



# Special Agenda

2 May 2016

## Notice of Meeting – Special Meeting of Council

To All Councillors

In accordance with the *Local Government (Meeting Procedures) Regulations 2015*, NOTICE is hereby given that a Special Meeting of the Derwent Valley Council will be held at the **Council Chambers, Circle Street, New Norfolk on Monday 2 May 2016**, commencing at **5.30pm** with the Business of the meeting to be in accordance with the following agenda paper.

The notice of meeting was published on Councils website on **29 April 2016**.

## General Manager's Certification

PURSUANT to Section 65 (1) of the *Local Government Act 1993* I hereby certify, with respect to the advice, information and/or recommendation provided for the guidance of Council in this Agenda, that:

1. such advice, information and/or recommendation has been given by a person who has the qualifications or experience necessary to give such advice; and
2. Where any advice is given by a person who does not have the required qualifications or experience, that person has obtained and taken into account the advice from an appropriately qualified or experienced person.

Section 65 (2) forbids Council from deciding any matter which requires the advice of a qualified person without considering that advice

Dated at New Norfolk **29<sup>th</sup> day of April 2016**

GREG WINTON  
**GENERAL MANAGER**

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### **Legislative Reference:**

*Local Government (Meeting Procedures) Regulations 2015, Regulation 8(7)*

*The business of a meeting is to be conducted in the order in which it is set out in the agenda of that meeting, unless the council by absolute majority, or the council committee by simple majority, determines otherwise.*

## **1. Record of Attendance/Apologies/Leave of absence**

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*File 194*

### ***Legislative Reference:***

*Local Government (Meeting Procedures) Regulations 2015; Regulation 8(2)(a)*

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*The meeting commenced at .....pm*

### **Record of Attendance, Apologies, Leave of Absence previously approved:**

**Mayor, M Evans**

**Deputy Mayor, B Shaw**

**Cr Belcher**

**Cr Bester**

**Cr Graham**

**Cr Lathey**

**Cr Pearce**

**Cr Triffett**

**General Manager, Greg Winton**

## **2. Reports of Officers and Committees**

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### **2.1 Proposed street events to compliment Dark MOFO event to be held at Willow Court in June 2016**

<b>NO:</b>	
<b>Reporting Officer:</b>	General Manager
<b>Date:</b>	29 April 2016
<b>File:</b>	009
<b>Appendices:</b>	Proposed Event Planner Submission

#### **Recommendation**

##### **That the Council:-**

- 1. note the submitted proposal outline provided by Leisa Kirmos to coordinate street activities to compliment the Dark MOFO event at Willow Court to be held in June 2016;**
- 2. RESOLVES BY AN ABSOLUTE MAJORITY to commit up to \$37,900 to conduct activities to compliment the Dark MOFO event at Willow Court;**
- 3. agree to engage services of Leisa Kirmos in the role of event coordinator**

#### **Introduction and Purpose**

To determine the Council's position in relation to a proposal to conduct a series of street activities to coincide with the Dark Mofo event to be held at Willow Court, New Norfolk in June 2016.

#### **Strategic Plan**

- IS6 To develop partnerships with business in the area and particularly in High Street and its immediate surrounds with a view to reinvigorating the business district.*
- IS7 To develop a means of relaying information from Council to the residents of the municipality*
- S2 To recognise the worth of all people, regardless of age, gender and race in providing opportunities to be part of a vibrant community.*
- S3 To encourage the development of local sporting, cultural and artistic activities.*
- Ec1 To encourage and facilitate greater opportunities for business development and tourism and work toward a strategic plan for tourism and business development in the area.*

- Ec3 To develop partnerships with State Government, industry and regional bodies to promote economic and employment development.*
- F2 To effectively manage Council's debt.*

## **Discussion**

Following an approach earlier in the year by the Council, the organisers of the Dark MOFO Winter festival publicly announced in April 2016 the event program, which included an activity to be held at Willow Court, New Norfolk. The Council had agreed at a previous Special Closed Council meeting on the 31 March 2016, to conditionally support the use of the venue.

