

BALLINA SHIRE COUNCIL – MEMORANDUM

MEMO TO: Councillors
COPY: Peter Morgan and Steve Barnier
MEMO FROM: John Truman, Acting General Manager
DATE: 22 April 2015
SUBJECT: Request from Ballina Chamber of Commerce for funds for Home Expo

The purpose of this memo is to advise Council of a request from the Ballina Chamber of Commerce for Council to contribute \$10,000 to assist in the organisation of the proposed second Ballina Home Sweet Home Expo.

Attached, dated 1 April 2015, is a copy of the request from the Chamber. Unfortunately the request was not included in the agenda for recent Finance Committee and the Chamber has asked that the Council deal with the request as soon as possible to enable them to make their final decisions for the planning of this event.

If the Council is supportive of discussing this matter, as notice has not been provided in this business paper or previously in the Finance Committee agendas, the following urgency motion is recommended. Item 14.1 (Finance Committee Minutes) would be an appropriate time in the meeting to consider the urgency motion.

Due to the timing of the proposed event, Council as a matter of urgency, consider the request from the Ballina Chamber of Commerce for Council to contribute \$10,000 to assist in the organisation of the proposed second Ballina Home Sweet Home Expo.

The following is presented for information to Councillors in the event that the above motion is successful.

As per the attached letter, the Council allocated \$20,000 for this event in the 2013/14 budget. The event was held in July 2014. Council considered a report presented to the February Finance Committee meeting in regards to the Festival and Event Support Program and the report included the following table which is from a resolution of Council made in October 2014.

Event	(\$) 2015/16
Ballina Coastal Country Music Festival	25,000
Ballina Prawn Festival	25,000
Skullcandy Oz Grom Open	15,000
Alstonville New Years Eve	15,000
Riverside Carols, Ballina	5,000
Lennox Head Carols	5,000
Ballina Fine Food & Wine Affair	5,000
Country Fair	5,000
TOTAL	100,000

However, these allocations were adjusted by a resolution at the February Council meeting which is reproduced below;

That Council approves additional funds as requested by the Ballina Fine Wine and Food Festival and the Ballina Prawn Festival for an additional \$10,000 (\$20,000 in total).

Council was subsequently advised (Councillor Bulletin 10 April 2015) that the Ballina Coastal Country Music Festival will not proceed in 2015. This means, assuming Council wishes to retain the budget at \$100,000, \$95,000 has been allocated. It is also noted that Council has resolved to call for expressions of interest from community groups considering conducting events in 2015/16.

Therefore the options available to Council are:

1. Decline the request
2. Agree to the request in full, and identify \$5,000 savings in the Festival and Event Support Program budget
3. Agree to the request in full, and identify \$5,000 savings from other budget sources
4. Allocate \$5,000 from the Festival and Event Support Program Budget.

The allocation of resources is ultimately a decision of Council, however in regards to a recommendation from the perspective of staff, option one is preferred. The reasons for this are

- The grant in 2013/14 was considered by Council to be seed funding to initiate the event.
- The allocations within the Event program have already been the subject of debate and determination by Council.
- In regards to option three, the budget preparation process has again highlighted the challenges in maintaining service levels for many of Council's programs.
- The EOI may result in requests for funding for new events worthy of support.

Finally, it is noted that if the Council selects option one, subject to sufficient time being available, it is open for the Chamber to make a further submission to Council as a response to the exhibition of the draft delivery plan.



John Truman
Acting General Manager

Enc.

1 April 2015



The General Manager
Ballina Shire Council
PO Box 450
BALLINA NSW 2478

PO Box 444, Ballina NSW 2478
T: 02 6681 5049 F: 02 6686 5810
info@ballinachamber.com.au
www.ballinachamber.com.au

Dear Paul,

Re: Ballina Home Sweet Home EXPO

The Chamber is seeking \$10,000 in funding to assist in the coordination of the second Ballina Home Sweet Home EXPO.

In 2014 Council granted \$20,000 in funding for this project as part of a \$50,000 contribution to economic development projects in the lead up to consultation with the community regarding a possible business rates levy.

The Chamber leveraged the \$50,000 in funds to deliver **over \$100,000** in marketing and promotion for the Ballina Coast & Hinterland via working partnerships with local media including ZZZ 2LM, APN (5 weeklies and The Northern Star) and Prime 7. These funds also allowed us to coordinate and deliver the inaugural Home EXPO which was extremely well received as the attached survey data indicated.

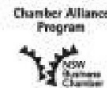
About the Event

The Ballina Home Sweet Home Expo provides local business and stakeholders with an opportunity to educate the public about options for building, buying, renovating, and investment in the Ballina Shire. Coordinated by Ballina Chamber of Commerce and seed-funded by Ballina Shire Council the home expo is designed to stimulate the local building industry, increase land and property purchase in the Ballina Shire, and in turn, drive population and economic growth.

A key focus for the Expo is to promote the Land Subsidy Scheme as this represents a great opportunity to attract purchasers to the Ballina Coast & Hinterland who may not have considered our shire otherwise. We should be shouting from the mountain tops about this scheme and the expo's radio, television and print campaign offer greater awareness of this program.

Our extensive and targeted advertising campaigns into the Northern Rivers, SE QLD and Regional NSW markets will promote the opportunity for home buyers and property investors to see, compare, and buy the latest new homes, house & land packages, off the plan developments, land estates, home loans, tax advice, and much more. Home Owners will also be able to research renovation options to improve property or lifestyle value, a range of sustainable design or energy options, along with outdoor living improvement ideas.

The expo offers local businesses a valuable opportunity to obtain face-to-face contact with a lucrative and targeted audience at a fraction of the cost of using mainstream media independently.



A comprehensive website, including an exhibitor list and floor-plan, will be regularly updated with event information. The website will be a key call to action on marketing collateral as this also gives us the opportunity to promote exhibitors and Ballina itself to people who are unable to attend. Expo visitors will be provided with a colour program booklet on arrival featuring a directory of all exhibitors with editorial and lifestyle content.

The Expo attracted well over 2000 people to the inaugural event in 2014. If the Expo is held again in 2015 it is expected to attract up to 5000 people and will offer visitors the opportunity to discuss and compare products for every nook and cranny of an existing home or new build, and learn about services and technologies available in Ballina, Lennox and Alstonville such as conveyancing, insurance, lending, financial planning, architecture and design, landscaping, energy efficiency, décor, lighting and more!

In addition to the many exhibitors and products on display there will be prizes, competitions, features and seminars. Approximately 100 indoor and outdoor exhibitors will be eager to offer advice and suggestions on the best options for specific requirements!

The 2014 event ran cost neutral with funding so the Chamber is unable to risk running the event again this year without some funding but we feel that the Expo has great potential and offers the local business community a valuable mechanism to promote service and products both directly and indirectly relating to building and construction.

We learned a great deal in delivering the first Home Expo. Many local service and supply businesses sat back to see how the first event went and with the positive data collected from 2014 exhibitors we feel confident we can grow this area of the expo considerably. Already we have outgrown Ballina RSL Club!

Branding and website construction absorbed half of the funding allocated to the project in 2014 which are costs we will not have to bear again.

It is well understood by the Chamber that Council wishes to seed fund events with a view to organisers developing said events to the point where they are self sustaining (we are half way there). **With this in mind it is our undertaking that if Council provides \$10,000 in funding for the 2015 Ballina Home Sweet Home EXPO we will not seek funds again for this event.**

Kind Regards,



Nadia Elliott-Burgess
Executive Officer