of the decorations, the locations available for installation, and the experience of the installer (electrician).

There is also a risk that community groups may not be willing to take on the responsibility of these devolved events and activities.

#### Reputation

Any decision to reduce a Council program or service, particularly one that includes free entertainment, carries with it the risk of Council being criticised by the community.

However, the risk to reputation is also high if Council continues to fund the program of free entertainment and activities while reducing other essential services and programs to achieve budget savings.

The key to communicating the decision of Council on this matter should be closely linked to the provision of core services to the community and the cost to Council of providing these services in the current economic environment.

**Previous Council Resolution**

Council Resolution (OM12/175) – Meeting date: 15 November 2012

*That Council:*

- (a) *receive and note the report titled “Festive Season Strategy 2010-2015 review”;*
- (b) *endorse the draft Festive Season Strategy 2010-2015 – revised edition (updated November 2012) (Appendix A) for the purpose of consultation with stakeholders and the community; and*
- (c) *be provided with a further report in early 2013 that advises of the community and stakeholder consultation feedback and includes an updated draft Festive Season Strategy 2010-2015 for Council’s consideration.*

Council Resolution (OM10/283) – Meeting date: 27 October 2010

*That Council:*

- (a) *receive and note the report title “Events Policy, Community Events and Celebrations Strategy; and Festive Season Strategy;*
- (b) *adopt the Event Policy (Appendix A as amended);*
- (c) *endorse the Community Events and Celebrations Strategy (Appendix B as amended);*
- (d) *endorse the Festive Season Strategy (Appendix C as amended);*
- (e) *refer the Additional Budget Requirements (Appendix D as amended) funding request of the \$337,000 to the 2010/2011 Budget Review 2; and*
- (f) *acknowledge the significant range of celebratory and festive events support by community associations and businesses.*

**Related Documentation**

There are a number of related policies, strategies and legislation guiding and informing the review of the Festive Season Strategy 2010-2015, including:

**Sunshine Coast Council**

Sunshine Coast Community Plan (2011)  
Corporate Plan 2009-2014  
Events Policy (2010)  
Community Events and Celebrations Strategy 2010-2015  
Festive Season Strategy 2010-2015  
Volunteers Policy (2010)  
Community Engagement Policy (2009)  
Grants Policy (2009)  
Sponsorship Policy (2010)  
Brand Policy (2010)  
Placemaking Policy and Charter (2012)  
Open Space Strategy (2011)  
Access and Inclusion Plan (2011)  
Reconciliation Action Plan (2011)  
Cultural Development Policy (draft)  
Privacy Policy (organisational) (2010)

**Queensland Government**

*Local Government Act (2009)*  
*Aboriginal Cultural Heritage Act (2003)*  
*Torres Strait Islander Cultural Heritage Act (2003)*  
*Environmental Protection Act (1994)*

*Tourism Queensland Act (1979)*

**Australian Government**

*Environment Protection and Biodiversity Act (1999)*

*Burra Charter (1999)*

**Critical Dates**

The planning for the Festive Season of activities and events for 2013/2014 has started with the bulk of the work to be carried out from 1 July 2013. During this period Council will need to source and confirm community partners for the delivery of some components of the festive season program of activities and events if, as some of the options describe, the components are to be devolved from Council ownership. This will allow the groups to shadow Council officers during the delivery of this year's program.

Council's decision on a Community Grants program (Festive Season) for 2013/2014 will provide the lead-in time required for either:

- the promotion of the program, assessment of applications and event planning for the successful candidates or
- targeted advice regarding the absence of the grants program to those community groups that have, in the past, received a grant annually via this program so that they have the opportunity to consider contingencies for their event.

**Implementation**

Community Services Department will be responsible for implementing the Festive Season Program of events and activities as follows:

**2013/2014**

The Festive Season program of events and activities will be put into place as per the current delivery model.

*July 2013*

If Council endorses a Community Grants Program (Festive Season Category) for 2013/2014, work will start in July to advise the community groups of its availability. The application and assessment process will need to be shortened to allow the community groups enough time to plan their festive season events.

If Council does not endorse Community Grants Program (Festive Season Category) for 2013/2014, work will start in July to advise the community groups generally, and more specifically, community groups identified as being reliant on the funding for their festive season events, that the grant program is no longer available.

*July 2013-January 2014*

Council officers plan, manage and deliver the Council endorsed Festive Season program of events and activities.

*July /August 2013*

If Council endorses a service delivery model as described in options 2, 3 or 4, Council officers will work with Councillors to identify and approach community and church groups to negotiate the ownership of the festive season components described as requiring devolvement.



*August 2013 – January 2014*

Officers will establish a mentoring program, if required, so that the groups can shadow Council organisers of this year's program.

*January – April 2014*

Process, guidelines and permits will be put into place to support the endorsed service delivery model for the 2014/2015 Festive Season.

**2014/2015***June 2014*

Council will be required to consider and endorse the budget for the new service delivery model, adopted in June 2013, for implementation.

*July 2014 – January 2015*

Council officers will deliver the Council owned components of the Festive Season program of events and activities including the provision of advice and support to community and church groups taking on the devolved components of the program.

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## Appendix A: Festive season delivery models – options and costs

	Option 1 (Current program)	Budget (actuals 2012/13)	Proposed (2013/14)	Option 2	Budget	Option 3	Budget	Option 4	Budget
1.	Carols on Kings	\$50,000 (\$41,480)	\$40,000	The Mayor’s Christmas Carols (regional event) Produce one regional Carols event only. Hold it at a more centralised venue, capable of holding larger audiences. Consider: <ul style="list-style-type: none"> <li>• Park and ride, shuttle bus, Sunbus timetables</li> <li>• Align with a local charity</li> <li>• Opps to live broadcast (radio, internet)</li> <li>• Source more/bigger name sponsors (a larger event, broadcast, with larger audiences is a more attractive proposition eg. Sydney’s Carols in</li> </ul>	\$75,000	Council sponsor five local community Christmas Carol events up to \$10,000ea.  The events are organised by a community group eg. church group.  This model recommends that the sponsored events are already established (showing experienced event organisers). The funds would be tied to criteria such as audience numbers, satisfaction surveys/feedback – to ensure meeting goals of a “local” celebration”.  Sponsorship would be tied for a period of time	\$50,000	No council owned Christmas Carol events  (refer to grants program)	
	Cotton Tree Carols	\$40,000	\$35,000						

## Appendix A: Festive season delivery models – options and costs

	Option 1 (Current program)	Budget (actuals 2012/13)	Proposed (2013/14)	Option 2	Budget	Option 3	Budget	Option 4	Budget
				<p>the Domain, Melbourne’s Myer Music Bowl Carols by Candlelight)</p> <p>Possible long term goal: majority of funding to come from commercial entity/ies, Council moves to sponsor only.</p>		<p>(eg. five years)</p> <p>The recommended locations are: Coolum, Maroochydore’s Cotton Tree Park , Caloundra Kings Beach Park, Beerwah and one other hinterland location.</p> <p>The selection of the two current (council owned)Carol event sites ensures regular audiences are not disappointed, and provides a community group with an already established “brand” for their carols event.</p> <p>Council officers would be available to provide advice, direction etc as/if</p>			

## Appendix A: Festive season delivery models – options and costs

	Option 1 (Current program)	Budget (actuals 2012/13)	Proposed (2013/14)	Option 2	Budget	Option 3	Budget	Option 4	Budget
						required to the community/church groups producing the five events.			
2.	<p>Christmas decorations. Including: Christmas trees and street banners (\$23,000) etc plus hire, installation and maintenance costs, at more than 40 locations.</p> <p>Note that the proposed budget for 13/14 has reduced due to</p>	<p>\$244,876 (\$228,833)</p>	\$188,500*	<p>Continue to look at opportunities to reduce the number of tree locations to both reduce costs and increase effectiveness as a local community focal point/location for the festive season.</p> <p>No changes to Banner installation is proposed (\$23,000)</p>	\$188,500*	<p>One decorated Christmas tree per division only to be installed by Council.</p> <p>Use only decorations currently owned and maintained by Council. Any savings will be in the area of installation (Less trees to decorate), and hire costs (some decorations are hired)</p> <p>Continue to install street banners at current locations (\$23,000)</p>	\$132,000*	<p>All Christmas decorations to be managed, maintained and installed by the community (including the current Council owned decorations which will be handed to the community.)</p> <p>In relation to the banners, that the normal process for installation and permissions will apply ie in consultation with Energex or an Energex</p>	\$95,000

## Appendix A: Festive season delivery models – options and costs

Option 1 (Current program)	Budget (actuals 2012/13)	Proposed (2013/14)	Option 2	Budget	Option 3	Budget	Option 4	Budget
<p>the decommissioning of some trees as agreed by divisional Councillor - the council owned decorations will be installed on the main tree in that division.</p> <p>(The saving is in the hire, installation and maintenance costs)</p> <p>Decommission:</p> <ul style="list-style-type: none"> <li>• Landsborough</li> <li>• Bokarina</li> <li>• Town of Seaside</li> <li>• Pacific Paradise</li> </ul>					<p>Annual \$5000/division grant to be made available to business groups for the purchase of additional decorations to build the asset.</p> <p>All of these decorations will be the property of the business group and are to be stored, maintained and installed by the business groups.</p> <p>To reduce liability to Council, these decorations will not be permitted on public land – the suggestion is for the decorations to be used on street frontages or similar.</p> <p>If the groups decide to</p>	\$50,000	<p>appointed contractor.</p> <p>Crs to then decide the best method to distribute the non-asset based component of this budget item ie the funds used for maintenance and installation.</p> <p>It is recommended that the amount available be capped and that an application process be developed to ensure criteria adhered to.</p> <p>Note: a permit process will need to be developed to limit the health and safety, and</p>	

### Appendix A: Festive season delivery models – options and costs

	Option 1 (Current program)	Budget (actuals 2012/13)	Proposed (2013/14)	Option 2	Budget	Option 3	Budget	Option 4	Budget
	*includes \$30,000 required to install, maintain and hire decorations at six sites in the new Noosa local government area.					use the funds for street banners, the normal process for installation and permissions will apply ie in consultation with Energex or an Energex appointed contractor.		liability risks to council.  *This is a high risk option due to the use of public land and the Council provision of decorations and the funds for decorations.	
3.	Community Grants Program (Festive season category) – by application	\$45,280	Dependent on Council decision re continuation of this program	Festive Season Community Grants program – community groups can apply for grants to support local, community based festive season events up to and inclusive of Australia Day. The grants program will be criteria based.  Council would work	\$50,000- \$100,000	No grants program		Each division is provided with an agreed (\$10,000 recommended) fund to go towards a Festive Season event and the local councillor works with the community to identify what festive event/s should be supported and at what location.	\$100,000
4.	Council sponsored events (named in Festive Season Strategy) – no application process	\$100,988  (\$91,548) – some funds returned as event did not go	\$108,000						

### Appendix A: Festive season delivery models – options and costs

	Option 1 (Current program)	Budget (actuals 2012/13)	Proposed (2013/14)	Option 2	Budget	Option 3	Budget	Option 4	Budget
		ahead due to inclement weather		with a large community group to take on the Carols on Kings and the Cotton Tree Carols and assist via this grants program.					
5.	Green Arts Festive Program	\$10,000							
6.	Festive Season Marketing (including survey/review program)	\$30,936 (\$26,793)	\$20,000	Reduce – use more online programming	\$20,000	Reduce – use more online programming	\$20,000	Reduce – use more online programming	\$20,000
7.	NYE Mooloolaba	\$278,500 (\$249,854) – saving was due to increased sponsorship	\$275,000	No change to NYE Mooloolaba	\$275,000	No change to NYE Mooloolaba	\$275,000	No change to NYE Mooloolaba	\$275,000



### Appendix A: Festive season delivery models – options and costs

	Option 1 (Current program)	Budget (actuals 2012/13)	Proposed (2013/14)	Option 2	Budget	Option 3	Budget	Option 4	Budget
8.	Australia Day Citizenship Ceremony (rotate location annually across the region)	\$20,000  (\$17,369)	\$20,000	No change	\$20,000	No change	\$20,000	No change	\$20,000
9.	Australia Day Awards Ceremony (rotate location annually across the region)	\$30,000	\$30,000	No change	\$30,000	No change	\$30,000	No change	\$30,000
10.	Australia Day Celebration event (held at Kings Beach Park)  *Recent discussion with the divisional Councillor have highlighted	\$50,000  (\$20,000)	\$40,000*	No council funded Australia Day celebration (refer community groups to grants program)		Acknowledge the day with small Flag raising ceremony at Kings Beach Park, in conjunction with local air force cadets or similar.  Encourage families to use the park by broadcasting (DJ/Radio) Aussie music	\$10,000 max	No council funded Australia Day celebration (refer to grants program)	

### Appendix A: Festive season delivery models – options and costs

Option 1 (Current program)	Budget (actuals 2012/13)	Proposed (2013/14)	Option 2	Budget	Option 3	Budget	Option 4	Budget
opportunities to reduce this budget as of 13/14					for an agreed period (to be negotiated)			
<b>TOTAL</b>	<b>\$900,580</b>	<b>\$756,500</b>		<b>\$660,000- \$710,000</b>		<b>\$587,000</b>		<b>\$540,000</b>

Note: the options do not include Council officer salaries. Dependent on the option chosen, the salaries budget will reduce, noting that some components of the options will impact on resourcing of other branches eg. grants, permits.



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**Research Report for:**

**Sunshine Coast Regional Council**

**Community Event –  
Combined**

February 2013

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## INTRODUCTION

Market Facts was commissioned by Sunshine Coast Regional Council (SCRC) to undertake data processing, analysis and reporting of their Christmas holiday community event surveys. The research will be used to determine user satisfaction with four community events held over the Christmas holiday period, including:

- Christmas Carols at Cotton Tree
- Christmas Carols at Kings Beach
- New Years Eve at Mooloolaba

This report contains the combined data of the above events.

### *Research Methodology*

SCRC developed the survey questionnaire (included in Appendix A). Face to face exit intercept interview surveys were undertaken by SCRC field appointed team at the community event(s). Using basically the same survey questionnaire, an online Survey Monkey® was created on Council's website.

Separate reports have been presented to SCRC with the results for each of the festive events. This report contains the merged data analysis for all three community events. A combined total sample of n=410 questionnaires.

### *Data Processing and Analysis*

As a matter of course the survey data, after input, was cleaned and logic-checked to ensure error-free detailed tables. All percentages in the tabular output have been rounded to one decimal point. Significance tests have been applied to identify those differences in response among the various subgroups, which were highly unlikely to have occurred due to chance.

All responses were coded and computer-analysed using the following breaks of:

- Age
- Gender
- Whether resident or visitor
- Would they attend again
- Would they recommend the events to others
- Did they consider the event value for money

These breaks were established to enable the identification of significant differences in response patterns among the various community sectors represented by the sub-samples. For all analysis of these standard demographic breaks, we have applied significance tests to the differences between the sub-samples and the total sample. These appear in the tables as:

+++	significantly greater than the sample result at the 99% level of confidence
++	significantly greater than the sample result at the 95% level of confidence
+	significantly greater than the sample result at the 90% level of confidence
---	significantly lower than the sample result at the 99% level of confidence
--	significantly lower than the sample result at the 95% level of confidence
-	significantly lower than the sample result at the 90% level of confidence

All data tables are included in the Appendix of this report.

**KEY FINDINGS**

**Awareness of Community Event**

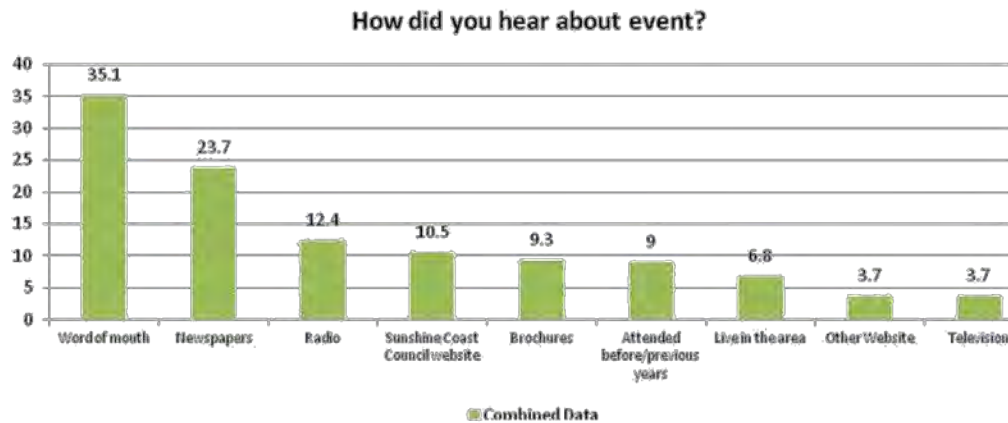
**1) How did you hear about the Event?**

By far, 'word of mouth' (35.1%) was the most popular way of finding out about this community event.