The event as announced is for the site to be used for an installation by the performance artist Mike Parr. The Asylum performance itself is to be undertaken for a period of 72 hours. The event will start with Mike Parr on Thursday 9 June 2016 from 12.00pm finishing on Sunday 12 June at 12.00pm. The site will also be open on Monday 13 June, Saturday 18 June and Sunday 19 June 2016.

Upon the announcement of the activity at the Willow Court Site, discussion occurred in relation to a suggestion that a street event be held to compliment the Dark MOFO event. It has been envisaged that this would enable a degree of economic advantage to occur through the anticipated additional visitation during the installation at Willow Court.

The Council established a working group comprised of Councillors Shaw, Triffett, Graham and Lathey. An invitation to local traders was undertaken and a meeting held on Tuesday 26 April 2016, which was attended by approximately 15 people. It was generally accepted that some form of street event would be appropriate, albeit a short lead time would require a dedicated resource to ensure that events could be successful undertaken.

Contact was made with a individual considered to have the appropriate skill set with a submission being received as detailed below.

## **Consultations That Have Taken Place**

### **(a) The Community**

An invitation was extended to local business with a meeting held in the Court House on Tuesday 26 April 2016.

### **(b) Experts**

Discussions have been held with representatives from Events Tasmania and Destination Southern Tasmania

### **(c) Stakeholders**

A invitation was extended to local business with a meeting held in the Court House on Tuesday 26 April 2016.

### **Proposed Community Consultation, Public Relations and Media Issues**

Assuming that the Council supports the recommendation then the engagement of the Events Coordinator will take place immediately. Responsibility of communications in relation to this activity would be a part of the role of the Events Coordinator.

### **Budget/Financial Issues**

There is no specific allocation in the 2015/2016 budget for this purpose. Accordingly, the recommendation requires a resolution by an absolute majority.

As referred to in the proposal, approaches for external funding sponsorship will continue to be pursued.

### **Policy Implications**

There are no significant policy implications. The Event Coordinator will need to abide by the purchasing arrangements with the oversight of the General Manager.

### **Comment**

The announcement of the Dark MOFO event to be held in the Derwent Valley is to be applauded. Given the significant additional visitation that the event will bring, it is considered appropriate to commit funds to ensure a positive visitor experience occurs, with the potential for economic benefits also.

The programme as outlined in the proposal is based on a series of conversations between the General Manager and Leisa Kirnos following the meeting on the 26 April 2016. It should be understood that the proposal would be subject to alteration following further dialogue between the working group.



## New Norfolk - DARK MOFO Event

For:	Greg Winton
Company:	Derwent Valley Council
Event:	New Norfolk + DARK MOFO 2016
Date:	June 9th - June 19th
From:	Red Carpet Entertainment
Prepared By:	Leisa Kirmos
Date:	28th April, 2016



## New Norfolk + DARK MOFO 2016

Event Date	June 9th - June 19th
Event Venue	New Norfolk areas TBC
Approximate Attendance	8000
Services Requested	Entry By Mirror Instillation - 72 hours Street Activities - June 9,10,11,12,18,19 Saturday Evening Event & Feast
Additional Concept	Paint The Town Red/Street Market/Street Festival

## Event Elements

### Event Manager

Working with Derwent Valley Council, New Norfolk Mayor, Deputy Mayor and local Councillors, Leisa Kirmos will be directly responsible for your Event. She'll work with you and your team through the creative process, coordinate and plan the event with specialised internal and external teams, and provide on-site management and support the day of your event.



### Entertainment

Utilizing the best available network of musical acts, entertainers, roaming performers known for keeping audiences engaged and excited.

## Audiovisual



Sourcing audio and video equipment, engineers to facilitate the creative vision and expertise it takes to put on a quality show and event.

## Decor & Effects

Creative Direction and streamlining - Event Manager will help select the best decor and special effects, compiling all ideas to bring your concept to life, complete your theme and create a memorable experience within the approved event budget.

## Catering

Event Manager will formulate a communications plan with Councillors for local partnerships for each event. Working with local and renowned caterers in the area to make sure that the food and drink at your event is available and just as memorable (and unique) as the rest of the experience.



## Grounds, Security, & Transportation

Co-ordinating schedules with MONA for shuttle arrivals, grounds crews, security team and any approved road closure will make sure that your clients, locals and visitors safely get where they want to go with minimal fuss or disruption.

