CHINESE NEW YEAR FESTIVAL

Leslie Sparkes: 10/25/4-01: #3744914

RECOMMENDATION:

It is recommended that Council supports the Cairns and District Chinese Association Inc in its production of the Chinese New Year Festival to an amount of $20,000 per event under a three year Resource and Performance Agreement, commencing with the 2013 event.

EXECUTIVE SUMMARY:

The Cairns and District Chinese Association Incorporated (CADCAI) has approached Council for financial assistance to deliver a Chinese New Year Street Festival on 9 February 2013. Previously Council has supported the festival through Resource and Performance Agreements, and most recently through the events grant programs to the value of $20,000 in 2011 and $15,000 in 2012. The event grant round for events to be held January to June 2013 was not funded in Council’s 2012/2013 budget. CADCAI has now applied out of round for $50,000 for the 2013 event however has indicated that the event would go forward if it received $20,000.

Cairns has been celebrating a public Chinese New Year Festival for the past nine years. Council has offered funding to CADCAI either through in-kind or cash since 2007.

BACKGROUND:

Unofficial family celebrations of a Chinese New Year Festival have been carried out in some capacity in Cairns since the 1800’s. More recently, CADCAI has been holding a public festival celebration since 2004.

In 2007, Council offered funding to CADCAI as a three year cash contribution of $10,000 per year. This was changed to a one-off funding agreement in 2011 of $20,000 and then another one-off events grant of $15,000 in 2012.

With the cancelling of the Events Grant round for the period January to July 2013, Council has no budget for organisations to apply to Council to assist in delivering their events during this period. This request has been received out of round and is being considered due to the lengthy history of the event in Cairns.

COMMENT:

Details of the event and request are attached.
The Chinese New Year Festival (or “Spring Festival” as it is known in China) is an important event in Cairns’ cultural calendar. For the 2013 event, CADCAI is proposing to relocate the event to Grafton Street, which historically was the unofficial Chinatown. The area of Grafton Street between Spence and Shields was the home of many Chinese businesses including retailers, herbalists, agricultural supply stores, and the home of two Chinese temples. This same area is the proposed site of the 2013 Festival and CADCAI is in negotiations to close the street between Spence and Shields to host the event.

Although CADCAI has requested funding support of $50,000, organisers have indicated that they could still hold the event with a Council contribution of $20,000. This would mean that the staging and infrastructure as well as the paid entertainment could still go ahead but there would be less support from an external coordinator. Organisers of the festival have already sourced $14,000 for a coordinator/events manager but were hoping to have more external assistance.

CADCAI has indicated a preference to return to a three year Resource and Performance agreement arrangement with Council instead of one-off grants. This would provide some security of funding for planning and sourcing external grants and sponsorship. It would also group the Festival in line with similar Council Resource and Performance agreements for local community run “anchor” events such as:

- Mossman Community Christmas in the Park - $7,500 including $3,950 in-kind
- Babinda Harvest Festival - $10,000 including $500 in-kind
- Gordonvale Pyramid Race & Country Fair - $14,391
- Port Douglas Carnivale - $65,000, including $15,000 in-kind
- Cairns Amateurs - $31,000, including $5,000 in-kind

Other Funding Sources:

Organisers have already secured support of $10,000 from Events Qld and are expecting a further $5,000 from Multi-cultural Affairs Qld.

CONSIDERATIONS:

Corporate and Operational Plans:


Goal 2 – Building Vibrant Communities – To build more creative, innovative and self-reliant communities where participation in community life is enabled and encouraged.

- 2.4 – “Provide enhanced arts and cultural activities that add value to the life of residents and visitors alike.”
- 2.6 – “Improve the capacity and wellbeing of valued areas of the community that traditionally have difficulty being heard.”
Cairns Regional Council Cultural Plan 2009-2014

- Cultural Tourism – Outcome Strategy 2
  “Support the development of tourism product unique to the region.”

- Arts Industry – Outcome Strategy 1
  “Develop the region’s arts industry through appropriate grant sources and streams.”

- Festivals & Events – Outcome Strategy 1
  “Commit to enhancing the quality of the festival program….”
  “Create a Festivals Funding Program to assist Council in prioritising the level of support if offers to external applicants.”

