ECOFiesta 2016 – Event Summary

Dan Walton | 52/1/1-01 | #5173582

RECOMMENDATION:

That Council notes the outcomes of the 2016 Cairns ECOfiesta.

EXECUTIVE SUMMARY:

The second annual Cairns ECOfiesta was delivered on Sunday 29 May 2016 at the Cruise Liner Terminal.

ECOfiesta is a free community festival that puts sustainability in the spotlight. The event has been embraced by locals and visitors alike for showcasing the inter-connectedness of the regions environment, community and economy.

ECOfiesta has quickly established itself as a standout on the festival calendar with an estimated crowd of 10,000 enjoying a day of sustainability information and eco-inspiration. Attendees were engaged with workshops and activities, live music and performance and the chance to connect with over 100 eco-minded businesses and organisations including QLD Country Credit Union, Kenick Constructions, Skyrail Rainforest Cableway, Omega Greenpower, Hush Energy, Cairns Electric Bikes, FNQ Plastics, Trinity Anglican School, Woree School, FNQ Girl Guides, Biosecurity QLD, Great Barrier Reef Marine Park Authority and the Cairns Turtle Rehabilitation Centre.

ECOfiesta 2016 was delivered by Council’s Planning and Environment Department with a cost to Council of $37,301 (excl. GST). Total income generated, including sponsors and vendor fees was $20,002. Total event expenditure was $57,303.

ECOfiesta 2017 will aim to grow participation rates across all aspects of the event including sponsorship, vendors and crowd numbers.

BACKGROUND:

In 2015 Council’s annual Sustainable Living Expo was rebranded as the Cairns ECOfiesta and relocated to the Cairns Cruise Liner Terminal with the aim of establishing a premier sustainability festival for the region in partnership with stakeholders and sponsors.

COMMENT:

As a gateway to the World Heritage listed Wet Tropics Rainforest and Great Barrier Reef, Cairns is the ideal location for a festival that celebrates the inter-connectedness of environmental stewardship, community wellbeing and economic prosperity.
The Cairns region, including the Wet Tropics and the Great Barrier Reef attracts more than 3 million domestic and international visitors each year. ECOfiesta strengthens the message that Cairns Regional Council and its partners recognise the natural environment as one of the region’s greatest economic assets that must be managed for long-term sustainability.

Through the festival, the Cairns region unites to showcase those in the community who work to inspire a sense of wonder at our natural environment, provide social and business solutions to environmental issues, and empower people to live sustainable lifestyles.

ECOfiesta 2016 was delivered at a net cost of $37,301, in addition to this, staff and volunteer time for event planning and delivery has also been estimated at 690 hours.

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>James Cook University</td>
<td>$4,545</td>
</tr>
<tr>
<td>Sponsorship (QLD Country, Kenick Constructions)</td>
<td>$7,000</td>
</tr>
<tr>
<td>Vendor fees</td>
<td>$8,457</td>
</tr>
<tr>
<td><strong>Total revenue</strong></td>
<td><strong>$20,002</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenditure</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>$9,728</td>
</tr>
<tr>
<td>Entertainment &amp; Activities</td>
<td>$22,027</td>
</tr>
<tr>
<td>Infrastructure &amp; Equipment</td>
<td>$20,115</td>
</tr>
<tr>
<td>Council staff overtime</td>
<td>$5,433</td>
</tr>
<tr>
<td><strong>Total Expenditure</strong></td>
<td><strong>$57,303</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Staff / Volunteer Time</th>
<th>Hours (est.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Council staff</td>
<td>600</td>
</tr>
<tr>
<td>Event volunteers</td>
<td>90</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>In Kind Contributions</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Venue Hire</td>
<td>$3,500</td>
</tr>
<tr>
<td>Media</td>
<td>$2,000</td>
</tr>
<tr>
<td>Prizes</td>
<td>$1,500</td>
</tr>
<tr>
<td><strong>Total In Kind</strong></td>
<td><strong>$7,000</strong></td>
</tr>
</tbody>
</table>

**OPTIONS:**

This report is for noting.

**CONSIDERATIONS:**

Risk Management:

The Cairns ECOfiesta utilised Council’s events risk management framework.
Council Finance and the Local Economy:

ECOfiesta was delivered within the Sustainability budget with a Council contribution of $37,301 plus $20,002 of sponsorship and stall holder fees at a total cost of $57,303 (excl. GST) as detailed above.

The event benefited the local economy through the use of local suppliers for event delivery while providing opportunity for vendors and exhibitors to increase their customer base. A survey was sent out following the event with vendors indicating benefit to their businesses as per feedback below:

“It was a great day with lots of networking opportunities”

“Lots of leads to follow up on” “Book me in for next year!”

“Great support from Eco Fiesta staff on the day. Good social media marketing. Attracted a crowd of like-minded individuals enabling us to broaden our local market.”

“Very well run from start to finish …. got our name out there and picked up some great business opportunities”

Community and Cultural Heritage

ECOfiesta celebrates community life, fosters civic pride and facilitates volunteerism with community organisations.

Natural Environment

ECOfiesta promotes environmental stewardship by strengthening knowledge and behaviours to help protect our region’s unique ecosystems and biodiversity. The event also provided the opportunity to provide information to businesses and the community on Council projects and programs that support our natural environment.

Corporate and Operational Plans:

The Cairns ECOfiesta advances the following goals of the Corporate Plan:

1.4: An inclusive community which is motivated and involved in a range of social, cultural, recreational and learning activities.

2.1: A diversified and innovative business sector.

2.5.2: Increase the regions profile through the support for marketing initiatives, events and other community based activities which encourage people to visit and live in our region.

3.4: An environmentally educated and empowered community.

Statutory:

Nil.
Policy:

Corporate Sustainability Policy.

CONSULTATION:

Internal
Marketing and Communications
Economic Development
Water and Waste
Community and Cultural Services

External
James Cook University
QLD Country Credit Union
Kenick Constructions
Great Barrier Reef Marine Park Authority
Ports North

ATTACHMENTS:

Nil.

Dan Walton
Sustainability Officer

Peter Boyd
Acting General Manager Planning and Environment