

CITY OF ARMADALE

MINUTES

OF COMMUNITY SERVICES COMMITTEE HELD IN THE COMMITTEE ROOM,
ADMINISTRATION CENTRE, 7 ORCHARD AVENUE, ARMADALE ON TUESDAY, 4
JUNE 2013 AT 7:00 PM.

PRESENT: Cr K Busby (Chair)
Cr R Butterfield
Cr C J MacDonald
Cr M S Northcott
Cr C M Wielinga (Deputy for Cr Nixon)

APOLOGIES: Cr G Nixon (Leave of Absence)
Amended at Full
Council 10 June 2013 Cr J A Stewart (Attendance at Conference)
Cr G A Best (Attendance at Conference)

OBSERVERS: Nil

IN ATTENDANCE: Ms Y Coyne - Executive Director Community Services
Ms F Grieves - Manager Leisure Services
Mrs P L Walker - Manager Library & Heritage Services
Mr G Dixon - Senior Branch Librarian
Ms S Gasior - Minute Secretary

PUBLIC: Nil

*“For details of Councillor Membership on this Committee, please refer to the City’s website
– www.armadale.wa.gov.au/your_council/councillors.”*

DISCLAIMER

The Disclaimer for protecting Councillors and staff from liability of information and advice given at Committee meetings was not read as members of the public were not present.

DECLARATION OF MEMBERS' INTERESTS

Nil

QUESTION TIME

Nil

DEPUTATION

Nil

CONFIRMATION OF MINUTES

RECOMMEND

Minutes of the Community Services Committee Meeting held on 2 April 2013 be confirmed.

Moved Cr R Butterfield

MOTION CARRIED 5/0

ITEMS REFERRED FROM INFORMATION BULLETIN

Outstanding Matters & Information Items

Report on Outstanding Matters – Community Services Committee

Monthly / Quarterly Departmental Reports

Community Development Report –Community Development Report April 2013

Manager Leisure Service Monthly Report – April 2013

Manager Library & Heritage Services Monthly Report – April 2013

Tourism/Visitor Centre Monthly Report – April 2013

Manager Ranger & Emergency Services Monthly Report –April 2013

Committee noted the information, and no further items were raised for discussion and/or further report purposes

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COMMUNITY SERVICES COMMITTEE

4 JUNE 2013

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1.1 - ARMADALE FILMFEST

WARD : ALL
FILE No. : M/340/13
DATE : 27 May 2013
REF : NK
RESPONSIBLE : Executive Director
MANAGER : Community Services

In Brief:

- The City has provided cash and significant in kind support for the Armadale FilmFest (AFF) in the lead up to and for the inaugural AFF in 2011, and the subsequent 2012 event.
- In September 2012, when considering support for the 2012 FilmFest, Council requested a further report relating to the City's ongoing support for the AFF.
- This report provides details of a submission by the AFF for its next event, proposed to be held in conjunction with the Minnowarra Festival in 2014. The report also suggests how the City can provide ongoing support into the future.
- The report recommends that Council;
 - Considers an amount of \$17,000 in the 2014 draft budget to support the 2014 Armadale FilmFest.
 - Requests that officers advise the AFF that future requests for assistance be directed through the Major Event Sponsorship Program.

Tabled Items

Nil

Officer Interest Declaration

Nil

Strategic Implications

This report relates to Strategy 1.3.2 of the City's Strategic Plan;

Promote and support community arts, historical and cultural facilities and events

Legislation Implications

Nil

Council Policy/Local Law Implications

Nil

Budget/Financial Implications

As the proposal by the AFF is outside the City's financial assistance programs an allocation of \$17,000 would be required in the 2014 budget. It is anticipated that there will be some

surplus funds in the 2013 Community Grants and Donations budgets that could be carried forward for this allocation. For future years, financial support for the AFF would be considered as part of the Major Event Sponsorship Program.

Consultation

1. Armadale Film Festival Committee
2. Dr. Tony Buti MLA Member for Armadale (Chair, Armadale FilmFest)
3. City of Armadale internal departments

BACKGROUND

This report follows a request by Council in September to receive a further report regarding ongoing support for the *Armadale FilmFest*. (C39/9/12)

Inaugural 2011 Event summary

The inaugural Armadale Film Festival (AFF) took place in December 2011. Developed as an initiative of, and with seed funding from the Armadale Redevelopment Authority, the AFF is coordinated by an incorporated not for profit community group. The inaugural program comprised screenings of national and international films as well as a series of awards for locally made films. The AFF is funded through external funding bodies and corporate sponsors with in-kind support provided by volunteers and other organisations. The City has supported the AFF since its inception in 2009 by providing logistical and events advice to its steering committee as well as through the provision of a \$2,000 cash prize for the Best Organisation in Armadale award category.

In addition to the ongoing support described above, the City was heavily involved in the 2011 festival in the following ways;

- Providing marketing and promotional assistance.
- Securing external funding of \$18,000 to present the Birak Aboriginal cultural festival which was held as an element of the AFF. The City's Champion Centre and Events staff coordinated and staffed this component of the AFF.
- Providing some infrastructure elements (Staging, toilets) at no cost as the AFF was held on the same weekend as the City's annual Carols concert.
- The City's Arts and Events officer provided logistical support over the festival, assisting with set up and pack down as well as coordinating the stage entertainment elements.

The 2011 program included a screening of the locally filmed feature movie *Blame* at the Armadale Central Grand Cinemas, an indigenous cultural event *Birak* followed by a screening of *Our Story; Six Sisters of the Stolen Generation* at Memorial Park and then a final awards night and special screening of *Red Dog*, also held at Memorial Park. Attendances at the festival were excellent with the screening of *Blame*; approximately 250 present for the Indigenous Night and approximately 600 present for the awards night and screening of *Red Dog*. In total around 1,000 people attended the festival.

2012 Event Summary

The 2012 AFF was held over three nights comprising a special anniversary screening of *Joys of the Women* at Luna Leederville on 29 November and then outdoor screenings of festival entries, feature films, awards ceremonies, musical performances and functions at Memorial Park on 30 November and 1 December. The films featured were *Mad Bastards* on the Friday evening and *The Sapphires* on the Saturday.

The AFF reported that 400 people attended the Festival in 2012. Around 200 attend the adjunct AFF co-sponsored 20th anniversary screening of The Joys of Women at Luna Cinemas on Thursday 29 with the remainder attending the Memorial Park events. The AFF reported that a variety of factors contributed to lower audience numbers than the inaugural year;

- *Budgetary* insecurity in the lead up to the event made early promotion of the film competition and event weekend difficult.
- *Staffing*: Resignation of the Festival Director due to family circumstances (April) and resignation of our Schools Programme Coordinator and CEO in June led to the late appointment of an acting Festival Director in July.
- *Weather*: Severe storms and low temperatures in the week leading up to the Festival had a negative impact on audience numbers, particularly for the Friday night programme. Friday night's weather was unseasonably cool, although dry, and the low temperatures kept many planned members from attending.
- *Programming*: 2012 programming was diverse. Mad Bastards carried an MA 15+ rating and appealed to a smaller cross-section of the population. The Sapphires (screened on Saturday), proved the more popular choice, garnering 75% of the overall Festival audience.

For the 2012 AFF the City provided logistical and cash support by coordinating the outdoor elements required for the Memorial Park events at a cost of approximately \$13,000 as well as a cash prize of \$2,000 for the Best Local Organisation award category. In addition the City provided promotional and media support

DETAILS OF PROPOSAL

The City has received proposal for support for the 2014 Armadale FilmFest (see attachment for the full proposal).

Below is a summary of the requested support from the Armadale FilmFest

Financial

- \$2,000 *Community Film Prize Sponsorship*
- \$14,250/\$17,250 *to cover operations costs associated with the Festival. The preference is to run a three-day Festival, so the desired amount is \$17,250*

In-Kind (Marketing)

We request in-kind marketing support via City of Armadale community newsletters, website, edm databases, signage placement opportunities (ie banner signage in public parks in lead-up to event, promotion via COA events signage, advertising access to skate park screen to promote the festival and associated events, co-promotion with Minnowarra Arts Festival (or similar) and any arts/community event associated press/advertising/PR. We envisage a strong marketing partnership and many opportunities for cross-promotion, particularly via active Social Media platforms.

In-Kind (Personnel)

We request event liaison support in the form of a consistent point of contact in the COA events department for all matters related to the Festival. This point of contact would field all inquiries and requests and action any COA related in-kind marketing support, funding acquittals, co-promotion and coordination with Minnowarra Arts Festival (or similar). It would be beneficial for this person to attend any major

operations planning meetings (not all board meetings) to ensure consistency in planning and to identify and resolve any event related conflicts in the planning phase of the Festival.

