

LENNOX HEAD COMBINED SPORTS ASSOCIATION INC.

LE-BA Boardriders Club Inc

General Manager
Ballina Shire Council
Festival & Event Support program

June 6, 2012

Submission to the 2012/13 budget

As you would be aware Le-Ba boardriders has been granted approval for three years to run the Skullcandy Oz Grom Open - a premier junior surfing event. Being a non-for-profit organisation, Le-Ba relies heavily on community support and sponsorship.

Le-Ba has submitted an application under the Ballina Shire Council's *Community Donations* program for \$8,600 – which I understand is being assessed later in the month.

Le-Ba understands that there is unallocated money (\$10,000) from the Council's *Festival & Event Support* program. Le-Ba would like to make an expression of interest for this unallocated money to go towards the 2012 Skullcandy Oz Grom Open. This money would be used for some of our major overheads such as traffic management, site security, water safety and also toilet hire – total expense in excess of \$10,000.

I understand that Le-Ba would only be eligible for one of these grants. If you need any further documentation please email or phone me on the number below.

Yours Sincerely,

Jonny Hewett
President LE-BA Boardriders
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Lennox Head 2478
MOB: 040965-7789
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ARTS NORTHERN RIVERS

PROPOSAL

Employment of a Project Manger, Creative Industries Development

Summary

Full-time position 37.5 hours per week, limited to three-year term
Based at Arts Northern Rivers' offices in Alstonville but expected to travel throughout the region

Reporting to Arts Northern Rivers CEO

Objective

To employ a Project Manager whose key responsibility is the establishment of sustainable long term creative industries development programs, resources and infrastructure.

Description

The Project Manager, Creative Industries Development is a three-year strategic appointment focused on facilitating a tactical multi-partner approach to sustainable development of the creative industries in the Northern Rivers region of NSW.

The Project Manager will work with members of the Northern Rivers Creative Industries Consortium to realize priority actions in the Northern Rivers Arts and Creative Industries Strategy (NRACIS) and address recommendations of a pilot Creative Industries Brokers Project (CIBP) implemented in 2010-11.

The key objective of the position is to establish sustainable programs, resources and infrastructure to build the capacity of creative industries practitioners, and a strong creative sector in the long term.

Background

Arts Northern Rivers is the peak body for the arts and cultural sector in the Northern Rivers region of New South Wales, Australia. We are part of a statewide network of regional arts boards, dedicated to building positive futures for regional, rural and remote communities in New South Wales through the arts and cultural development. Since our establishment in 2003 we have included creative industries as one of our key priority areas.

We have played a lead role in the formation of the Northern Rivers Creative Industries Consortium, a group of 14 partner agencies representing the arts, regional development, industry and education, with the specific goal of collaborating to support creative industry development.

In 2008 we worked with the Consortium to develop the state's first regional Arts and Creative Industries Strategy, identifying broad goals and strategies, and priority actions for the period 2010-12.

Last year Arts Northern Rivers secured funding to implement the Northern Rivers Creative Industries Brokers Project (CIBP), a nine-month pilot project addressing several of these priority actions, most notably, the development of market linkage opportunities for local practitioners in the fields of fashion, Music and Digital /Screen.

Outcomes of the Creative Industries Brokers Project included:

- **727** creative industries practitioners/businesses in the fashion, music and screen/digital sectors registered on the Arts Northern Rivers database;
- **416** practitioners took part in sector specific professional development and networking events;
- **20 businesses** were selected for intensive one-on-one business development support including business analysis, consultation, mentoring, pitch training, opportunities to present to market, market linkage and brokerage activity;
- **60 market linkage** success stories have been to date, and is expected to continue to rise as newly formed industry relationships strengthen;
- **The Hive** - Northern Rivers Creative Industries Portal developed and live.

Whilst satisfied with these outcomes the Consortium wishes to take stock of these achievements in the broader context of the level of industry need the Project has revealed.

We believe that in order to have a significant long-term impact on the creative industries into the future, we need to immediately redirect our

focus onto the development of sustainable programs, resources and infrastructure that will continue to benefit local creative industries practitioners in the long-term.

The Program Manager would also play a lead role in establishing future directions for the Northern Rivers Creative Industries Consortium, beyond achievement of priorities identified in the *Northern Rivers Creative Industries Development Strategy 2010-12*.

