

**ORDINARY MEETING OF COUNCIL
24 AUGUST 2009**

6.	ST KILDA FESTIVAL REVIEW – COMMUNITY REFERENCE GROUP MEMBERSHIP
LOCATION/ADDRESS:	
EXECUTIVE DIRECTOR:	GREG WOOD, ACTING EXECUTIVE DIRECTOR, COMMUNITY DEVELOPMENT AND PLANNING
PREPARED BY:	IAN HICKS, MANAGER CULTURE AND RECREATION
FILE NO.:	32/04/605
ATTACHMENTS:	REFERENCE GROUP TERMS OF REFERENCE

1. EXECUTIVE SUMMARY

- 1.1 This report presents council with the list of applicants to the community reference group for the review of St Kilda Festival.

2. RECOMMENDATION

That Council:

- 2.1 Appoints Councillors ----- to the St Kilda Festival community reference group.

- 2.2 Appoints the following applicants to the St Kilda Festival community reference group:

----- representing local residents with an interest in amenity / residential considerations;

----- representing local residents with an interest as a festival audience member;

----- representing local traders; and

----- representing local artists/musicians.

3. BACKGROUND AND CONTEXT

- 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 At its June 2009 meeting council endorsed a broad public review of the St Kilda Festival.
- 3.4 Council also noted the intention to call for expressions of interest for membership of a community reference group according to the attached terms of reference.
- 3.5 The review of the 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 benefit of St Kilda Festival outweigh the impact?
 - Is the St Kilda Festival sustainable?
- 3.6 The community reference group terms of reference calls for the following community representation:
- Two councillors
 - Two community representatives (reflecting amenity issues / residential considerations)
 - Two community representatives (representing festival audience/participants)
 - Two community representatives (representing trader interests)
 - Two artists (representing the Musicians)
- 3.7 Expressions of interest for those wanting to participate in the Reference Group for the 2009 St Kilda Festival have now been received following an application process.

4. CONSULTATION

- 4.1 The applicants have expressed interest through a publicly advertised process. The Expression of Interest was advertised using the following methods:
- Advertisement calling for expression of interest in the Emerald Hill Weekly and Port Phillip Leader appearing week starting 13 July 2009
 - Email to all 2009 St Kilda Festival participants (including bands, traders and events) on 16 July 2009
 - St Kilda Festival E-Bulletin to all (2,670) subscribers on 16 July 2009
 - Update to St Kilda Festival Facebook page and message to all (1,676) 'fans' – 16 July 2009

- Link on front page of City of Port Phillip website week starting 13 July 2009
- Link on St Kilda Festival website to review on City of Port Phillip website – week starting 13 July 2009

5. DISCUSSION

5.1 ALIGNMENT TO COUNCIL PLAN

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.

5.2 POLICY IMPLICATIONS

The appointment of the reference group is consistent with Councils previous resolution on this matter.

5.3 FINANCE / RESOURCE IMPLICATIONS

The review is funded in the 2009/10 budget.

There are no known significant financial or resource implications resulting from the recommendations contained in this report.

5.4 LEGAL & RISK IMPLICATIONS

There are no known risks or legal implications arising from the recommendations in this report.

6. IMPLEMENTATION STRATEGY

6.1 TIMELINE

A consultant will be appointed consistent with the brief agreed by Council at its meeting in June 2009.

Once appointments to the Community reference Group are confirmed the members of the reference group will meet to begin the review process. The Community Reference Group will continue to meet and inform the review process in accordance with the Terms of Reference for the group.

The intended project completion is for early 2010.

6.2 COMMUNICATION

Successful and unsuccessful applicants will be informed in writing.

All Community Reference Group meetings will be minuted and updates provided on the City of Port Phillip web site.

7. OFFICER DIRECT OR INDIRECT INTEREST

No officers involved in the preparation of this report have any direct or indirect interest in the matter.