



MISSION AND VALUES OF COUNCIL

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

AGENDA

ARTS CULTURE AND HERITAGE ADVISORY COMMITTEE MEETING

COMMENCING AT 3pm
IN THE SHIRE COMMITTEE ROOM

29 MAY 2013

PURPOSE

To provide advice to Council on matters of Arts, Culture and Heritage

OUR VISION

"A thriving and friendly community that recognises our history and embraces cultural diversity and economic opportunity, whilst nurturing our unique natural and built environment."

OUR MISSION

"To deliver affordable and quality Local Government services."

CORE VALUES OF THE SHIRE

The core values that underpin the achievement of the mission will be based on a strong customer service focus and a positive attitude:

Communication

Integrity

Respect

Innovation

Transparency

Courtesy

SHIRE OF BROOME

ARTS CULTURE AND HERITAGE ADVISORY COMMITTEE

29 MAY 2013

AGENDA

INDEX

1.	OFFICIAL OPENING.....	5
2.	ATTENDANCE AND APOLOGIES.....	5
3.	DECLARATIONS OF FINANCIAL INTEREST.....	5
4.	PUBLIC QUESTIONS.....	5
5.	CONFIRMATION OF MINUTES.....	5
6.	REPORTS OF OFFICERS.....	6
6.1	SHINJU MATSURI INC MEMORANDUM OF UNDERSTANDING	6
7.	MOTION WITHOUT NOTICE.....	10
8.	MEETING CLOSURE	10

NOTICE OF MEETING

Dear Committee Members,

The next meeting of the Arts Culture and Heritage Advisory Committee will be held on Wednesday 29 May 2013, in the Committee Room of the Shire of Broome Administration Building, Cr Weld and Haas Streets, Broome, commencing at 3pm.

Regards

K R DONOHOE
Chief Executive Officer

24 May 2013

1. OFFICIAL OPENING

The Chairman declared the meeting open at

2. ATTENDANCE AND APOLOGIES

Attendance

Apologies

Officers

Public Gallery

3. DECLARATIONS OF FINANCIAL INTEREST

Councillor	Item No	Page No	Item	Nature of Interest

4. PUBLIC QUESTIONS

5. CONFIRMATION OF MINUTES

Moved: *Seconded:*

That the Minutes of the Arts Culture and Heritage Advisory Committee meeting held on 24 April 2013 be confirmed as a true and accurate record of that meeting.

FOR:
AGAINST:

6. REPORTS OF OFFICERS

6.1 SHINJU MATSURI INC MEMORANDUM OF UNDERSTANDING

LOCATION/ADDRESS:	N/A
APPLICANT:	Shinju Matsuri Inc
FILE:	FIS06
AUTHOR:	Manager Community Development
CONTRIBUTOR/S	Community Project Officer
RESPONSIBLE OFFICER:	Deputy Chief Executive Officer
DISCLOSURE OF INTEREST:	Nil
DATE OF REPORT:	24 May 2013

SUMMARY: This report considers a proposal by Shinju Matsuri Inc for increased sponsorship for the 2013 Shinju Matsuri Festival with a view to entering a three year Memorandum of Understanding once the new Committee has developed its three year business plan and the outcomes of the 2013 Festival are known.

Representatives of the Shinju Matsuri Committee have been invited to attend the meeting.

BACKGROUND

Previous Considerations

ACHAC Meeting 10 January 2013 Item 6.1

At this meeting, the ACHAC considered a proposal from Shinju Matsuri for increased sponsorship to support the sustainability of the organisation and the annual community festival.

