

PLANNING AND ENVIRONMENT MEETING**8 FEBRUARY 2023****2****ADVANCE CAIRNS MEMBERSHIP**

Nick Masasso | 58//6/3 | #7118625

RECOMMENDATION:**That Council:**

1. Pursuant to Section 235 (a) of the *Local Government Regulation 2012*, approves Council joining Advance Cairns at the Platinum membership level;
2. Notes that the Platinum membership level entitles the member to a position on the Advance Cairns board of directors and nominates Chief Executive Officer, Mica Martin, as Council's representative in this regard; and
3. Delegates authority to the Chief Executive Officer in accordance with the *Local Government Act 2009* to finalise any and all matters arising from the above.

INTERESTED PARTIES:

Advance Cairns Limited – Board of Directors:

- Nick Trompf – Chair
- Richard Barker (Cairns Airport)
- Trent Twomey (Immediate Past Chair)
- Professor Simon Biggs (James Cook University)
- Chris Boland (Ports North)
- Jodie Duignan-George (CQUniversity)
- Phil Growden (Austal Australia)
- Sharon Dawson (Dawsons Group)
- Dwayne Freeman (Sea Swift)

Note: The identification of interested parties is provided on a best endeavours basis by Council Officers and may not be exhaustive.

EXECUTIVE SUMMARY:

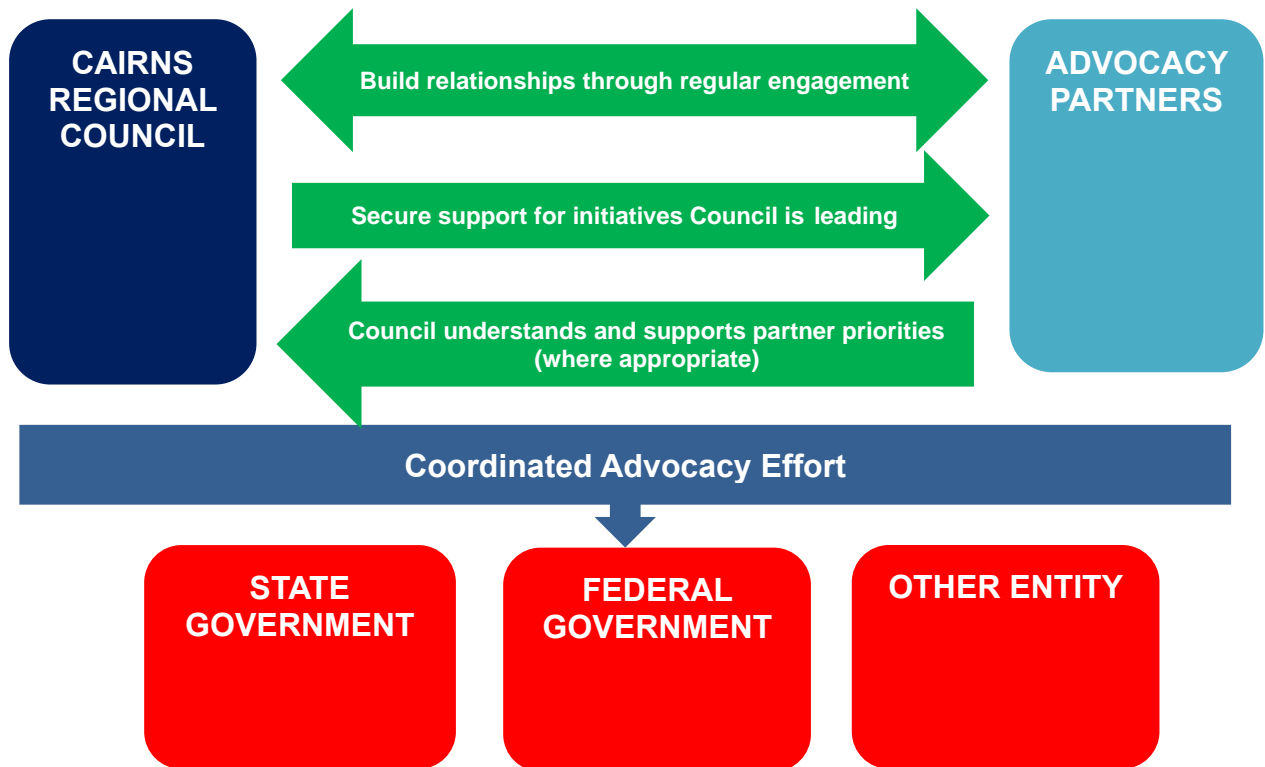
Council adopts a collaborative approach to advocacy and economic development working with key advocacy and economic development partners to achieve mutually beneficial outcomes for Cairns and the broader region. Advance Cairns is a key partner in this regard. An opportunity has arisen for Council to join Advance Cairns as a member at the Platinum membership level. This report outlines the benefits of membership and recommends that Council join Advance Cairns as a Platinum member with Council's CEO, Mica Martin, to be nominated as Council's representative on the Advance Cairns board of directors (Platinum membership comes with an entitlement to board representation)

BACKGROUND:

Council has an important role to play in advocating to State and Federal Governments and other stakeholders on matters that impact the quality of life and liveability of the Cairns community.