Other popular mediums were:

- Newspapers (23.7%)
- Radio (12.4%)

10.5% of respondents had heard about the community events through the Council's website.



Significant variances from the sample average (shown for combined data in graph above) were by:

**Age group**

- 14.7% of respondents aged 35-44 – Council's website
- 22.6% of respondents aged over 65 – Radio
- 36.4% of respondents aged 55-64 – Newspapers
- 9.1% of respondents aged 55-64 – Posters
- 70.6% of those respondents aged 18\* and under – word of mouth

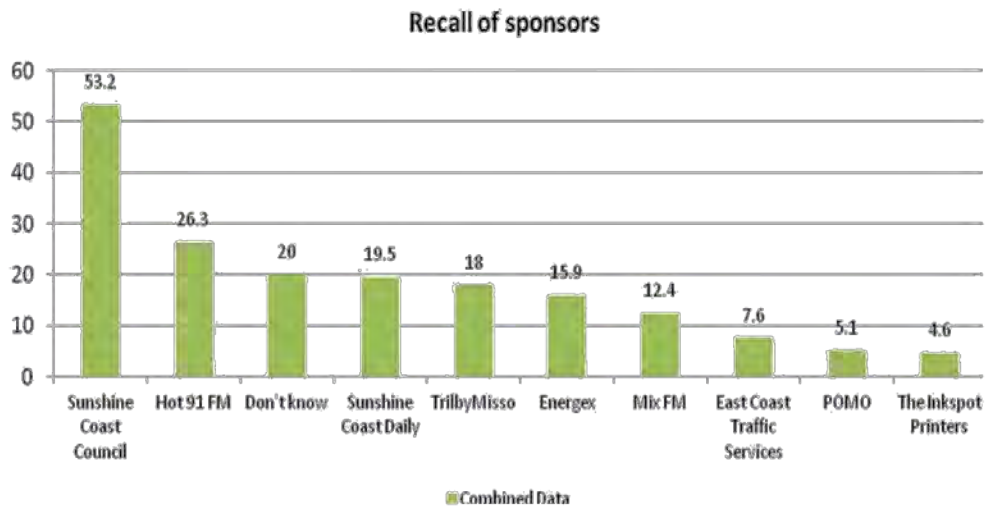
\*NB: % quoted are indicative only and cannot be relied on statistically due to low sub-sample size for this age group of n=17

**Sponsorship**

**2) What Sponsors do you recall seeing at the event, who is involved in making this happen?**

The top three most recognised sponsors were:

- Sunshine Coast Regional Council (53.2%)
- Hot FM (26.3%)
- Sunshine Coast Daily (19.5%)



Significant variances from the sample average (shown for combined data in graph above) were by:

*Age group*

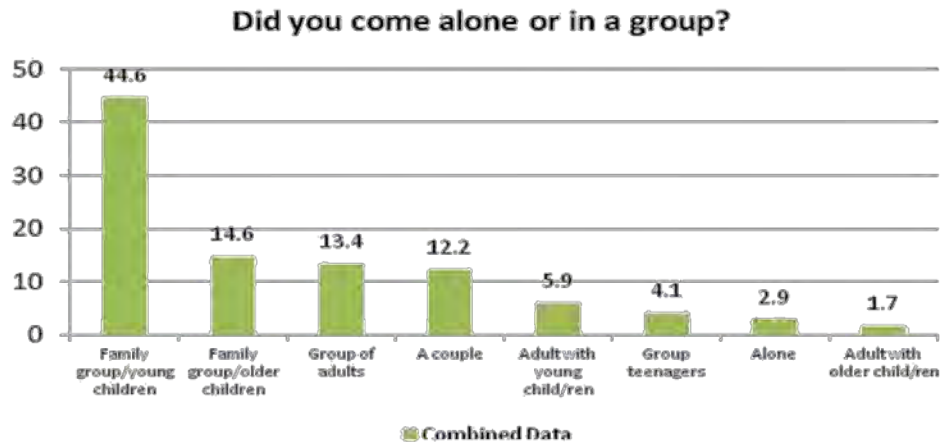
- 74.2% of respondents aged over 65 – Sunshine Coast Council
- 40.3% of respondents aged over 65 – Hot91FM
- 24.2% of respondents aged over – Energex
- 35.3% of respondents aged under 18\* – don't know

*\*NB ; % quoted are indicative only and cannot be relied on statistically due to low sub-sample size for this age group of n=17*

### Attraction to Community Event

#### 3) Did you come here tonight alone or in a group?

- The majority (44.6%) of respondents attending the community event had come as part of a family group with young children (compared to 34% intercept and 33.3% online).



Significant variances from the sample average (shown for combined data in graph above) were by:

#### Age group

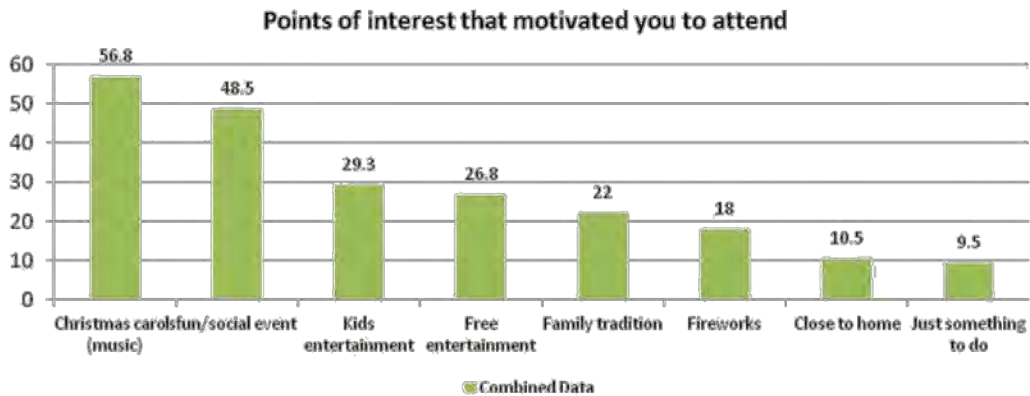
- 62% of respondents aged 35-44 – family group/young children
- 23.6% of respondents aged 55-64 – group of adults



**4) What are some of the points of interest that motivated you to come along to the Event?**

The key points of interest for those attending were:

- Fireworks (compared to 51% intercept), and
- Fun/social event (compared 43% intercept and 33.3% online)



Significant variances from the sample average (shown for combined data in graph above) were by:

*Age group*

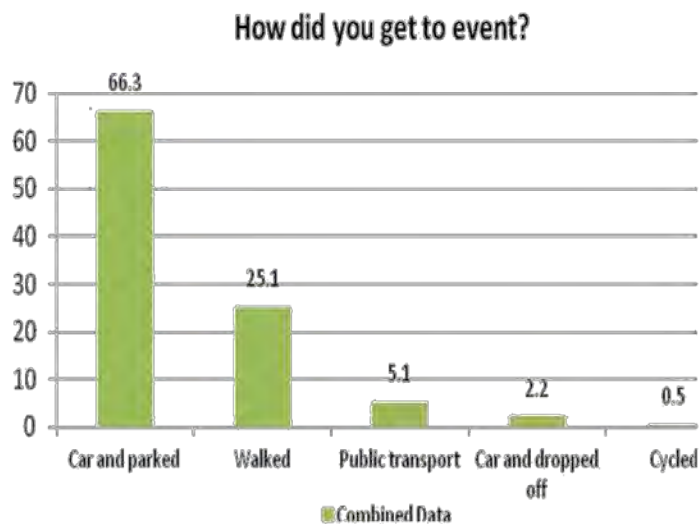
- 43.5% of respondents aged over 65 – kids entertainment
- 32.3% of respondents aged over 65 – family tradition
- 44.1% of respondents aged 25-34 – kids entertainment
- 29.7% of respondents aged 55-64 – fireworks
- 88.2% of respondents aged under 18\* – fun/social event

\*NB ; % quoted are indicative only and cannot be relied on statistically due to low sub-sample size for this age group of n=17

### Access to Community Event

#### 5) How did you get to the event?

- Two thirds (66.3%) of those attending the community events drove their car and parked..
- 25% walked to the event (2.2% were dropped off and 5.1% took public transport)



Significant variances from the sample average (shown for combined data in graph above) were by:

#### Age group

- 72.8% of respondents aged 35-44 – car and parked
- 5.5% of respondents aged 55-64 –car and dropped off
- 29.4% of respondents aged under 18\* – walked
- 41.2% of respondents aged under 18\* – car and parked
- 23.5% of respondents aged under 18\* – public transport

\*NB: % quoted are indicative only and cannot be relied on statistically due to low sub-sample size for this age group of n=17

**6) Will you or have you spent money at the event today?**

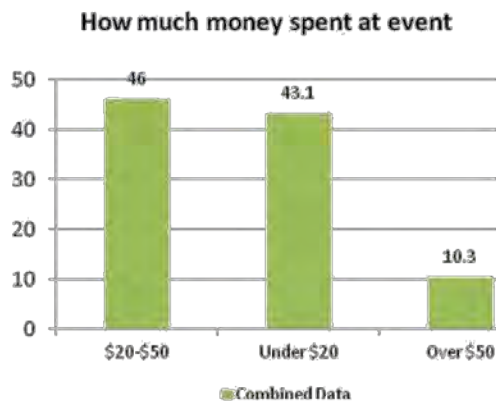
The majority (75.6%) of respondents spent money at the community event.

A slightly higher percentage (83.8%) of respondents 45-54 spent money at the community events.



**7) If so how much?**

- Almost half (46%) of the respondents had spent between \$20 and \$50., with 43.1% of respondents spending under \$20.



Significant variances from the sample average (shown for combined data in graph above) were by:

Age group

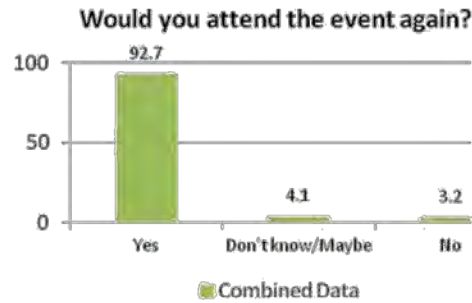
- 54.5% of respondents aged 55-64 – spent under \$20
- 56.3% of respondents aged over 65 – spent under \$20
- 63% of respondents aged under 18\* – spent under \$20

\*NB ; % quoted are indicative only and cannot be relied on statistically due to low sub-sample size for this age group of n=17

**Satisfaction with Community Event and General Feedback**

**8) Would you attend the event again?**

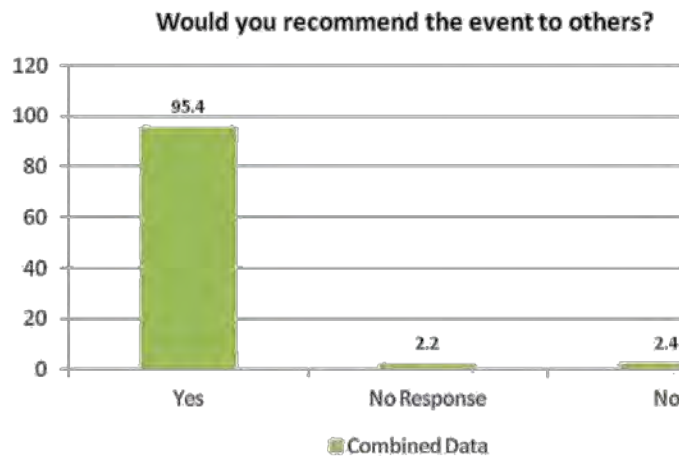
There was a strong positive response (92.7%) from respondents about attending the community events again.



There was no significant variation between age and gender for responses to this question.

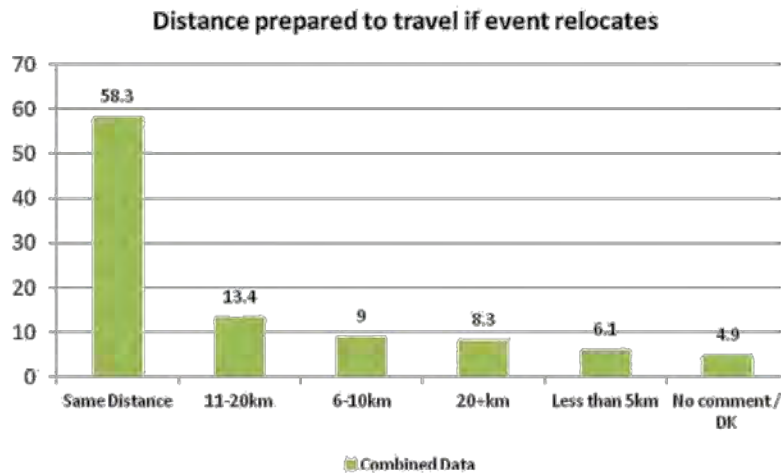
**9) Would you recommend this event to others?**

- There was also a strong positive response (95.4%) from respondents about recommending these community events to others.
- For respondents who felt events cost too much money, they would still recommend the event/s (90.6%)



**10) If the event relocated, how far would you travel to go to this type of quality of event?**

- If the community event was relocated, the majority (58.3%) of respondents said they would travel the same distance for a similar event.



Significant variances from the sample average (shown for combined data in graph above) were by:

**Gender:**

- 63.5% of females - same distance

**Age group**

- 13.2% of respondents aged 25-34 – less than 5 km
- 17.6% of respondents aged 35-44 – 11-20 km
- 35.3% of respondents aged under 18\* – 20+km

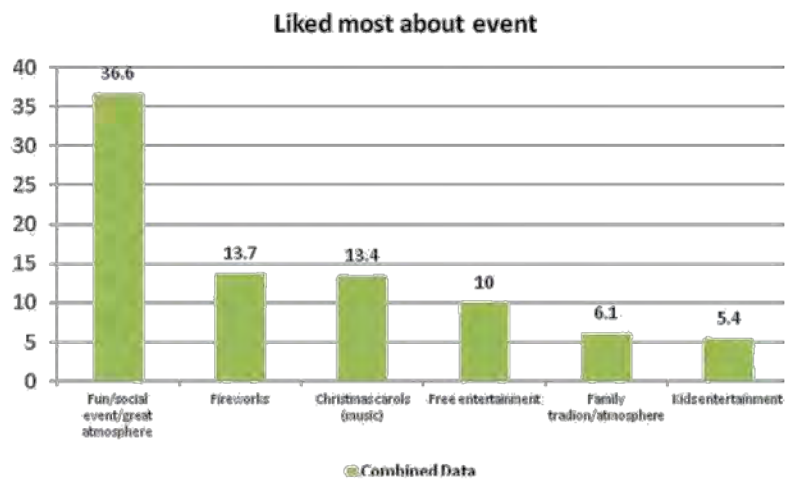
\*NB: % quoted are indicative only and cannot be relied on statistically due to low sub-sample size for this age group of n=17

### 11) What did you like most about the event?

There were high levels of satisfaction with the community event across a number of areas, including:

- Fun/social event/great atmosphere (36.6%)
- Fireworks (13.7%)
- Christmas Carols / Music (13.4%)
- Free entertainment was appreciated (10%)

28% of respondents who commented negatively (in question 13) regarding 'value for money, still enjoyed the 'Christmas Carols/Music' aspect of the community events.



Significant variances from the sample average (shown for combined data in graph above) were by:

Gender:

- 12.3% of females – free entertainment

## 12) How can we improve the event?

The respondent feedback was either very positive or they provided suggested areas for improvements for future community events, as per verbatim responses outlined.

