

# Destination and Major Events Advisory Committee Meeting

## Business Paper

Notice is hereby given that a Destination and Major Events Advisory Committee Meeting of Parkes Shire Council will be held in the Parkes Council Chamber, 2 Cecile Street, Parkes NSW 2870, on Tuesday 4 June 2024 at 10:30 AM.



Kent Boyd PSM  
**GENERAL MANAGER**

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**1 OPENING OF MEETING**

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The Chairperson will declare the meeting open.

Meeting of Council committees are not recorded or streamed to the internet.

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**2 ACKNOWLEDGEMENT OF COUNTRY**

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Parkes Shire Council acknowledges the Wiradjuri People who are the Traditional Custodians of the Land. I would also like to pay respect to the Elders past, present and emerging of the Wiradjuri Nation and extend that respect to other Aboriginal peoples from other nations who are present.

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**3 APOLOGIES**

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In accordance with clauses 5.3, 5.4 and 5.5 of Council's Code of Meeting Practice, apologies must be received and accepted from absent Councillors and a leave of absence from the Council Meeting may be granted.

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## 4 CONFIRMATION OF MINUTES

<b>4.1 MINUTES OF THE DESTINATION AND MAJOR EVENTS ADVISORY COMMITTEE MEETING HELD ON 21 MAY 2024</b>
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**IP&R Linkage:** Pillar: Leadership

**Goal:** Our local government is open, accountable and transparent.

**Strategy:** Provide open and transparent decision-making and undertake the civic duties of Council with professionalism and integrity.

**Annexures:** A. **Destination and Major Events Advisory Committee Meeting Minutes - 21 May 2024**

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### RECOMMENDATION

That the receive and confirm the Minutes of the meeting held on Tuesday 21 May 2024 appended at *Annexure A*.

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## 5 DISCLOSURES OF INTERESTS

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All Council Officials must disclose and manage any conflicts of interest they may have in matters being considered at the meeting.

Council's Code of Conduct deals with pecuniary and non-pecuniary conflicts of interest and political donations, and provides guidance on how these issues should be managed.

Council Officials must be familiar with Council's Code of Conduct and their obligations to disclose and manage any conflicts of interest that they may have in matters being considered at this Council Meeting.

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**Note:** Council Officials who declare an Interest at the Meeting are also required to complete a Declaration of Interest form.

**6 LATE BUSINESS**

## 7 OFFICERS' REPORTS

### 7.1 TERMINATION OF COMMUNITY MEMBER OF COMMITTEE

**IP&R Linkage:** Pillar: Leadership

**Goal:** Our local government is open, accountable, and representative.

**Strategy:** Effectively collaborate, engage, and communicate with our community to inform decision making and promote services, projects and initiatives.

**Author:** Carrie Olsen, Executive Manager Economy, Destination and Activation

**Authoriser:** Anthony McGrath, Director Customer, Corporate Services and Economy

**Annexures:** A. Terms of Reference - Destination and Major Events Advisory Committee [↓](#)

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### RECOMMENDATION

That:

1. The information contained within this report be noted by the Destination and Major Events Advisory Committee.
  2. The Destination and Major Events Advisory Committee resolve to make a recommendation to Council, that the vacant Community Member role remain unfilled for the remainder of the Committee term.
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### BACKGROUND

At its Ordinary Meeting held in December 2022, Parkes Shire Council ("Council") resolved to adopt draft Terms of Reference for the Tourism, Destination and Major Events Advisory Committee, and appoint Mr David Chambers, Mr Gary Crowley and Ms Michelle Roberts as the three (3) external Community Members for a two-year term, concluding 31 December 2024 [**res. 22-408**].

At its Ordinary Meeting held in September 2023, Council resolved to endorse a revised Council Committee Framework along with revised Terms of Reference documents, and the appointment of Councillor delegates for the following 12-month period [**res. 23-228**]. Through this resolution, the title of the Tourism, Destination and Major Events Advisory Committee was simplified to: Destination and Major Events Advisory Committee. At this time, no changes were made to the membership held by external community representatives.

Under the endorsed Council Committee Framework, the Destination and Major Events Advisory Committee ("the Committee") is a strategic advisory committee of Council. The endorsed Committee Terms of Reference are appended at *Annexure A*.

### ISSUES AND COMMENTARY

In May 2024, Mr David Chambers advised Council Officers that due to current circumstances, he is unable to commit to attending any further meetings, thus constituting his termination as a Community Member of the Committee. Mr Chambers has served around 18 months of the two-year term for which he was initially appointed.