COMMENT

ANALYSIS

It was always envisaged that the City could provide ongoing support for the AFF; however not at the level required to help establish the inaugural event. Due to mitigating factors such as the loss of key personnel and funding insecurity for the AFF the City provided significant logistical and coordination support for the second AFF in 2012 as well. In practical terms this has resulted in the City's events team being heavily involved in assisting with an external event at the beginning of the City's own very busy events season for the past two years. Involving the City's events team in this way is simply not sustainable and constitutes a risk to the integrity of the City's events. This scenario also provides a level of support for one external organisation that is not available to others who may wish similar assistance.

The Armadale FilmFest has been tenacious in its efforts to become an established cultural event in the City. The AFF has a strong vision and is committed to creating a festival that is unique and relevant to the area, and which could in time; contribute significantly to the City's cultural identity. There is no doubt however, that it has experienced some teething problems in its initial years which have resulted in the City providing quite an extraordinary level of logistical support to this external organisation. If it were not for the efforts shown by the AFF in its desire to achieve its vision officers would have little hesitation in recommending that the City cease supporting the AFF to the degree that it has in the past and allow it to 'sink or swim'. However, given the AFF's drive to succeed, this report recommends that the City continue its support for the AFF albeit in a modified form

With regard to the AFF's proposal, this report recommends a cash contribution of \$17,000 which includes a \$2,000 cash prize for one of the award categories as well as a contribution towards the logistical elements of the Festival. The in kind support requested is typical of the assistance that would be provided to an external organisation partnering with the City through a funding agreement and so can be managed without specific reference. This is particularly the case if the AFF is to be held in conjunction with the 2014 Minnowarra Festival. The important difference in the City's support to previous years is that officers from the City will not be involved in the logistical coordination of the AFF other than ensuring it links in effectively with the Minnowarra Festival.

The other major consideration of this report is how the City may continue to support the AFF. For the past two years Council has considered proposals by the AFF on an ad hoc basis outside the City's financial assistance program. This report recommends that for future years the AFF submit proposals through the Major Event Sponsorship Program whereby Council can consider the AFF's request in the context of the overall program.

OPTIONS

Option 1 is the preferred option and recommends that Council;

- Considers an amount of \$17,000 in the 2014 draft budget to support the 2014 Armadale FilmFest.
- Request that officers advise the AFF that future requests for assistance be directed through the Major Event Sponsorship Program

Option 2

Council could amend the support recommended in this report

Option 3

Council could decide not to provide the support as outlined in this report.

CONCLUSION

The Armadale FilmFest has the potential to be a significant part of the City's cultural identity. Investing in the formative years of the AFF as the City has done, and as is recommended in this report is assisting in the development of this unique event.

ATTACHMENTS

1. Armadale FilmFest Support May 2013

Committee Discussion

The Executive Director Community Services provided some additional information in relation to items 1.1 Armadale FilmFest and 2.1 Sponsorship of Major Events which were presented as part of the same Agenda.

The following information was given to Committee members

- *The request for financial assistance for the Armadale FilmFest had been received outside of the closing date for the Sponsorship of Major Events and hence was the subject of a separate report*
- *The separate report was also in response to a previous resolution by Council who had at the time of agreeing to financially support the 2012 Armadale Film Festival had requested a further report relating to the City's ongoing support.*
- *The report regarding the Armadale FilmFest referred to the Annual Contributions Scheme as the source for future funding, however the Major Events Sponsorship Programme was the most appropriate Council financial assistance programme.*
- *That the possibility of surplus funds being available from the Community Grants and Donations budgets, as noted in the Armadale FilmFest report to carry forward was not a viable option given the limited amount that may be available.*
- *That the estimates for the 2013/14 budget included an amount of \$50,000 for Sponsorship of Major Events. The \$36,000 noted in the report was for the 2012/2013 year.*
- *That an option for Council was to consider a further option which allowed for alternative amounts for Sponsorships of Major Events to be provided within the \$50,000 limit.*

As a result, Committee discussed the two reports in tandem and amended the recommendations for item 1.1 and 2.1.

Committee discussed the Armadale FilmFest in regard to the attendance numbers of the 2012 event in Armadale, the management and promotion of the event and the issues encountered as reported in the submission. It was aware that Armadale FilmFest was requiring confirmation of funding from the City for inclusion and support for other funding applications, however was reluctant to fully support the officer recommendation. It was

agreed that a lesser amount which would include the \$2000 prize money was a preferable recommendation. Committee also determined that the second part of the officer recommendation was an administrative action and hence it was not required as part of the recommendation.

Officers Recommendation

- 1. Considers an amount of \$17,000 in the 2014 draft budget to support the 2014 Armadale FilmFest.*
- 2. Request that officers advise the Armadale FilmFest that future requests for assistance be directed through the Major Event Sponsorship Program*

C18/6/13 RECOMMEND

That Council:

- 1. Refer the Sponsorship of the 2014 Armadale FilmFest for a total of \$15,000 which includes a \$2,000 amount for a Community Film Prize as part of the Sponsorship of Major Events for consideration of inclusion in the 2013/14 draft Budget.**

**Moved Cr R Butterfield
MOTION CARRIED (5/0)**

2.1 - SPONSORSHIP OF MAJOR EVENTS IN THE CITY OF ARMADALE 2013/14

WARD : ALL
FILE No. : M/224/13
DATE : May 24, 2013
REF : FG
RESPONSIBLE : Executive Director
MANAGER : Community Services

In Brief:

This report provides details for sponsorship of Major Events for 2013/2014 in accordance with Council Policy REC7 Sponsorship of Major Events and recommends that:

- Council refers \$45,000 for sponsorship of major events, for consideration and inclusion in the 2013/14 draft Budget.

Tabled Items

Nil

Officer Interest Declaration

Nil

Strategic Implications

- 1.5.1 Sport, recreation and leisure opportunities that contribute to community health and wellbeing.
- 1.5.2 Promote walking and cycling trails for recreation and commuter use.
- 3.4.1 Local, national and international recognition.
- 3.4.2 Promote and support the Champion Lakes Complex and events.
- 3.4.3 Promote Armadale nationally and internationally in partnership with State and Regional tourism initiatives.

Legislation Implications

Nil

Council Policy/Local Law Implications

REC7 Major Event Sponsorship

Budget/Financial Implications

The current allocation for Sponsorship of Major Events in 2012/13 is \$36,000. The recommendation in this report is that an amount of \$45,000 be considered.

Consultation

1. Communications Department
2. Economic Development Department
3. Tourism Development Department
4. Leisure Services
5. Venueswest regarding upcoming events at Champion Lakes

BACKGROUND

Council's RECN7 Major Events Policy provides guidelines determining how Council responds to sponsorship requests for major events that occur within the City boundaries including but not limited to the Champion Lakes Complex.

Events for consideration can be of any nature eg sporting, cultural, tourism that meets the following eligibility criteria;

- a. Local, national and international recognition and affiliation with relevant sporting or community associations and governing bodies.
- b. Must present a proposed sponsorship agreement.
- c. The event must attract spectators and volunteers from the local and wider community.
- d. Can demonstrate a high level of community interaction with local business and residents.
- e. Has the ability to manage a high profile event of the proposed type.
- f. Demonstrates a significant contribution in cash and/or 'in kind'.
- g. Demonstrate annual events have capacity to become sustainable without sponsored funds.
- h. Provide promotional opportunities for the City before, during and after the event.

In 2012/13 the following events were sponsored:

Trievents

Event 1

City of Armadale Champion Lakes Duathlon, state championships

Date

Sunday 7 October 2012

Amount

\$5,000

Summary

The event attracted 549 participants on the day. The City of Armadale logo was clearly displayed on all promotional material, event day signage and required attire. E-newsletters were sent monthly from August to nearly 5000 people with an 'open' rate average of 38.19%.

The event was also promoted through social media on the TriEvents Facebook and Twitter accounts.

Event 2

Race 2 of the State Triathlon Series

Date

Sunday 12 January 2013

Amount

\$6,000

Summary

At this stage no event report has been received; however informal feedback from the event organiser indicates that the 2013 City of Armadale Triathlon attracted 1000 participants, with the overall series reaching 7,500 participants.