### Positive:

All good  
All here  
Great  
It would be hard to top  
D/K - already really good  
D/K - pretty good as it - wasn't expecting all the free things for kids - great  
D/K - don't think there needs to be any  
D/K - happy how it is  
D/K - pretty good  
Don't think can improve  
Don't think so  
Fine  
Fine as it is  
Fine how it is  
No always good  
Pretty good  
Pretty good already  
It would be hard to top. Was a pretty fun night for us.  
It's good the way it is  
Awesome

### Suggested Improvement Area(s):

A lot of ways. People halfway back and further could only hear music but not understand Kath n Kim at all. Much more volume or better positioned speakers. No marked paths so people walking over other peoples' picnic rugs, need marked paths! Food stalls should  
Advertise shuttle buses (where from)  
Already excellent / more activities for small kids e.g. jumping castle  
Alternative venue when raining  
Always have one singing star to entice the adults to go  
Another big screen on the other side. Can't see or really hear either  
At least have the fireworks in view of everybody in audience. We saw nothing other than the high sky ones, disappointing? Fix the sound, far too loud speakers  
Better buses/busking street entertainment  
Better car parking/ more toilets/ more foods stalls / better decorated Christmas tree / rides for kids  
Better crowd control on paths and stairs  
Better entertainment  
Better entertainment  
Better entertainment  
Better PA system  
Better viewing to stage. A viewing screen - somewhere else  
Bigger area  
Bigger area  
Bigger area - more toilets



Bigger area - so don't have to sit on concrete  
Bigger location  
Bigger screen up the back  
Bigger space - crowded  
Bigger space - see more of the stage especially for little children  
Bigger space. Maybe over two nights. More food choices - pizza  
Bigger venue  
Bigger venue  
Bigger venue  
Bigger venue  
Bigger venues, parking screens  
Bit drawn out. Kids (& adults) got bored with the slower music. Very loud. Often could only hear bass from speakers.  
Brilliant as is  
Bring to Cooroy - duplicate  
Bus service back to Nambour  
Buses from Nambour and back home again  
By having more kids' involvement with the singing of the carols. The Choir was very good but sang too many long and boring songs. Have more lively carols that everyone can join in and have fun and not just sit and listen.  
Can't think of anything!  
Car parking is an issue / need to publicise free buses  
Carpark - more  
Choice of food for kids  
Choose better emcees/hosts next time. The Kath and Kim impersonators were crass at time and some of their comments were not suitable for children.  
Chop the tree down  
Closer disability parking  
Crowds  
Crowds - not enough space  
Crowds on stairs  
Different performers  
dip and dots ice cream  
Disappointed by no hot food outlets and time taken to wait.  
Doesn't need improvement  
Don't move it  
DON'T have Kath & Kim as MC! It was painful! That was the one thing that detracted from the event. The fireworks were great - fortunately we were sitting towards the back - the lower fireworks were largely obscured by the roof of the stage  
Don't so the Grinch again. Keep the music going less chatter  
Earlier fireworks  
Earlier Fireworks. We were there with 2 three year olds and 2 6 year olds, who are normally in bed 7-8pm.... they were too tired to stay for the fireworks. They were disappointed to miss them!  
EFTPOS / ATM  
Enforce alcohol restrictions  
Entertainment choices  
Entertainment for older kids  
Extend kids event into the evening / face painting etc  
Extra speakers at the Tavern end of park as the traders were causing a distraction by spruiking for their ticket sales



Fairy floss  
Final act more traditional carols  
Finish earlier. There were mostly young families and 9pm is too late to wait for fireworks.  
Fireworks too late for young kids  
Fix the acoustics, this was a big disappointment  
Food away from sideshow  
Food cues too long / waiting for food for children  
Food vans - need more  
Free buses - shuttle every 20 minutes  
Free buses from other locations  
Free rides for kids  
Generator smelly  
Get rid of the Kath and Kim show-it was totally inappropriate for young children. As an adult I found it totally offensive and there was very little relating to Christmas with them.  
Gets better every year/ don't think you can  
Glowsticks - security  
Good as is  
Good as it is  
Good as it is / good food, variety  
Good idea for maintaining zoned areas i.e. chairs away from rugs  
Great  
Great as is  
Happy with it now  
Hard to hear music  
Have a video screen up the back so everyone can see what's happening on the stage.  
Have more community events  
Have more toilets  
Have more toilets open  
Having more covered and temporary shade area  
Hold it Sunday before Xmas  
Hot chips  
I guess more of the child performers and uplifting carols  
I think it is a wonderful community event as it is. It is simple and this makes it the event that it is.  
I think you have done it this year well done  
I thought it was great how it was.  
Ice cream  
ice-creams, Christmas tree needs more decorations, more activities  
If Santa interacted with kids more  
Improve the entertainment for adults  
Increase capacity of food stalls; average wait was 45 mins and we missed a lot of the carols which was disappointing.  
It doesn't need improvement although if you continue to have Wayne Wiltshire, please have him perform early in the night or replace him with another performer/s.  
It was a fantastic event no improvements needed.  
It was almost impossible to see the stage with the sound tent right in the middle. Our kids couldn't see anything! Maybe some big screens would help if crew can't be moved  
It was pretty awesome - I guess (though it didn't matter for us this year as we jagged a miracle park) some wheelchair friendly access. When my mum had to get my sister to the portaloos she had to lift the wheelchair onto the road and then back up  
JJJ get them as a sponsor

Jumping castle for kids - rides for kids  
Kath & Kim MC's were very inappropriate for family event and they spoke for too long which dragged on event. Main acts should have been earlier..9pm finish too late for small children. Should also finish carols and direct people to move and see fireworks  
Kath and Kim not appropriate for children - G string showing  
Kids / dancing entertainment  
Kids not allowed to play on rocks - relaxed security  
Lack of being able to view stage  
Laser Light Adverts of Sponsors, BIG SCREENS so all can see the on stage performance, raffles where sponsors donate a prize (& raise a bit of revenue for Cotton Tree Park maintenance) promote themselves & maybe about Santa getting lowered in by the  
Less 'entertainment' like Yogi Bear, and more actual carols. Also, more 'blanket area' near the stage.  
People with chairs should be much further away from the stage to make it easier for young children to see.  
Less fireworks close to the ground. ie more mortars.  
Less pollution around food area  
Less Yogi (This was meant to be carols, not Warner Bros promo) and more local talent singing Christmas carols with crowd participation. Handouts for lyrics (not everyone has a smartphone and didn't know they were in the paper)  
Lifesavers to stay a bit longer  
Lifting the stage higher so people further away can see the entertainers.  
Little kids rides  
Long food lines  
Look at having increased Emergency Services presence ie. QLD Fire Service & QPS Community Awareness display stalls  
Louder - sound not loud 3/4 way back  
Louder music  
Louder music  
Make everything free and throw money in the air  
Make it more family orientated, lots of people left when the first round of kids stuff finished, not very interesting with all the drawn out chorale and so many solo performers, kids just aren't interested and doesn't make it an enjoyable night. The  
Make non-smoking or at least put smoking area downwind not upwind Need better amps Could not hear even 1/2 way back not good enough Jan  
Make the fireworks earlier  
Making the DJ's play longer til 1  
Market Stalls  
Maybe bigger venue  
Maybe close the esplanade at end of fireworks for a bit or have traffic controllers because of all the foot traffic  
Maybe have the stage a bit higher up?  
Maybe more seating  
More advertising / awareness of shuttle bus. Weren't aware, no advertising  
More areas to sit down  
More awareness of park and ride - more advertising on the event. Didn't know it was on until I saw things happening with cars.  
More bins  
More blanket only area at the front. (not enough space this year). Glass & alcohol free event. More toilets (lines were too long) and at least 1 disabled friendly - the elderly were having problems (no grab rails etc).  
Less seasonal winter songs &  
More blanket space and have chairs further up the back

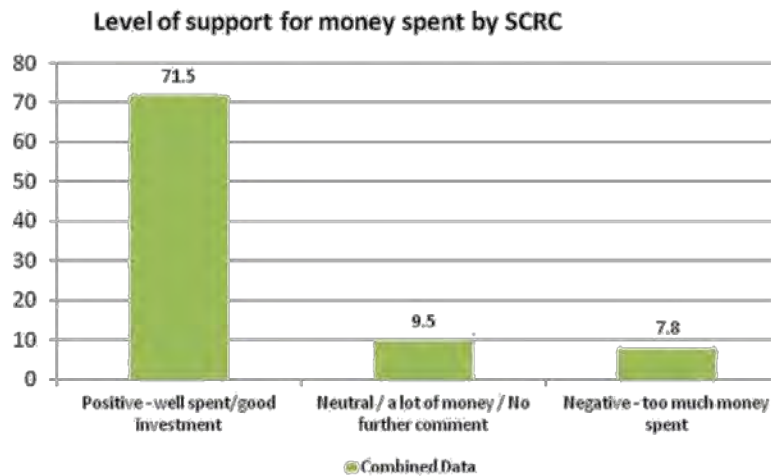
More children's amusement  
More crowd interaction/ music  
More cultural  
More designated parking  
More Fire Works  
More fireworks.  
More flexible for drop-off patrons. Had hip replacement but doesn't have disabled sticker - section attendant needs flexibility  
More food  
More food and drinks - performance for adults  
More food choices  
More food stalls  
More food stalls and other shop stalls  
More food suppliers to reduce wait times.  
More for kids  
More jumping castles  
More kids stuff  
More light in the Christmas tree  
More lighting. Christmas tree disappointing - can't get too big - have more shows at other venues  
More lights on tree  
More lively MC's, who understand Christmas spirit not self promotion  
More meal choices - dinner time  
More mowing maintenance  
More music  
More parking  
More parking  
More parking - shuttle  
More rides  
More roving performers.  
more rubbish bins / more police patrols/ people are drinking alcohol  
More seating  
More sign along carols  
More space  
More space  
More space to see the stage - more room  
More spouters  
More spouters  
More stalls  
More stalls for Christmas  
More toilets  
Moving it 5 kms away (lives across the road - can't hear the TV)  
Music and fireworks, otherwise great  
Need bigger area and more orderly seating for large number of people  
Need vegetarian food / More / Bigger stage  
Needs better decorated Christmas tree. Needs other Christmas tree and more kids entertainment eg rides, face painting, more toilets (only 9). Need more food stalls not enough for the amount of people  
Needs to be in bigger area. Effects some answers above  
Nice if alcohol was allowed  
No buses to Buderim  
No need for improvement

No parking  
No smoking areas  
No spruiking - gaming vendors  
No, it's great  
Not enough food and drink  
Not sure how it could be controlled but some people were drinking alcohol and being a nuisance  
Nothing much  
One more screen  
Out of glow sticks and candles but food cheap - good  
Parking  
Parking  
Parking  
Parking  
Parking - put closer to playground  
Parking, big park blocked off  
Perfect - beach  
Perhaps a few more speakers near the back (couldn't hear very well ... not such bright lights or at least dull them down during fireworks?  
Perhaps lifting the stage higher so those at the back can see the show too!  
Position on stage - screens could be better and make colouring same as stage. Volume quality of sound not good  
Pretend snow  
Public toilets  
Put screen speakers up the back - can't see anything. Not enough food - too crowded around the food area. Ran out of food 6:15pm after lining up.  
Put the speakers up the back and screen  
Radio announcer hosts were a bit too 'aussie casual'. Saw Santa arrive in fire truck with a crane on the top - how good would it have been to see Santa lifted up in the crane for all to see, but he disembarked the fire truck and disappeared Rearrange to provide more viewing  
Restaurants are closed  
Retail shops open - prices for restaurants seem expensive (set menu)  
rides  
Rides EFTPOS machines  
rides for older kids  
Seat plastic more BBQs to do your own  
seating  
Shorten some of the acts - limit performers to 2 items - hence allows program to be more varied  
Shorten the adult program  
Shorten the length, more toilets, more Christmas Carols  
shuttle bus  
shuttle bus - more loos  
Skies clear - crowds - widen path  
Slightly shorter for young kids  
Solar Xmas lights  
Some of the acts dragged on a bit and needed to be a bit more lively!  
Some of the music was distorted.  
Sound could be better - hard to hear further back  
Space  
Space  
Speakers

Speakers at back couldn't hear at the back in the beginning  
Sports activities  
Start Earlier of kids - pre entertainment  
Start earlier. More advertising  
Stick to schedule - running late  
Take more care with choice of MC. The Kath and Kim choice was tacky and annoying and most inappropriate for a family event. Shorten the event, it went too long. Wayne whatever his name was wasn't very good and went too long for the end of the night.  
Teenage drinking  
The advertised shuttle service between the USC and the event was totally inadequate. There needed to be many more buses on this circuit, waits of up to 2 hours with young children is not acceptable or safe.  
The fireworks were almost invisible from the amphitheatre. We were lucky that we were able to get up and walk to the road to see better  
The last singer was boring, lost the young audiences attention. I understand there needs to be a mix for older people also, but he went on a bit long. Otherwise a great event!  
The sound system was terrible. It distorted any beautiful voices on the stage. Kath & Kim's act did not suit the audience. Some of the entertainers (2) when asking the audience if they enjoyed the evening were very negative as to what audience response  
There was not enough space dedicated to picnic blankets and inconsiderate people set up chairs in front of families on picnic blankets. The stage could have been in a better position or the concrete footpath should have been closed off  
This we feel was the best & extremely well organised  
To be honest I think you topped it this year, I have been going since I was a kid and this is the best it's ever been.  
Toilets near pool locked / blanketed area too loud. Spread speaker out / food stalls have run out  
Too crowded  
Too long to wait for Santa. Choir didn't sing traditional carols for the kids  
Too many people. Too big. No seating. Too popular. Better doing lots of little ones  
Unable to get on bus - couldn't get pram on either - will have to get a cab home  
Up top near food vendors sound is very poor. Pay professional commentator so event rolls smoother look at portable tier seating for back of venue. Earlier start and finish (forget fireworks)  
Venue gets crowded  
Venue space  
Very crowded  
Volume louder  
We attend this every year and found that Kath and Kim were not the best compares and didn't fit the idea of the carols. They tended to go on far too long.  
Well seating but not much can be done there.  
Wheelchair access  
While the toilets were kept clean - surprising for a big event - I thought there could have been some more - quite big lines at times  
Would be nice if adults could have a glass of wine with their meal

**13) The Sunshine Coast Council invests almost a \$1million in support of festive activities such as carols, NYE and Australia Day events and decorating Christmas trees and banners across the region. Do you have any comments about this?**

- Almost two thirds (71.5%) of the respondents positively supported the Council's investment in the events and festive decorations.



Significant variances from the sample average (shown for combined data in graph above) were by:

*Gender:*

- 14.7% of females – no response

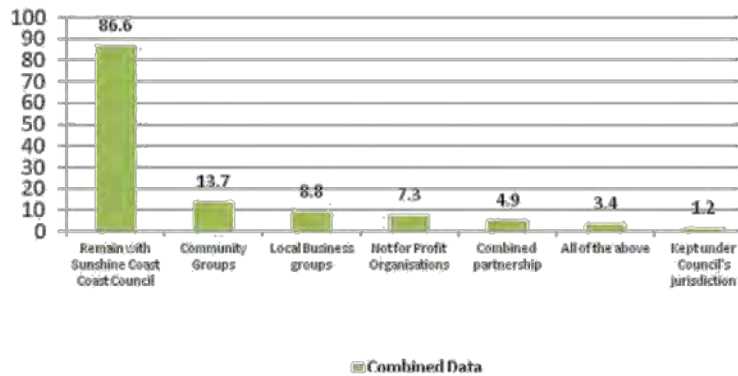
*Age group*

- 16.2% of respondents aged 45-54 – neutral/a lot money/no further comment

**14) Who do you think should be the organising body for these events and Christmas decorations?**

There was also very strong support (86.6%) supporting Council's continued involvement in organising the events and decorations

**Who do you think should organise these events?**



Significant variances from the sample average (shown for combined data in graph above) were by:

*Gender:*

- 91% of males – remain with Sunshine Coast
- 10.7% of females – local business groups

*Age group*

- 16.4% of respondents aged 55-64 – local business groups

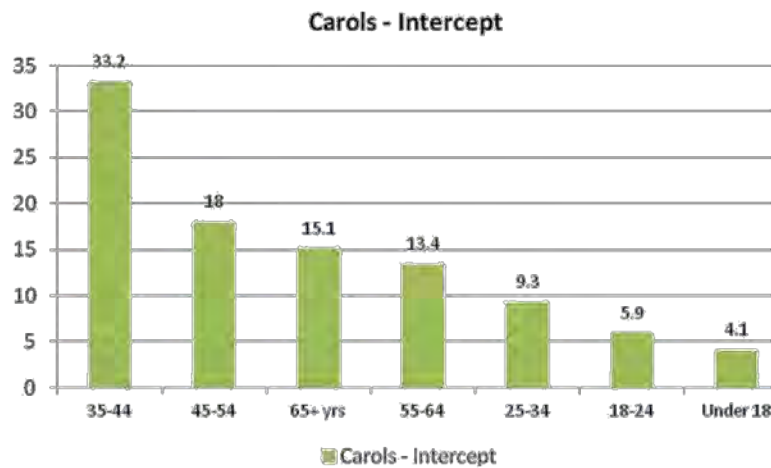
**RESPONDENT PROFILE**

Gender

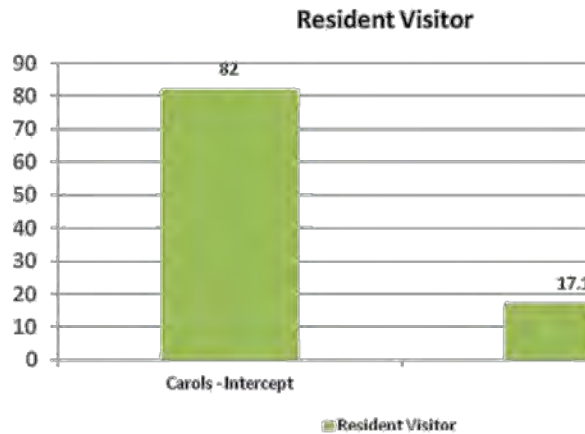
- 44% were males and 56% were females.

