

**ORDINARY MEETING OF COUNCIL
22 JUNE 2009**

SUPPLEMENTARY

A5	ST KILDA FESTIVAL REVIEW - CONSULTANCY BRIEF
LOCATION/ADDRESS:	N/A
RESPONSIBLE EXECUTIVE DIRECTOR:	GEOFF OULTON, EXECUTIVE DIRECTOR, COMMUNITY DEVELOPMENT AND PLANNING
AUTHOR:	IAN HICKS, MANAGER CULTURE AND RECREATION & DEIDRE PELLIZZER, COORDINATOR ARTS AND FESTIVALS
FILE NO.:	32/04/605
ATTACHMENTS:	NIL.

1. EXECUTIVE SUMMARY

- 1.1. This report presents Council with the draft consultancy brief and revised timelines for the review of St Kilda Festival.

2. BACKGROUND AND CONTEXT

- 2.1. A report on the review of St Kilda Festival was presented to the Strategy and Policy Review Committee held on June 1, 2009. At that meeting, Council requested officers to present an outline of the consultancy brief and reconsider the timelines.
- 2.2. The proposed consultancy brief and revised review timelines are outlined below.

3. SUPPLEMENTARY INFORMATION

- 3.1. Outline of Consultant Project Brief and Timelines:

Project Purpose	Assess the sustainability and value of continuing to produce and host St Kilda Festival in its current form beyond 2010
Key Stakeholders /Engagement	The review will require broad community consultation with the following: <ul style="list-style-type: none"> • Residents within St Kilda; • The wider Port Phillip community; • State government; • Sponsors & partners • Trader associations; • Relevant arts industry representatives

	<p>The review will additionally involve consultation with a reference group of Councillors & City of Port Phillip representatives, community representatives (reflecting residential amenity considerations), Festival participants and audience and local traders) and artists.</p>
Project Outcomes	<p>Conduct a review of St Kilda Festival that addresses the following key questions:</p> <ul style="list-style-type: none"> • Does the St Kilda Festival deliver on this Council's strategic objectives and is it consistent with this Council's policies? • Does the community benefit of St Kilda Festival outweigh the community impact? • Is the St Kilda Festival sustainable?
Role of Consultant	<ul style="list-style-type: none"> • Analyse information pertaining to the Festival's current outputs including but not limited to market research and economic impact, resident & community impact survey and participant feedback; • Consult with the Festival reference group and key stakeholders as outlined above ensuring all views are known and given full consideration; • Collate information from other festivals to benchmark all aspects of the St Kilda Festival; • Develop various reports on the St Kilda Festival's current impact and benefit and provide a Festival Review, including recommendations that address the project outcomes.
Consultant Selection Criteria	<ul style="list-style-type: none"> • Experience in stakeholder and community consultation, community development, music and the arts; • Understanding / experience with strategic planning for major festivals and events; • Price
Deliverables & Resourcing	<ul style="list-style-type: none"> • Up to a maximum of 4 meetings during the course of the entire project with CoPP Management, Councillors and the Festival reference group • The consultant will be responsible for the collation, production, and preparation of all materials. • The consultant will provide CoPP with 20 copies (1 bound) of issues paper and draft review reports and 20 copies (1 bound) of any final report.

Key Milestones / Process Timing	<ul style="list-style-type: none">• July 2009: Appointment of Consultant• August 2009: Compile research and consult with Reference Group to confirm brief.• September 2009: Undertake data analysis and develop issues paper• September / October 2009: Undertake consultation on issues paper• October 2009: Produce Draft report for and brief Council• November 2009: Undertake community consultation on Draft St Kilda Festival Review report• February 2010: Council to consider Final St Kilda Festival Review report and associated revised policies (as required)
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4. RECOMMENDATION

That Council resolves to:

- 4.1. Undertake a broad public review of St Kilda Festival.
- 4.2. 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.
- 4.3. Note the consultant project brief and proposed timelines for review of St Kilda Festival.
- 4.4. Note that officers will consider the following criteria in the appointment of an independent consultant:
 - 4.4.1. Experience in stakeholder and community consultation, community development, music and the arts.
 - 4.4.2. Understanding / experience with strategic planning for major festivals.
 - 4.4.3. Price.
- 4.5. 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.
- 4.6. Note that the 2010 St Kilda Festival will proceed in accordance with Council's 2009/10 Budget.
- 4.7. Note that City of Port Phillip staff will be undertaking further consultation with St Kilda Residents in planning for the 2010 St Kilda Festival.