Perth Integrated Health

Cycling Group

Event	City of Armadale Grand Fondo and Armadale Kermesse
Date	Sunday 19 May 2013
Amount	\$15,000
Summary	This event has just been held with 540 people participating, 97% being visitors to the area. Participants cycled through a majority of the region including the hills and through Champion Lakes and the new developments including Harrisdale.

As an inaugural event the day was well received and promotions of the event and area were active through social media, community newspapers and interviews with the event director on 6PR.

Participants also supported the unique event concept stopping at various promoted destinations along the ride. Overall feedback has been very positive with comments on the City of Armadale Grand Fondo Facebook page indicating the 2014 event should attract significantly more entrants.

The event was held on the same day as the City's Minnowarra Festival; however there seemed to be little interaction of Grand Fondo participants in Festival activities which is an issue to address for the future.

Armadale Independent

Film Festival

Event	Armadale Independent Film Festival
Date	Thursday 29 November – Saturday 1 December 2012
Amount	\$2,000
Summary	The 2012 Armadale Film Festival was conducted on a smaller scale to the inaugural 2011 event and attracted correspondingly fewer patrons. The City's ongoing support of the Armadale Film festival will be the subject of a separate report to council.

Swimming WA

Event	WA Open Water Swim Series – State Championships
Date	Sunday 9 December 2012
Amount	\$5,000
Summary	Swimming WA has not submitted an event report at this stage. Information about this event will be provided once available; however they did not apply for 2013/14 sponsorship and therefore not a subject of this report.

Rowing WA

Event	2012 State Rowing Championships
Date	Saturday & Sunday 15, 16 September 2012
Amount	\$1,000
Summary	As with Swimming WA, Rowing WA has not submitted an event report at this stage. Information about this event will be provided once available; however they did not apply for 2013/14 sponsorship and therefore not a subject of this report.

Organisations which received sponsorship in 2012/13 were invited to apply for sponsorship in 2013/14. In addition, officers consulted with VenuesWest to identify any other major event organisers that could be invited to apply; however none were identified over and above those already mentioned. Event organisers for the ‘Rachael Doherty Foundation Fun Run’ were also contacted as the City has previously donated \$1000 to this event.

A total of four (4) sponsorship applications were received, no applications were submitted by Rowing WA or Swimming WA. Each request is summarised below:

Event Manager	TriEvents – Duathlon
Event	Australian Duathlon Championships – Champion Lakes City of Armadale Duathlon
Date	October 6 2013
Number of competitors	< 600
Summary of event	<p>This is the largest participation Duathlon event in Australia, forming a round of the Triathlon Australia’s National Duathlon Series and is a qualifying race for the Australian team for 2014 World Duathlon Championships.</p> <p>It will be a free un-ticketed event for spectators and supporters with most participants and spectators coming from outside the City of Armadale.</p> <p>Participant ages range from 7 to over 70 years old, attracting people of all abilities including professional athletes through to corporate and family teams.</p> <p>TriEvents aim to promote healthy and active lifestyles while providing for local and business and sporting organisations.</p>
Summary of event managers	<p>TriEvents is a leading sports event management organisation experienced in conducting numerous major events in Western Australia annually. Events run by TriEvents managed events include;</p> <ul style="list-style-type: none"> • Western Mudd Rush • HBF Run for a Reason • Busselton 70.3 Half Ironman
Level (national / state)	National
Targeted demographics	<ul style="list-style-type: none"> • Primarily between 25 – 39 years old • 65% male 35% female • Professional (earning an average of \$70k+) • Social and Corporate groups

<p>Benefits to the City Community</p> <p>Economic</p> <p>Public relations</p>	<ul style="list-style-type: none"> • Novice men and women • Free spectator event • Opportunity for local volunteers and sport clubs • Exposure to the growing multi-sport industry • Attracting interstate and local visitors <ul style="list-style-type: none"> • Opportunity for local businesses to be promoted • Naming rights to the event • Potential to attract new people to the area • Local business involvement • Extensive logo exposure over the series through event signage, marketing materials, newsletters, entry forms and websites. • Extensive logo exposure at the event on finish line tape, race bibs, stickers and t-shirts. • Announcements during the event. • Exposure at various events in the lead up to the Duathlon • Host naming rights 'City of Armadale Duathlon'
<p>Requesting</p>	<p>\$15,000</p>
<p>COA In-kind contribution</p>	<p>Promotion only</p>
<p>Officer recommendation</p>	<p>Officers recommend sponsoring the Australian Duathlon Championships the full request \$15,000. The Australian Championships will attract visitors looking for accommodation and staying in Armadale for the day following the event.</p> <p>TriEvents have requested an additional \$10,000 in 2013, the major additional benefits to the City include;</p> <ul style="list-style-type: none"> • National level event, including trials for World Duathlon Championships. This event will attract elite Australian athletes and possibly an increase in media coverage. • Interstate visitors requiring accommodation and other services in the area. • Opportunities for the City of Armadale promote the region at the event. • Increase in spectator viewing as a result of the elite athletes attending. <p>Officers will focus on direct involvement to promote the region in the lead up to the event and on the day through updates in e-news, social media and displays on at the event.</p> <p>Being the third year as a sponsor the focus will also be on increasing local community participation through promotion within our sport clubs and recreation centres and opportunities to maximise the 5 free entries we will receive for residents.</p>

Event Manager	TriEvents
Event	Telstra Triathlon Series 2012/13
Date	Armadale – January 11 th 2014
Number of competitors	< 1000
Summary of event	<p>The TriEvents Triathlon Series is the Premier triathlon series in Western Australia, made up of 5 races, each run in centrally located venues including Hillarys, Champion Lakes Regatta centre, Rockingham and Mandurah.</p> <p>The event is seeing continual growth with Champion Lakes seeing 1000 participants.</p>
Summary of event managers	<p>TriEvents is a leading sports event management organisation who is experienced in conducting numerous major events in Western Australia annually. Events run by TriEvents managed events include;</p> <ul style="list-style-type: none"> • Western Mudd Rush • HBF Run for a Reason • Busselton 70.3 Half Ironman
Level (national / state)	State
Targeted demographics	<ul style="list-style-type: none"> • Tri-athletes and Sports enthusiasts • School aged groups for the ‘Tadpoles’ section • Social and Corporate groups • Novice men and women
<p>Benefits to the City Community</p> <p>Economic</p> <p>Public relations</p>	<ul style="list-style-type: none"> • Free spectator event • Exposure to the growing multi-sport industry • Local club fundraising opportunities • Potential to attract new people to the area • Local business • Extensive logo exposure over the series (3 months) through event signage, marketing materials, newsletters, entry forms and websites. • Extensive logo exposure at the event on swimming caps, finish line tape, race bibs, stickers and t-shirts. • Announcements during the event. • Exposure throughout the various locations • Host naming rights ‘City of Armadale Triathlon
Requesting	\$8,000
COA In-kind contribution	Promotion only
Officers recommendation	Officers recommend sponsoring the City of Armadale Triathlon the full request \$8,000. The investment in this event has benefits through logo exposure for the duration of the series, with the logo on publications for the whole series and

	<p>banners displayed at each event.</p> <p>This year officers will further increase the focus on direct involvement to promote the region in the lead up to the event and on the day through updates with displays at the event.</p>
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Event Manager	Perth Integrated Health Cycling Group in partnership with Cycling WA
Event	2014 Grand Fondo and Kermesse
Date	17 May 2014
Number of entrants	Year 2: 1000 Year 3: 2000
Summary of event	<p>The event consists of a tour style ride the 'Grand Fondo' and road race 'Kermesse'. The 2 events complement each other to create a day of cycling in the City of Armadale. Combined both events are anticipated to attract 1000 riders to Armadale for the day.</p> <p>City of Armadale Grand Fondo A Grand Fondo is a set distance cycle covering distances between villages and generally through hills and mountains. Participants traditionally enter in teams or as individuals and set off at dawn at their own pace. Armadale's terrain offers the ideal location to host this event.</p> <p>The City of Armadale Grand Fondo consists of a 70km or 150km distance, showcasing the scenic hills in Armadale and stop points at local businesses.</p> <p>City of Armadale Kermesse A Kermesse is a modified road race that traditionally commences from the city centre.</p> <p>The Armadale Kermesse is recognised in the national road racing calendar and covers races for all levels including 30km, 60km and 70km. Registration and presentations are held in Memorial Park with the actual race through the Sienna Woods estate and Haynes area.</p>
Level (national / state)	New State Event
Targeted demographics	<ul style="list-style-type: none"> • Recreational Cyclist groups • National and international riders • Elite riders • Social or Corporate teams • Middle aged men and women • Empty Nesters who have taken up cycling as a new challenge for fun and fitness
Benefits to the City Community	<ul style="list-style-type: none"> • Free spectator event