No quotas were set for age or gender.

Age

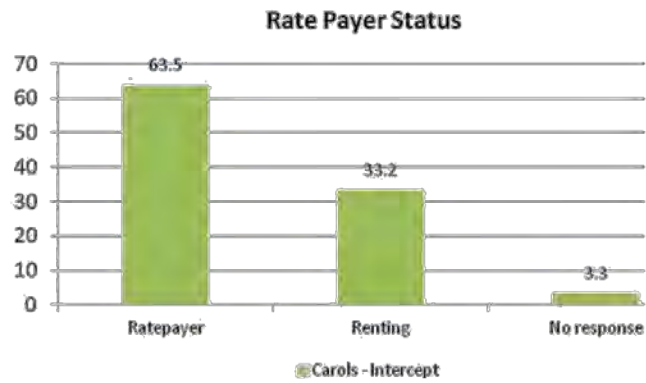


Resident or Visitor





### Ratepayer Status



***APPENDIX:***  
**QUESTIONNAIRE**  
**COMBINED DATA TABLES:**

**J2355c New Year's Eve – Questionnaire December 2012**

Good afternoon/evening, my name is \_\_\_\_\_ and I part of a team here tonight speaking to people about this event.

Would you be interested in the chance of winning an iPad? To go into the draw, all you need to do is answer the following survey questions? It will only take a few minutes your time. The winner will be drawn after the conclusion of the Festive Season on 4 February 2013.

1) How did you hear about the Event?

Brochures	01	Radio	06	Facebook	10
Posters	02	Sunshine Coast		Twitter	11
Newspaper	03	Council website	07	Other (Specify)	*
Visitor information centre	04	Word of mouth	08		
Television	05	Other website	09		

2) What Sponsors do you recall seeing at the event, who is involved in making this happen?

Sunshine Coast Council	01	Bendigo Bank	27
Sunshine Coast Daily	02	The Surf Club Mooloolaba	28
POMO	03	Other (Specify)	*
The Inkspot Printers	04		
Sea FM	25		
Mix FM	07		

3) Did you come here tonight alone or in a group?

Alone	01	Family group/older children	05	Other (specify) *
Adult with young child/ren	02	Group of teenagers	07	
Adult with older child/ren	03	Group of adults	08	
Family group/young children	04	A couple	09	

4) What are some of the points of interest that motivated you to come along to the Event?

Fun/social event	01	Food	06	Involvement in Event	10
Headline Acts (music)	22	Just something to do	07	Other (specify)	*
Kids entertainment	03	Close to home	08		
Family tradition	04	Just driving past and			
Free entertainment	05	stopped to see	09		

5) How did you get to the event?

Walked	01	Car and drop off	04	Other (Specify)	*
Car and park	02	Public transport	05		
Motorbike and parked	03	Cycled	06		

6) Will you or have you spent money at the event today: Yes 1 No 2

7) If so how much? Under \$20 1 \$20-\$50 2 Over \$50 3

8) Would you attend the event again? Yes 1 No 2

9) Would you recommend this event to others? Yes 1 No 2

10) If the event was relocated, how far would you travel to go to this type of quality of event?

Same distance 1 No more than \_\_\_\_\_ (minutes) or Up to \_\_\_\_\_ (Kms)

11) What did you like most about the event? \_\_\_\_\_

12) How can we improve the event? \_\_\_\_\_

13) (c) The Sunshine Coast Council invests almost a \$1million in support of festive activities such as carols, NYE and Australia Day events and decorating Christmas trees and banners across the region. Do you have any comments about this?

14) Who do you think should be the organising body for events and Christmas decorations?

Sunshine Coast council	1	Other (Specify)	*
Community Groups	2		
Local Business groups	3		
Not for Profit Organisations	4		

15) Record Gender Male 1 Female 2

16) What is your Age Group.....

Under 18	1	35-44	4	65+ yrs	7
18-24	2	45-54	5		
25-34	3	55-64	6		

17) Are you a Resident or a Visitor to the area? Resident 1 Visitor 2

18) (If Resident) Are you Renting or a Ratepayer? Renting 1 Ratepayer 2

19) (If Visitor) Are you staying with family, friends or paid accommodation (including hotel, motel, caravan park etc)?

Family 1 Friend 2 Paid Accommodation 3 Other (Specify) \* \_\_\_\_\_

20) Where have you travelled from today?

Suburb / Town Name: \_\_\_\_\_ Postcode: \_\_\_\_\_

Thank you for your time today. For the prize draw could I just have your contact details, please?

Name \_\_\_\_\_

Contact mobile \_\_\_\_\_

Interviewer's name: \_\_\_\_\_

## COMBINED DATA TABLES

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## Festive Season Review (May 2013) – Councillor Feedback

Councillor	Workshop feedback (6 May 2013)	Follow-up meeting feedback
<p><b>Div 1</b> <b>Rick Baberowski</b></p>	<ul style="list-style-type: none"> <li>• We do currently spread ourselves thin;</li> <li>• Consider Regional, divisional, local categories for events</li> <li>• Regional event shouldn't compete with local events.</li> <li>• Where is the hinterland event (community ask)</li> <li>• Decorations to local chambers – interested to know what they would spend compared to how we spend in this area</li> <li>• We spend far too much on contractors – give the decorations to community groups to install</li> <li>• Consolidate the “bits” of decorations to one area – 1 big tree with lights in the division</li> </ul>	<ul style="list-style-type: none"> <li>• Would like to see a Beerwah event funded as per the strategy</li> <li>• Agrees with NYE as a regional event</li> <li>• Keep Christmas events local not regional</li> <li>• Supports a model of funding 4 - 5 local events</li> <li>• Consolidate decorations to one tree in Glasshouse</li> <li>• If decorations were moved to one per division, he would like to see the savings from the contractor go to local chambers to decide how they would like to add festive decorations; matched with in-kind or dollar for dollar - to be used for purchase of decorations over a 3 - 5 year period so they can build the asset - which the Chamber would own and be responsible for installation etc.</li> </ul>
<p><b>Div 2</b> <b>Tim Dwyer</b></p>	<ul style="list-style-type: none"> <li>• Carols on Kings/regional carols - political view; community loses; Kings event is a victim of own success (what happens with Quad Park in the long term if it succeeds); appreciates the opportunity for corporate/sponsor boxes at Quad Park.</li> <li>• Concerned that more money will be needed to fund a regional event before it can become self-funding (attract big sponsors)</li> <li>• Banners/decorations are overdone – but believe equity is the key (residents see what other divisions are getting and want to know why differences).</li> <li>• Happy for one tree that all of his communities can enjoy</li> <li>• Need to nominate priority area to concentrate banners/decorations</li> <li>• Aust Day at Kings Beach – look at more economies. Would be happy with a small ceremony eg. flag raising.</li> <li>• With the loss of the carols the Australia Day awards and citizenship ceremony– must be rotated; needs to be able to say 'but we are hosting...awards or citizenship in Caloundra</li> </ul>	<ul style="list-style-type: none"> <li>• Would like to see staff hours per event</li> <li>• Not supportive of 'dumping' Carols on Kings - would support the model if we can present a new organiser willing to take it on. Wold also support a scaled down, simplified, family event without all the bells and whistles.</li> <li>• Quad Park is sterile; no atmosphere; no community</li> <li>• New model could be that Council sponsors 4 - 5 key Carols events across the region (covering coastal and hinterland)</li> <li>• Suggestions one tree per division - perhaps the tree could be rotated through the Division each year if necessary.</li> <li>• In lieu of tree lighting is a static 'nativity scene' another option</li> <li>• Happy for Australia Day to be scaled down to create park ambience; but acknowledging the day with a flag raising.</li> <li>• Not supportive of the grants program</li> </ul>

<p><b>Div 3</b> <b>Peter Cox</b></p>		<ul style="list-style-type: none"> <li>• Agrees with one regional carols</li> <li>• Wants to consolidate tree/s to the one site at Wurtulla or moved up near Stockland on the Nicklin Way (would eventually like to see the Lights on the Lake moved up to LKCC as well.) Current Wurtulla location is not very visible as opposed to a location along Nicklin Way.</li> <li>• Would like information on his tree costing of \$3808</li> </ul>
<p><b>Div 4</b> <b>Chris Thompson</b></p>	<ul style="list-style-type: none"> <li>• Community need to take over the small events</li> <li>• Preference would be for fewer trees/decorations done better.</li> </ul>	<ul style="list-style-type: none"> <li>• Likes the concept of one regional carols as long as community can continue existing carols events. i.e. Cotton Tree</li> <li>• Would like alternative venues to Stockland proposed. Not sure it suits.</li> <li>• Supports Australia Day being absorbed into festive funding.</li> <li>• Supports festive strategy funding being allocated on annual basis as per community grant funding.</li> <li>• Pleased with trees. Glad cost will decrease in future.</li> <li>• Happy with New Year's Eve.</li> <li>• Supports sponsorships for Aus Day Awards.</li> </ul>
<p><b>Div 5</b> <b>Jenny McKay</b></p>	<ul style="list-style-type: none"> <li>• Concerned about cost to install decorations</li> <li>• Do we own the decorations – can we give them to the community to install?</li> </ul>	<ul style="list-style-type: none"> <li>• Aware that substantial savings/trimming is needed to the FS budget</li> <li>• Keen to understand whether local contractor could undertake banner/decoration installation work for her local communities</li> <li>• Discussed and reviewed all literature provided outlining benefits/risks and the Q&amp;A document outlining technical and legislative requirements - cannot see issue for local contractor to meet these requirements</li> <li>• Requested regional cost of trees and banners</li> <li>• Asked for understanding of tenure of current contractor (addressed in Q&amp;A)</li> <li>• Asked for breakdown of what the contract involves (addressed in Q&amp;A)</li> <li>• Would like to see supporting grants for communities to take on tree/banner installations (i.e. \$5000 per tree/community)</li> <li>• Will be keenly advocating for the Community Grants Program to continue to support the community events who rely on this annual funding</li> <li>• supported the events model (ie focus to be regional) – council to run only regional events</li> <li>• However was keen for the community to take ownership of their banners and trees with financial support from council.</li> <li>• She did not discuss limiting the trees but was aware that the budget for festive</li> </ul>



		<p>season needed to be cut dramatically</p> <ul style="list-style-type: none"> <li>• Savings would come from council relinquishing responsibility for the banner/dec regional contract</li> </ul>
<p><b>Div 6 Chris Dickson And Div 7 Ted Hungerford</b></p>		<ul style="list-style-type: none"> <li>• Both agree it's time to rationalise</li> <li>• Both NO to community groups putting up tree decorations. Like information to respond accordingly to these requests.</li> <li>• CR Dickson has community request for tree at Chancellor Park roundabout. Requested document with solid reason for refusing. Possibly traffic safety reason. (Also costs etc.)</li> <li>• CR Dickson requested list of events in his division that may not receive funding this year due to community grants not proceeding. Would like a contact and history of event included.</li> <li>• Both agree that funding and grant processes should be managed by council officers.</li> <li>• Sees future issues with community groups squabbling over the smaller amount of funds available.</li> </ul>
<p><b>Div 8 Jason O'Pray</b></p>	<ul style="list-style-type: none"> <li>• Having no carols at cotton tree wouldn't go down well</li> <li>• would prefer to cut down on decorations rather than events</li> <li>• Two decorated trees in the division – one on each side of the riven</li> </ul>	<ul style="list-style-type: none"> <li>• Will not allow Cotton Tree Carols to fold</li> <li>• Will advocate for ownership of CACT to remain with council</li> <li>• Reduce cost of event significantly - it's about the experience / localise it</li> <li>• Budget for entire festive season needs to reduce</li> <li>• Whole of Region - slash budget by 50% (trees and banners)</li> <li>• Would prefer to lose all decorations and banners to keep CACT event going</li> </ul>
<p><b>Div 9 Steve Robinson</b></p>	<ul style="list-style-type: none"> <li>• Support a whole of region carols event which small community events can leverage off – stretch our dollars further</li> <li>• Support less events/decorations however the community should be deciding when and where held/installed</li> </ul>	<ul style="list-style-type: none"> <li>• Not keen on cuts, but now is the time; supports the rationalising; agrees with one carols event</li> <li>• NO to community groups putting up their own decorations</li> <li>• Introduced the possibility of one bucket of money per division, and the Community needs to prioritise events to be held, council to indicate their preference and why, but ultimately sits with community to decide. Annual confirmation on the events they want.</li> <li>• Happy to leave funding with Events with long history and regional events produced by council</li> </ul>

<p><b>Div 10</b> <b>Greg Rogerson</b></p>	<ul style="list-style-type: none"> <li>• Installation costs for decorations are too much</li> <li>• Couldn't community groups organise own decorations— i.e. we give the decorations and they install</li> </ul>	<ul style="list-style-type: none"> <li>• Would like to empower the community to manage the tree decorations</li> <li>• Wants to keep all Div 10 trees; not supportive of one tree per division – not feasible with the distance between his communities</li> <li>• Loves Palmwoods tree decorations; would like to see Nambour tree reach that standard</li> <li>• For Nambour tree - suggested spotlighting, box/transformer with red, green, white up-lights on a cycle.</li> <li>• Is not supportive of a regional event, the two Carols should remain, and should not be considered as local events – as in the past they were key events for the larger Shires.</li> <li>• Community Grants – supportive, but open to \$\$\$ figure.</li> </ul>
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## Festive Season Decoration Installations Questions and Answers



## INSTALLATION Q AND A

### Who is the current Festive Installation Contractor?

The current festive installation contract was awarded in accordance with all council procurement policies and legislative requirements to Mainline Electrics through a tender process that occurred in October 2011.

### How long does this tender last for?

The contract was awarded for one year to cover 2011 with a council option to extend the contract for four terms each up to 12 months. This tender contract was extended last year for the installation for festive season 2012. The contract comes under consideration to extend in August 2013. The total contract with all extension options is due to expire in August 2016.

### How was the tender advertised?

The Tender was publicly advertised in the Sunshine Coast Daily on 10 September 2011. In addition to this advertising, due to the prior knowledge of the Panel, four suppliers of festive installation services were contracted directly and invited to tender. These companies were:

1. Mainline Electrics
2. Electrical Connections
3. Wilson Displays
4. Firefly Productions

In total three tenders were received by Council:

1. Mainline Electrics (Gold Coast based)
2. Coastal Ropes Access (Local company)
3. KDE (Local company)

### Why wasn't a local business selected through the tender?

Both KDE Services and Coastal Rope Access were locally based businesses, however the Coastal Ropes Access offer to tender price was over \$400,000 which was well above the anticipated budgeted contract cost of \$150,000.

KDE Services submitted the lowest price of \$98,700 however; lack of experience with similar temporary work, and no experience with installation of banners were crucial elements of the contract and these elements scored the company lower in the non-price criteria.

Further scrutiny of the pricing structure outlined by KDE Services highlighted their inexperience with similar work, and raised concerns from the Tender Panel of the viability of the pricing structure. The Panel further scrutinized the companies' proposed pricing structure and determined that it would cause risk to both the Council and KDE Services at the rates as quoted, as the Council did not feel that the work could be viably completed to the correct standard for the price as quoted.

### **How was the successful tenderers quote determined?**

The current contractor created his quote from his company's prior experience of installing the decorations in trees for Sunshine Coast Council prior to the tender.

The price was fixed and agreed at the start of the tender in 2011, when the current contractor provided his original quote. This was based on a "tree to tree" basis, with a limited breakdown of costs, although there is a charge from tree to tree for contractor supplied, hired bud lighting if installed.

The price has been fairly static from year to year, except for CPI rises which was 4% last financial year, although there have been amendments in pricing due to improving the look and impact of the trees and also the inclusion of two additional trees at Coolum and Woombye which were decorated for the first time last festive season.