Statutory:

The only statutory requirement for consideration is in regards to road closures. The Local Government Act 1995 gives Council the ability to manage roads including road closures.

Policy:

Cairns Regional Council Cultural Policy

“To be a more vibrant, progressive and collaborative community, working together to achieve greater local, national and international recognition for the unique and culturally diverse artistic excellence of our region and its distinctive, tropical lifestyle.”

Council’s Grant Policy refers and makes allowance to provide the support requested.

Financial and Risk:

As stated previously, Council currently has no budget allocated to support new event support applications for events occurring January to June 2013. If funding was to be given then the amount would be added to Council’s overall budget position.

Sustainability:
This Sustainability Assessment has been completed in relation to Council initiating a three year Resource and Performance Agreement.

Although the recommended option does not include strategies to improve resource efficiency, it is envisaged that sustainability considerations will be incorporated into the activity.

Although the ongoing costs of the recommended option are outside the current operational budget, it is envisaged that the recommendations outlined in this report will provide the delivery of an improved community program and include actions that will enhance community access and service delivery.

The recommended option is the most sustainable option as it allows CADCAI certainty over a multi-year period which, in turn, will enable the organisation to leverage sponsorships and other sources of funding, as well as to adopt a more strategic approach to programming their event.

CONSULTATION:

This proposal has had consultation with the organisations and individuals listed below:
Relevant Councillors
Organising Committee members from CADCAI
State Member for Cairns, Gavin King
Relevant Grafton Street Businesses

OPTIONS:

The preferred option is:

a) That Council funds CADCAI to produce the Chinese New Year Festival to the value of $20,000 under a three year Resource and Performance Agreement.

Other options include:

b) That Council does not fund the Chinese New Year Festival for this financial year but considers future funding requests through Council’s Events Grants in 2013/14.

c) That Council does not support the Chinese New Year Festival through funding.

d) That Council funds the Chinese New Year Festival to an alternative amount of funding.

CONCLUSION:

The Chinese New Year Festival has been a historically relevant festival for the Cairns community. With the development of growing tourism to Chinese markets, it is timely to support the February 2013 festival to further develop and showcase the Chinese History of Grafton Street to a wider population.
ATTACHMENTS:

Attachment 1: CADCAI Funding Request
Attachment 2: Cairns Chinese New Year Street Festival – Grafton Street Traders Information & Consultation
Attachment 3: Cairns Chinese New Year Street Festival - MAP

Leslie Sparkes
Manager Creative Cairns

Ian Lowth
General Manager Community, Sport & Cultural Services
Attachment 1: CADCAI Funding Request
Grants Program - Application Form

Major Event Grants

Application Details

Name of project, activity or event:

THE CAIRNS CHINESE NEW YEAR STREET FESTIVAL

Start Date: 9 FEBRUARY 2013 ........................................... Completion Date: 9 March 2013 ...........................................

Description of project, activity or event:

The Chinese New Year Festival (CNY) or ‘Spring Festival’ (as it is known in China) is the most important Chinese celebration of the year. Next year Chinese New Year falls on 10 February. The Cairns CNY festival showcases and celebrates North Queensland’s cultural diversity and rich Chinese heritage and is a popular and much anticipated community event, adding vibrancy and life to the city, and enhancing the visitor experience for tourists. The celebrations will be spread over a two week period from early to mid-February, with the signature event, the CNY Street Festival being held for the first time in Grafton, the hub of Cairns’ former “Chinatown” 1886 - 1920, on Saturday 9 February 2013.

Grafton St, between Spence Shields St, will be closed for traffic from early Saturday morning to Sunday morning, and a main stage will be erected near the Shields St entrance.