Effective advocacy requires close collaboration with Advocacy Partners (as highlighted in the diagram below) to ensure a coordinated advocacy approach which is more likely to deliver successful advocacy outcomes.

Figure 1: Collaborative Advocacy Approach



Advance Cairns is a leading advocacy and economic development organisation in the Tropical North Queensland region. Advance Cairns is a key advocacy partner for Council and Council has worked collaboratively with Advance Cairns on a range of advocacy initiatives including Council's Cairns Water Security Stage 1 project where support from Advance Cairns and a number of other advocacy partners helped deliver \$215 million in State and Federal funding commitments (\$107.5 million each) to the project.

An opportunity has arisen for Council to take a platinum membership with Advance Cairns which would further support ongoing collaboration between the organisations on projects and initiatives of mutual benefit. This report provides an overview of that membership opportunity and associated recommendations.

COMMENT:

Advance Cairns have a range of membership levels as outlined in the membership prospectus published on the [Advance Cairns website](#). The Platinum Membership level is the highest level of membership with the membership benefits outlined in the membership prospectus reproduced below:

- *Limited to 4 members (currently the three other platinum members are Cairns Airport, Ports North and James Cook University)*
- *Eligible for Board position*
- *Includes Advisory Council membership*
- *Drive regional strategy*
- *Access signature events with senior politicians*
- *Profiled at one membership event per annum (option to present)*
- *Invitations to private meetings with senior politicians and officials*
- *Invitations to member events*
- *Pull-up banner / logo recognition on all communications and at all events*
- *Invitations to join delegations and trade missions*
- *Participation in key parliamentary visits*
- *Receive all communications*
- *Use of Advance Cairns member logo*
- *Opportunity to host an Advance Cairns networking event (additional cost)*
- *Opportunity to host 'member to member' roundtables*
- *Opportunity to be a key industry spokesperson/industry expert on relevant media issues*
- *Eligible to present to relevant national/international investors and government*
- *Opportunity to promote business to the Advance Cairns member database*
- *Voting rights at the AGM.*

The cost of platinum membership is \$49,409 (exclusive of GST).

The benefits outlined above would support the implementation of Council's own advocacy strategies and objectives through stronger collaboration and engagement including via a Council representative taking up a position on the Advance Cairns board of directors. There would also be complementary benefits to the implementation of Council's Economic Development Strategy 2022-2026 particularly in the areas of investment attraction and international relations and trade.

The three other platinum members are represented on the Advance Cairns board by the organisational CEO or equivalent. Accordingly, it is recommended that Council's CEO, Mica Martin, be nominated as Council's representative on the Advance Cairns board.

OPTIONS:**Option 1 (recommended):**

That Council:

1. Pursuant to Section 235 (a) of the *Local Government Regulation 2012*, approves Council joining Advance Cairns at the Platinum membership level;
2. Notes that the Platinum membership level entitles the member to a position on the Advance Cairns board of directors and nominates Chief Executive Officer, Mica Martin, as Council's representative in this regard; and
3. Delegates authority to the Chief Executive Officer in accordance with the *Local Government Act 2009* to finalise any and all matters arising from the above.

Option 2

That Council notes this report but **does not** join Advance Cairns as a member at this stage or joins at a different level of membership.

CONSIDERATIONS:**Council Finance and the Local Economy:**

There is capacity within Council's advocacy operating budget for 2022/23 to accommodate the cost of platinum membership (\$49,409 ex GST).

Corporate and Operational Plans:

Effective advocacy is critical to the delivery of Council's Corporate Plan with the aim of delivering the investment and policy change needed from both State and Federal Government to support the following strategic focus areas in the Corporate Plan: Robust Economy; Natural Assets; Design for Liveability; Community and Culture.

Policy:

The membership benefits outlined in this report are unique to Advance Cairns and accordingly, pursuant to Section 235 (a) of the *Local Government Regulation 2012*, it is considered appropriate to enter into the membership arrangement with Advance Cairns without first inviting written quotes or tenders.

CONSULTATION:

Advance Cairns



Nick Masasso
Director Economic Development and Advocacy