



**OUR VISION & VALUES** ONE TEAM DELIVERING WITH

**PRIDE**

Passion | Respect | Innovation | Dedication | Excellence

**OUR MISSION** TO BE EASY TO DO BUSINESS WITH

# **BUSINESS PAPER**

## **Additional Items**

### **Ordinary Council Meeting**

### **16 July 2019**

**Warwick Bennett**  
**General Manager**

We hereby give notice that an Ordinary Meeting of Council will be held on:  
 Tuesday, 16 July 2019 at 6pm  
 in the Council Chambers, Civic Centre  
 184 - 194 Bourke Street, Goulburn

## Order Of Business

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**Cr Bob Kirk**  
**Mayor**

**Warwick Bennett**  
**General Manager**

## 15 REPORTS TO COUNCIL FOR DETERMINATION

### 15.27 AUSTRALIAN BLUES MUSIC FESTIVAL 2020-2024

**Author:** Sarah Ruberto, Business Manager Marketing, Events & Culture

**Authoriser:** Warwick Bennett, General Manager

**Attachments:**

1. Blues EOI\_Australian National Events\_combined.pdf - Confidential
2. Blues EOI\_Baha Agency\_combined.pdf - Confidential
3. Blues EOI\_Premium Media\_combined.pdf - Confidential

<b>Link to Community Strategic Plan:</b>	<p>Strategy EC2 – Jointly develop appropriate tourism opportunities and promote the region as a destination.</p> <p>Strategy CO2 – Encourage and facilitate active and creative participation in community life.</p> <p>Strategy CO4 – Recognise and celebrate our diverse cultural identities, and protect and maintain our community's natural and built cultural heritage.</p>
<b>Cost to Council:</b>	\$30,000 allocated in the 19/20 draft budget for the 2020 Australian Blues Music Festival, and for each year in the four year budget.
<b>Use of Reserve Funds:</b>	Not Applicable. Budgeted amount funded from revenue.

#### RECOMMENDATION

That:

1. The report from the Business Manager Marketing, Events and Culture in regard to the Australian Blues Music Festival 2020 to 2024 be received
2. Council engage Australian National Events for the management and delivery of the Australian Blues Music Festival 2020-2024.
3. Council enters into a Deed of Agreement with Australian National Events, and the Council seal be affixed.

#### BACKGROUND

At the 19 March 2019 Council Meeting, Council resolved to undertake an Expression of Interest process for the organisation, management and promotion of the Australian Blues Music Festival (2020-2024). This report provides the outcome of that Expression of Interest process.

#### REPORT

On Monday 1<sup>st</sup> April, Council advertised the Expression of Interest for the organisation, management and promotion of the Australian Blues Music Festival for a five year period (2020 to 2024 Festivals). During this time, a media release was issued to local and regional media, the music industry and promoted through various social media channels.

Expressions of Interest closed on 30 April 2019, with three submissions received from:

- Australian National Events
- Baha Agency
- Premium Media

All three submissions were compliant and very competitive. Following the assessment of submissions, it was agreed that the three companies be invited to attend a panel interview to pitch

their ideas and clarify any questions from the panel. Due to unforeseen circumstances, Premium Media did not participate in the interview stage, and were not considered further.

Under the requirements of the contract, Council requires the successful applicant to undertake all aspects of the planning and management of the 2020 to 2024 Australian Blues Music Festivals. This includes, but is not limited to:

- Artist booking and management, including licencing and related expenses
- Venue selection, negotiation and booking, including booking of Council facilities
- Attracting sponsorship and other means of income
- Provision of production equipment for each venue (unless prior arrangements are made with the venues and/or artists)
- Advertising, including the operations of [www.australianbluesfestival.com.au](http://www.australianbluesfestival.com.au)
- All other aspects involved in the planning and management of the Festival.
- Reporting on the outcomes of each Festival through the provision of a post-Festival report accompanied by audited financial statements.
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The panel met with Australian National Events and Baha Agency on the 26<sup>th</sup> and 27<sup>th</sup> June. The panel consisted of:

Business Manager Marketing, Events & Culture	Convenor
Director Corporate & Community Services	Member
Coordinator Marketing & Events	Member
Deputy Mayor	Member

The panel unanimously agreed that Australian National Events (ANE) presented a stronger written proposal and presentation, with a greater understanding of the Festival, the community and the opportunities for growth of the Festival. Having ran the Narooma Oyster Festival in 2019, Big Skies in 2018-2019 and a multitude of other events ranging from 550-185,000 people, ANE are well versed to deliver great outcomes for the Australian Blues Music Festival. With a focus on the total Festival experience, strong economic development and tourism links, ANE have a strong track record of delivering events in regional communities.

ANE are proposing a similar format to more recent Festivals, with a multi-venue approach partnering with the existing venues, whilst using iconic Belmore Park as the centrepiece of the Festival. ANE are seeking to develop a sustainable 5-year strategy for the conduct and management of the Australian Blues Music Festival, that links in with the region's economic, tourism and community objectives, providing a destination driven high-yield event attracting out of region event attendance, and in turn increasing visitor spend.

To ensure that sufficient lead time is available for the planning of the 2020 Australian Blues Music Festival (7-9 February 2020), Council staff will develop a Deed of Agreement with Australian National Events immediately, with the aim to have the Deed of Agreement in place early August, and a joint media release issued in the coming weeks.