Additional decorations above the quote for this year are priced at \$100 per decoration to install, maintain and de-install and return to depot. A good example is the case of Coolum's new festive tree which had 31 decorations installed at a cost of \$3,120.

Some quotes for trees do include the "hire" of festive strip or rope lighting which is owned by the contractor and also to allow for additional costs, including crane hire, traffic management and hire of additional personnel. These additional fees are not broken down and itemized in the contractor quotes.

### **What does the quote to install decorations and banners include?**

The contractor quoted price for the installation of decorations and banners includes all road management costs associated with the installation, picking up the decorations from the Nambour Depot, installing and maintaining the decorations and banners (48 hour turnaround on non-urgent repairs and a same day service for lights and banners which pose a hazard) and taking the decorations and banners down and returning them to the Depot at the end of the festive season.

### **What are the requirements for the installation of festive decorations in trees?**

Based on the current trees decorated by Sunshine Coast Council, there are a number of legislative, technical and council requirements that need to be met before decorations can be installed in a public space to limit community risk.

### **What are the Legislative Requirements?**

1. Public Liability Insurance - \$20 million cover with Sunshine Coast Council noted as an interested party.
2. Associations Incorporations Act 2001 (QLD) 1981- Any group must be legally incorporated in order to secure insurance coverage and be a legal entity.
3. Workcover insurance – Registration of the installation sites as a place of work
4. Contractor public and products Liability insurance to cover installation negligence
5. Police Road Closure Permit – for road closures if required at sites
6. QLD Department of Transport and Main Roads Roadside Corridor permit - for those tree locations that are on State controlled roads.

### **What are the Technical Requirements?**

1. SWP 59 Certification – Energex safety and Environmental certification to work at height within 10 metres of energized power lines
2. Australian Standard – 1742.3 – Certified Traffic Management and control Officer
3. Certified OHSCER25A – operate boom type elevating work platform
4. EWPA Gold Card (QLD) certification – operate general elevating work platforms
5. Work Platform Licence (QLD) – Operate work platform boom over 11 metres

**What are the Logistical Requirements?**

1. International Standard ISO 9001 – quality process assurance accreditation.(optional)
2. Access to 12 metre insulated elevated work platform
3. Access to 40 metre extendable boom type crane with insulated elevated work platform
4. All decorations need to be cleaned, maintained and stored, currently all council decorations are stored at the Nambour Depot.
5. All decorations installed are to be covered by a maintenance “Call Out” agreement to cover damaged, fallen or dangerous decorations.

**What are the Council Requirements?**

1. Council Arborist to supervise any installations of decorations into trees
2. Electrical connection fee for an event – (\$75)
3. Council event permit for the installation and launch of the decorated tree
4. Planting, Clearing or Interfering with Vegetation in a Local Government Controlled Area - Bond - Works Type 3- (\$2,000 refundable bond)

**Is there any current wiring left in festive trees after de-installation?**

24 trees have been left with wiring in them.

**Why has the wiring been left in these trees?**

The wiring in the festive trees are the connection points that are used to attach the 12 and 24 Volt power supply to the decorations. When the contractors remove the decorations from the festive trees, they loosen off the wiring to allow for tree growth and re-fix it; this stays in place and is ready for use, after testing for the next festive season. This process saves the contractor time in installing the decorations and saves council money in installation costs. None of the wiring in these trees is attached to a live electricity supply.

**Are there any decorations left in the festive trees after de-installation?**

In five of installations, lightweight “bud” or “clip” lighting has been left in the tree.

### Why have these decorations been left in these trees?

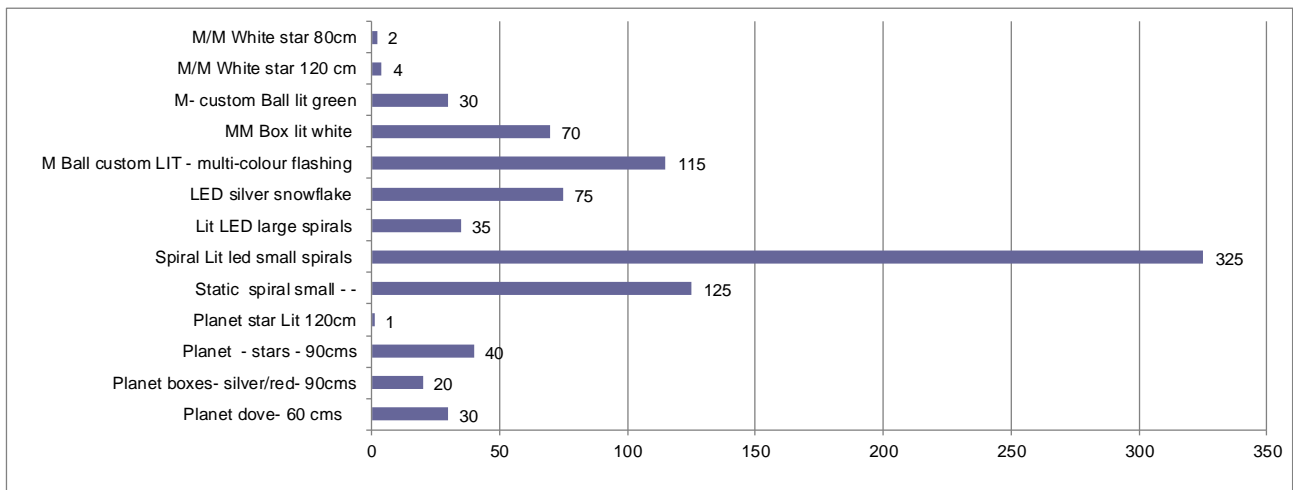
Lightweight “bud” or “clip” lighting is non-intrusive and if installed correctly has minimal impact on the environment. These decorations are loosened off at the time of de-installation to allow for tree growth and then re-fixed in place to be used for the next festive season. This process saves the contractor time in installing the decorations and as a consequence saves council money in installation. None of the lighting in these trees is attached to a live electricity supply.

### Are there any manufacturer warranties in place for these decorations?

All decorations are covered against normal wear and tear and water egress for the next three festive seasons.

### How many festive decorations and banners are owned by council?

In total council owns 872 custom made decorations which have been commissioned and purchased in the last two years.



### Total Installation costs and status of the festive trees

Location	Wiring /looming (council owned) - in the tree	Bud/ clip lighting (Contractor owned)	Empty tree	\$ installer rental	\$ Council owned lighting install	Contractor Installation cost	Electrical installation cost	Looming and wiring	New decorations 2012 cost	Total all costs
Alexandra Headlands	200 metres				\$4,888	\$4,888	\$0	\$0	\$0	\$4,888
Bokarina			Yes		\$3,808	\$3,808	\$0	\$0	\$0	\$3,808
Buderim	75 metres	Yes		\$2,700	\$2,776	\$5,476	\$0	\$0	\$0	\$5,476
Caloundra – bulcock st	90 metres	Yes		\$4,200	\$1,416	\$5,616	\$0	\$0	\$0	\$5,616
Conondale	100 metres	Yes		\$4,200	\$1,416	\$5,616	\$0	\$0	\$0	\$5,616
Cooran	100 metres				\$2,288	\$2,288	\$0	\$0	\$0	\$2,288
Coolum	100 metres				\$3,120	\$3,120	\$466	\$703	\$4,773	\$9,062
Cotton Tree	150 metres				\$7,500	\$7,500	\$3,447	\$703	\$3,661	\$15,311
Currimundi Lake (Wutulla)		Yes	Yes	\$4,200	\$1,416	\$5,616	\$0	\$0	\$0	\$5,616
Eudlo	120 metres				\$4,700	\$4,700	\$0	\$918	\$5,269	\$10,887
Glass House		Yes	Yes	\$4,200	\$2,708	\$6,908	\$0	\$0	\$4,785	\$11,693
Kenilworth	125 metres	Yes		\$3,200	\$4,168	\$7,368	\$0	\$703	\$7,799	\$15,870
Kin Kin	80 metres	Yes		\$4,200	\$688	\$4,888	\$0	\$0	\$0	\$4,888
Kings Beach amphitheatre			Yes		\$2,288	\$2,288	\$985	\$200	\$0	\$3,473
Landsborough	120 metres	Yes		\$4,200	\$3,688	\$7,888	\$0	\$703	\$6,864	\$15,455
Maleny			Yes		\$4,600	\$4,600	\$1,010	\$918	\$4,265	\$10,793
Mapleton	100 metres	Yes		\$3,200	\$1,168	\$4,368	\$0	\$0	\$0	\$4,368
Marcoola	120 metres				\$3,328	\$3,328	\$0	\$0	\$0	\$3,328
Montville	160 metres	Yes		\$3,200	\$2,000	\$5,200	\$0	\$0	\$0	\$5,200
Mooloolaba	250 metres				\$6,344	\$6,344	\$0	\$0	\$0	\$6,344
Mudjimba	120 metres				\$3,848	\$3,848	\$0	\$0	\$0	\$3,848
Nambour	100 metres	Yes		\$3,700	\$1,708	\$5,408	\$0	\$0	\$0	\$5,408
Noosaville	80 metres	Yes		\$3,200	\$1,168	\$4,368	\$0	\$0	\$0	\$4,368
Pacific Paradise	120 metres	Yes (up lights)	Yes	\$3,200	\$1,168	\$4,368	\$0	\$0	\$0	\$4,368
Palmwoods	120 metres	Yes		\$3,200	\$1,168	\$4,368	\$0	\$0	\$0	\$4,368
Peregian Beach	200 metres				\$5,408	\$5,408	\$0	\$0	\$0	\$5,408
Pomona	150 metres	Yes		\$4,700	\$1,188	\$5,888			\$3,190	\$9,078
Tewantin		Yes	Yes	\$3,700	\$148	\$3,848	\$0	\$0	\$0	\$3,848
Town of seaside			Yes		\$2,080	\$2,080	\$0	\$0	\$0	\$2,080
Woombye	100 metres	Yes			\$5,000	\$5,000	\$1,204	\$750	\$0	\$6,954
Yandina	150 metres	Yes		\$4,200	\$168	\$4,368	\$0	\$0	\$0	\$4,368
<b>Totals</b>		<b>18</b>	<b>7</b>	<b>\$63,400</b>	<b>\$87,360</b>	<b>\$150,760</b>	<b>\$7,112</b>	<b>\$5,598</b>	<b>\$40,606</b>	<b>\$204,076</b>



## **BANNER INSTALLTION Q AND A**

### **1. Can anyone install banners?**

You must use an Energex qualified and authorised installation contractor who has their own Public Liability Insurance. (Only four contractors in SEQ)

### **2. Can I install commercial advertising banners?**

Banners cannot contain overtly commercial advertising and must be mainly related to supporting community based projects, events or services.

### **3. How long can banners stay installed for?**

The maximum duration that banners can be installed is two months.

### **4. What approval do I need before I proceed with the manufacture and installation of the banners?**

Approval from Energex - if the location is not on a state controlled road.

Approval from both Energex and the Queensland Department of Transport and Main Roads - if the proposed location is on a state controlled road or a combination of a state and council road.

### **5. How do I know if a road is State controlled?**

There is a mixture of state and council controlled roads on the Sunshine Coast.

### **6. What needs to be covered in a quote from an Energex authorised installation contractor?**

Any quotes you obtain from installation contractors must include the installation and de-installation of the banners and a maintenance agreement to repair damaged or loose (once installed) banners. As an approximate guide, contractors charge between \$80 to \$140 per banner to install, maintain and de-install.

### **7. Approximately how long does the application process take?**

Allow a lead in time of approximately four months for the whole process from the banner application to the final installation to be confirmed.

### **8. Do I need my own Public Liability insurance to install banners?**

Yes - you must have your own public liability insurance to install banners. This is required as part of the approval process from Queensland Department of Transport and Main Roads on a State controlled road. The retail price to manufacture a banner, depending on size, ranges from approximately \$180 to \$300 each.

Energex requires that the installer has such insurance if installing a banner on Energex infrastructure on Council controlled roads.

### **9. What is the largest size banner I can install?**

The length of the banner cannot exceed three metres and the width cannot exceed 0.9 metres. The size of the banners may vary considerably from place to place. If in doubt consult your authorised installation contractor.

**10. Can I have the banners made from any material?**

Energex standards are in force for banner construction, materials and anchorages. Generally all banners need to be made from durable, weatherproof, UV resistant vinyl and exhibit good tear resistance. If in doubt, check with your authorised installation contractor.

**11. When can I order banners to be manufactured?**

Proceed with the manufacture of banners only after ALL approvals have been obtained.

**12. Can banners be installed on all light poles?**

Due to safety reasons, banners cannot be suspended or fixed to light poles located within 30 metres of signalised intersections, roundabouts or interchanges.

**13. Can wooden light poles be used to suspend banners?**

Banners cannot be suspended or fixed to wooden light poles, only Energex light poles.

**14. Can power poles be used to suspend or fix banners?**

Banners cannot be suspended from or fixed to power poles.

**Festive Season Banner Locations 2012**

219 banners were installed by contractor Mainline Electrics into 21 separate communities across the region from December 1 2012 to January 14, 2013.

Location /Street Name	Banner
Alexandra Headland (Alexandra Pde)	7
Bokarina / Buddina / Wurtulla (Nicklin Way)	31
Buderim (Main Street)	6
Buderim (Pittard Rd & North Buderim Blvd)	4
Caloundra (Caloundra Rd)	10
Chancellor Park (Cnr Sippy Downs Drive & University Way, Bellflower Rd)	4
Coolum / David Lowe Way	16
Cotton Tree (Sixth Ave)	9
Currimundi / Wurtulla (Nicklin Way)	10
Dicky Beach (Beerburum St, Elizabeth St)	12
Kenilworth (Elizabeth St)	10 brackets
Landsborough (Maleny St)	10
Maleny (Beech, Cedar, Maple And Bunya Sts)	5
Marcoola (Surfair, David Low Way)	8
Maroochydore (M'dore Road, Horton Pde)	21
Maroochydore (Wises Rd)	4
Montville (Montville Mapleton Rd)	10
Mooloolaba (The Esplanade)	14
Nambour (Currie St)	26
Twin Waters (David Low Way, Ocean Drive)	8
Woombye (Blackall St)	4
<b>Total Banners</b>	<b>219</b>

<b>Banner Installation Costs</b>	
New banners	\$3,200
Installation banners	\$19,336
Cleaning and maintenance	\$2,220
<b>Total</b>	<b>\$24,756</b>

## PROPOSED COMMUNITY MANAGEMENT OF DECORATIONS AND BANNERS

### Benefits supporting community management

Benefit	Outcome	Note
Community control location and decorations in Festive trees	Community can get what they want Community takes more care of the decorated tree Business stakeholders and sponsors can be more readily sourced locally by communities	Could engage current contractor to work with groups to install decorations to ensure compliance and risk minimization
Increase in civic pride	Communities promote their tree and their community more easily and more readily	
Community control on location and types of festive banners	Community can get what they want Community takes more care of the decorated tree Business stakeholders and sponsors can be more readily sourced locally by communities	Groups can install their own banners with new council process, this represents a minor cost saving on council labour

### Issues and risks with community management

Issue	Likelihood	Consequence	Risk Level	Notes
Additional funding required for community groups who undertake their own installation	Almost certain	Moderate	High	
Limited amount of installation contractors who could complete the work competently at a fair and reasonable cost	Possible	Moderate	Medium	Council used a tender process to identify possible contractors
Instability of community groups – they could fold or dissolve	Possible	Moderate	Medium	Who would own the installation project and the decorations
Potential for Confusion in the community regarding who to contact if there are maintenance issues with decorations	Possible	Moderate	Medium	Council could be perceived to be responsible
Varying levels of community capacity and interest to install decorations	Possible	Moderate	Medium	Only two communities have specifically requested to decorate their own trees – Cooran and Kin Kin.
Assurance and consistency that the trees will be decorated year to year may not be maintained	Possible	Moderate	Medium	
Difficult to get economies of scale if community groups negotiate quotes for individual trees	Likely	Moderate	High	
Potential for a community group to monopolise the process of installing to the exclusion of other groups which may be just as	Possible	Moderate	Medium	

Issue	Likelihood	Consequence	Risk Level	Notes
suitable				
Onerous non-negotiable legal, technical and logistical requirements required in order to complete the installation and to minimise risks to the community and council.	Possible	Major	High	
Perception from community that the council is responsible for the tree decorations and council will still get contacted with any complaints or feedback	Possible	Moderate	Medium	
Potential for confusion regarding the liability for any harm arising from the installation of decorations.	Possible	Major	High	
Potential for tree decoration installations to be un-appealing and lacking in aesthetics	Possible	Minor	Medium	Currently decoration layouts are all individually designed and dressed before installation.