The CNY Street Festival Program will include:

- Live entertainment on main stage and at street level
- Chinese dragon parade
- Official welcome and opening of the festival
- Welcome to Country by Traditional owners
- Traditional Chinese performances – CADCAI Lion dance troupe, Molihua Dance group, Martial arts, drumming, firecrackers
- Chinese themed displays and interactive features, calligraphy, face painting
- A heritage display interpreting the Chinese history of Sachs St (Grafton)
- Red lanterns and Chinese themed outdoor eating spaces and other CNY decorations
- CNY Monster Raffle
- Children’s activities/ art and crafts
- Food and market stalls
- China Travel expo
- Aerial fireworks display

Other CNY festival events prior to and during the festival period:

- The CNY Festival Media launch at Reef Casino Hotel – 3 February 2013
- Corporate style Yum Cha event at Cafe China – 4 February 2013 (TBC)
- Children’s Art competition (Partners: TTNQ and DEWR)
- Chinese calligraphy exhibition and workshop at Tanks Art Centre 4 – 25 February. The exhibition will feature the works of internationally recognised Chinese calligrapher Master Lin Min En as guest artist and his pupil, Mr Ralph Knight (Confirmed)
- Launch and screenings of locally produced original short film “Chinaman Creek” – project funded by Festivals Australia (2011)
- Cairns Dragon Boat Club Sign on Day (TBC)
- Tourism Palm Cove CNY celebrations -17 Feb 2013
- CADCAI’s Annual CNY Gala Barquet at Cafe China -23 Feb 2013
- Commemorating 130th anniversary of the Hap Wah Sugar plantation and mill - public unveiling at Stockland, Earville – 24 January 2013
- Other events - TBA

How will grant funds be used?
Grants Program - Application Form
Major Event Grants

1. To fund major infrastructure costs including the erection of the stage, fencing off back stage facilities, audio and lighting, provision of seating and rainproof marquees

2. To attract additional human resources in the administration and management of the festival, and in particular to engage a professional Events Manager to:
   - Assist in implementing the Marketing and Business Strategy for the year of the Snake festival
   - Provide input in the development of the 2013 Festival program
   - Negotiate corporate, public and private sponsorship for the festival
   - Coordinate and develop the festivals core events
   - Coordinate and develop advertising and marketing materials for the Festival

3. Entertainment – to assist with performance fees so we can attract high profile national/international acts to Cairns that will raise the profile of the festival and increase its marketability to sponsors
Grants Program - Application Form
Major Event Grants

<table>
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<tr>
<th>Income Items (please include In-Kind Support)</th>
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<th>Expenditure Items</th>
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<td>Administrator - 200 hours @$25/hr</td>
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Total INCOME (ex GST) | 161 000 | Total EXPENDITURE | 161 000 | 16 100 |

Amount requested from CRC (ex GST) | 50 000

What are the land ownership and/or lease details (if relevant)?

Grafton St, between Spence and Shields Sts - Cairns Regional Council CBD

Have approvals been sought from owner and/or Council (if applicable)? Road closure

✔ Yes

Please attach approvals, if not please explain: None received yet
Grants Program - Application Form
Major Event Grants

Are you aware of any Environmental, Conservation or Heritage issues/impacts?  Yes  No

If yes, what are they? ............................................................................................................................................

Application Assessment

Grant Objectives:
- Identify, create, nurture and support a program of quality, imaginative and innovative events which enhance the ‘quality of life’ of the Cairns Region.
- Celebrate the region’s unique identity
- Support tourism and the marketing niche of the region
- Provide a significant contribution to the long-term economic growth and prosperity of the region

Please describe how the application meets the assessment criteria in the space provided below:
(Use supplementary sheets and reference supplementary documentation if necessary)

1. The number of nights spent in the region by visitors coming here specifically to attend or participate in this project/event (Numeric figure only) (10% weighting)

Participants coming to Cairns specifically to attend and perform at the festival usually spend 3 – 5 nights in the region. Chinese visitors coming from China and HK during the Chinese New Year holiday period stay about 3 nights in Cairns and visit the Great Barrier Reef and rainforest.

Confirmed participants in next years event:
- Ralph Knight and Libby Knight – Townsville – 3 weeks
- Lin En Min (Hong Kong Master Calligrapher) – 1 week
- Silk Girls – Brisbane – 2 nights (TBC)

2. The extra number of nights that will be spent in the region, if the applicant receives the requested grant funding, by visitors coming here specifically to attend or participate in this project/event (Numeric figure only) (15% weighting)

Requested grant funding for specific programs enable visitors to stay longer. This year (2012) a RADF funded Lion dance training workshop enabled performing artists from the Bendigo Chinese Association to stay 7 nights in the region and an Australia Council grant enabled Anna Yen to stay 3 weeks in the region to workshop and direct a stage performance especially for the 2009 CNY.

