

ORDINARY MEETING	4
1 MAY 2024	

MAJOR EVENTS SPONSORSHIP – CAIRNS AMATEURS 2024-2026

52/1/16 | #7378551

RECOMMENDATION:

That Council:

1. Supports the transfer of sponsorship of up to \$225,000 (ex GST) comprised of \$75,000 (ex GST) per annum, to the Cairns Jockey Club Inc to deliver the Cairns Amateurs Carnival from 2024 to 2026 under Council's Major Events Sponsorship program;
2. Resolves in accordance with section 235(b) of the *Local Government Regulation 2012*, it is satisfied that the event provider is a Specialised Supplier and that they be added to the Sole Supplier Register for the remainder of the 2023/24 financial year; and
3. Delegates authority to the Chief Executive Officer in accordance with the *Local Government Act 2009* to finalise any and all matters relating to the above.

INTERESTED PARTIES:

- Cairns Jockey Club Incorporated
 - Tom Hedley (president)
 - Scott Carpenter
 - Rebecca Conlan
 - Anthony Dall'Alba
 - Kate Fern
 - John Forsyth
 - Warren Massingham
 - Bruce McDonald
 - Damien Nowak
 - Gary Riches
 - David Robertson
- Racing Queensland
 - Steve Wilson (Chair)
 - Sharon Dawson
 - Dale Cartwright
 - Jane Seawright
 - Graham Quirk
 - Jodie Jones
 - Chris Edwards
- Cairns Amateurs Steering Committee
 - Jacinta Reddan (Advance Cairns CEO)

- Rowan Giddens (BESIX Watpac Project Engineer)
- Nick Trompf (Advance Cairns Chair)
- Michael Delaney (JCU councillor)
- Bart Sinclair (Brisbane Racing Club Racing Analyst)
- Phil Buckle (Racing Queensland Senior Club Development Manager)
- Rebecca Conlan (Cairns Jockey Club Committee Member)

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

EXECUTIVE SUMMARY:

At the Ordinary Meeting on 21 December 2023, Council unanimously endorsed Major Events Sponsorship to the Far North Queensland Amateur Turf Club Inc (FNQATC) to the value of up to \$225,000 (ex GST) cash over three years to support the Cairns Amateurs Carnival from 2024-2026.

In 2024, the operations of the Cairns Amateurs Carnival will be transferred to the Cairns Jockey Club Incorporated (CJC) under the direction of a new Steering Committee featuring prominent business and tourism leaders.

It is recommended that Council supports the transfer of the previously endorsed three-year funding to the CJC to the value of up to \$225,000 (ex GST) cash (\$75,000 ex GST per annum) to support the Cairns Amateurs Carnival from 2024 to 2026.

The level of funding is unchanged from the funding previously endorsed by Council on 21 December 2023 and the recommendation in this report merely reflects a change in the entity that will now be responsible for delivering the Carnival.

BACKGROUND:

Council has provided support to FNQATC for many years, most recently through a three-year sponsorship agreement 2021-2023. The cash and in-kind contribution was used to assist with the provision of venue hire, grandstands, equipment hire, traffic management services and personnel.

After running the event for 65 years, the FNQATC committee are stepping aside and handing over the reins to a new Steering Committee chaired by Jacinta Reddan (Advance Cairns CEO). The new Steering Committee will be supported by the CJC who will be tasked with delivering the event. The CJC currently runs the Cairns Cup Carnival and is experienced with running events of this nature and scale.

CJC have requested that the funding previously endorsed by Council to FNQATC in support of the Cairns Amateurs Carnival 2024-2026 be redirected to CJC for the same purpose.

COMMENT:

The CJC has previously received support from Council for the Cairns Cup Carnival in 2017, 2018, 2019 and 2021. The CJC has the resources and experience to deliver the Cairns Amateurs Carnival which is of a similar scale to the Cairns Cup Carnival.

The CJC will be led by an experienced steering committee to guide the direction of this hallmark event. The aim of the committee is to seamlessly continue the efforts of the FNQATC to preserve and grow the Cairns Amateurs Carnival, including growing corporate and industry support for the event. Marketing plans for the event include an increased focus on interstate and Asian markets.

Council Officers recommend that Council enter into a three-year funding agreement with CJC to the value of up to \$225,000 (ex GST) cash to support the Cairns Amateurs Carnival over the three year period 2024 to 2026. The funding will comprise up to \$75,000 cash (ex GST) per annum. This will include a \$55,000 ex GST base payment and a \$20,000 ex GST performance payment with the latter payable subject to performance against agreed KPIs.

OPTIONS:

Option 1: (Recommended):

That Council:

1. Supports the transfer of sponsorship of up to \$225,000 (ex GST) comprised of \$75,000 (ex GST) per annum, to the Cairns Jockey Club Inc to deliver the Cairns Amateurs Carnival from 2024 to 2026 under Council's Major Events Sponsorship program;
2. Resolves in accordance with section 235(b) of the *Local Government Regulation 2012*, it is satisfied that the event provider is a Specialised Supplier and that they be added to the Sole Supplier Register for the remainder of the 2023/24 financial year; and
3. Delegates authority to the Chief Executive Officer in accordance with the *Local Government Act 2009* to finalise any and all matters relating to the above.

Option 2:

That Council **does not** support the transfer of Major Event Sponsorship for the Cairns Amateurs Carnival at this time.

CONSIDERATIONS:

Risk Management:

Currently there is an increase to the costs to deliver events, activities and projects across the events industry and particularly in regional areas.

The event proponent will be required to provide an external economic impact report for each year they receive Council funding, Council may contribute to this cost at its discretion.

The annual investment will be split across three payments, with the third payment being conditional on the performance (out of region visitation) of the event. This structure provides a level of mitigation against the risk of event underperformance.

Council Finance and the Local Economy:

The economic benefits the event is expected to deliver were considered by Council Officers as part of the original application assessment. The recommended cash contribution of \$75,000 (ex GST) per annum would need to be included in Council's future OPEX budgets for 2024/25, 2025/26 and 2026/27.

Corporate and Operational Plans:

The assessment of applications for Major Events Sponsorship is directly aligned with Focus Area 1 (Robust Economy) of Council's Corporate Plan 2021-2026. It is also aligned with Council's Operational Plan 2023-24 where implementation of the newly adopted Cairns and Great Barrier Reef Event Strategy 2025 in collaboration with Tourism Tropical North Queensland and Tourism and Events Queensland is a key action.

Policy:

Council's Major Events Sponsorship Policy has been applied in the assessment of the application. Consistent with that policy, section 235(b) of the Local Government Regulation 2012 allows an exemption to inviting written quotes or tenders where Council resolves that there is a specialised supplier, who is reasonably available to meet operational needs. Specialised Suppliers are used in instances where due to the specialised or unique services (in this instance a unique event), or where services are confidential in nature, that makes it disadvantageous or impractical to undertake a competitive procurement process.

CONSULTATION:

Tourism Events Queensland and Tourism Tropical North Queensland were consulted during the assessment of the original funding application.



Nick Masasso
Director – Economic Development & Advocacy