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Sunshine Coast  
Council

Summary Report  
FESTIVE SEASON 2012-13  
Summary Report



## Summary of the 2012-13 Festive Season program

The 2012-2013 Festive Season program ran from 21 November 2012, starting with the Festive Season media launch at Mooloolaba and concluding with the Australia Day events on 26 January 2013.

The program consisted of:

- 5 council produced events - originally 6 council produced events were planned, however Australia Day at Kings Beach was cancelled due to weather
- 25 community produced/council supported festive events (via the Community Grants - Festive Season Category - application process)
- 17 community produced/council supported festive events (individually identified for funding under the Festive Season Strategy to receive a grant for the life of the Strategy)
- 30 council decorated festive trees spread across communities on the Sunshine Coast
- 221 Festive street banners installed across the region
- 14 green festive art workshops funded through the Green Arts Program
- A festive trail and guide - printed and distributed across the region and also made available on-line on council's mobile and general web site. The guide promoted and provided information on all elements of the festive program.
- Festive Season pages were developed and added to Council's mobile web site - more than 5000 direct hits to the mobile site were recorded during the Festive Season.

The budget for the Festive Season Strategy sits in both the Customer Relations and the Community Development Branches. Table 1 on the next page, provides a breakdown of this budget and the actual spend.

Table 1 – Festive Season Budget

<b>Festive activity</b>	<b>Program Budget</b>	<b>Actual Spend</b>
Tree decorations	\$221,876	\$206,297
Street banners	\$23,000	\$22,536
Festive marketing, surveying, and review costs	\$30,936	\$26,793
Green Arts Festive Program	\$10,000	\$9303
Council produced events - 2 x Carols, Mooloolaba NYE Aust Day – Awards, Citizenship, Kings Beach	\$468,500	\$425,259
Community funded events - Strategy and Community Grants	\$146,268	\$130,404
<b>Total Program Expenditure (ex GST)</b>	<b>\$900,580</b>	<b>\$811,289</b>
Salaries & Wages estimate (not including Green Arts program)	\$200,000	\$171,000
<b>Total Expenditure</b>	<b>\$1,100,580</b>	<b>\$982,289</b>



The \$811,289 program funds expended equates to **\$2.56** per head (\$3.10 per head inclusive of salaries) of the region's population. (*ABS Census of Population and Housing 2011, pop 316,858*)

The \$89,291 savings included:

- Reduction in the purchase of decorations this financial year
- Multiple council produced events coming in under budget
- Sponsorship – cash and in-kind to the value of approximately \$93,000 was used to either add value or cost save in various Council produced projects.
- Changes to a number of community funded events – i.e. application withdrawals, cancellations due to wet weather etc.

To reflect the intent of the Strategy as a regional celebration of the Festive Season, Council endorsed three regional events – Mooloolaba New Year's Eve, the Australia Day Citizenship Ceremony, and the Sunshine Coast Australia Day Awards.

### **Festive Season Strategy endorsed community events (funded by agreement)** Budget: \$100,988 Actual: \$83,507

The Festive Season Strategy 2010 – 2015 specifically nominated a number of unique events to receive financial support. Each event has a funding agreement in place until 2015/2016 – with the exception of Mooloolaba Christmas Boat Parade and Noosa Junction Festive Fridays.

In 2012/13, \$83,507 was distributed to the 17 community groups and associations, identified by council, to support the management and production of unique, established and emerging events across a range of communities in the region. The amount of funding increases each year by CPI.

All acquittals have been received and some funding was returned for a number of projects for various reasons, in particular the cancellation or reschedule of events for Australia Day due to weather.

The events and organisations who received funding are:

Strategy Event	Organisation	Agreement Term	Council contribution 2012-2013	Attendance	\$ per head
Aust Day Local Legends Awards (wet weather – returned funding)	Tewantin/Noosa Rotary Club Tewantin/Noosa Lions Club	1/10/2011 to 30/06/2016	\$2,001	180	\$11.11
Australia Day on Buderim (wet weather – returned funding)	Buderim War Memorial Association	1/10/2011 to 30/06/2016	\$35	0	NA
Beerwah Wall Art (Library)	Beerwah Resource & Recovery Centre	No Agreement	\$976	1500	\$0.65
Christmas in Cooroy	Cooroy Chamber of Commerce	1/12/2010 to 30/06/2016	\$5,237	10,000	\$0.52
Coolum Christmas	Coolum Business & Tourism Assn.	1/12/2010 to 30/06/2016	\$2,500	800	\$3.12
Lights on the Lake	Currimundi Catchment Care Group	1/7/2012 to 30/06/20116	\$5,000	2,500	\$2
Light Up Glasshouse Country (funding declined)	Glasshouse Country News	No Agreement	\$0	0	0

**SPECIAL MEETING AGENDA**  
**Item 4.1.1 Festive Season Strategy**  
**Attachment 4 Festive Season 2012-2013 Summary Report**

**5 JUNE 2013**

Maleny Christmas Carnival	Maleny & District Chamber of Comm.	1/12/2010 to 30/06/2016	\$3,476	2,000	\$1.73
Mooloolaba Christmas Boat Parade	Mooloolaba Yacht Club	1/06/2013 to 30/06/2014	\$5,000	2,000	\$2.50
Mooloolah Valley Community Event	Mooloolah Valley Community Assn.	1/12/2010 to 30/06/2016	\$1,571	300	\$5.23
Nambour Alive!	Nambour Alliance	1/11/2010 to 30/06/2016	\$4,879	2,000	\$2.43
Noosa Carols on the River	Noosa Christian Outreach Centre	1/7/2011 to 30/06/2016	\$15,090*	2,000	\$7.54
Noosa Junction Festive Fridays	Noosa Junction Traders Assn	2012 agreement exp 30/06/13	\$5000	300	\$16.66
North Shore Carols in the Park	Riverlife Community Church	1/10/2011 to 30/06/2016	\$3,532	1,300	\$2.71
NYE Caloundra	Creative Events Inc	1/12/2010 to 30/06/2016	\$10,473	10,000	\$1.04
NYE Noosa Marina	Noosa Marina	1/12/2010 to 30/06/2016	\$10,473	4,000	\$2.61
The Wonder of Christmas	Lifepointe Baptist Church	1/12/2010 to 30/06/2016	\$5,237	26,000	\$0.20
Twin Waters Christmas Carols	Twin Waters Residents Assn.	1/7/2011 to 30/06/2016	\$3,027	500	\$6.05
<b>Total spend 2012/13</b>			<b>\$83,507</b>	<b>65,380</b>	

\* Includes an additional \$5,000 sponsorship from Council

## Community Grant funded Festive Season community activities and events

2012/13 Budget: \$20,280 Actual: \$19,392

2011/12 Budget: \$25,000 Actual: \$24,600

The Community Grants Program included a Festive Season Category which was open twice a year for application from community groups and associations wishing to manage or produce a festive season event. The grants were open to groups not already recognized (listed) in the Strategy, or otherwise endorsed by Council.

In support of Council's vision for the Sunshine Coast to be Australia's most sustainable region - vibrant, green and diverse, community groups were encouraged to consider sustainability principles when planning their events and activities. This provided eligibility for further funding under a "green" festive grants fund, a further \$3,500 (refer to next event item Festive Green Art workshops).

The total budget available for the Community Grants program (Festive Season Category) was approximately - \$45,000.

Applicants were encouraged to apply in the first half of the calendar year, and the following 2012/13 events were funded from the 2011/12 budget:

Project	Organisation	Festive grant	Green support	Attendance	\$ per head
Maleny Community Christmas Breakfast	Maleny Neighbourhood Centre	1,500			
Senior Citizens Annual Christmas Party	Mooloolaba Rotary Club	1,500		320	\$4.68
Green Bush Christmas	Palmwoods Christmas Committee		925	300	\$3.08
Pomona Night of Lights Festival	Lions Club of Cooroy Pomona	1,500			
Christmas Carnival	Tewantin Noosa RSL Sub Branch	1,200			
Kin Kin Community Christmas	Kin Kin Community Group	1,200			
2012 Annual Christmas Tree Festival	Kenilworth Christmas Tree Committee	1,200		400	\$3
Eumundi Community Xmas	Eumundi Chamber of Commerce	1,500			
Glasshouse Country Combined Carols	UCA-Glasshouse Country Congregation	5,000			
Nambour Community Carols	Nambour Baptist Church	5,000			
New Year's @ the Lake	Lake Cootharaba Sailing Club	5,000		3000	\$1.66
Beerwah Festive Fair (funding declined, event did not proceed)	Beerwah & District Kindergarten	(\$500)			
<b>Total 2011/12</b>		<b>\$24,600</b>	<b>\$925</b>	<b>4020</b>	

The following applicants were funded from the 2012/13 budget prior to the November 2012 decision to cancel further community grants rounds for the financial year:

Project	Organisation	Festive grant	Green support	Attend-ance	\$ per head
Christmas in the Grounds	Global Care Aust (regional)	1,000		200	\$5
Christmas Eve Celebration	Mooloolaba Surf Life Saving Club	3,000			
Coolum NYE Celebrations	Coolum Lions Club	2,700			
Coolum Australia Day Celebrations	Coolum Lioness Club	3,000			
2012 Australia Day at La Balsa Park	Rotary Club of Kawana Waters	1,000			
Montville Christmas Campaign	Montville Chamber of Commerce	1,500		600	\$2.50
Christmas Festival (affected by wet weather)	Kawana Waters Uniting Church	592		250	\$2.36
Dicky Beach Carols	Caloundra City Life Church	500		2000	\$0.25
Alexandra Headlands Carols	Alexandra Headlands Community Assn	1500			
Bli Bli Christmas Carols	Bli Bli Uniting Church	1,300			
Conondale Christmas Family	Conondale Swimming Assn		680		
Mountain Creek Carols	Mountain Creek State School	1,300			
Lakeshore Carols	Lakeshore Church	2,000			
Northshore Community Christmas	Northshore Community Centre		1,300	1000	\$1.30
Noosa Christmas Boat Flotilla (declined funding)	Noosa Waters Residents Association	(\$500)			
<b>Total 2012/13</b>		<b>\$19,392</b>	<b>\$1,980</b>	<b>4,050</b>	
<b>Total Community Grants</b>		<b>\$43,992</b>	<b>\$2905</b>	<b>7,800</b>	

### Recommendation:

As per Council resolution (OM November 2013), the Community Grants Program is now on hold pending budget deliberations.

In event planning terms, the 2013/14 Festive Season planning period has started and community groups have begun contacting Council regarding funding. Council needs to either, decide if the grants program is to continue in 2013/14 as soon as possible to allow the application process to start or Council must write to those community groups that have successfully received grants in the past to advise/remind them that the Community Grants Program is no longer available and that any community event plans underway will need to factor this decision into event budgets.

## Festive Green Art Workshops 2012

Budget: \$10,000 Actual: \$9,303

The Community and Cultural Planning team presented a number of green art workshops during the school holiday/festive season, as well as introduced Green Art activities at Cotton Tree Carols (1 December 2012), and at Carols on Kings (23 December 2012) in support of the Festive Season Strategy, and in line with the draft Green Art Strategy. Council's vision to 'become Australia's most sustainable region – vibrant, green and diverse' was supported and promoted through the green art workshops based on the principles of reduce, re-use and recycle.

- Programs run at Noosa Botanic Gardens, Mary Cairncross Scenic Reserve and the Maroochy Arts & Ecology Centre;
- EOI were received and assessed from Coast Artists;
- The workshops were advertised in the Festive Season Guide as well as Community Hub, and flyers distributed through Libraries and Customer Service Centres;
- The program was well attended for a first trial, with those that participated enthusing how great it was to be doing these activities in the outdoors, with a large percentage of home schoolers attending several events;
- From the experiences gleaned by setting up a program at the Arts and Ecology Centre at Maroochy Bushland Regional Botanic Garden, continuity is the key;
- This program was delivered below budget and provides great learning opportunities, but was heavy on staff resources due to setting up and managing the online bookings system.

Funding from this program was also used to support event applicants within the Community Grants Program (Festive Season category).

<b>Festive Green Art activity</b>	<b>Cost</b>
Green Arts Workshops – Carols at Cotton Tree	\$ 545
Green Arts Workshops – Carols on Kings	\$ 760
Green Arts Workshops – Noosa Botanic Gardens	\$ 1,452
Green Arts Workshops – Mary Cairncross Scenic Res.	\$ 595
Green Arts Workshops – Maroochy Arts & Ecology	\$ 2,750
<b>Total workshop spend</b>	<b>\$ 6,102</b>
Community Grants contribution (Festive)	\$ 3,201
<b>Total Green Art spend for Festive</b>	<b>\$ 9,303</b>

### Recommendation:

Due to budget constraints, it is proposed that this program not continue in 2014/15.

## **Festive Banners and Decorations**

Budget: \$244,876 Actual: \$228,833 plus salaries and wages approx. \$21,705

To spread the festive spirit amongst communities, street banners and tree decorations are installed by Council across the region. The decorations are a mix of pieces that are either owned, stored and maintained by council or hired annually (therefore no storage, maintenance or replace costs).

219 banners were installed by contractor Mainline Electrics into 21 separate communities across the region from 1 December 2012 to 14 January 2013. Based on business community feedback, and supported by the divisional Councillor, 16 new banners to complement the recently upgraded streetscape at Coolum on David Low Way were manufactured and installed this year. In addition, four banners were also relocated from Wilson Ave to Elizabeth St, Dicky Beach.

Decorations were installed in 30 trees from 1 November 2012. Two new trees were decorated in 2012 - at Coolum and Woombye (these trees were part of the strategy but hadn't been completed for previous festive seasons). The decorated tree at Cotton tree was relocated to be more central to the council produced carols event staged at Cotton Tree Park.

The large star that was originally located at Bill Vernando Park in Caloundra was relocated to a more visible location at the top of the stage at the Kings Beach Amphitheatre in order to be more central to the Council produced Carols on Kings festive event.

While Council did not provide funding for the two community decorated trees, in Noosa (Hasting Street) and the Cooroy business districts, it did include the trees in any promotional material including the popular tree trail map.

An estimated 526 staff hours to manage this program.

## **Carols at Cotton Tree 2012**

Budget: \$40,000 Actual: \$38,097 plus salaries and wages approx. \$18,078

More than 8,000 people (capacity crowd) attended the Carols at Cotton Tree event on 1 December 2012 at Cotton Tree Park for a 2 ½ hr program of family friendly entertainment and carols. The fireworks component was sponsored by Trilby Misso (\$4000) and East Coast Traffic Services provided in-kind support for traffic management (\$1000), which contributed to a cost saving for the event.

The feedback via surveys (155 surveys were received – 102 at the event and 53 online) showed that:

- Patrons were predominantly local residents;
- 'Word of mouth' was the most popular way of finding out about the event;
- The main audience group was 'family group with young children';
- Sunshine Coast Council was identified most commonly as the main sponsor;
- The majority of patrons came to the event by car;
- The new layout worked very well, with the blanket area proving popular and highly appreciated by the audience;;
- Free green arts and face painting for children were available between 4pm and 6pm, and this proved extremely popular.

- Approximately 487 staff hours to deliver this project between June - February

### **Recommendations:**

It is difficult to find further savings for this event, it is recommended that council consider:

1. continuing the event in 2013 with some further savings by:
  - a. reducing the marketing campaign further, limiting the letterbox drop
  - b. creating a local program – no headline acts or showtime characters
  - c. no big screen or fireworks unless sponsorship is secured for same
  - d. review food stallholders requirements

### **Carols at Kings Beach 2012**

Budget: \$50,000      Actual: \$41,480 plus salaries and wages approx. \$18,078

Carols on Kings was held at the Kings Beach Amphitheatre on 23 December 2012 attracted more than 8000 people (capacity crowd) for a three hour entertainment program.

Traffic management was sponsored by East Coast Traffic Services (no cost), which contributed to an overall budget saving of \$3000. Energex sponsored a big screen, to the value of \$2000 (a discounted rate from the supplier,) which added value to the event allowing the audience to better view the entertainment on stage.