China has now overtaken Japan as our largest tourism market. According to Tourism Tropical North Queensland Chinese visitors are also staying longer in the region. In the last financial year there has been a 39 per cent increase in visitors from China.

This year CADCAI has invited a group of performing artist from Cairns’ sister city in China, Zhenjiang to Travie to Cairns to participate in the 2013 festival. The official invitation was supported by former Cairns mayor, ValSchier. However, no formal response has been received to date.

3. Justification/evidence to support suggested visitor number figures (10% weighting)


4. Tourism and economic benefits (15% weighting)

The Cairns CNY festival supports and delivers significant benefits to the Far North’s tourism industry and long-term economic growth. The event attracts thousands of people into the CBD and generates immediate cash flow, employment and business for the Cairns community – local contractors, professional and community performers, arts workers, and stall vendors all benefit. It will also directly benefit businesses in the CBD, especially the cafes and other shops in Grafton St. It also presents an opportunity CADCAI and other community groups to raise much needed funds.
Grants Program - Application Form
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The CNY festival period, traditionally a quiet time of the year for tourism in Cairns, is the peak holiday season in China, Hong Kong and other parts of Asia. Twenty thousand Chinese tourists visit the Cairns region from mid January to mid February would bring an estimated $5 million to $7 million to the Far Northern economy. (Rob Gason TTNQ) This influx of Chinese tourists coming to far north Queensland to celebrate the CNY festival period provides a much-needed boost to the economy and a lifeline to local businesses and tour operators.

Since its inception in 2004, the CNY festival has grown from a small community festival into a major regional event. The event brightens up and enlivens the city and adds to the attractions that Cairns has to offer visitors during the low season. Whilst acknowledging that the Chinese tourists do not come to Cairns specifically to attend our event, the festivities, colorful street banners, red lanterns, and lively Chinese lion dance performances at the airport, at restaurants and tour destinations are meaningful and greatly appreciated by our Chinese visitors. This year, CADCAI’s youthful lion dance troupe supported TTNQ in welcoming 14 charter flights to Cairns during the CNY festival period. These activities visibly demonstrate to our fastest growing market our inclusiveness and acceptance of cultural diversity cannot be underestimated in terms of nurturing a positive image, goodwill and ultimately greater benefits to the region.

With direct flights from Shanghai to Cairns by China Eastern starting in October, and by China Southern in November, the city of Cairns will benefit from an extra 1400 Chinese visitors per week.

China Eastern has been identified by CADCAI as a potential festival partner as there are valuable and marketing opportunities and exposure for both parties.

Destination promotion (20% weighting)
The Cairns CNY Festival is one of the few major Chinese celebrations held outside a capital city and the only one in North Queensland. Its popularity and current capacity to attract visitors to Cairns is demonstrated through:

- Consistently high attendance levels (more than 10,000 visitors)
- Interest and participation from regional north Queensland (Townsville, Atherton, Mareeba)
- Strong media coverage through local and regional papers, TV, radio and website. Major media sponsors: Cairns Post, Sea FM and Southern Cross Ten.
- E-media coverage 2012: Tourism Qld and Australia Destination websites, NQ Events, Living in Cairns (Japanese language); Tourism Qld and TTNQ, Chinese language e-news to tourism and trade agents and consumers in greater PR China, NZ Chinese Association Newsletter – Summer edition), Facebook (achieved 200+ friends)

As the CNY festival grows, it will have even greater capacity to attract more domestic, interstate and international visitors. Discussions with TTNQ early this year resulted in a verbal commitment by the organisation to help promote the festival to tour agents in China so it can be included in their itineraries. As new members of TTNQ in 2013-14, we would expect the CNY festival to be actively promoted to tourism groups on China. Air Niugini and the Shangri-La Hotel Group have also expressed a strong interest in partnering CADCAI to develop inbound tour packages to Cairns from other destinations such as Port Moresby NZ, and SE Asia during the 2013 CNY festival. Continued financial Council support will enable these initiatives to grow.

