

SY127-09/18 – Perth International Jazz Festival Request for Support

FILE REFERENCE: CS.CEV.2
APPLICANT OR PROPONENT(S): Perth International Jazz Festival Inc
AUTHORS NAME & POSITION: Esmeralda Harmer – Events & Economic Development Officer
RESPONSIBLE OFFICER: Paul Martin – Chief Executive Officer
PREVIOUSLY BEFORE COUNCIL: Nil
DISCLOSURE OF INTEREST: Nil
APPENDICES: A- PIJF Request for Support

Nature of Council's Role in the Matter:

- Executive

Purpose of the Report:

This report seeks Council's consideration to support the Perth International Jazz Festival (PIJF) to program artists for a free community concert in York in November. This report also details the Shire's involvement and the contributions requested to enable the event to occur.

Background:

In May 2017 Council considered item *SY045-05/17 Perth International Jazz Festival in York – Draft Funding Agreement* where Council agreed to enter a one-year funding agreement with PIJF to a maximum value of \$23,500 (excluding GST).

The agreement detailed PIJF's obligations to program artists to perform in York over two days, with a combination of free and ticketed performances in three locations.

In August, 2017 an evaluation of the PIJF in York event was presented to Council as item *SY100-08/17 -- Evaluation of Perth International Jazz Festival York Event* where Council received the acquittal for the event, including the key learnings and requests the Chief Executive Officer to work with stakeholders to develop a concept for a broader music festival in York (including jazz elements) and present a report to Council for consideration.

Since this time, Officers have met with representatives of PIJF on two occasions in the past six months regarding this year's Perth International Jazz Festival in November and York's potential involvement in the event. The discussions included:

- options for York's involvement
- offering one event instead of multiple event days
- free vs ticketed
- promotion and marketing opportunities for both parties
- financial requests

At a recent phone meeting on 7 September 2018, PIJF proposed a concert in the park event, with PIJF programmed artists. The concert would be free and is proposed to commence in the early afternoon of Saturday 3 November in Peace Park. PIJF would promote the concert as the 'launch' event to the main PIJF which opens Friday 9 November through to Sunday 11 November in Perth of the following week.

The PIJF is requesting financial sponsorship to a maximum value of \$8,000 to support artists programming and promotions for the York event.

The PIJF request received is attached to this report as Appendix A for Council's consideration.

Comments and details:

The outcome of the most recent negotiations would see the following be undertaken by PIJF for the funding proposed if Council agrees:

Programming Artists

PIJF would program a minimum of two acts to perform in Peace Park from 5pm – 9.30pm. The programming includes engaging the artists, artist accommodation and liaising with the Shire regarding sound and stage specifications required. This programming does not include the sound and stage required to support the performing acts. The musicians programmed will focus on jazz genres such as Motown, Rhythm and Blues. Officers concur with this approach as it offers the community a high calibre of entertainment through PIJF's network base that is likely to appeal to a wider range of music tastes than traditional jazz.

Event Promotion

PIJF's York 'launch' event promotions would include;

- listing York in printed program and marketing collateral
- feature articles on the York event across PIJF's social media page (over 7,000 followers) in the lead up to the York event and throughout the 2018 PIJF
- feature articles on York across PIJF's website in lead up promotions to the launch

Although the event is developed with a community focus in mind, Officers acknowledge the reach PIJF has through the marketing streams detailed is likely to generate interest greater than what could be achieved through the Shire's existing platforms.

Further to the financial request received from PIJF for these elements, the Shire is requested to deliver the following support for the event:

Audio, Stage and Lighting requirements

Engagement of a qualified technician to provide staging, audio equipment and lighting that is suited to an outdoor venue to ensure the sound quality and visual impacts for the concert are achieved. A wet weather contingency venue and potential hire fees applicable would also need consideration. Officers are proposing the stage requirements be kept to a minimum to emphasise the natural and heritage surrounds Peace Park offers. In preparation of this report, Officers have sought preliminary estimates from suppliers for audio, stage and lighting. The costs indicated range from \$4,000 - \$5,500 Ex GST dependant on performer requirements and stage inclusions needed once known by PIJF. Should the final costings be less than estimated, Officers recommend these funds be allocated to PIJF to increase the calibre of programmed performers.