The feedback via surveys (154 surveys were received – 117 at the event and 37 online) showed that:

- Patrons were predominantly local residents;
- ‘Word of mouth’ was the most popular way of finding out about the event;
- The main audience group was ‘Family group with young children’;
- Sunshine Coast Council was identified most commonly as the main sponsor;
- The majority of patrons came to the event by car.
- Approximately 487 staff hours to deliver this project between June - February

### **Recommendations:**

It is recommended that Council consider:

1. continuing the event in 2013 with some further savings by:
  - a. reducing the marketing campaign
  - b. creating a local program – no headline acts or showtime characters
  - c. no big screen or fireworks unless sponsorship is secured for same
  - d. review food stallholders requirements

## New Year's Eve Mooloolaba 2012

Budget: \$278,500 Actual: \$272,310 plus salaries and wages approx. \$45,145

New Year's Eve Mooloolaba is a Council produced New Year's Eve event. This event was funded to ensure a safe celebration space for locals and visitors to the region wanting to bring in the New Year in a public place. To ensure the community safety objective of this event is met, the planning group includes representatives from a number of agencies:

- 
- Sunshine Coast Council
- Queensland Police Service
- Queensland Ambulance Service
- Queensland Fire and Rescue Service
- The former Department of Employment, Economic Development and Innovation (DEEDI)
- Emergency and Risk Management Services Group
- State Emergency Service
- St John Ambulance
- Sunshine Coast Lifeguard Service
- Street Angels
- Mooloolaba Business & Tourism
- QLD Transport
- Sunbus
- East Coast Traffic Services
- Suncoast Cabs
- ATF Fencing
- Best Security
- KC's Fireworks
- DW Sound
- Festival Hire
- Sponsors: Sunshine Coast Daily, Bendigo Bank, POMO, Mooloolaba Surf Club, Inkspot Printers, Sea FM, Mix FM

The 2012 event attracted a record 50,000 people with about 30,000 attending the 8.30pm fireworks and 20,000 the midnight fireworks.

The strong emphasis on safety and security, and ensuring the event is alcohol free, has seen the number of arrests at each event continue to decrease. 18 arrests were recorded this year, representing a 50% decrease over the past three years.

Event	Attendance	Arrests
South Bank, Brisbane	65,000	62
Surfers Paradise, Gold Coast	50,000	131
Mooloolaba, Sunshine Coast	50,000	18

Source: <http://www.brisbanetimes.com.au/queensland/crowd-numbers-down-for-queensland-nye-festivities-20130101-2c3gk.html>

### 2012 program summary

- Official crowd attendance estimates are 50,000 (2011 - 42,000 | 2010 – 30,000);
- 18 arrests (16 in 2011; 36 in 2010; 42 in 2009);
- 8,000 travelled on Sunbus services;
- 15 acute care cases with Street Angels (11 in 2011 - 14 in 2010);



- 45 minor cases handled by St John's First Aid (34 in 2011 - 28 in 2010);
- No major incidents or injuries reported;
- Final Spend (excl sponsorship) \$272,310 – (2011 - \$277,749: 2010 - \$272,458);
- Revenue from event (site fees) \$6,954.00 (2011 - \$16,751.00: 2010 - \$6,716.00);
- Partnerships in place with Qld Police Service and Translink (Sun Bus)
- An estimated 1307 planning hours was undertaken throughout the year to deliver this event

### Recommendations

The finalisation report recommends that Councillors note that a focus on safety and harm minimisation, predominantly through tough restrictions on alcohol and intoxication, is a major priority for this event. Given this, it is recommended that council continue to fund the event.

The economic value of the event to the region also needs to be considered and measured. Anecdotaly, the event is an attraction to the region with visitors choosing the Mooloolaba New Year's Eve experience over Sydney and other major/high profile capital city New Year's Eve events.

- Continue to deliver a high calibre, safe and professionally managed event whilst continually adapting and improving operationally;
- Maintain key behaviour and harm minimisation strategies;
- Review traffic management plan due to increased event numbers;
- Develop sponsorship programs to reduce Council costs.

### Australia Day Awards 2013

Budget: \$30,000 Actual: \$29,604 plus Salaries & Wages approx. \$21,517

The fifth annual Sunshine Coast Australia Day Awards has grown significantly with close to 100 nominations received across seven categories, a 26% increase on the previous year.

The increase in applicants is due to an extensive, higher profile marketing campaign in conjunction with sponsors Channel 7 (\$5000) and Sunshine Coast Daily (\$16,000).

The Awards presentation event was held at Matthew Flinders Anglican College on 25 January 2013. More than 400 people were in attendance. National television presenter Sofie Formica compered the awards. An estimated 633 hours was spent planning this program.

Category	Nominated	Withdrew	
Community	42		
Sport and Rec	6		
Citizen of the Year	8	1	
Creative	5		
Environment	7		
Young Citizen	4		
Senior Citizen	27	1	
<b>TOTALS</b>	<b>99</b>	<b>2</b>	<b>97</b>

**Recommendation:**

As this event is gaining a high profile and reputation as a premier awards event acknowledging our community, it is recommended that the budget be maintained and the event grown via sponsorship of the event and categories. The Awards event should continue to be rotated through the region.

**Australia Day Citizenship Ceremony 2013**

Budget: \$20,000 Actual: \$17,369 plus salaries and wages approx. \$1,548

Council conducts six ceremonies per year, and by far the most significant of these ceremonies is the Australia Day Citizenship Ceremony, which is evident by the number of candidates that wait to attend.

Council welcomed 175 of Australia's newest citizens, at a ceremony held at The Maroochy RSL Events Centre in Maroochydore.

Number of recipients	175
Number of guests	350
<b>Total attendees</b>	<b>525</b>

Being held at an indoor venue meant the event could continue despite the inclement weather regularly experienced at this time of the year. Hiring an indoor venue provides considerable cost savings as budgets are not required on the infrastructure necessary for outdoor events of this size. An estimated 185 hours was spent on planning this event.

In a first for the region, live streaming of the ceremony took place allowing family members and friends to share this special day from anywhere in the world. Throughout the live stream 265 people were recorded as "viewers". The United Kingdom made up 128 of these views, with the other 138 other viewers coming from India, Spain, Denmark, Germany, Switzerland and USA. 126 people viewed the live stream from desktop and 138 from iPads, and other mobile devices.

**Recommendation:**

It is recommended that Council retain current 2013 actual budget to host the 2014 Australia Day Citizenship Ceremony at indoor venues (rotated through the region). This will provide event certainty as an all-weather event; and also assists in keeping infrastructure costs to a minimum.

**Australia Day at Kings Beach 2013**

Budget: \$50,000 Actual: \$20,297, plus salaries and wages approx. \$11,172

Due to inclement weather and related safety and amenity concerns the Australia Day event at Kings Beach event was cancelled. Booked acts and performers were, where possible relocated to indoor venues - a number of shopping centres, local clubs and hotels. In the past Australia Day festivities have drawn 10,000 people or more, who are there mainly to enjoy the beach and BBQs. An estimated 300 hours was spent planning this event.

### Recommendation:

Based on previous experience Australia Day event attendees prefer low key activities enjoying the public facilities. It is recommended that Council continue with a conservative approach and instead of providing an event, significantly reduce the budget and allocate it to the Festive Season event grants program (Australia Day category) for which community groups can apply in accordance with set/agreed criteria.

### Sponsorship

Sponsorship or event partnerships were flagged in the Draft Festive Season Strategy Review as a method of funding the current Council owned Festive Season events.

This method of funding events is not a stable method of ensuring event longevity, particularly in light of the number of events that a small number of sponsors are asked to partner.

Changes in the economic climate year by year, also impact on sponsorship sources.

Council's success with obtaining sponsorship has ensured the council owned events maintain high standards.

In 2012/13 sponsorship attracted more than \$90,000 in added value to the events as outlined below:

Sponsor	Value	Activity	Component
Sunshine Coast Daily - Festive Season	\$ 23,132	Festive	Print Advertising
POMO - 25% discount on services	\$ 1,684	Festive	Graphic Design
InkSpot - 10% discount on services	\$ 929	Festive	Printing
Trilby Misso Lawyers	\$ 4,000	Carols at Cotton Tree	Fireworks
Energex	\$ 2,000	Carols on Kings	Big Screen
Prime Radio Qld (Hot 91)	\$ 10,900	Both Carols	Radio Advertising
East Coast Traffic Services	\$ 4,000	Both Carols	Traffic management
Sunshine Coast Media Centre (Mix and Sea FM)	\$ 13,500	Mooloolaba NYE	Radio Advertising
Bendigo Bank (Maroochydore)	\$ 1,500	Mooloolaba NYE	Volunteers
Mooloolaba Surf Club	\$ 2,500	Mooloolaba NYE	Meeting venue
Seven Network Ltd	\$ 5,000	Australia Day Awards	TV Advertising
Sunshine Coast Daily	\$ 16,000	Australia Day Awards	Print Advertising
Sunshine Coast Media Centre (Mix and Sea FM)	\$ 8000	Australia Day at Kings Beach	Radio Advertising
<b>TOTAL sponsorship value</b>	<b>\$ 93,145</b>		

**Additional information - detailed budget breakdown by event (actuals)**

**BUDGET (GST EXCLUSIVE)  
 Carols at Cotton Tree - Saturday 1 December, 2012**

<b>REVENUE</b>				
Item		Receipt No	Total	
<b>Allocated Budget</b>				
	Contract Services			40,000.00
	<b>Allocated Budget Total</b>			<b>40,000.00</b>
<b>Sponsors (#####)</b>				
	Fireworks Sponsor	Trilby Misso		4,000.00
	Event Sponsor - in kind	East Coast Traffic	\$2,000	2,000.00
	<b>Sponsorship Total</b>			<b>6,000.00</b>
<b>Food Vendors (#####)</b>				
	Noosa Souva			154
	Pint Sized Pancakes			154
	Woodfire Australia			220
	Organic Cotton Candy			154
	The Coffee Place			154
	Maroochy Chamber of Commerce			44
	Lions Club of Maroochydore			44
	Rotary Club of Maroochydore			44
	<b>Food Vendors Total</b>			<b>968</b>

**TOTAL REVENUE \$46,968.00**

<b>EXPENDITURE</b>				
Item	Company	Purchase	Total	
<b>Advertising (630200)</b>				
	Advertising (ie Newspaper, Radio)			1,000.00
	Letterbox Drops			315.6
	Promotional (print) Qty 14500			607.5
	<b>Advertising Total</b>			<b>1,923.10</b>
<b>Catering &amp; Hospitality (633001)</b>				
	Catering			136.06
	Meal Vouchers			161.5
	<b>Catering &amp; Hospitality Total</b>			<b>297.56</b>
<b>Contractors (631800)</b>				
	Cleaning Services			392.73
	Site Electrician (inc UnityWater)			680
	Photographer			0
	Production (sound, lighting etc)	DW Sound	PEV00798	5,000.00
	<b>Contractors Total</b>			<b>6,072.73</b>
<b>Entertainment</b>				
#	Entertainer - Cassi Hilbers			250
#	Entertainer - Yogi's Christmas Show	Shwotime Attractions	PEV00655	3,250.00
#	Entertainer - Singing Santa		PEV	460
#	Entertainer - Sunshine Coast Choral			1,000.00
#	Entertainer - Kelsie Rimmer			300
#	Entertainer - Wayne Wiltshire			2,000.00
#	Face Painting	Fun for Kidz	PEV00780	360
#	Fireworks Display		PEV00809	5,000.00
#	Master of Ceremonies - Radio Station			300
#	Roving Entertainment	Be Amazed Entertainment	PEV00793	1,363.64
#	Welcome to Country	Lyndon Davis	PEV00771	200
#	Entertainer - Cassi/Roving			440
	<b>Entertainment Total</b>			<b>14,923.64</b>

<b>Infrastructure/Hire Equipment (645116)</b>				
	Bin Hire	JJ Richards	PEV00779	661.5
	Fencing			350
	General Hire	Perrys		1,651.27
	Generator	Coates Hire	PEV00833	1,611.84
	Golf Cart Hire			
	Lighting			
	Lighting Tower - Rugby field	East Coast	PEV00857	120
	Barriers x 6	East Coast	PEV00857	105
	Petrol Fuel (Generators)			
	Prop Hire			0
	Screen Hire			0
	Stage Hire	Festive Hire Service	PEV00776	2,775.00
#	Toilet Hire	Coates Hire	PEV00767	1,212.00
	Two Way Hire (Coms)	Philcomm	PEV00777	224
#	Variable Message Sign			
<b>Infrastructure/Hire Equipment Total</b>				<b>8,710.61</b>
<b>Safety &amp; Security (Personnel)</b>				
#	Security	Best Security	PEV00822	1,006.80
#	Police (Special Services)		Email	0
#	St Johns Ambulance	St Johns - Sunsine Coast	PEV00769	136.36
#	Traffic Control	East Coast Traffic	SPONSOR	0
#	Safety Equipment			
	Wages			3,992.04
<b>Safety &amp; Security Services Total</b>				<b>5,135.20</b>
<b>Licences (631400)</b>				
	APRA Licence Fee			180
<b>Licences Total</b>				<b>180</b>
<b>Materials (634200)</b>				
	Decorations (purchased items)			74.4
	Signage			780
<b>Materials Total</b>				<b>854.4</b>
<b>Miscellaneous</b>				
	Car Parking Venue	Maroochydore Rugby	DONATION	
<b>Miscellaneous Total</b>				<b>0</b>

**TOTAL EXPENSES \$38,097.24**

<b>Program Surplus/Deficit</b>				<b>\$8,870.76</b>
<b>Salaries &amp; Wages</b>		<b>Events Team</b>	<b>487 hrs</b>	<b>\$18,078</b>

**BUDGET (GST EXCLUSIVE)**  
**Carols on Kings - Sunday 23 December, 2012**

<b>REVENUE</b>				
Item		Receipt No		Total
<b>Allocated Budget</b>				
	Contract Services			50,000.00
	<b>Allocated Budget Total</b>			<b>50,000.00</b>
<b>Sponsors (#####)</b>				
	Big Screen Sponsor	Energyx		2,000.00
	Enter Details - Sponsor 2			
	<b>Sponsorship Total</b>			<b>2,000.00</b>
<b>Food Vendors (#####)</b>				
	Enter Detail - Food Stall 1			1,084.00
	Enter Detail - Food Stall 2			
	Enter Detail - Food Stall 3			
	<b>Food Vendors Total</b>			<b>1,084.00</b>

**TOTAL REVENUE** **\$53,084.00**

<b>EXPENDITURE</b>				
Item	Company	Purchase		Total
<b>Advertising (630200)</b>				
	Advertising (ie Newspaper, Radio)			1,000.00
	Letterbox Drops			842.75
	Banners & Billboards			
	Signage			
	Promotional (d&p) Qty 25000 A5	The Ink Spot		1,207.50
	<b>Advertising Total</b>			<b>3,050.25</b>
<b>Catering &amp; Hospitality (633001)</b>				
	VIP Catering			80.87
	Meal Vouchers			108.00
	<b>Catering &amp; Hospitality Total</b>			<b>188.87</b>
<b>Contractors (631800)</b>				
	Beach sweep/ cleaning			
	Cleaning Services			392.73
	Site Electrician			620.00
	Photographer			
	Production (sound, lighting, etc)	DW Sound	PEV00799	5,454.55
	Shuttle Bus Services	Elite tours	PEV00792	1,080.00
	<b>Contractors Total</b>			<b>7,547.28</b>
<b>Entertainment</b>				
#	Amusement Stall (eg Temp Tattoos)			
#	Entertainer - Golden Beach Dance			550.00
#	Entertainer - Children's Show			3,250.00
#	Entertainer - Singing Santa			460.00
#	Entertainer - Caloundra Chorale			1,500.00
#	Entertainer - Kelsie Rimmer			300.00
#	Entertainer - Wayne Wiltshire			2,000.00
#	Face Painting	Fun for Kidz	PEV00781	360.00
#	Fireworks Display		PEV00810	5,000.00
#	Master of Ceremonies - Kath & Kim			1,650.00
#	Roving Entertainment	Be Amazed	PEV00794	1,363.64
#	Welcome to Country	Lyndon Davis	PEV00772	200.00
#	Entertainer - SCPAC			600.00
	<b>Entertainment Total</b>			<b>17,233.64</b>

