

AGENDA

- 1 APOLOGIES AND LEAVE OF ABSENCE**
- 2 COMMUNITY CONSULTATION**
- 3 MINUTES OF PREVIOUS MEETING SUBMITTED FOR APPROVAL**

RECOMMENDATION

That the Minutes of the Ordinary Meeting held on Tuesday, 28 November 2017, copies of which were circulated, be taken as read and confirmed as a correct record of the proceedings of the Meeting.

4 DISCLOSURE OF INTEREST

Pecuniary Interest

Non Pecuniary Conflict of Interest

Political Donations

5 MAYORAL MINUTE

5.1 EVENT MANAGEMENT AND ATTRACTION - REVENUE OPPORTUNITIES – FILE No SF1265

DIRECTORATE: OFFICE OF THE GENERAL MANAGER
AUTHOR: Col Murray, Mayor

RECOMMENDATION

That in relation to the report “Event Management and Attraction – Revenue Opportunities”, the General Manager investigate and report to Council on what opportunities are available to establish a permanent revenue stream for the ongoing management and attraction of major events to the Tamworth Regional Council area.

SUMMARY

Proposal for the General Manager to investigate the opportunities that are available to Council to secure a revenue stream from those business sectors that directly benefit from the events that are held in the Region.

COMMENTARY

Tamworth is well known as an events City, primarily because of the world renowned Country Music Festival but also because of the enormous capacity our region has to host large numbers of people in many different venues and supported by a strong accommodation and hospitality sector. While these events bring enormous economic, social and cultural benefits to the region they also come at a substantial cost with little or no direct revenue stream being returned to Council and therefore reduce our capacity to deliver other services expected by the community.

The Country Music Festival is an incredible asset for our City, Region and the whole of the Northern Inland. It attracts many thousands of people, significant sponsorship from large corporations and injects an estimated \$50-\$70 million into the local economy each year but still comes at a net cost to Council, and by extension the rate paying community of the Tamworth Region. The principal beneficiaries are accommodation providers, hotels, restaurants, cafes and retailers who see an enormous surge in their turnover during this period. Anecdotal evidence suggests that some businesses may earn as much revenue during the Festival as they do for the remainder of the year. Other major sporting events, concerts, festivals and conferences also benefit these business sectors albeit with a smaller financial return.

This report suggests that the General Manager investigate the opportunities that are available to Council to secure a revenue stream from those business sectors that directly benefit from the events that are held in the Region. The Local Government Act places some restrictions on how a Council can levy rates, fees and charges and there is no doubt that parts of the community will oppose the introduction of any new levy, however it is important that Council is proactive in ensuring those that benefit most from the attraction, management and subsidisation of major events are also making an appropriate contribution towards the cost of hosting those events.

(a) Policy Implications

Policy implications will be identified in the report provided by the General Manager.

(b) Financial Implications

Financial implications will be identified in the report provided by the General Manager.

(c) Legal Implications

Legal implications will be identified in the report provided by the General Manager.

(d) Community Consultation

A strategy to undertake the necessary community consultation will be identified in the report provided by the General Manager.

6 NOTICE OF MOTION

Nil

OPEN COUNCIL REPORTS