Event Logistics

To comply with the Shire's *Events for York* Policy and the event proposed, financial provision for the following will also need consideration;

- suitable traffic management (including public notice and residential and business consultation) to close the small section of road, between South St and Howick St, to ensure safe access to the Joanna Whitely park amenities
- event personnel to implement traffic management for the road closure
- hire of additional rubbish bins

- permit to consume alcohol on Shire premises. Although no bar or licensed area is proposed for the concert, it is assumed that the general public may wish to consume alcohol whilst the concert is occurring.
- additional cleaners for both Joanna Whately Park toilets and the York Town Hall
- regulation 18 (noise regulation) permit
- event application fees
- investigating event insurance requirements for the event date and location
- poster print production and creative for social media advertising across the Shire's marketing platforms

The costs for event support is estimated between \$1,000 - \$1,500

Officers see merit in continual development of the Shire's relationship with PIJF through an event that has a direct focus on community enjoyment and connection as opposed to a tourism-based event approach. The strategic benefits of providing an event of this nature includes;

- increasing social and community connection opportunities
- supporting and promoting community involvement in events in York
- providing high level entertainment for community enjoyment
- continuing the positive working relationship built with PIJF over the past year

Officers are recommending Council agrees to host the free community concert and engages PIJF to program the artists for the concert to a maximum value of \$8,000 ex GST. Further to this Officers recommend the Shire take ownership of the event and provide a financial contribution to a maximum value of \$7,000 to provide the event logistics and support detailed in this report.

Implications to consider:

- **Consultative**

Officers have consulted with PIJF prior to and during the preparation of this report. If Council approves the event, Officer will liaise with adjoining land owners and users of Peace Park regarding the event.

- **Strategic**

Council's Strategic Community Plan includes the following strategic priority:

BUILDING A STRONG ECONOMIC FUTURE

The Council is determined to help rebuild the Shire and the town of York to a position of confidence in its economic future. The priorities for the next four years will be:

- *supporting the establishment and marketing of a calendar of key events to encourage visitors to the Shire. These events will be focused on achieving economic benefit and will sit alongside and complement more community focused events.*

- **Policy related**

The sponsorship request received can be considered in accordance with Shire's *C1.3 Community Funding – Grants and Sponsorship*.

If Council approves the funding application, the event will be assessed by Officers in accordance with Councils *Events for York Policy*.

- **Financial**

Included as part of the 2018/19 FY budget GL 132150 Festival Assistance includes a nominal allocation of \$15,000 for a Perth International Jazz Festival event. This

allocation was subject to a report being presented on how the event would be delivered.

The following is the proposed budget for the event for Council's consideration:

Item	Description	Cost to Shire of York	Responsible Organisation
Programmed Artists for Stage	2 x main acts for 2-hour performance each including transport and accommodation.	\$7,000	PIJF
Event Promotion	Inclusion on PIJF program and marketing.	\$1,000	PIJF. Note the Shire of York will promote the event locally through existing mediums.
Audio, stage, lighting in Peace Park	Main stage and associated infrastructure including operators for performers.	\$5,500	Shire of York
Event Logistics	Traffic management, rubbish bins, cleaners, permits,	\$1,500	Shire of York
Total		\$15,000	

Officers are also submitting a quick response grant application to Country Arts WA to the value of \$4,000. Should this application be successful funds will be used to support:

1. Additional community engagement activities to occur at Peace Park as part of the event. This could include family activations and kids' activities; and
2. Sourcing higher calibre and/or additional main performance acts through PIJF.

If this application is successful, the event budget will be \$19,000 offset by \$4,000 grant income. If the application is unsuccessful the event budget will remain at \$15,000 and the additional activities will not be delivered.

Structuring the event in this way allows participation by a wide range of socio-economic groups and increases the community activations available as part of the event.

- **Legal and Statutory**

The event will need to comply with all relevant approvals required.

- **Risk related**

In addition to the benefits of providing a free community concert, Officers see merit in this proposed approach as it provides limited risk to the Shire in terms of income received by ticket sales and provision of food and beverage options.

- **Workforce Implications**

This event can be managed within the Shire's workforce resources.

Voting Requirements:
Absolute Majority Required: No

OFFICER RECOMMENDATION:

“That Council:

- 1. *Endorses the concept of jointly delivering a free family concert in Peace Park as the launch event of the 2018 Perth International Jazz Festival.***
- 2. *Approves the funding allocation to Perth International Jazz Festival to a maximum of \$8,000 from GL 132150 Festivals Assistance to program the following elements of the event:***
 - a. Programmed artists for the main stage***
 - b. Event Promotion***
- 3. *Approves the Shire of York to be responsible for the remainder of the event as outlined in this report, to a maximum value of \$7,000 sourced from GL 132150 Festivals Assistance.***
- 4. *Notes the Chief Executive Officer has submitted a funding application of \$4,000, which if approved will:***
 - a. add to the event activities;***
 - b. potentially increases the amount paid to Perth International Jazz Festival to provide additional community engagement activities and/or higher calibre of main stage events.***
 - c. require associated budget amendments to be made at the midyear budget review.”***