<p>Economic</p> <p>Public relations</p>	<ul style="list-style-type: none"> • Tour start and finish points in Memorial Park • Exposure for local businesses • Accommodation for those needing to travel for the event • Stops at local tourism points and businesses • Cycle through new estates and housing developments • Showcasing Armadale's local businesses and sights to spectators and entrants who may otherwise not visit the area. • Exposure of new cycling/training routes to be utilised year round • Logo exposure through event promotion, including a active database of 12,000
<p>Requesting COA In-kind contribution</p>	<p>\$22,000 Promotion & logistical support</p>
<p>Officer Recommendation</p>	<p>Officers recommend sponsoring the City of Armadale Grand Fondo the full request \$22,000. The inaugural event was successful and well received by participants. The event organiser successfully engaged local businesses in the CBD and tourist destinations.</p> <p>Perth Integrated Health Cycling Group have requested an additional \$7,000 in sponsorship for 2014, the major additional benefits to the City include;</p> <ul style="list-style-type: none"> • The Cycling WA Kermesse, which wasn't included in the 2012 sponsorship. This creates a well-rounded cycling day for all participants. • Participation numbers are forecast to double, with 1000 expected in 2014. • Unique event in Western Australia showcasing the entire City of Armadale, including the new growth area and tourism destinations. 97% of participants in 2013 were visitors to the City. • Organisers will be targeting interstate participants, subsequently increasing visitors to the region. • A 100 kilometre ride in the Grand Fondo to accommodate mid-level cyclists. <p>This year officers will further increase the focus on direct involvement to promote the region in the lead up to the event and on the day through updates with displays at the event.</p>

<p>Event Manager</p>	<p>Rachael Doherty Foundation</p>
<p>Event</p>	<p>Rachael Doherty Fun Run</p>
<p>Date</p>	<p>To Be Confirmed</p>
<p>Number of entrants</p>	<p>Unknown</p>

Summary of event	Over 250 participants to in the inaugural Rachael Doherty Fun Run event held at Champion Lakes. The event comprises of a 5 and 10 kilometre run and kayaking events. The event attracts people from all over the state.
Level (national / state)	New State Event
Targeted demographics	<ul style="list-style-type: none"> • Participants from all of the state
Benefits to the City Community Economic Public relations	<ul style="list-style-type: none"> • Free spectator event • Opportunity to participate in a fun run • Participants to the event might stay in the area for the day. • Possibility of setting up an event on the day • New visitors to the Armadale region
Requesting COA In-kind contribution	\$1,500 Promotion support
Officer Recommendation	It was felt that the information provided did not include enough detail to warrant consideration under the Major Events Sponsorship program; however after further consultation with the event organiser, officers will process the submission through the Financial Assistance Donations program.

DETAILS OF PROPOSAL

The following table summarises the recommended proposals for sponsorship for 2013/14.

Event	Recommended Sponsorship
City of Armadale Grand Fondo	\$22,000
City of Armadale Duathlon	\$15,000
City of Armadale Triathlon	\$8,000
Rachael Doherty Fun Run	Nil
Total	\$45,000

COMMENT

Four organisations have submitted a total of \$46,500 in sponsorship requests for state and national events that would benefit the City of Armadale with community interaction, economic opportunities and positive promotion of the region. Major events attract a cross-section of visitors to the City creating promotional opportunity, economic growth and an improved public image of Armadale. In addition to the financial sponsorship, officers will also identify opportunities to maximise promotion at the event promote the region.

ANALYSIS

The table below summarises the requests that Council may consider sponsoring for the 2013/2014 financial year and identifies the requested amount and recommended amount.

Event	Requested Sponsorship	Recommended Sponsorship
City of Armadale Grand Fondo and Armadale Kermesse	\$22,000	\$22,000
City of Armadale Duathlon	\$15,000	\$15,000
City of Armadale Triathlon	\$8,000	\$8,000
Rachael Doherty Fun Run	\$1,500	Not supported
Total	\$46,500	\$45,000

OPTIONS

1. Refer sponsorship of \$45,000 as recommended in the report for consideration and approval in the 2013/14 Draft Budget. This is the recommended option.
2. Refer a different amount for sponsorship for consideration and approval in the 2013/14 Draft Budget.
3. Not endorse the sponsorship, as presented, at this time.

CONCLUSION

The recommended events for sponsorship meet the criteria as outlined in REC N7 Sponsorship of Major Events.

ATTACHMENTS

There are no attachments for this report.

Committee Discussion

Committee discussed the recommendation in response to its amended recommendation for Item 1.1 – Armadale FilmFest and with consideration that the budget estimates for Major Events Sponsorship is currently \$50,000 for the 2013/2014 budget.

In determining revised sponsorship amounts for the individual Events, Committee was mindful of the promotional opportunities for the City and requested that further information be provided in relation to that prior to the Council meeting of Monday 10 June 2013.

Officers Recommendation

1. Refer \$45,000 for sponsorship of major events, as listed below, for consideration of inclusion in the 2012/13 draft Budget.

<i>Event</i>	<i>Event Manger</i>	<i>Recommended Sponsorship</i>
<i>City of Armadale Grand Fondo</i>	<i>Perth Integrated Health Cycling Group</i>	<i>\$22,000</i>
<i>City of Armadale Duathlon</i>	<i>TriEvents</i>	<i>\$15,000</i>
<i>City of Armadale Triathlon</i>	<i>TriEvents</i>	<i>\$8,000</i>
<i>Total</i>		<i>\$45,000</i>

C19/6/13 RECOMMEND

That Council:

- 1. Refer the Sponsorship of Major Events as listed below, for consideration of inclusion in the 2013/14 draft Budget:**

*Amended at
Full Council
10 June 2013*

Event	Event Manager	Amount
City of Armadale Grand Fondo	Perth Integrated Health Cycling Group	\$20,000
City of Armadale Duathlon	TriEvents	\$10,000
City of Armadale Triathlon	TriEvents	\$5,000
Armadale FilmFest	Armadale FilmFest	\$15,000
TOTAL		\$50,000

- ~~2. Subject to additional information prior to the Council meeting on Monday 10 June 2013.~~

- 1. Refer the Sponsorship of Major Events as listed below, for consideration of inclusion in the 2013/14 draft Budget:**

Event	Event Manager	Amount
City of Armadale Grand Fondo	Perth Integrated Health Cycling Group	\$20,000
City of Armadale Duathlon	TriEvents	\$12,000
City of Armadale Triathlon	TriEvents	\$6,000
Armadale FilmFest	Armadale FilmFest	\$15,000
TOTAL		\$53,000

- 2. Advise Armadale FilmFest that the sponsorship funds are subject to confirmation of other source funds to a minimum of \$50,000, inclusive of City of Armadale sponsorship amount of \$15,000.**

Moved Cr C M Wielinga
MOTION CARRIED (5/0)

3.1 - ARMADALE TO FREMANTLE RAILWAY LINE COMMEMORATIVE PLAQUES WORDING

WARD : ALL
FILE No. : M/341/13
DATE : 27 May 2013
REF : PW
RESPONSIBLE : Executive Director
MANAGER : Community Services

In Brief:

- This agenda item recommends that Council endorse the style and wording for commemorative plaques to be installed at the locations of sidings on the former Armadale to Fremantle Railway Line.

Tabled Items

Nil

Officer Interest Declaration

Nil

Strategic Implications

1.3.1 Promote and support community arts, historical and cultural facilities and events

Legislation Implications

Nil

Council Policy/Local Law Implications

Nil

Budget/Financial Implications

Three plaques at \$1,200 each plus additional artwork - total \$4,000 maximum

\$10,000 included in 2012/2013 budget.

