

STRATEGY & POLICY REVIEW COMMITTEE

1 JUNE 2009

POLICY AND PLANNING

A5

ST KILDA FESTIVAL REVIEW

LOCATION/ADDRESS:

RESPONSIBLE EXECUTIVE DIRECTOR:

**GEOFF OULTON EXECUTIVE DIRECTOR
CDP**

AUTHOR:

**IAN HICKS MANAGER CULTURE AND
RECREATION**

FILE NO.:

ATTACHMENTS:

**ATTACHMENT 1: REFERENCE GROUP
TERMS OF REFERENCE**

1. EXECUTIVE SUMMARY

- 1.1. This report presents to Council a proposal for review of the St Kilda Festival.
- 1.2. The scope of the review will focus on assessing the sustainability and value of continuing to produce and host St Kilda Festival in its current form beyond 2010.
- 1.3. Concurrently, this review will also provide for and inform any updates of festivals policy generally.

2. RECOMMENDATION

That the Strategy and Policy Review Committee recommend that Council resolve to:

- 2.1. Undertake a broad public review of St Kilda Festival;
 - 2.2. Use the results of this review to inform and revise (if necessary) other Council policies relevant to St Kilda Festival such as the 2003 Festivals Framework;
 - 2.3. Note that officers will consider the following criteria in the appointment of an independent consultant:
 - Experience in stakeholder and community consultation;
 - Understanding / experience with strategic planning for major festivals and events;
 - Price.
 - 2.4. Note the intention to advertise for expressions of interest for the establishment of a Community Reference Group under the Terms of Reference referred to in attachment 1.
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3. DISCUSSION

- 3.1. The next St Kilda Festival in 2010 will be a milestone year for the Festival in that it will be the 30th Anniversary of this free public event and the last year of a four year partnership with both major sponsors.
- 3.2. The Festival can be seen as a highly successful event but has also some challenges in that it has an impact on the local area.
- 3.3. The Draft Council Plan 2009 – 2013 identifies the following strategy and actions:-
Strategy 3.2.1: Build an Active and Creative community;
Action: Review the St Kilda Festival 2010 and beyond.
- 3.4. It is proposed that any review of St Kilda Festival will address among others, the following key questions:
Does the St Kilda Festival deliver on this Council's strategic objectives and is it consistent with this Council's policies?

Does the community impact of St Kilda Festival outweigh the community benefit?

Is the St Kilda Festival sustainable?
- 3.5. To guide the review and our response to the key questions above, it is proposed to use the key indicators of success from the *Active and Creative Framework*. Below are some questions to be considered in more detail as part of the review:

PARTICIPANTS

Who are the participants? – locals/tourists/?

Who are the artists who participate – are they local or have a relationship with this locale?

Who is the audience?

What should be the target market for participants in this festival?

EXPERIENCE

What is the experience of all attendees? – locals, tourists and artists.

What is the experience of our local community / residents? – including those who attend and those who don't.

What is the impact of these festivals on the local community?

What can be done to reduce any impact on residential amenity?

Does the festival adequately and positively engage our local traders and residents? – if not why not and what can be done?

VALUE FOR MONEY

Does St Kilda Festival provide value for money in achieving Council objectives?

Does St Kilda Festival provide value for money for Festival attendees?

Does the Festival provide an economic return to the community?

Should there be a cap on Council's contribution? – if so, what should it be?

- 3.6. The review of the St Kilda Festival will involve broad community consultation with the following:
- residents within St Kilda;
 - the wider Port Phillip community;
 - state government;
 - sponsors & partners;
 - traders associations;
 - relevant arts industry.
- 3.7. In addition it is proposed to establish a 'Community and Stakeholder reference group' in accordance with the draft Terms of Reference (attachment 1). This group is proposed to comprise of:
- Councilors
 - Community representatives (reflecting amenity issues / residential considerations)
 - Community representatives (representing festival audience/participants)
 - Community representatives (representing trader interests)
 - Artists (representing the Musicians)
- 3.8. The implementation of the review is proposed as follows:
- Establish a 'Community and Stakeholder reference group (July 2009)
 - Engage an independent consultant, in consultation with reference group, to undertake the review. (July 2009)
 - Compile data and undertake data analysis. (August 2009)
 - Undertake residential / community consultation (August 2009)
 - Prepare independent draft report for Council and further community comment (September 2009)

- Final Decision of Council. (October 2009)
- 3.9. There are no known risks from undertaking this review or adoption of the proposed recommendation.
- 3.10. The financial implications of adopting the proposed recommendation are estimated at approximately \$25 - \$35,000 for the engagement of an independent consultant, the undertaking of data analysis and community consultation