



13.2 **ST KILDA FESTIVAL OPERATIONAL PLAN AND SPONSORSHIP POLICY**

EXECUTIVE MEMBER: **CAROL JEFFS, GENERAL MANAGER, COMMUNITY AND ECONOMIC DEVELOPMENT**

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1. PURPOSE

- 1.1 To present the draft St Kilda Festival Operational Plan and draft St Kilda Festival Sponsorship Policy for adoption

2. EXECUTIVE SUMMARY

- 2.1 Art & Soul – Creative and Prosperous City Strategy expresses Council’s commitment to a city that is culturally and economically prosperous and supports a diverse and inclusive community
- 2.2 Action 29 of this Strategy states that Council will: “Review and renew the St Kilda Festival three-year plan to maximise stability for, and benefits from, the event”
- 2.3 With the previous iteration of the St Kilda Festival Plan having expired following the 2018 event, the Plan has been reviewed and updated and is presented for consideration and adoption, in order to cover the 2019, 2020 and 2021 iterations of the Festival
- 2.4 The Operational Plan outlines both strategic and operational objectives for the Festival, and guides both long and short term decision making throughout planning, delivery and review phases
- 2.5 The St Kilda Festival Sponsorship Policy was first created in 2013, to provide guidelines for partnerships with the event and maximise the potential for collaborations and sponsorships, while ensuring those opportunities are aligned with the values and direction of Council
- 2.6 The St Kilda Festival Sponsorship Policy 2018 has been revised in order to reflect updates to the Festival Operational Plan and once endorsed will govern all decision making regarding sponsorships and partnerships for the Festival



3. RECOMMENDATION

That Council:

- 3.1 Endorses the St Kilda Festival Operational Plan 2019 – 2021
- 3.2 Endorses the St Kilda Festival Sponsorship Policy 2018
- 3.3 Thanks the community for participating in the survey regarding St Kilda Festival and acknowledges the results
- 3.4 Authorises the Chief Executive Officer to make minor amendments to finalise and make the document available.

4. KEY POINTS/ISSUES

- 4.1 Held annually since 1980, the St Kilda Festival is a flagship event for the City of Port Phillip and an iconic event for Melbourne and the state of Victoria that regularly attracts in excess of 400,000 people
- 4.2 While the Festival has a number of components, at its heart it is a live music event that celebrates and showcases Australian live music, with more than 50 artists/bands performing on the day
- 4.3 The Festival has four strategic objectives that have been decided by Council and included in the Plan, as follows:
 - 4.3.1 Iconic branding that showcases the City of Port Phillip in order to promote St Kilda and increase tourism and visitation – a brand known to the local community, wider Melbourne and internationally
 - 4.3.2 A commitment to live music, including dedicated support for local, young, diverse and emerging musicians
 - 4.3.3 Long term sustainable economic benefit and development for local traders
 - 4.3.4 Community engagement for local and wider communities, contributing to City of Port Phillip as a cultural hub
- 4.4 The strategic objectives have been updated for inclusion in the updated version of the Plan, with the main change being the inclusion of 'diverse' as a priority in music programming. While ensuring the Festival program will cater to a wide variety of music tastes and preferences, this also formalises the Festival's commitment to gender diversity and balance in programming, and to inclusion of Aboriginal and Torres Strait Islander artists throughout all stages
- 4.5 New for this version of the Plan are four operational objectives that will aid in direction and decision making for the event. Those objectives are as follows:
 - 4.5.1 A commitment to public safety at the event as the highest priority



- 4.5.2 Contained costs that are minimised each year, with overall budget maintained at a reasonable cost to ratepayers
- 4.5.3 Growing accessibility at the event, for both attendees and participants
- 4.5.4 Continuous improvement in sustainability within the event, with a focus on reduced footprint and waste management
- 4.6 Objectives found at 4.5.1 and 4.5.2 regarding public safety and Festival expenditure were included more generally in the previous version of the Plan, however inclusion as specific objectives allows actions to be assigned and measurements to be applied to ensure their delivery
- 4.7 The objective surrounding accessibility is a new commitment proposed for the Festival, in recognition of the broad community that wish to attend the event and its ability to cater for a variety of attendees of all abilities, ages, backgrounds and circumstances
- 4.8 The objective surrounding sustainability at the event is a new commitment proposed for the Festival, in recognition of its ability to reduce environmental impact and the need to prioritise doing so
- 4.9 Other key changes include revised measures to ensure the Plan is delivered effectively, and the specifying of the Festival's core values as a free event, centred on Australian live music and community owned and focused
- 4.10 The St Kilda Festival Sponsorship Policy 2018 has been revised since its former iteration in 2013, with the main changes being updates to align with the current strategic objectives, inclusion of CoPP residents as key stakeholders of the event, and consideration of sustainability and environmental responsibility, including consideration of waste management and materials