<b>Infrastructure/Hire Equipment (645116)</b>				
	Bin Hire	Party Bins	PEV00797	720.00
	Fencing	ATF	Confirmed	454.54
	General Hire	Perrys		1,466.36
	Generator	Coates		1,125.86
	Lighting	Gillette		
	Traffic Control Barrier Hire	East Coast		1,136.00
	PA System			
	Choir Riser Hire	Festival Hire Service		790.00
	Prop Hire/Curtain Hire	Mask Events		650.00
	Screen Hire	Big Screens Australia		1,500.00
#	Toilet Hire	Coates Hire	PEV00768	1,562.00
	Two Way Hire (Coms)	Philcomm	PEV00778	224.00
	<b>Infrastructure/Hire Equipment Total</b>			<b>9,628.76</b>
<b>Safety &amp; Security (Personnel)</b>				
#	Security	Best Security	PEV00823	1,006.80
#	Police (Special Services)		Email	
#	St Johns Ambulance	Caloundra Division	PEV00770	180.00
#	Traffic Control	East Coast	SPONOSOR	
	Wages			4,294.88
	<b>Safety &amp; Security Services Total</b>			<b>5,481.68</b>
<b>Licences (631400)</b>				
	APRA Licence Fee			140.00
	<b>Licences Total</b>			<b>140.00</b>
<b>Materials (634200)</b>				
	Decorations (purchased items)			0.00
	Signage			180.00
	<b>Materials Total</b>			<b>180.00</b>
<b>TOTAL EXPENSES</b>				<b>\$41,480.48</b>
<b>Surplus/Deficit</b>				<b>\$9,633.52</b>
<b>Salaries &amp; Wages</b>		<b>Events Team</b>	<b>487 hrs</b>	<b>\$18,078</b>



## Mooloolaba NYE 2012

Salaries and wages \$45,145

Date	Paid 2011/2012 Financial Year	Actual Amount Ex GST	Narration 1	Narration 2
<b>888800 - Travel Expense:</b>		<b>\$ 12,778.02</b>		
14/02/2012	\$ 2,626.36	\$ 2,626.36	Accommodation for NYE Staff, TM, AM, JS	The Mantra Mooloolaba
12/10/2012		\$ 2,945.45	Accommodation for NYE Artists/DJ's	Mooloolaba Motel
		\$ 3,031.66	Virgin Blue	You am I flights
		\$ 2,908.82	Premier Artists	Stonefield Flights
1/01/2013		\$ 1,265.44	Urban Brisbane	You am I accommo
<b>842288 - Room &amp; Venue Hire</b>		<b>\$ 1,000.00</b>		
26/10/2012		\$ 1,000.00	Mooloolaba P & C	Car Parking Grounds - MSS
<b>888100 - Performance Fees</b>		<b>\$ 79,985.00</b>		
3/05/2012	\$737.50	\$ 2,950.00	Sandwizard	\$811.25 deposit paid \$2433.75 on back order
3/05/2012		\$ 1,200.00	Freak Monice Performance Fee	
3/05/2012		\$ 1,100.00	Fun For Kidz	Face Painting
3/09/2012		\$ 1,000.00	My Feathered Friend	Feathered hair extensions
21/05/2012		\$ 1,635.00	Katz Body Art	Tattoo - Body Art (No GST)
4/05/2012		\$ 7,500.00	Showtime Attractions	shows etc.
16/05/2012	\$ 17,800.00	\$ 35,000.00	Premier Artists (Deposit of \$19250.00 raised 16/05/12)	You Am I
12/06/2012	\$ 10,000.00	\$ 18,000.00	Premier Artists (Deposit of \$11000.00 raised 12/06/12)	Stonefield
		\$ 3,850.00		Mitch Davis & the Dawn Chorus
19/03/2012	\$ 1,500.00	\$ 3,000.00	Bris City DJ's	3 x DJ's from Bris City DJ's
9/01/2013		\$ 1,000.00		Bump DJ's
10/12/2012		\$ 1,800.00	Showtime Attractions	Stiltwalkers
27/12/2012		\$ 1,200.00	Afterglow Performance Fees	Afterglow
15/01/2013		\$ 750.00	MC -Carly Wacky	
<b>846109 - Toilet Hire</b>		<b>\$ 3,540.00</b>		
26/10/2012		\$ 3,540.00	Coates Hire	Toilets (Port-a-loos)
<b>837886 - Security Services</b>		<b>\$ 27,318.18</b>		
20/06/2012		\$ 20,000.00	Best Security	Security Services
5/11/2012		\$ 7,318.18	QLD Police Service - Mooloolaba Police	Police Services
<b>833001 - Catering - external</b>		<b>\$ 799.90</b>		
17/12/2012		\$ 172.73	Subway Catering	Rider catering/vollie lunch
17/12/2012		\$ 627.17	Coles/Dan Murphy's/First Choice	Riders - artists f&b
<b>845116 - Equipment Hire (Plant Hire)</b>		<b>\$ 38,528.46</b>		
28/11/2012		\$ 3,749.91	JJ Richards	Bins
20/06/2012		\$ 15,550.00	DW Sound	Production - Main Stage
17/10/2012		\$ 3,800.00	DW Sound	Production - Beach Stage
17/10/2012		\$ 1,950.00	Festival Hire	Beach Stage
28/11/2012		\$ 550.00	Sunshine Coast PA Hire	Stage Barrier Hire
10/12/2012		\$ 272.73	Allocast Golf Cars	Golf Cart Hire
16/10/2012		\$ 480.00	Philcom	Radio Communication Equipment
27/12/2012		\$ 4,721.27	Perry's Party Hire	FF & E
11/01/2013		\$ 7,454.55	P&C Amusements	Rides etc
<b>888008 - Printing</b>		<b>\$ 890.00</b>		
6/3/2012		\$ 890.00	InkSpot	printing - brochures and posters
<b>880202 - Advertising &amp; Promotion</b>		<b>\$ 2,417.27</b>		
16/10/2012		\$ 450.00	1/4 page advert in Christmas Special MWP	My Weekly Preview
		\$ 1,967.27	APN Sponsorship Contribution	Advertising & Public Notices
<b>884100 - Donations</b>		<b>\$ 3,350.00</b>		
2/01/2013		\$ 2,750.00	SES - Kenilworth Division	SES
16/01/2013		\$ 600.00	St John Ambulance QLD	First Aid Services
<b>831808 - Contractors</b>		<b>\$ 84,210.06</b>		
16/10/2012		\$ 10,000.00	Tracey McAsey SCVEM	Event Operations
7/12/2012		\$ 8,521.33	Gillette Electrical	Electrical Services
15/10/2012		\$ 1,387.28	Emergency and Risk Mgt Services	Site Manager
11/06/2012		\$ 16,388.45	ATF	Fencing Services
26/10/2012		\$ 9,915.00	H & S Cleaning And Rubbish Removal Serv	Cleaning Services
3/09/2012		\$ 38,000.00	KC Fireworks	Fireworks, laser, big screen
<b>884200 - Material Services</b>		<b>\$ 1,512.00</b>		
1/02/2013		\$ 1,512.00	KC Fireworks - 3D glasses	
<b>831812 - Traffic Control</b>		<b>\$ 15,238.22</b>		
03/09/2011		\$ 15,238.22	East Coast Traffic	Traffic Services
<b>837406 - Stationery</b>		<b>\$ 22.36</b>		
10/01/2013		\$ 22.36	Stationery Items	
<b>831406 - Levy and Licence</b>		<b>\$ 1,178.00</b>		
17/01/2013		\$ 1,178.00	APRA Licence Fees	
<b>Internal Transfer Charges</b>		<b>\$ 8,068.73</b>		
		\$ 8,068.73	Internal Charge - Wages	SCC Staff
<b>Income</b>		<b>\$ 7,636.35</b>		
		\$ 6,136.35	Food Stall Vendor Fee's 15 * 3x3 @ 450	
		\$ 1,500.00	Bendigo Bank	
<b>TOTAL</b>		<b>\$ 272,309.85</b>		
		Budget		
		\$ 278,500.00		



**BUDGET (GST EXCLUSIVE)**  
**Australia Day Awards 2013**

Income	Item	Details		Actual Total	Ex GST	Receipt Status
0.3792	Core - Operational Expense	SCC				Confirmed
Contra	Print advertising	SC Daily	2 for 1	16,000.00		Agreement
Contra	TV advertising	Seven Network	1 for 1	5,000.00		Agreement

Exp	Item	Details		PO Number	Actual Total	Amount Ex GST	Payment Status
	MC - awards	Sofie Formica		PRF	1,650.00	1,500.00	
636100	Entertainer - awards	SCYO		PRF	650.00	650.00	
636101	Entertainer - awards	Bush Poet		PEV	250.00	250.00	Paid
636100	Welcome to Country	Lyndon		PEV	935.00	850.00	Paid
642200	Venue & AV (LKCC/MFAC + MSC)	MFAC		PEV	4,164.00	3,785.45	Paid
630200	Advertising - My Weekly Preview	Advert		PEV	550.00	500.00	Paid
630200	Advertising - SCD agreement	Nicola Whyte-Moffat	\$16K inkind	PEV	7,800.03	7,090.94	Paid
630200	Advertising - Ch 7 agreement	Lincoln Dye		PEV	4,545.45	4,473.00	Paid
636000	Certificate Printing	Ink Spot		CC	60.50	55.00	CC
636000	entry kit printing	Noosa Print		PEV		1,340.91	Paid
636000	Program Printing	Ink Spot		CC	269.50	245.00	CC
642200	Mooloolaba Surf Club Launch	M'Ba Surf Club		PEV	150.00	136.36	CC
633001	Catering	Beedazzled	8.18 per head	PEV	2,970.00	2,700.00	Paid
633001	Catering - Woolworths	SCADA Judging	CC	CC	40.57	38.66	Paid
633001	Catering - Woolworths	Launch		CC	22.14	20.13	Paid
633001	Catering - Woolworths	Event Water		CC		36.10	Paid
	Gift Hampers				65.00	59.09	Paid
634200	Framing	Presentation folders		CC	357.00	324.55	Paid
637400	Name Badges	Office Works		CC	132.80	120.73	Paid
634200	trophies	Ben Cully			2,890.80	2,628.00	Paid
638600	Accommodation - MC	Mantra		CC	628.32	571.20	Paid
	internal wages					444.86	
<b>TOTAL EXPENSES</b>					<b>\$28,131.11</b>	<b>\$27,819.98</b>	

Surplus/Deficit					\$1,868.89
	Salaries & Wages	Events Team	633 hrs		\$21,517

**Australia Day Citizenship Ceremony 26 January 2013**  
**The Events Centre @ Maroochy**

Line Item	Company Name	Description	Budgeted Amount (ex GST)	Cost (ex GST)
642200 - Hire of Premises	The Events Centre @ Maroochy	Venue Hire	\$5,500.00	\$1,568.18
633001 - Entertainment & Hospitality	The Events Centre @ Maroochy	Catering based on \$19.95 x 300 pax	\$4,500.00	\$5,340.91
645116 - Plant Hire - Other			\$4,000.00	\$0.00
636100 - Performance Fees	Gubbi Gubbi Lyndon Davis	Welcome to Country	\$4,000.00	\$850.00
636100 - Performance Fees	Heather Foord	MC		\$0.00
636100 - Performance Fees	Brett Campbell	Performer		\$90.91
636100 - Performance Fees	Kelsie Rimmer	Anthem Singer		\$200.00
636100 - Performance Fees	John Major	Bush poet		\$500.00
634200 - Materials	SCC - Noosa Depot	Native Plants x 180	\$2,000.00	\$86.00
634200 - Materials	Seasons of the Sun	Gift Baskets		\$127.27
634200 - Materials	Red Energy	Recipients gifts		\$801.90
634200 - Materials	Big W	Prize for feedback forms		\$59.10
634200 - Materials	Newsagent Nambour	Black card for VIP's		\$1.82
634200 - Materials	Carroll Richardson	Pull up and hand wavers		\$869.91
634200 - Materials	Carroll Richardson	Pull up and hand wavers		\$654.55
634200 - Materials	Carroll Richardson	Pull up and hand wavers		\$513.64
631800 - Contractors	Ustream	Live streaming	\$0.00	\$1,000.00
631800 - Contractors	AVCOM	Audio and Visual		\$2,555.31
631800 - Contractors	Jeff Fitzpatrick Photography	Event photography		\$181.82
Payroll	Staff wages			\$1,967.87
<b>Totals:</b>			<b>\$20,000.00</b>	<b>\$17,369.19</b>
	<b>Salaries &amp; Wages</b>	<b>Events Team</b>	<b>185 hrs</b>	<b>\$1,548.00</b>

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## Attachment 5 - OM June 2013

### Festive Season Strategy Review Community and Stakeholder consultation analysis

Over the review period (November 2012 – February 2013), 250 community groups/individuals across the region were contacted via email and telephone to advise that the Draft Festive Season Strategy revised edition (Nov 2012) was available for comment and feedback, after it was endorsed for Community engagement at the November 2013 Ordinary Meeting of Council. The Draft strategy was also posted on Council's website and the community generally invited to provide feedback via a media and communication campaign.

Only six separate responses were received from community groups through this process. This is a relatively small sample, representing about seven per cent of the potential stakeholder group.

This small number is not a statistically robust sample size. However, a summary of the submissions is provided here for consideration.

#### Summary of comments

Some respondents identified that the tree decorations were not effective with a number of responses suggesting a model in which the community manage and install their own decorations in trees would be appropriate.

In regards to funding for events, three issues were identified by respondents: inequality of spend across the region, inadequate funding support, and specifically, a lack of support for Hinterland communities.

Some respondents suggested a number of models for delivering festive events these included; council undertaking further analysis to determine a more equitable spend on events (this supports development of a criteria for the proposed community grants model) and Council delivering and managing three major events that are rotated across the region at major locations.

#### Specific Actions to be reviewed from the revised strategy

A major objective of the Festive Season Strategy revised edition (Nov 2012) was to move Council out of the role of event owner and into the role of event sponsor or partner, where the local community groups take the lead to effectively deliver safe and quality festive season events and activities within their respective communities.

To test this proposition feedback on the following questions was actively solicited from community groups and other parties

- 1. Should the Carols at Kings Beach and Cotton Tree and or Australia day at Kings Beach events shift from Council owned and managed events to Council supported, community managed events?**

No feedback was received during the review period that supported the contention that community groups should manage and run the Carols on Kings Event.

However both Caloundra and Maroochy Chambers of Commerce agreed that the Carols on Cotton Tree and Australia Day at Kings Beach events *could* shift from council management to community management.

The Caloundra Chamber supported the notion that the Australia Day event at Kings Beach could shift to a community managed event and agreed with this philosophy. However they qualified this response with the suggestion that council should underpin this event with continuing governance and funding support.

The Maroochy Chamber supported the notion the management of the Carols on Cotton Tree event could shift from council to community management but not for the proposed sponsorship amount outlined in the draft Strategy – the amount was considered insufficient. In accord with the Caloundra Chamber response, the Maroochy Chamber also believed that council should provide continued governance and funding support.

## **2. Are there any community groups that would be willing to take on the management of Carols at Kings Beach and Cotton Tree and or Australia day at Kings Beach?**

In relation to the second proposition, no community group has expressed interest in delivering and managing the Carols on Kings and or the Australia Day event at Kings Beach at this point in time.

Notable is that the Caloundra Chamber of Commerce, an organisation managed by professional full time paid staff *did not express* an interest in managing either the Kings Beach Carols or Australia Day events, but believed that a community group could take on the Australia Day at Kings Beach event with council governance and support.

The Maroochy Chamber of Commerce stated they may be interested in to take on the management of the Carols on Cotton Tree event. However they qualified this response by stating that they would require significantly more funding (double the funding proposed in draft Strategy) to make the management of the event viable and that this funding would need to be increased on an annual basis to support the growth of the event over time.

### **Conclusion**

A common thread that emerged is that nearly all the community associations that provided feedback stated that these events, *given their current large scale and complexity* were high risk ventures and too onerous for part time, volunteer run associations and groups to take on. The community groups that responded did not believe that they had the capacity to take on and run events of this size and complexity.

One way forward to shift these events from council owned and managed to community owned and managed could be to offer a sufficiently scaled back event, in size and complexity, to make them manageable. However given the increasing popularity of these events and the current community expectation events that these events provide high standards of entertainment and staging, this may not be a practical proposition.

Another conclusion from the feedback received could be that a consortium of community groups, within like areas or within close proximity, could be created to deliver the events. A consortium would provide the capacity required to run and manage the events in terms of members and volunteers. This would spread the scale, responsibility and complexity of the events across a range of organisations and may be a viable option, with council providing on-going developmental support, facilitation and funding.

**5 CONFIDENTIAL SESSION**

**5.1 EXECUTIVE OFFICE**

**5.1.1 CONFIDENTIAL - NOT FOR PUBLIC RELEASE - TOURISM DEVELOPMENT MATTER**

**File No:** Statutory Meetings

**Author:** Chief Executive Officer  
Executive Office

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This report is confidential in accordance with section 275 (h) of the *Local Government Regulation 2012* as it contains information relating to other business for which a public discussion would be likely to prejudice the interests of the local government or someone else, or enable a person to gain a financial advantage.

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**6 NEXT MEETING**

Nil

**7 MEETING CLOSURE**