The Committee Terms of Reference provide at point 4.6 that "If the membership of a Community Member is terminated, the vacancy will either be filled for the remainder of the term, or if the term is less than three (3) months, remain unfilled."

According to the Committee Terms of Reference, the term is defined at point 1.2:

"The Committee shall operate from the date Council adopts these Terms of Reference and will conclude three (3) months after the date of the next Local Government ordinary elections, unless terminated earlier in accordance with these Terms of Reference."

The Committee term will technically conclude on 14 December 2024, three months after the NSW Local Government elections being held on 14 September 2024.

There is one meeting remaining for the current Committee, tentatively scheduled to take place on Tuesday 3 September 2024. Immediately following the September Local Government elections, Council Officers will commence planning and recruiting for new committees, to support and inform the new governing body. The proposal for a new Council Committee Framework will be tabled at a Council meeting in late 2024 or early 2025, for consideration and endorsement.

It is recommended that the Committee resolve to make a recommendation to Council, that the vacant Community Member role remain unfilled for the remainder of the Committee term. The effort required to engage and appoint a new Community Member for the remainder of the term is perceived to outweigh any benefits in doing so for such a short period.

### **LEGISLATIVE AND POLICY CONTEXT**

There are no legislative or policy considerations for Council associated with this report.

### **FINANCIAL IMPLICATIONS**

There are no financial implications for Council associated with this report.

### **RISK IMPLICATIONS**

There are no major risks associated with this report.

There is a minor reputational risk associated with this report, as the Parkes Shire community may feel dissatisfied that there is reduced community representation to the Committee for the remainder of the Committee term.

### **COMMUNITY CONSULTATION**

There are no community consultation requirements for Council associated with this report.



## Terms of Reference

### Destination and Major Events Advisory Committee

<b>Date Adopted by Council</b>	19 September 2023
<b>Resolution No.</b>	228/23
<b>Next Scheduled Review</b>	December 2024
<b>Facilitator</b>	Director Customer, Corporate Services and Economy

#### 1. Establishment and Term

- 1.1. The Destination and Major Events Advisory Committee (hereafter "the Committee") is established by Parkes Shire Council under the *Local Government Act 1993* (hereafter "the Act") pursuant to Resolution 228/23 made 19 September 2023.
- 1.2. The Committee shall operate from the date Council adopts these Terms of Reference and will conclude three (3) months after the date of the next Local Government ordinary elections, unless terminated earlier in accordance with these Terms of Reference.

#### 2. Role and Purpose

- 2.1. The Committee is established for the purpose of providing advice and guidance to Council on the development of strategies, and identification of challenges and opportunities, in relation to:
  - (a) Tourism development,
  - (b) Destination marketing, and
  - (c) Events and festivals.
- 2.2. The role and purpose of the Committee may be varied by resolution of Council.

#### 3. Authority and Delegations

- 3.1. In carrying out its responsibilities, the Committee must at all times recognise that primary responsibility for management of Council rests with the Council and the General Manager, as provided in the Act.
- 3.2. Neither the Committee nor any of its Members may direct any Council staff member in his or her duties.
- 3.3. The Committee has no executive powers and cannot make decisions on behalf of Council. Furthermore, the Committee is not a committee delegated authority, and therefore cannot exercise powers under section 355 of the Act.
- 3.4. The Committee may make recommendations to Council on all relevant business presented before it. Such recommendations will be presented to Council in a report prepared by nominated Council Officers. Recommendations made by the Committee may or may not be adopted by Council.
- 3.5. The Committee does not have the authority to incur expenditure.



- 3.6. The Chairperson of the Committee may, if considered reasonably necessary and with the approval of the General Manager, request external professional advice to allow the Committee to meet its responsibilities. The General Manager may facilitate, and provide the necessary financial resources, to engage the provision of any such external professional advice required.
- 3.7. The Committee is not permitted to forward official correspondence to government officials, representatives, departments or agencies. All correspondence issued by Council must only be signed and issued by those Council staff with delegation to do so.
- 3.8. Committee members are not authorised to speak to the media or make public comment on any matters before the Committee. Consistent with the Act and Council's Media Policy, the Mayor and General Manager are Council's authorised spokespeople.