Funding Background

Creative Industries Strategy Development

Funding Partners:

- Arts NSW
- Regional development Australia (Northern Rivers)
- NSW Department of Premier & Cabinet

Creative Industry Brokers Project

Funding Partners:

- Arts NSW
- NSW Trades & Investment (formerly Industry and Development)
- Regional Development Australia (Northern Rivers)

Project Manager - Creative Industry Development

2011

- An unsuccessful application was made to Arts NSW
- Feedback was positive - unsuccessful outcome due to a reduced funding budget by incoming State Government
- Encouraged to apply again
- Other partner in the project was Industry and Investment

2012

- Arts Northern Rivers wishes to submit another application to Arts NSW (encouraged by positive feedback)
- Can no longer rely on financial partnership with Industry and Investment due to reduction of resources to this department

- Need to identify other funding partners as Arts NSW will only support 50% of costs for the position
- Arts Northern Rivers is currently looking at the following funding mix for the proposal:
 - o **Arts NSW** - \$40,160 (per year x 3 years) Total \$120,480
 - o **Arts Northern Rivers** - \$20,000 (per year x 3 years) Total \$60,000
 - o **NOROC partner councils** - \$39,840 (per year x 3 years) Total \$119,520
 - o **SCU** – circa \$20,000 (per year x 3 years) Total \$60,000 **In-kind support** consisting of extensive research and surveying of the project to measure outcomes for the region

Notes to funding mix

- Arts Northern Rivers' contribution will be made from our Core funding received by Arts NSW and will be dedicated to funding projects associated with the Creative Industries Strategy
- Arts NSW – funding would cover 50% of wage and on-costs

- NOROC funding would cover 50% of wage and on-costs for the Project Manager role – who would service all 7 LGAs of the Northern Rivers

Arts Northern Rivers seeks the following contribution from each of the 7 local – this has been based on the same percentage formula (population statistics) used to calculate each council's contribution to the Arts Northern Rivers Core funding:

Tweed	\$7,840pa	(\$23,520 over 3 years)
Clarence	\$7,520pa	(22,560 over 3 years)
Lismore	\$7,840pa	(\$23,520 over 3 years)
Byron	\$4,880pa	(14,640 over 3 years)
Kyogle	\$1,960pa	(5,880 over 3 years)
Ballina	\$5,880pa	(17,640 over 3 years)
Richmond	\$3,920pa	(11,760 over 3 years)
Total	\$39,840pa	(\$119,520 over 3 years)

Notes to withdrawal of Industry and Investment resources.

While we understand the challenges the Government is facing in these difficult times and the reviews that have taken place to address funding and resource allocations, the closure of this funding stream for Arts Northern Rivers represents a serious threat to the development of Creative Industries and market development in the Northern Rivers region.

If we are no longer able to partner with Industry and Investment to deliver region-wide business development projects for the Creative Industries we need to identify other partners who share a similar vision and responsibility for delivering positive business and professional development opportunities for small businesses in the region.

The Role

Key responsibilities

The Project Manager will be responsible to:

1. Facilitate a strategic approach to sustainable development of key Creative Industries development programs, resources and infrastructure in the Northern Rivers region of NSW;
2. Lead the members of the Northern Rivers Creative Industries Consortium in furthering the objectives of the Northern Rivers Arts and Creative Industries Strategy 2010– 12;
3. Address issues identified during the implementation of the strategy to date, in particular the need for a sustainable infrastructure for industry development;
4. Address the need to identify priority actions to inform strategic Consortia activity beyond 2012;
5. Address recommendations made by Consultants employed in Broker positions for the implementation of the Creative Industries Brokers Project 2010 -11, taking into account comments/recommendations of the Steering Committee;
6. Action realistic short-term recommendations;
7. Investigate sustainable solutions to address more significant issues identified;
8. Commission research including feasibility studies, to assess all significant new proposals, including the identification of sustainable development models;
9. Lead the delivery of an annual multi-partner program of creative industries networking and professional development events to build practitioner skills and capacity, open to established and emerging creative industries practitioners, including students;
10. Ensure the pooling of resources for optimal impact and results;
11. Bring regular industry guests (national/international) to the region to deliver workshops, also providing networking opportunities and potential market linkages;