5. Social/cultural participation and development (10% weighting)
The CNY festival is a celebration of our region’s diverse cultures and heritage. It began as a grassroots community event – social and cultural participation and development are the key elements to the festival’s popularity and success. The strengths of the festival are:

- It is a free event for the enjoyment of the entire community
- It brings people and groups together to share our common Chinese history and heritage
- Targets youth, families, arts and cultural groups, national and international guests/performers, and people from culturally and linguistically diverse backgrounds
Grants Program - Application Form
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- Provides opportunities for skills development and provides platform for artists, performers and cultural groups to showcase their talents and share their stories
- Informs the public about China, its people, and culture, thus developing their knowledge, understanding and acceptance of other groups
- Provides an opportunity for the audience to learn more about Cairns and north Queensland's rich Chinese history and heritage
- Develops partnerships with community, business and government sectors

6. Environmental impact (10% weighting)
   - Minimal environmental impact, all rubbish and infrastructure removed from site.
   - Recycling bins provided for aluminum cans food
   - Decorations such as lanterns and banners are re-useable
   - Vendors required to use bio-degradable packaging

7. Longer-term benefits (10% weighting)
   - Further growth and development of the festival will greatly enhance the attraction of Cairns as a holiday destination during January/February for both national and international visitors. More visitors to the region will sustain our tourism industry and contribute to the long- term prosperity of the region
   - The festival will help facilitate and develop closer cultural, educational, travel and business ties with China, Hong Kong, Singapore and other parts of Asia
   - The festival's high level of community participation builds a strong cohesive community that is inclusive and embraces diversity
   - Develops our social/cultural assets and ensures our common Chinese- Australian cultural heritage and traditions are continued
   - Develops strong partnerships with community, business and government sectors, which benefit the region
# Grants Program - Application Form
## Major Event Grants

### Supporting Documentation

**Checklist:**
- [ ] Letters of support from the community (a letter of support is not required from your Divisional Councillor)
- [ ] Financial statements from at least one of the two last financial years
- [ ] Evidence that the applicant has knowledge of how to successfully manage grant monies
- [ ] Quotations for works to be done. At least 2 quotes are required if work is to be performed by a third party
- [ ] A budgetary breakdown for the project, activity or event showing the itemised costs, the amount of external contributions towards each item and the proposed amount of Council contribution towards each item

Please list below any other supporting documentation attached to this application:

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<thead>
<tr>
<th>Letters of Support – Reef Casino Hotel - completed</th>
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<tbody>
<tr>
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### Declaration / Authorisation

This declaration requires the signature of the applicant or representative of the applicant.

I certify that I am authorised by the club/organisation to prepare and submit this application.

I have read the guidelines relating to the grant and certify that to the best of my knowledge the information provided in this form is correct and disclose full and accurate information of expenditure and activities proposed.

I agree to provide Council with any additional information required to assess this application.

I agree to comply with all requirements of the Grant funding stream.

I will acknowledge the support of Council in all relevant promotional and printed material.

Signature of contact: ............................................................. Date: 14 September 2012 .................................

Name of CEO or President: Ken Wong .................................................. Phone: 40323688 ..................................

(If different from above, otherwise alternative committee/board member)

Signature of CEO, President, Committee or Board member: .................................................................

Crains Regional Council is collecting your personal information for the purpose of processing your grant application. The collection of this information is authorised under the Local Government Act 2009. Your personal information will not be disclosed to any other person or agency unless you have given your permission or Council is required to by law.
Cairns Chinese New Year Street Festival
Saturday 9th February 2013

Grafton Street Traders Information & Consultation
Thursday 27th September 2013

YEAR OF THE SNAKE CHINESE NEW YEAR STREET FESTIVAL

The Cairns Chinese New Year Street Festival will be held on Saturday 9th February 2013. Celebration activities are planned to be held on Grafton Street to cater for large crowds and draw on the Chinese history of the area. The festival will provide a lively celebration for Cairns locals and visitors, with (ADCA) providing staged entertainment, music, Chinese art and cultural performances and workshops, food and children’s activities into the late afternoon and evening. The Street Festival includes market stalls, Chinese dancing and a parade featuring the Chinese dragon, lions and the 12 Zodiac animals. It is suitable for families and all ages. The Cairns Chinese New Year Street Festival is proudly brought to you by Cairns & District Chinese Association Inc. Cairns’ local Chinese community organisations.