It was resolved that the Committee;

1. *Thanks the Shinju Matsuri Committee for its proposal and presentation regarding the need for increased funding to ensure the ongoing sustainability of the Shinju Matsuri Festival.*
2. *Holds a workshop as early as possible involving members of the Arts, Culture and Heritage Advisory Committee, Councillors and Staff to explore options for the sustainability of the festival prior to making a final recommendation to Council*

The ACHAC asked the organisation to consider its governance structure with regard to best practice governance principles. Since then, an Annual General Meeting of Shinju Matsuri Inc has been held and a new Board elected as follows:

President	Stephen Baamba Albert
Vice President	Andrew Chambers
Secretary	Kel O'Neill
Treasurer	Mike Dunnett
Board Members	Rob Fadaely Elisabeth Lucke

Nic Linton
Rohanee Poelina
John Collins
Kris Currow

The new Board resolved to call for expressions of interest for the management and delivery of the annual Shinju Matsuri Festival on a contract basis and received one submission from Gecko Events. Jillian Philp, a principal of the company, has a long history of involvement with Shinju Matsuri as both a director and in the planning and delivery of the festival. The Board was satisfied with the capacity of Gecko Events to deliver a successful and financially viable festival and a Festival Management Agreement is currently being negotiated between Shinju Matsuri Inc and Gecko Events.

A revised business plan along with a proposed budget for the 2013 festival is attached for the Committee's consideration.

The Shinju Matsuri Festival was established in 1970 with a focus on the traditions and history of Broome. 43 years on, the annual Festival is an iconic community event, attracting visitors to the town as well as involving locals in a celebration of Broome's rich culture. The Festival has historically relied on volunteers for its delivery. However, given increasing levels of compliance, the Board recognises the need to ensure the professionalism and sustainability of the festival is developed. In the past, when the organisation has lacked the resources to deliver the festival, the community has sought the support of the Shire to ensure that the tradition and culture of the event are not lost to the town.

At its March 2012 OCM, Council resolved the following:

Requests the Chief Executive Officer to develop longer term memorandum of understanding sponsorship agreements with;

- a) *Broome Aboriginal Media Association for the annual Kullarri NAIDOC Festival and Kimberley Girl Events;*
- b) *St Mary's College, Broome for the annual St Mary's College/ Taiji Elementary School Cultural Exchange program;*
- c) *Shinju Matsuri Festival; and*
- d) *Kullarri Patrol.*

To date, MOU's have been signed with all parties except Shinju Matsuri. This agreement will vary from the others because;

1. The proposed cash sponsorship is greater and;
2. There is a significant in-kind component included.

COMMENT

Shire Officers are supportive of the organisation's efforts to improve governance and the future sustainability of the festival. Committee members of Shinju Matsuri Inc have informed Shire Officers that the new Board will undertake a period of review and planning during 2013 with the aim of developing a comprehensive three year business plan for 2014-16. Shire Officers have therefore reviewed the proposed Memorandum of Understanding and recommend that a one-off sponsorship agreement be negotiated for the Shire's support of the 2013 Festival with a view to entering a longer term MOU once the organisation has developed its three year plan. This will provide an opportunity for Council

to consider the benefits of increased investment in the festival by the Shire of Broome. It is proposed that the Shire receives Shinju's three year plan no later than March 2014.

The main points for consideration are:

- a) *The agreement is for one year, commencing 1 July 2013.*
- b) *The Shire will support Shinju with a \$60,000 cash component in the 2013/14 financial year*
- c) *The Shire will support Shinju by providing approx. \$37,000 in-kind support (in addition to the cash contribution) to be detailed in the agreement.*
- d) *In-kind support will include waiving venue hire fees for the use of the Broome Civic Centre for up to 16 days over the period of the Festival (equating to approximately \$14,000).*
- e) *Shinju sponsored events outside the core 16 days will attract a discount of 50% off the venue hire for the Broome Civic Centre.*
- f) *Any requests for additional services or support from the Shire will be treated and charged by the Shire as private works.*
- g) *The Shire will be acknowledged as a Pearl sponsor of Shinju Matsuri*

The rationale behind the increase in cash support is for Shinju Matsuri to employ a person throughout the year to develop a more sustainable business model for the event and so that grant and sponsorship funds from various agencies can be proactively sought.