Remaining \$6,000 will be recommended for carry forward to cover cost of installation of the plaques

Consultation

1. History Reference Group
2. Manager Parks

BACKGROUND

The Community Services Committee agenda item of April 2 2013 related to the Armadale to Fremantle Railway line matter advised:

“.... the opportunity to interpret the history of the Armadale to Fremantle Railway line at other significant locations such as the sidings and stopping places within the City of Armadale could be carried out, particularly where shared paths are already installed along Armadale Road. It is suggested that an appropriately designed plaque could be installed at

the four locations identified by Jeff Austin in his research paper. Comments on the current status of the shared paths, has been provided by the Executive Manager Planning Services as:

- Taylor's Crossing – located about 500 meters east of the intersection of Armadale and Taylor Roads. *No shared path at this stage. Future possible location for shared path when Armadale Road is reconstructed into 4 lanes.*
- Pine Tree Crossing – located at about the intersection of Armadale and Nicholson Roads. *There is a shared path on the south side of Armadale Road, between Nicholson Road and Forrestdale Townsite. So this is a possible location for a plaque, if it is near the original station.*
- Forrestdale No.2 Siding - located at about the intersection of Armadale and Wirin Roads, Forrestdale. *There is a shared path on the south side of Armadale Road, so this is a possible location for a plaque or in the median of Armadale Road as the median is very wide and there is a crossing, if it is near the original station.*
- Westfield Public Siding – located just west of the current Armadale and Lake Road intersection. *There is a shared path on the south side of Armadale Road, so this is a possible location for a plaque, if it is near the original station.*

Council resolved at its normal meeting of April 8 2013:

C15/4/13 RECOMMEND

That Council:

1. Request investigation of options for the design, and significantly historical locations for, memorial plaques to be placed on shared paths along Armadale Road, the route of the Armadale –Fremantle Railway Line, and that a further report be presented to Council on the design, wording and location of the plaques.

DETAILS OF PROPOSAL

It is proposed that Council approve the recommended design to be used for the Armadale to Fremantle Railway commemorative plaques and approve wording for plaques to be located at the Pine Tree Crossing passenger stopping place, Forrestdale No.2 Siding and the Westfield Public Siding initially. This same wording would be used for any future plaques with just the site marked being changed appropriately.

COMMENT

ANALYSIS

When considering the interpretation of the railway line, Council acknowledged that the Armadale to Fremantle Railway Line is an important aspect of the history of Armadale and is worthy of recognition and interpretation. It determined that locating memorial plaques at appropriate historic locations along shared paths be pursued. Additionally, the option to include an artistic interpretation of the Armadale to Fremantle Railway Line has been referred to the Jull Street Mall Revitalisation Project for consideration of inclusion in the project as per Council Recommendation C15/4/13.

Options for design of the plaques were discussed with the supplier of the City's plaques, taking into consideration the wording required and the locations. The option of a rectangular plaque with a representative train outline, with colour as per the attached illustration, is recommended as an appropriate one for the plaques. (Note that the train outline will include markings as illustrated in the example of the aeroplane on the military plaque). The

recommended wording for each plaque would remain the same, with only the site wording to change as appropriate. The attached illustration includes the words 'Westfield Public Siding' while the other two plaques would include 'Pine Tree Crossing passenger stopping place' and 'Forrestdale No.2 Siding'.

The final location of each plaque will be as close as possible to the original location of the sidings. Additional detail has been provided by Jeff Austin, Research Officer, Rail Heritage WA. He has advised that:

The WAGR drawings for some of these sidings are held in the State Records Office, Alexander Library, Perth. The SRO reference for these plans is shown where applicable.

Pinetree Crossing (25m 68c); *Located south side of Armadale Road, just east of Nicholson Road.*

Forrestdale (26m 72c): SRO Ref: ACC1642/591 – Forrestdale; Progress Plan
This site is today is largely underneath Armadale Road, opposite Wirin Road.

Westfield (28m 75c): SRO Ref: ACC1642/592 – Westfield; Progress Plan
This site today is largely underneath Armadale Road, just west of Lake Road.

It is recommended that the actual method of installation of the plaques be determined by the City's Technical Services Directorate, being cognizant of the actual location, visibility and security.

OPTIONS

- 1. Approve the recommended design and wording for the Armadale to Fremantle Railway Line commemorative plaques.**
- 2. Not approve the design and wording and suggest alternative options.**

CONCLUSION

The locating of plaques of the recommended design and wording, as close as possible to the original sidings, would be an appropriate recognition of the importance of the Armadale to Fremantle Railway line. Method of installation of the plaques is best determined by the City's Technical Services Directorate once the plaques have been received. Completion of this first part of the project by 23 February 2014 would mark the 50th anniversary of the date that the last train ran on the line.

ATTACHMENTS

1. Fremantle to Armadale Train Line
2. Fremantle to Armadale Train Line - Planes

Committee Discussion

Committee discussed the opportunity to have slightly different information on each plaque, at each site, so as to create a progressive additional site specific information of the recognition of the Armadale to Fremantle Railway Line. As such it was determined to recommit the item to enable further research to be undertaken in conjunction with relevant Advisory Groups.

Officer recommendation

That Council:

1. *Endorse the wording for interpretive plaques for the Armadale to Fremantle Railway Line as follows:*

Fremantle to Armadale Railway Line

July 1907 saw the first train run on the railway line from Fremantle to Armadale along what is now Armadale Road.

The official opening by James Price, Minister for Works on 15 July was celebrated “amidst scenes of jubilation by the Armadale railway route supporters at a banquet at the Railway Hotel”. Popham, First Stage South.

The railway transported goods and passengers and played an important part in the development of the Armadale region until the last train ran on the line on the 23 February 1964. This plaque marks the site of the (insert as below)

1. *Pine Tree Crossing passenger stopping place*
2. *Forrestdale No.2 Siding*
3. *Westfield Public Siding*

C20/6/1 RECOMMEND
3

That Council

Recommit the wording of the Fremantle to Armadale Railway Line plaque to the relevant Advisory Group of Council and provide a further report to the Community Services Committee.

Moved Cr R Butterfield
MOTION CARRIED (5/0)

4.1 - APPOINTMENT OF DEPUTY CHIEF BUSH FIRE CONTROL OFFICER

WARD : ALL
FILE No. : M/342/13
DATE : 27 May 2013
REF : BW
RESPONSIBLE : Executive Director
MANAGER : Community Services

In Brief:

- That Council appoint two Deputy Chief Bush Fire Control Officers (DCBFCO's) for the City of Armadale
- Recommend that Council appoint Mr. Matthew Plowman and Mr. Gavin Fancote as Deputy Chief Bushfire Control Officer for the City of Armadale.

Tabled Items

1. Nil

Officer Interest Declaration

Nil

Strategic Implications

Nil

Legislation Implications

Bush Fires Act 1954 – Section 38 (1)

A local government may from time to time appoint such persons as it thinks necessary to be its bush fire control officers under and for the purposes of this Act, and of those officers shall appoint 2 as the Chief Bush Fire Control Officer and the Deputy Chief Bush Fire Control Officer who shall be first and second in seniority of those officers, and subject thereto may determine the respective seniority of the other bush fire control officers appointed by it.

Council Policy/Local Law Implications

Nil

Budget/Financial Implications

Nil

Consultation

1. DFES
2. Fire Control Officers: Roleystone/Bedfordale
3. Local Volunteer Bush Fire Brigades

BACKGROUND

In July 2002 Mr. Robbie Van Uden was appointed Deputy Chief Bush Fire Control Officer (DCBFCO) and has performed that role with distinction for the past eleven (11) Years. Mr. Van Uden recently signalled his intention to retire as DCBFCO effective 1 July 2013.

DETAILS OF PROPOSAL

Due to the impending retirement of Mr. Robbie Van Uden as DCBFCO, and in order to provide the City with an expanded level of service it is proposed to appoint Mr. Matthew Plowman and Mr. Gavin Fancote as Deputy Chief Bush Fire Control Officer's

COMMENT

Matthew Plowman and Gavin Fancote are currently appointed as Fire Control Officers for the Roleystone and Bedfordale Volunteer Bush Fire Brigades (VBFB) respectively, and have the required knowledge, skills qualifications and importantly, the experience to perform the duties of DCBFCO.

The proposal has been canvassed with both local brigades who are supportive of the appointments.

CONCLUSION

<Type text here>

ATTACHMENTS

There are no attachments for this report.

C21/6/13 RECOMMEND

That Council:

Appoint Mr. Matthew Plowman and Mr. Gavin Fancote as Deputy Chief Bush Fire Control Officer's for the City of Armadale, commencing 1 July 2013

**Moved Cr C M Wielinga
MOTION CARRIED (5/0)**

COUNCILLORS' ITEMS

Nil

EXECUTIVE DIRECTOR COMMUNITY SERVICES REPORT

6.1 St Mary in the Valley Anglican Church

The St Mary in the Valley Anglican Church historic organ has now been fully restored, thanks to a LotteryWest grant of \$34,546. This, together with the City's donation of \$10,000, fundraising and various other bequests has enabled the organ to be fully restored.

A report in the West Australian of Monday 27 May and an interview on the ABC's 720 am Breakfast Show with Graham Devenish, whose Bayswater business restored the organ, has given the project extensive public promotion.