5. CONSULTATION AND STAKEHOLDERS

- 5.1 Market research and economic benefit research is undertaken at the St Kilda Festival each year, the results of which will form part of the measures contained in the Operational Plan
- 5.2 The research seeks to understand the Festival's social impact as well as attendee information including demographics, behaviour at the event, priorities for the event and its economic benefit to St Kilda and to Victoria
- 5.3 Every four years the wider community is also surveyed regarding the St Kilda Festival, including residents and businesses from across the municipality. The latest version of this survey was held in 2017, in preparation for revision of the Operational Plan and as part of wider consultations for the City of Port Phillip Events Strategy
- 5.4 The report from the community survey is provided as Attachment Three to this report. The survey was conducted randomly and consulted with 1,097 residents and 301 businesses across the municipality. Results were then weighted to ensure



proportionate representation from each suburb/neighbourhood, as detailed in the attached report. Key results from the report can be summarised as follows:

- 5.4.1 More than four-fifths (86.6%) of resident survey respondents and almost three-quarters (74.8%) of business survey respondents were aware of the St. Kilda Festival. Just under one third of residents said they attended the Festival in 2017
- 5.4.2 71% of residents surveyed and 65% of businesses answered that they “support” or “strongly support” the Festival, with less than 5% of each category noting they were “opposed” or “strongly opposed” (the remainder felt neutral or couldn’t say)
- 5.4.3 When asked if they would like the St Kilda Festival to continue into the future, 82% of residents and 76% of businesses responded that they would, with less than 5% of each category answering that they wanted to see the end of the Festival. The remainder felt they couldn’t say.
- 5.4.4 The report shows clear support for the Festival amongst younger demographics: strongest for those aged 15 – 24 (95%) and 25 – 34 (92%) but remains relatively high (62%) even for those aged 75 and over
- 5.4.5 The areas of the municipality most in support of the Festival’s continued future were St Kilda and East St Kilda (both 89% favourable) followed by Balaclava at 88% and St Kilda West at 86%. Those areas least in support were still largely positive, being Elwood at 75% favourable, then Middle Park and St Kilda Road on 77%.

6. LEGAL AND RISK IMPLICATIONS

- 6.1 The St Kilda Festival is subject to detailed risk assessment and management processes each year as part of event planning and delivery
- 6.2 There are no additional risks to Council arising from this report

7. FINANCIAL IMPACT

- 7.1 Income and expenditure for the St Kilda Festival are considered annually as part of the budget process, and confirmed for 2018/19 with total cost to Council of \$1.56m. There are no additional cost implications arising from this report.

8. ENVIRONMENTAL IMPACT

- 8.1 Actions contained in both the St Kilda Festival Operational Plan and Sponsorship Policy address the environmental impact of the Festival and its partners

9. COMMUNITY IMPACT

- 9.1 The St Kilda Festival plays a vital role in the cultural and social life of the municipality as a flagship event of the City of Port Phillip. The Festival has been



shown to provide economic benefit to the area, and to attendees and participants provides additional cultural and social benefit

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 10.1 The St Kilda Festival is aligned to many of the strategic directions within the Council Plan, but delivers primarily on Direction 5: We thrive by harnessing creativity

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

- 11.1.1 The 2019 St Kilda Festival is scheduled to be held on Sunday February 10. Planning for the event is currently underway

11.2 COMMUNICATION

- 11.2.1 Should the updated St Kilda Festival Operational Plan and Sponsorship Policy be updated, these documents will be distributed to all relevant stakeholders internally and externally. The document will also be publicly available online via the City of Port Phillip website

12. OFFICER DIRECT OR INDIRECT INTEREST

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

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ATTACHMENTS

1. St Kilda Festival Operations Plan 2019 – 2021
2. St Kilda Festival Sponsorship Policy
3. St Kilda Festival Community Survey