This proposal seeks to build the capacity of Shinju Matsuri Inc to ensure the organisation has the on-going resources to continue to deliver this community event and to strengthen its position as an important cultural organisation in Broome.

CONSULTATION

Shinju Matsuri Committee Members.

STATUTORY ENVIRONMENT

Nil.

POLICY IMPLICATIONS

Policy 5.1.5 Community Sponsorship Program

Policy 2.3.4 Parks and Reserves Venue Hire Charges & Conditions

FINANCIAL IMPLICATIONS

The proposal seeks a cash allocation of \$60,000 to support the Shinju Matsuri Festival. A project brief has been submitted for the 2013/14 budget process.

Shinju Matsuri Inc has developed a sponsorship prospectus for different levels of sponsorship of the festival (see attached). According to this prospectus, the benefits provided to the Shire of Broome as a Pearl Partner equal a perceived value of approximately \$85,000.

Service:

<i>Shinju Matsuri MOU</i>	Initial Cost	Lifecycle Cost (Annual)	Remarks
Start Up costs			
Budget Impact			
Loan Interest			
	\$60,000		Cash Component
	\$8,000		Art Prize
Operational (Annual)	\$37,000		Approximate in-kind
Less Additional Revenue (Annual)			
TOTAL	\$105,000		

The table below outlines funding sources for the capital and lifecycle costs.

Funding Source:

Funding Type	Capital or Start Up Expense	Life Cycle Costs (Annual)		Funding Details (eg RLCIP)	Account Number
		Cost \$	*Cost Type		
Grant					
Reserve					
Budget		\$60,000	Operating		116181
		\$8,000	Operating		116182
		\$37,000	Operating		Various
TOTAL		\$105,000			

STRATEGIC IMPLICATIONS

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

Encourage communication.

Create community spaces.

Encourage recreational activity.

Facilitate a safe environment.

Nurture and build social capital to increase community capacity.

Our Prosperity Goal – Create the means to enable local jobs creation and lifestyle affordability for the current and future population:

Work with agencies and others to ensure affordable and equitable services and infrastructure.

VOTING REQUIREMENTS

*Simple Majority***COMMITTEE RECOMMENDATION:**

That the Committee recommends to Council that:

1. *It notes the improvements made to the organisation's governance and planning for the future sustainability of the festival.*
2. *Given that plans for the future of the festival are currently being developed, authorises the CEO to enter into a sponsorship agreement with Shinju Matsuri Inc to deliver the 2013 Shinju Matsuri Festival under the following conditions:*
 - a) *The agreement is for one year, commencing 1 July 2013.*
 - b) *The Shire will support Shinju with a \$60,000 cash component in the 2013/14 financial year*
 - c) *The Shire will support Shinju by providing approx. \$37,000 in-kind support (in addition to the cash contribution) to be detailed in the agreement.*
 - d) *In-kind support will include waiving venue hire fees for the use of the Broome Civic Centre for up to 16 days over the period of the Festival (equating to approximately \$14,000).*
 - e) *Shinju sponsored events outside the core 16 days will attract a discount of 50% off the venue hire for the Broome Civic Centre.*
 - f) *Any requests for additional services or support from the Shire will be treated and charged by the Shire as private works.*
 - g) *The Shire will be acknowledged as a Pearl sponsor of Shinju Matsuri*
3. *It requests the CEO to hold a workshop involving members of the Arts, Culture and Heritage Advisory Committee, Shinju Matsuri Committee, Councillors and Shire Officers to explore options for the sustainability.*
4. *It requests Shinju Matsuri Inc to measure and report on the performance of the 2013 festival and submit a three year business plan and indicative budget no later than March 2013 to support Council's consideration of a three year Memorandum of Understanding.*

[Attachments: 65 pages](#)

7. MOTION WITHOUT NOTICE**8. MEETING CLOSURE**

There being no further business the Chairman declared the meeting closed at