The newspaper article stated that the 260 year old organ has been returned as close as possible to its 1750s condition with its 472 pipes being tuned to its original specifications. It advised that the first recital of the organ was to take place in the repair workshop on Friday 31st May and Mr Devenish said in his radio interview that the organ would be returned to the Kelmscott church within the next two weeks. Public recitals of the organ would follow.

MEETING DECLARED CLOSED AT 8.18pm

COMMUNITY SERVICES COMMITTEE		
SUMMARY OF "A" ATTACHMENTS		
4 JUNE 2013		
ATT NO.	SUBJECT	PAGE
1.1 ARMADALE FILMFEST		
1.1.1	Armadale FilmFest Support May 2013	29
3.1 ARMADALE TO FREMANTLE RAILWAY LINE COMMEMORATIVE PLAQUES WORDING		
3.1.1	Fremantle to Armadale Train Line	48
3.1.2	Fremantle to Armadale Train Line - Planes	49





WE IMAGINE
WE INVOLVE
WE INSPIRE

**WE IMAGINE
WE INVOLVE
WE INSPIRE**



Armadale FilmFest, Western Australia's community focused competitive, independent film festival for emerging WA filmmakers, returns to Armadale November 29 - 1 December 2012.

We seek to bring the world to Armadale and bring Armadale to the world through film. We are passionate promoters of Western Australian's and our unique cultural heritage and landscape. The principle aim of Armadale FilmFest is to be the premier industry and community event for showcasing Western Australian independent films. We believe in supporting a vibrant creative economy where filmmakers are recognised and rewarded for their creative endeavours.

OUR VALUES

- » Empower people to share their stories through film making.
- » Provide a creative platform for young talent.
- » Show films that make people think, feel, laugh and cry.
- » Foster arts and culture in Armadale.
- » Engage with schools, community organisations, indigenous groups and local businesses.

OBJECTIVES

INDUSTRY AND COMMUNITY ENGAGEMENT

- » Increased number of film competition entries in open and local categories
- » Implementation of community projects including masterclass programme and collaborative programme delivery of FTI's Film in a Box initiative through Youth Resources Armadale, targeting youth at risk.
- » Strong partnerships with sponsors, education institutions, City of Armadale and local businesses.
- » Local people have the opportunity to participate in a film festival





AUDIENCE ENGAGEMENT

- » Film lovers come to Armadale to watch feature films, documentaries, short films and shortlisted competition entries.
- » Film makers and industry professionals come to Armadale to lead master classes and appear at festival events.
- » A viable and sustainable annual event.



INDUSTRY RECOGNITION

THROUGH THE RED DOG AWARD FOR THE BEST WA FEATURE FILM

The Inaugural 2011 Festival film competition received 70 entries across five categories (all WA based). In 2012, there will be ten awards presented across seven categories. Films can be entered in more than one category and are eligible to receive prizes for all categories entered, at the discretion of the judges. We reserve the right to withhold award prizes in categories where films of sufficient merit have not been received. Our judging panel is comprised of two industry and one non-industry, arts professional. **In 2012, the Red Dog Award was not awarded as no WA film of sufficient merit was deemed suitable to receive the Red Dog Award.**

2012 COMPETITION CATEGORIES

CATEGORY	TIME LIMIT	AWARD(S)
Best Local Organisation	3 minutes	Local*
Best Narrative Film	15 minutes	National
Best Documentary Film	15 minutes	State-wide and National
48-hour Film Making Challenge	3 minutes	National

*To qualify as a Local entrant, the nominee must live and/or work in the City of Armadale. To qualify as a state entrant, the nominee must live/or work in Western Australia. To qualify as a National entrant, the nominee must be an Australian citizen or resident.



FESTIVAL FAST FACTS



The City of Armadale is the local government representing the communities of Armadale, Bedforddale, Brookdale, Camillo, Champion Lakes, Forrestdale, Haynes, Hilbert, Kelmscott, Karragullen, Mt Nasura, Mt Richon, Roleystone, Seville Grove and Wungong.

GROWTH

The municipality has an estimated population of 55,000. The City of Armadale is experiencing rapid growth and estimates its population will increase from 55,000 to 85,000 over the next ten years. According to the ABS, Armadale and nearby Serpentine-Jarrahdale and Kwinana were Perth's fastest growing suburbs in 2011, up a collective 17.6% on the previous year.

LOCATION

Located only 30 minutes south east of the CBD and the gateway to WA's Great South (Albany Highway), South West (South West Highway) and The Central Wheatbelt (Brookton Highway).

ATTENDANCE

In 2012, 400 people attended the Festival over the amended 2 day programme. Over 200 people attend the adjunct AFF co-sponsored 20th anniversary screening of The Joys of Women at Luna Cinemas on Thursday 29 November 2012. With the support of AFF, Serpentine Jarrahdale will host a re-screening of The Sapphires and Short Film Competition winners in the National Narrative and Documentary Categories on February 16th 2013 at Serpentine Jarrahdale Camping Centre; over 400 people attended this event.

- **Budget:** A variety of factors contributed to lower audience numbers than the inaugural year. Budgetary insecurity in the leadup to the event made early promotion of the film competition and event weekend difficult.
- **Staffing:** Resignation of our Festival Director due to family circumstances (April) and resignation of our Schools Programme Coordinator and CEO in June led to the late appointment of an acting Festival Director in July.
- **Weather:** Severe storms and low temperatures in the week leading up to the Festival had a negative impact on audience numbers, particularly for the Friday night programme. Friday night's weather was unseasonably cool, although dry, and the low temperatures kept many planned members from attending.
- **Programming:** 2012 programming was diverse. Mad Bastards carried an MA 15+ rating and appealed to a smaller cross-section of the population. The Sapphires (screened on Saturday), proved the more popular choice, garnering 75% of the overall Festival audience.



2012 FESTIVAL RUNNING ORDER



ALL EVENTS A OPEN COMMUNITY EVENTS AND **FREE OF CHARGE** UNLESS OTHERWISE INDICATED.

THURSDAY 29 NOVEMBER 2012

7pm - 10pm	Joys of Women Anniversary Screening	Luna Leederville (Fee Payable)
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FRIDAY 30 NOVEMBER 2012

10am	Bump in	Memorial Park Armadale
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6.00pm - 7.00pm	Live Music	Festival Main Stage
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7pm	Welcome to Country	Festival Main Stage
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7.15 - 7.30pm	Opening Presentation	Festival Main Stage
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7.30 - 7.45pm	Screening: Narrative Film Winner (local)	Festival Main Screen (outdoor)
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7.45 - 8.00pm	Screening: 48 hour film challenge winner(s)	Festival Main Screen (outdoor)
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8:00 - 8.30pm	Feature Music Set: Jarred Wall (WAMI Award Winner)	Festival Main Stage (outdoor)
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8.30 - 10.00pm	Feature Film Screening: Mad Bastards	Festival Main Screen (outdoor)
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SATURDAY 1 DECEMBER 2012

6.00pm - 7.00pm	Live Music	Festival Main Stage
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6pm - 7pm	Pre-awards sponsors and filmmakers function	VIP Marquee
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7pm	Industry Q & A, Awards & Competition winner screenings	Festival Main Stage & Screen
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8.00pm	Feature Music Set: The Merindas Sapphires Tribute	Festival Main Stage
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8.30 - 9.30pm	Feature Film Screening: The Sapphires	Festival Main Screen
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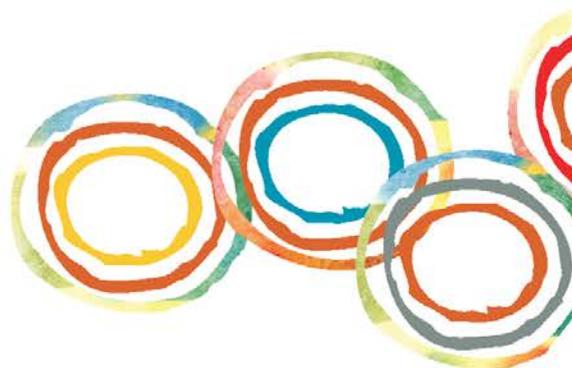
9.30 - 11.00pm	Bump out	Memorial Park
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MARKETING
STRATEGY

MARKETING STRATEGY



OVERALL STRATEGY



Armadale Film Fest 2012 focused on marketing within digital media, redeveloping our brand, website and social media profiles. Particular focus was given to the website and social media profiles in the leadup to the event.