# Why work with an Event Manager?

## Convenience

The Event Manager handles everything from concept to production to clean-up, you save precious hours of your time (and undue stress and money) when working with Leisa Kirmos on your event. Having directed events for 19 years, and in that time always developed quality relationships with local talents and business owners in every category.

## Communication

Each key staff member will be in regular communication with the **Event Manager**, who is responsible for working with you throughout the process and keeping you updated at every step. Additionally, the execution of Marketing and Communication for the Event will be streamlined with efficiency and continuity.

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## Pricing

Services Included	Price	Discount	Subtotal
<input checked="" type="checkbox"/> <b>Design/Creative</b> Creative sessions with your internal team, sourcing quotes and services, town theming, fire braziers, props, projectors, lighting etc.	\$6,000.00	0%	\$6,000.00
<input checked="" type="checkbox"/> <b>Grounds, Security, &amp; Transportation</b> Grounds crew during, after event, security for all entrances and main event features, parking attendees, public toilets, marquee hire, refrigeration, generator/power supply, staging, maintenance staff	\$18,000.00	0%	\$18,000.00
<input checked="" type="checkbox"/> <b>Entertainment</b> Contacting bands, roving performers, specialty acts, artists, sound and lighting engineers/hire etc.	\$5,500.00	0%	\$5,500.00
<input checked="" type="checkbox"/> <b>Marketing &amp; Communication</b> Event branding, promotion, Graphic Design, logo, Partnerships, printing, banners, editorial etc.	\$3,000.00	0%	\$3,000.00
<b>Event Manager</b> Event operations & logistics, planning, branding, creative direction, budget, event communications, contracting suppliers, client management - 02/05 to 24/06 (300 Hrs @ \$30p/hr on & off site)	\$9,000.00	40%	\$5,400.00
<b>Additional Budget</b>			
<b>Theming, Entertainment, Promotion</b> Red beams, extra bonfires, additional catering, double promotion, additional street closure, event hours and music	\$0.00	0%	\$0.00

**Total    \$37,900.00**



# Terms

## **Letter of Agreement**

This agreement is between Derwent Valley Council, hereafter referred to as CLIENT, and Red Karpel Entertainment, hereafter referred to as CONTRACTOR.

## **Description of Services**

CONTRACTOR will provide event logistic management services, as detailed in the letter proposal dated 28th April, 2016 for CLIENT's New Norfolk + DARK MOFO 2016 Events between June 9th - June 19th, consisting of six (6) event days in total and town theming.

## **Pricing and Payment Terms**

The total cost of event management services provided by the CONTRACTOR is \$ 5,400 inc GST. CLIENT will make payments as follows:

A non-refundable retainer in the amount of \$ 540 +GST upon acceptance of this agreement.  
\$540 inc GST due on Monday 2nd May, 2016 (deadline date that this agreement is valid for)  
\$2860 inc GST due on Thursday 26th May, 2016 (ten days prior to your event)  
\$2860 inc GST due on (two days after your event)

## **Term and Termination**

This agreement will terminate automatically upon completion of the services required by this letter of agreement.

## **Changes and Cancellations**

Any and all changes made to this letter of agreement must be made in writing and signed by all parties. If the event is cancelled, refunds are limited to unearned fees, funds in excess of unused or non-refundable fees, and out-of-pocket expenses. If CLIENT cancels less than 14 days before the event, the total amount of the Event Managers fees will be payable within 2 days of event cancellation.

**Acts of God**

If an act of God, such as a fire, flood, earthquake, or other natural calamity shall cause CLIENT to cancel the event, CONTRACTOR will require payment for the time actually spent planning and finalising communications for the CLIENT's event.

## Acceptance

Red Carpet Entertainment	Derwent Valley Council
<b>Signed By:</b> Leisa Kirmos	<b>Signed By:</b> Greg Winton
<hr/>	<hr/>
<b>Date:</b>	<b>Date:</b>

**THERE BEING NO FURTHER BUSINESS THE CHAIRPERSON DECLARED THE MEETING CLOSED  
AT .....PM**

**Confirmed,**

**MAYOR  
..... 2016**