



9.3 AUSTRALIAN LGBTI AWARDS - MAYOR ATTENDANCE

**EXECUTIVE MEMBER: CLAIRE FERRES MILES, ACTING GENERAL MANAGER
COMMUNITY & ECONOMIC DEVELOPMENT**

PREPARED BY: SUSAN STRANO, COORDINATOR ARTS

1. PURPOSE

- 1.1 To seek authorisation from Council for the Mayor to attend the Australian LGBTI Awards for which St Kilda is a finalist in the Destination category. The Awards Gala event and announcement will be held in Sydney on Friday 2 March 2018.

2. EXECUTIVE SUMMARY

- 2.1 According to the Councillor Support and Expense Reimbursement Policy 2016, domestic air and rail travel must be authorised by either a Council resolution or by the Chief Executive Officer (or delegate).
- 2.2 An opportunity exists for a Council representative to attend the Australian LGBTI Awards in Sydney on 2 March 2018. Council submitted a nomination for St Kilda as LGBTI Destination of the Year and St Kilda was successful as the only Australian finalist in this category of the Awards.
- 2.3 The Community and Economic Development Division has purchased one ticket for the Awards Ceremony and it is recommended that the Mayor be present at the Awards ceremony in the event that St Kilda wins this award.
- 2.4 St Kilda has a longstanding LGBTI history and Port Phillip City Council's unwavering support for diversity, inclusion and the health, wellbeing and inclusion of LGBTI people. An Australian LGBTI Award, and the promotion stemming from the nominations process, would be a boost to St Kilda's tourism bringing further economic and cultural benefits for the City of Port Phillip.
- 2.5 The presence of the Mayor at the Awards would create an opportunity to capitalise on the spotlight being shone on our City.



3. RECOMMENDATION

That Council:

- 3.1 Authorises attendance of the Mayor, Cr Bernadene Voss, at the Australian LGBTI Awards in Sydney on Friday 2 March 2018 and that the Mayor accept the award on behalf of Council, should St Kilda win the award for LGBTI Destination of the Year.

4. KEY POINTS/ISSUES

- 4.1 The aim of the Australian LGBTI Awards is to help Australia effect change on LGBTI Equality Laws, which currently lag behind many other developed nations when it comes to these key areas of human rights.
- 4.2 The Australian LGBTI Awards are the project of media organisations OutNews Global and Twin Media Group. The LGBTI Awards publicly acknowledge the achievements of members of LGBTI community.
- 4.3 The Australian LGBTI Awards are designed to showcase individuals and organisations that have demonstrated an outstanding commitment to the LGBTI community. Those who are recognised “go the extra mile to ensure equality, opportunity and fair treatment for all, regardless of sexuality, gender identity, or intersex experience”.
- 4.4 There is a diverse range of categories celebrating people, places and companies across the arts, sport, charities, politics, media, celebrity, brand and destination.
- 4.5 Following a call for nominations in August 2017, the Cultural and Economic Development department submitted a nomination for St Kilda to be listed in the Destination category. Almost 6,000 nominations were received across 16 categories
- 4.6 In October 2017, Council was notified that St Kilda was a finalist in the Awards. St Kilda was the only Australian destination shortlisted, along with Britain, Canada, Ireland, Los Angeles, Las Vegas, New York City, Queenstown, Thailand and Vienna.
- 4.7 Voting was open to the public until 31 December 2017. Almost 15,000 votes were received. \$3,000 has been raised for LGBTI charities.
- 4.8 The winners will be announced at the Gala Event on Friday 2 March 2018 at the Star Event Centre, Sydney.
- 4.9 Organisers of the Awards sought a commitment of at least one attendee to the Awards Ceremony. The Community and Economic Development division purchased one ticket to the Awards Ceremony at a cost of \$380. It is proposed that this ticket be used by the Mayor to attend the Awards Ceremony on behalf of Council.



5. CONSULTATION AND STAKEHOLDERS

- 5.1 The nomination of St Kilda as LGBTI Destination of the Year was promoted widely between October and December 2017 while voting was open.
- 5.2 Email and Facebook were used and widely shared through Councillor and staff networks, trader groups etc.

6. LEGAL AND RISK IMPLICATIONS

- 6.1 There are no known legal or risk implications.

7. FINANCIAL IMPACT

- 7.1 The Community and Economic Development division budget has purchased the Gala Awards ceremony ticket at a cost of \$380.
- 7.2 Further costs relating to the Mayor's travel include: airport transfers; return airfare Melbourne – Sydney; and accommodation expenses. The exact cost will be confirmed when bookings are made.
- 7.3 There are many benefits that flow from the nomination and award if it is received. This includes the boost it provides to tourism in St Kilda and coincides with the development of Australia's first Pride Centre in St Kilda.

8. ENVIRONMENTAL IMPACT

- 8.1 Airline travel to Sydney will contribute to emissions, which can be offset though a carrier charge for this purpose..

9. COMMUNITY IMPACT

- 9.1 The attendance of the Mayor at the Australian LGBTI Awards will maximise exposure to the City of Port Phillip as the Council that enables St Kilda to be the vibrant and welcoming destination it continues to be.
- 9.2 Should St Kilda win the category of Destination, the Mayor will be afforded 3mins to make a speech.
- 9.3 Highlighting St Kilda as finalist (and possible winner) of the Destination category would further boost tourism to St Kilda and the City of Port Phillip.
- 9.4 Local businesses would directly benefit economically as St Kilda would be widely promoted, nationally and internationally, as LGBTI Destination of the Year.
- 9.5 The economic boost would be derived from the spotlight shone on St Kilda through this process and the marketing power of the Australian and International LGBTI Awards organisations.



- 9.6 The Pride Centre, currently in design phase, would receive a further boost as a major LGBTI destination and will help to draw LGBTI communities from across Victoria, Australia and Internationally.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 10.1 This item progresses Strategic Direction #1 – We embrace difference and people belong. The City of Port Phillip has long supported inclusion and diversity and the LGBTI community has been a focus to create new opportunities for engagement and equality.
- 10.2 The Australian LGBTI Awards has been an opportunity to showcase the City's history of being a welcoming place, including supporting the iconic Pride March, being the first Council to receive the Rainbow Tick accreditation for its Access and Aging programs and as the home of Australia's first Pride Centre.

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

11.1.1 Nominations were first sought in August 2017 and finalist announced in October 2017.

11.1.2 The Australian LGBTI Awards Ceremony will be held in Sydney on Friday 2 March, 2018.

11.2 COMMUNICATION

11.2.1 Attendance of the Mayor at the Australian LGBTI Awards would be confirmed with the Awards organisers following Council's authorisation.

11.2.2 A media release would be issued and followed up should St Kilda win its category at the Awards.

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.

TRIM FILE NO: 16/01/714

ATTACHMENTS Nil