12. Take a pro-active approach to funding, including exploring philanthropic funding, establishing programs for public/ private sector investment, and encouraging clusters of practitioners to self-fund targeted development activities;

13. In conjunction with Arts Northern Rivers CEO establish a creative investment committee comprising industry, regional development agencies and local business people/entrepreneurs to assist with the above, also enlisting the support of AbaF;

14. Establish partner/sponsor arrangements to support the delivery of annual focus sector programs comprising mentoring, pitch training, market linkage and broker activities for selected participants;

15. Ensure focus programs culminating in industry introductions/showcase events;

16. Provide a centralised point of contact to support creative industries development in the Northern Rivers region:

- For local creative industries practitioners to access general information and advice including grants and opportunities, and be referred to networked providers across education, industry bodies, government, business grow services and consultants;
- For industry wishing to disseminate information and opportunities;
- For media;
- For investors wishing to support local creative industries growth.

17. Provide a voice for the industry, celebrating local success and spreading/ networking success stories, and advocacy;

18. Develop online/self help resources providing answers to Frequently Asked Questions and referring individuals to existing sources of support including education, industry bodies, government, business grow services and consultants;

19. Manage the collection and distribution of data relating to creative industries activity in the Northern Rivers;

20. Facilitate cross sector networking and connectivity via the Northern Rivers Creative Industries Portal;

21. Promote the Portal nationally and internationally as an online practitioner network and showcase;

22. Develop collaborative marketing initiatives amongst members of the Northern Rivers Creative Industries Consortium to reach a broader culturally engaged audience;
23. Support collaborative marketing initiatives between clusters of practitioners.;
24. Be proactive in seeking opportunities to promote local creative industries practitioners and businesses locally, nationally and internationally;
25. Utilise online resources including the Northern Rivers Creative Industries Portal, in addition to established networks such as Australian Creative Industries (online network currently focusing on capital cities);
26. Implement regular reviews of all CIDP activity, and provide advice on future direction;
27. Continue to bring local partners in the creative industries together via the Northern Rivers Creative Industries Consortium and renew the focus on the goals, strategies and priority actions identified in the Northern Rivers Arts and Creative Industries Strategy 2010 – 12 (NRACIS);
28. Continue to bring the education sector together via the Creative Industries Education and Training Round Table and refocus efforts on the group's Terms of Reference, which include promoting arts and creative industries careers; building links between education and practice/industry, share information and encourage creative industries research;
29. Address the priority action identified in the NRACIS, to explore the creation of a regional arts and creative industries marketing consortium;
30. Address the priority actions identified in the NRACIS, to clarify (for practitioners) potential pathways between high schools, TAFE, other vocational providers, and careers/business start-ups in creative industries;
31. Address the priority action identified in the NRACIS, to develop a pool and database of industry mentors;
32. Investigate mentors across specific creative industry sectors, also business mentors and marketing mentors for general development support;

33. As a guiding principle, seek to establish a sustainable program of activities and an infrastructure for ongoing creative industries professional development, networking and support.

Guiding documentation

This proposal is guided by the key goals, strategies and actions identified in the *Northern Rivers Creative Industries Strategy 2010- 2012*, and by the findings identified in a final report on the implementation of a *Northern Rivers Creative Industries Brokers Project* in 2010 – 11. *Northern Rivers Arts and Creative Industries Strategy 2010 – 12 (NRACIS)*

Goals and strategies

Education, training and professional development: We will encourage creative practitioners and entrepreneurs to access professional and business development opportunities, enhancing their contribution to the region's creative economy;

Infrastructure and finance: We will plan resources cooperatively to sustain arts and creative businesses at key stages of their development;

Innovation and product development: We will support creative innovation and the people who make it happen;

Sales, marketing and distribution: We will enhance access to market locally, nationally and internationally for our arts and creative businesses.

Advocacy: Both within and beyond the region we will celebrate and promote our arts and creative industries.

