



LATE ITEM

Ordinary Meeting 22 February 2018

**Held at Ballina Shire Council Chambers
40 Cherry Street Ballina**

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Councillor David Wright

I move

That Council confirms its financial support, being a minimum annual contribution of \$20,000 from Council's Festivals and Events funding program, to the Ballina Country Music Festival, for the three year period from 2018/19, 2019/20 and 2020/21.

Councillor Comment

Council resolved at the November 2017 Ordinary meeting to provide a \$20,000 contribution from the Festival and Events funding program to the Ballina Country Music Festival for the 2018/19 financial year.

Staff and I met with the organisers of the festival last week (being Mrs Carol Stacy and Mr Tere Sheahan on behalf of the Cherry Street Sports Club) and they expressed concern that without a longer term commitment from Council it was proving difficult to obtain financial support from other sponsors and it was also restricting opportunities for grant funding. These funding difficulties are placing the event at risk.

They also expressed concerns that Council had reduced its annual contribution from the \$25,000 provided for the 2017/18 event and they would like to see Council's contribution increased back to \$25,000 or ideally \$30,000 to ensure the sustainability of the event.

The advice provided was that Council had fully allocated its funding for the 2018/19 program however I was prepared to ask Councillors for the three year commitment as per this Mayoral Minute.

Time is at an essence to organise this year's event which is why this request has been submitted as a Mayoral Minute for the February meeting.

This festival is proving to be successful with many visitors attending the Shire for the event, and as it is held over three days, it is reasonable for Council to provide the three year commitment.

RECOMMENDATION

That Council confirms its financial support, being a minimum annual contribution of \$20,000 from Council's Festivals and Events funding program, to the Ballina Country Music Festival, for the three year period from 2018/19, 2019/20 and 2020/21.

Attachment(s) - Nil