BRANDING

In 2012, following the completion of our Business Plan via LotteryWest and IMEKA Consulting, the decision was made to rebrand the Festival from Armadale Independent Film Festival, Inc. to Armadale Film Fest. This included developing a new visual identity that reflected the uniquely Western Australian nature of the Festival while allowing for future positioning within an international marketplace.

Previous Brand:



New Brand:



New Website:



PRINT STRATEGY



POSTERS, FLYERS, SIGNAGE & ADVERTISING

With the assistance of MRA Sponsorship, we were able to produce promotional posters and flyers. 150 posters were printed and distributed. 1500 flyers were printed and distributed by the Festival Committee at various events and sites around Armadale and the surrounding areas. Two signs (1 x 1m and 2 x 1m) were printed and displayed at Memorial Park in the leadup to the event. One advertisement was run in the Comment News (27/11/12). **NOTE:** In future, increased budget allocated to print advertising would assist audience engagement with the Festival.



Community News Advertisement (printed 27/11/12)



Banner Signage (placed adjacent to Memorial Park)



PR & MEDIA STRATEGY



PRESS RELEASES

A database of local and national press outlets, both print and digital, was developed. Targeted press releases were developed according to angle, outlet and demographic. Examples below:



FOR IMMEDIATE RELEASE
Monday 12 November 2012

Armadale Film Fest celebrates emerging Australian Filmmakers

Armadale Film Fest returns to Memorial Park, Armadale on November 30 and December 1 to kick off summer in a celebration of Australian film.

Committed to showcasing local, state and national 'home-grown' talent, Armadale Film Fest once again called for entries into its 'Get Reel' Short Film Competition and its newly launched 48-hour film challenge for WA youth filmmakers. So fast the response has been excellent and organisers have extended the submission deadline to Wednesday 21 November.

Winning entries are screened on the Festival big screen 'Cinema under the Stars' in conjunction with a live awards ceremony, high profile local music acts and award winning feature Australian Films. Local music acts and acts, as well as WAMI award winning Jake and the Cowboys will perform over the Festival weekend.

Last year, the feature film Red Dog drew a huge crowd and this year's Saturday night family feature is sure to be a crowd favourite. Festival organisers are excited to announce this year's festival programme:

Friday 30 November

From 6pm, live music by local musicos Gerard Maunick and Tina Simone
Welcome to Country by xxxx
Awards ceremony and screening of winning shorts in the Indigenous and Coco categories
Live Performance by WAMI Award Winning Jake and the Cowboys
Feature Film Screening: Mad Bastards

Saturday 1 December

From 6pm, live music by local musicos Gerard Maunick and Tina Simone
Awards ceremony and screening of winning shorts in the Local Hero, 48-hour film challenge and Narrative categories
Live performance by xxxx
Feature Film Screening: The Sapphires

Thanks to the City of Armadale, the Metropolitan Redevelopment Authority and Bendigo Bank (Robystone - Karagullen), Armadale Film Fest is a free community event. Armadale Shopping City (77) food court will be open on the night for Festival goers to enjoy an array of dining options.

For more details, please contact Heather Dells, Festival Director on 0417 976 362 or hdells@armadalefilmfest.com.au

Address: PO Box 616 Armadale, Western Australia 6112 | Email: info@armadalefilmfest.com.au | Web: www.armadalefilmfest.com.au | ABN: 9314714022



FOR IMMEDIATE RELEASE
Tuesday 20 November 2012

Award Winning Aussie Feature Film The Sapphires comes to AFF 2012

Winning feature and awards both nationally and overseas, feature film The Sapphires will be the jewel in the crown of the Armadale Film Fest 2012 programme.

Armadale Film Fest returns to Memorial Park, Armadale on November 30 and December 1 to kick off summer in a celebration of Australian film.

Committed to showcasing local, state and national 'home-grown' talent, winning entries from the Festival's 'Get Reel' Short Film Competition and its newly launched 48-hour film challenge for WA youth filmmakers will be screened alongside blockbuster Australian films across the two night festival programme. Kicking off the festival feature programme on Friday night will be critically acclaimed WA film 'Mad Bastards' starring Oscar Daly Stone. Saturday night will feature the award winning film 'The Sapphires' starring Jessica Mauboy and directed by Wayne Blair.

Friday will also feature a set by WAMI award winning music band Red Mill from Jake and the Cowboys and award winning local band Waiting for Andy while Gerard Maunick and Tina Simone will open proceedings on Saturday night with their Mountain/Circle challenge. The Mountain will perform their custom tribute to The Sapphires prior to the screening of the film on Saturday.

Tony Durr, local MP, will MC the Festival weekend.

Thanks to the City of Armadale, the Metropolitan Redevelopment Authority and Bendigo Bank (Robystone - Karagullen), Armadale Film Fest is a free community event. Armadale Shopping Centre food court will be open on the night for Festival goers to enjoy an array of dining options.

For more details, please contact Heather Dells, Festival Director on 0417 976 362 or hdells@armadalefilmfest.com.au

Address: PO Box 616 Armadale, Western Australia 6112 | Email: info@armadalefilmfest.com.au | Web: www.armadalefilmfest.com.au | ABN: 9314714022

The event featured in SCOOP Magazine September Issue in the What's on in the Arts section under Film. The Festival was listed on all standard event websites including:

- Eventbrite
- sixthousand
- Everguide
- ShowMePerth
- WhatsOn

SOCIAL MEDIA STRATEGY (July '12)



We will combine engaging content with the right technology to build an invaluable tribe of Armadale FilmFest followers and advocates designed to increase brand awareness for independent film, create local, national and international networking opportunities, increase website traffic and improve search rankings for the festival.

Social Media humanises brands. It creates bonds between employees and customers, improves reputations and allows organisations to listen to their audience. In this context, it offers a tangible channel to engage with customers and bring the festival experience to life online.

There are a number of reasons and ways to structure a Social Media Strategy, however a targeted approach is required to use resources effectively in a world of indefinite platforms and possibilities.

Combining engaging content with the right technology will help build an invaluable tribe of followers and brand advocates.

SOCIAL MEDIA CAN HELP THE FESTIVAL WITH:

- » Brand Awareness
- » Network Building
- » Lead creation
- » Increased website traffic
- » Search Engine Optimisation (SEO)

THIS WILL BE ACHIEVED THROUGH:

- » Strategy Development
- » Account Creation & Management
- » Facebook, Twitter and LinkedIn Marketing & Advertisements
- » Location-based Social Marketing
- » Monitoring & Evaluation

PLATFORMS & FREQUENCY OF ACTIVITY FOR ARMADALE FILMFEST:

- » Facebook (Social Networking) - Requires 1-2 Posts / day
- » Twitter (Micro-blogging) - Requires 5-7 posts / retweets per day
- » YouTube or Vimeo (Video Sharing) - Regular updating when new content is available
- » Flickr (Photo Sharing) - Regular updating when new content is available
- » Tumblr / or another Blog interface - 1-2 Posts per week
- » Pinterest (online Pinup Board) 1-2 boards / week



BUDGET

BUDGET



PROPOSED BUDGET ONGOING- 2 DAY FESTIVAL

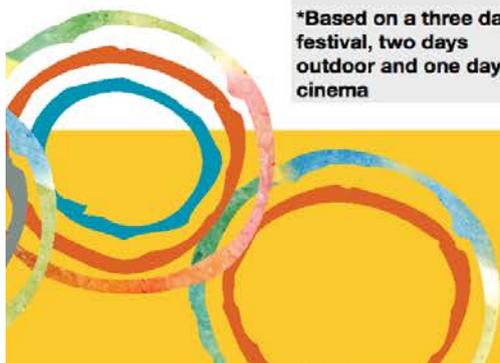
	Units	Unit Value	Unit Total	Total
Employment				
Festival Director	0.2	\$72,000	\$14,400	
Operations Coordinator	60	\$40	\$2,400	
Marketing Coordinator	0.2	\$65,000	\$13,000	
Events Assistant	18	\$25	\$450	
Events Intern	NA	Unpaid		
			<i>Sub-total</i>	\$30,250
Phone/Motor Vehicle Allowances				
			\$2,700	
Marketing				
Website fees (domain registration etc)	1	\$500	\$500	
Print	1	\$2,000	\$2,000	
Advertising (print & digital)	1	\$6,000	\$6,000	
Promotion (inc Social Media and PR)	1	\$2,000	\$2,000	
Prizes			\$7,000	
			<i>Sub-total</i>	\$17,000
Administration				
Postage etc	1	\$500	\$500	
Operations Cost*				
Screen/Projection	1	\$2,100	\$2,100	
Performers/Workshops	1	\$2,000	\$2,000	
Stage	1	\$1,100	\$1,100	
Audio	1	\$1,000	\$1,000	
Marquee	1	\$650	\$650	
Toilets	1	\$600	\$600	
Misc Equipment	1	\$300	\$300	
Security	1	\$400	\$400	
First Aid	1	\$500	\$500	
Catering	1	\$300	\$300	
Contingency	1	\$500	\$500	
Event Insurances	1	\$1,800	\$1,800	
Screening Fees/Licences	1	\$3,000	\$3,000	
			<i>Sub-total</i>	\$14,250
			TOTAL	61,500