Priority actions (a selection of)

- Establish Northern Rivers 'Creative Broker' positions for industry sub-sectors, to facilitate linkage to markets;
- Develop/maintain an arts portal to enhance the arts and creative industries web presence;
- Develop a pool and database of industry mentors;
- Clarify (for practitioners) potential pathways between high schools, TAFE, other vocational providers, and careers/business start-ups in creative

industries;

- Explore the creation of a regional arts and creative industries marketing consortium;
- Facilitate creative development and market linkages in the NSW government's focus areas of design, music and electronic games.

***Northern Rivers Creative Industries Brokers Project 2010 – 11 (CIBP)
Executive Summary from Report***

Arts Northern Rivers' Creative Industries Broker Project was a nine-month pilot project, running from July 2010 to March 2011.

The primary goal of the initiative was to develop market opportunities for local practitioners in the creative industry sectors of Fashion, Music and Digital/Screen.

For the purpose of the Project:

- Fashion was defined as fashion and jewellery;
- Music was defined as contemporary music; and
- Screen/Digital was defined as embracing computer created and web distributed screen content, including but not limited to animation, games (online and small, handheld devices) and mobile phone applications.

Consultants were contracted as specialist industry brokers in each of these three specialist areas.

The initial focus of their work involved scoping local activity in each of the focus areas.

In phase two of the project a series of specialist industry events were presented. And in the final phase the brokers worked intensely with select practitioners to implement brokerage programs to further develop their businesses.

Outcomes of the CIBP included:

- 727 creative industries practitioners/businesses in the fashion, music and screen/digital sectors registered on the Arts Northern Rivers database;
- 416 practitioners took part in sector specific professional development and networking events;

- 20 businesses were selected for intensive one-on-one business development support including business analysis, consultation, mentoring, pitch training, opportunities to present to market, market linkage and brokerage activity;

- 60 market linkage success stories have been to date, and is expected to continue to rise as newly formed industry relationships strengthen;

- Northern Rivers Creative Industries Portal developed and live.

There were several common recommendations across all three sectors, in particular the need for ongoing networking and professional development - addressing both skills training and the need to keep abreast of latest industry developments; the need for a new/renewed online industry presence across all three sectors; and recognition of the importance of the Northern Rivers brand.

Other key recommendations included the establishment and resourcing of a Northern Rivers Fashion Network charged with the delivery of multiple services including several specific collaborative marketing initiatives; and the disbanding of North Coast Entertainment Industry

Alliance (NCEIA) and establishment of a new industry run and funded professional body representing Northern Rivers musicians.

Feedback from the Steering Committee included an analysis of the Project's achievements in the context of creating a sustainable infrastructure for industry development.

Recommendations are made for the appointment of a Project Manager to lead the implementation of a three-year project, which addresses the sustainability issue and embraces additional complementary goal, strategies and actions from the *Northern Rivers Creative Industries Strategy 2010- 2012*.

----- Original Message -----

From: seib

To: 'mayor@ballina.nsw.gov.au'; 'brown@nsw.quik.com.au'; 'robynh@ballina.nsw.gov.au'; 'smeehan@ballina.nsw.gov.au'; 'pmoore@ballina.nsw.gov.au'; 'davidwright@ballina.nsw.gov.au'; 'kjohnson@ballina.nsw.gov.au'; 'bens@ballina.nsw.gov.au'; 'jeffjohnson@ballina.nsw.gov.au'; 'Sharon Cadwallader'

Sent: Tuesday, May 15, 2012 3:22 PM

Subject: 'BURNOUTS' IN CAWARRA PARK

Good afternoon Councillors.

I wish to bring to your attention the regular occurrence of 'burnouts' being performed on *Cawarra Park*. This appears to have yet again occurred this past weekend and recently there was extensive damage done to the baseball pitch which Council staff kindly filled in with crushed blue metal.

This type of thing happens quite regularly at Cawarra Park (every month or so). Residents immediately adjacent to the park are disrupted in the middle of the night by the burnouts, loud revving of motors, yelling of the 'revellers' and subsequent screeching of tyres when they make their 'escape' on the street. By the time the police are summoned, the offending vehicles have disappeared.

Is it possible for Council to install some form of 'bollard & rail' fencing or similar low fencing, to prevent further damage to the park?

Many thanks for your consideration.

Debbie Seib
30 Cawarra Street.

Red Cross & Save the Children:
www.redcross.org.au/Donations/onlineDonations.asp
www.savethechildren.org.au

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23/05/2012