Festival Program (Preliminary)
3:00pm Live Entertainment
4:30pm Chinese New Year Parade including:
   * Chinese Lion Dance
   * Chinese Dragon Performance
5:00pm Welcome to Country by Traditional Owners of the Land
   * Official Welcome and Opening of the Festival
5:30pm Live Entertainment
7:00pm Traditional Chinese Performances including:
   * Chinese Lion Dance
   * Chinese Dragon Performance
   * CAICAI Mo Li Hua Dances
7:30pm Chinese New Year Monster Raffle Draw
8:00pm Fireworks Finale

The program above is indicative and subject to change.

Festival Stalls & Activities (Preliminary)
The staged entertainment will be supported throughout the whole festival duration with the following stalls and activities.

- Chinese Food
- Children’s Arts and Craft
- Chinese Calligraphy and ZOriacs
- Chinese New Year Merchandise
- Community Group Displays
- Atherton Chinese Temple Display
- Chinese New Year Newspaper Stall
- Other Food and Drinks
- Other Craft and Merchandise Stalls
- Supporting facilities such as St John’s Ambulance

WHY GRAFTON STREET?

Chinese migration and settlement in the Cairns region began in the late 1870s after the Palmer Gold Rush. These migrants played a major role in the early economic growth of Cairns and region, clearing virgin land in the district to establish market gardens and sugar, banana and rice plantations.

In 1936, Chinese migrants made up over 30 percent of the total Cairns population. For more than 30 years (from 1880’s to 1920) Cairns had a distinctive Chinatown precinct in 8th Street (Grafton Street today) between Spence and Shields Streets containing Chinese shops, merchant stores, herbalists, a school, hospital, and two Chinese temples.
Cairns Chinese New Year Street Festival
Saturday 9th February 2013

Grafton Street Traders Information & Consultation
Thursday 27th September 2012

Although Chinese migrants played a major role in the agricultural and economic development of Cairns and Far North Queensland, there is little visible evidence left of early Chinese enterprise. The last remaining Chinese temple in Grafton Street was unfortunately demolished in the 1960's.

Disruptions to Grafton Street

Section of Road Closure
Grafton Street will be closed to all traffic between Shields and Spence Streets. Restricted access for buses and taxis will be provided in the street adjacent to Ridges. (Refer Map)

Road Closure Timing
Timing for the closure of Grafton Street has been schedule to impact of the surrounding area as little as possible however provide adequate time to safely and properly construct event infrastructure. Also to provide a safe working area for all involved with the event.

- Closure of Street Parking: From 10pm, Friday 8th February
- Closure to Traffic: 6am, Saturday 9th February
- Reopening of Road to Traffic and Parking: 11am, Sunday 10th February

No deliveries or services will be provided to access Grafton Street during the time of 6am, Saturday 9th February to 11am, Sunday 10th February. Allocation will be made for emergency services during this time.

Opportunities for Your Business

Large Audiences
In past years the Cairns Chinese New Year Street Festival has attracted over 10,000 people to the event. We envisage greater audiences to join the celebrations in Grafton Street in 2013. This can be attributed to larger numbers of international tourists from China with new direct flights underway. We also expect a larger number of Cairns residents to attend the event.

Precinct Theming
Join in the celebrations by decorating your shopfront in the Chinese New Year theme. For there will be a prize for the best decorated shopfront. This will be judged by the Chinese New Year organisers prior to the event with the winner announced at the event. CADCAI will provide theming in the street with large red lanterns and Chinese decorations hanging in the street. Decorations can be purchased from CADCAI in specially designed packages or custom orders.

Chinese Heritage Trail Competition
Grafton Street's Chinese heritage will be carried though the festival and to your business through our Chinese Heritage Trail Competition. Festival audiences will be given the opportunity to enter a major prize draw by completing questions on the past Chinese shops and businesses in Grafton Street. Participants will need to go from shop to shop to see where various Chinese businesses once were and what they are now.
Attachment 3: Cairns Chinese New Year Street Festival – MAP- Doc#3742041