*Based on two day festival as per 2012



PROPOSED BUDGET ONGOING- 3 DAY FESTIVAL

	Units	Unit Value	Unit Total	Total
Employment				
Festival Director	0.2	\$72,000	\$14,400	
Operations Coordinator	68	\$40	\$2,720	
Marketing Coordinator	0.2	\$65,000	\$13,000	
Events Assistant	25	\$25	\$625	
Events Intern	NA	Unpaid		
			<i>Sub-total</i>	\$30,745
Phone/Motor Vehicle Allowances				
			\$2,700	
Marketing				
Website fees (domain registration etc)	1	\$500	\$500	
Print	1	\$2,000	\$2,000	
Advertising (print & digital)	1	\$6,000	\$6,000	
Promotion (inc Social Media and PR)	1	\$2,000	\$2,000	
Prizes			\$7,000	
			<i>Sub-total</i>	\$17,000
Administration				
Postage etc	1	\$500	\$500	
Operations Cost*				
Screen/Projection	1	\$2,100	\$2,100	
Performers/Workshops	1	\$2,000	\$2,000	
Stage	1	\$1,100	\$1,100	
Audio	1	\$1,000	\$1,000	
Marquee	1	\$650	\$650	
Toilets	1	\$600	\$600	
Misc Equipment	1	\$300	\$300	
Security	1	\$400	\$400	
First Aid	1	\$500	\$500	
Catering	1	\$300	\$300	
Contingency	1	\$500	\$500	
Event Insurances	1	\$1,800	\$1,800	
Screening Fees/Licenses	1	\$3,000	\$3,000	
In-Cinema Fee (1 day)	1	\$3,000	\$3,000	
			<i>Sub-total</i>	\$17,250
			TOTAL	64,995
*Based on a three day festival, two days outdoor and one day in cinema				



CITY OF ARMADALE FUNDING REQUEST

City of Armadale

Financial

We request for ongoing support is two-fold:

- a) \$2,000 Community Film Prize Sponsorship
- b) \$14,250/\$17,250 to cover operations costs associated with the Festival
 - Our preference is to run a three-day Festival, so the desired amount is \$17,250

In-Kind (Marketing)

We request in-kind marketing support via City of Armadale community newsletters, website, edm databases, signage placement opportunities (ie banner signage in public parks in leadup to event, promotion via COA events signage, advertising access to skate park screen to promote the festival and associated events, co-promotion with Minnawarra Arts Festival (or similar) and any arts/ community event associated press/advertising/PR.

We envisage a strong marketing partnership and many opportunities for cross-promotion, particularly via active Social Media platforms.

In-Kind (Personnel)

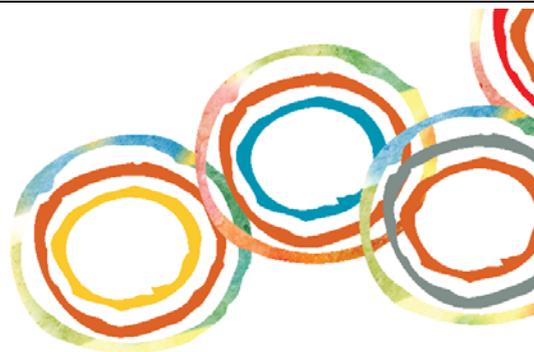
We request event liaison support in the form of a consistent point of contact in the COA events department for all matters related to the Festival. This point of contact would field all inquiries and requests and action any COA related in-kind marketing support, funding acquittals, co-promotion and coordination with Minnawarra Arts Festival (or similar). It would be beneficial for this person to attend any major operations planning meetings (not all board meetings) to ensure consistency in planning and to identify and resolve any event related conflicts in the planning phase of the Festival.



Bendigo Bank

Bendigo Bank Roleystone-Karagullen Branch provided \$2,500 sponsorship towards website development.

OTHER FUNDING SOURCES



Additional funding sources will be approached as follows:

- MRA to cover Staffing costs.

Initial discussions indicate support for a three-year period (please note these discussions are ongoing and unconfirmed at this stage), after which AFF would renegotiate or have sourced funding for these positions from alternate sources (ie festival income streams, national arts grant funding etc)

- Bendigo Bank to contribute to Marketing costs.
- Lotterwest to contribute to Marketing costs.
- ScreenWest to contribute to Marketing costs.
- Private sponsorship to contribute to Administration Expenses.
- Private Sponsorship to contribute to Prizes and associated costs.

Should we be unable to attain funding from these sources, particularly to cover staffing costs, we will investigate in-kind support directly with associated personnel.

AKNOWLEDGING SUPPORTERS

As in 2012, a comprehensive sponsorship package will be developed by the Festival Director with the assistance of the Marketing Coordinator to ensure all sponsors are acknowledged and receive benefit from supporting the Festival. As a guide to see how supporters will be acknowledged in 2014, please see attached document 'Sponsorship Proposal'.



KEY PERSONNEL

In coordination with the AFF Board, the below personnel will manage the festival and associated events and partnerships. Board members provide key support, idea initiation, budget and expenditure approvals. The Boards primary purpose is to ensure AFF remains true to its Vision, Mission and Values. The Board, led by the Chairman, are integral to assisting the Festival Director to develop community and organisational partnerships in the City of Armadale and beyond.

Festival Director

ROLE: Oversee strategic direction, curate programme, oversee event coordination, work with Chairman To secure funding, prepare grant/ sponsorship applications, coordinate Get Reel short film competition, Liaise with industry contacts to garner support, attend industry events on behalf of Armadale Film Festival, manage event budgets and acquittals, coordinate committee and volunteers.

Festival Marketing Coordinator

ROLE: Develop and oversee marketing strategy, coordinate graphic design & collateral production, draft and distribute press releases, manage and maintain AFF branding, website and social media profiles. Where time permits, assist implementation of social media strategy.

Operations Coordinator

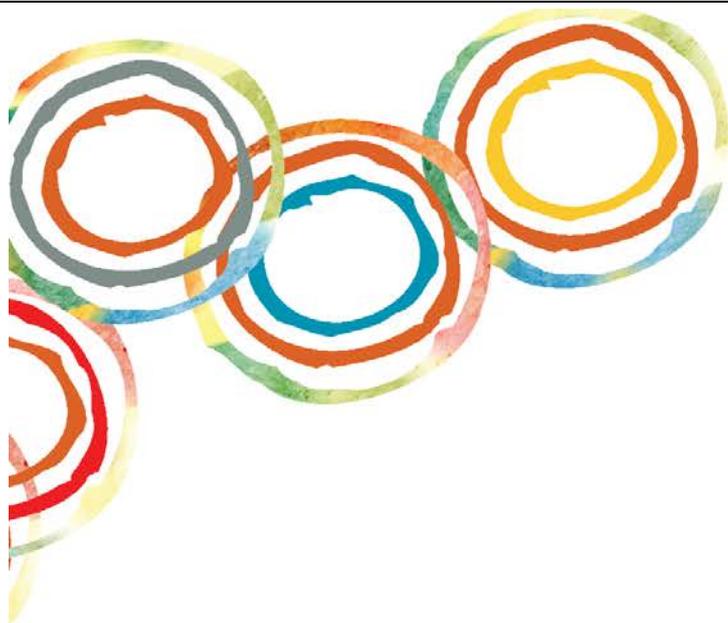
ROLE: Book, organise and bump in/out all required infrastructure Develop site map, risk management strategy and operational procedures for physical requirements of the Festival. Liaise with all suppliers. Report to Director as necessary.

Event Assistant/Intern

ROLE: Assist Marketing Coordinator & Director as required. Assist Operations Coordinator with bump in/out and stage managing event.

UNTIL FUNDING IS SECURED, NO PERSONNEL WILL BE CONTRACTED INTO ANY OF THE ABOVE ROLES.





CERTIFICATES OF INSURANCE





CONTACT

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