#### **4. Membership**

- 4.1. Membership of the Committee shall comprise:
  - (a) Three (3) Councillors nominated by Council (hereafter "Councillor Members"), and
  - (b) Three (3) members of the Parkes Shire community appointed by Council resolution (hereafter "Community Members").
- 4.2. The Mayor shall be an ex officio member of the Committee.
- 4.3. In appointing Community Members, Council will seek to achieve a mix of skills and experiences to facilitate the sound functioning of the Committee, and seek to represent the diversity within and interests of the Parkes Shire community.
- 4.3. Each Member shall remain a member of the Committee until:
  - (a) The Member resigns, or
  - (b) The Member's membership is terminated.
- 4.4. Membership of any Member of the Committee may be terminated by resolution of the Council due to:
  - (a) The Member's non-attendance at three (3) consecutive Committee members without prior notification of their non-attendance and the granting of leave by resolution of the Committee, or
  - (b) The Member's conduct being consistent with these Terms of Reference or Council's Code of Conduct.
- 4.5. Councillor membership terminates immediately upon a Councillor Member ceasing to be a Councillor.
- 4.6. If the membership of a Community Member is terminated, the vacancy will either be filled for the remainder of the term, or if the term is less than three (3) months, remain unfilled.

#### **5. Responsibilities of Members**

- 5.1. Members are expected to:
  - (a) Understand the relevant legislative and regulatory requirements applicable to Council,
  - (b) Be able to contribute the time needed to understand the Committee's business papers and to attend Committee meetings, and
  - (c) Provide advice and feedback on matters brought before the Committee.
- 5.2. Members must conduct themselves in accordance with Council's Code of Conduct.
- 5.3. Conflicts of interest must be declared and managed in accordance with the Code of Conduct. A record of a declared conflict of interest in the minutes is sufficient.



- 5.4. Pecuniary or significant, non-pecuniary conflicts of interest must be managed by the Member excluding themselves from the meeting during the discussion of the relevant agenda item. Such exclusion should be recorded in the minutes.

#### **6. Responsibilities of Chairperson**

- 6.1. The Chairperson shall be elected by the Committee from among the three (3) Councillor members.
- 6.2. The Chairperson will remain until the dissolution date, unless the Chairperson resigns and in this case, a new Chairperson should be appointed in accordance with this clause.
- 6.3. If the Chairperson is absent from a Committee meeting, a Member of the Committee will be nominated by the Committee to chair the meeting.

#### **7. Responsibilities of Facilitator**

- 7.1. The Committee Facilitator shall be a suitably qualified Council Officer appointed by the General Manager with functional responsibilities for the Committee, who will undertake the following functions:
- (a) Provide secretariat support to the Committee, including preparing, circulating and publishing meeting agendas and minutes,
  - (b) Accept or reject (in consultation with the General Manager) items of business,
  - (c) Ensure Members are familiar with the Committee Terms of Reference and Council's Code of Conduct,
  - (d) Facilitate discussion at Committee meetings, provide input to meetings and be an active (non-voting) Member of the Committee,
  - (e) Focus the Committee on its responsibilities as outlined in these Terms of Reference and the meeting agenda items,
  - (f) Act as the principal communication link between the Committee and Council,
  - (g) Manage the resources available to the Committee,
  - (h) Manage the performance of the Committee,
  - (i) Where appropriate, liaise with the Facilitators of Council's other Committees to assist with the collaboration between Committees, the sharing of information and the efficient and effective use of Council and Committee resources; and
  - (j) Working closely with the Chairperson to administer the Committee and its meetings.

#### **8. Meetings, Quorum and Voting**

- 8.1. Meetings of the Committee shall be held as often as the Committee decides, but not less than two (2) meetings per year.
- 8.2. Members may attend and participate at Meetings either in-person or via audio-visual link.
- 8.3. At all meetings of the Committee, the Chairperson shall occupy the Chair and preside. In the absence of the Chairperson, the Committee shall elect one of its number to preside at the meeting.
- 8.4. A meeting shall not proceed unless a quorum of at least one (1) more than half the number of members are present, including at least one (1) Councillor Member.
- 8.5. In addition to Members, the following may be in attendance at any meeting of the Committee as non-voting observers:
- (a) Councillors not appointed as Members of the Committee,
  - (b) Council staff, and



(c) External personnel by invitation of the Committee.

- 8.6. Each Committee Member shall be entitled to one (1) vote in respect to any matters before the Committee. The Committee shall aim to make decisions by consensus where possible, and otherwise the decision of the Committee shall be by the majority of votes cast in favour. In the event of a tied vote, the Chairperson shall have the casting vote.

#### **9. Business Papers, Minutes and Resolutions**

- 9.1. The Facilitator will ensure that notice of meetings, including the agenda and business papers, are provided to the Committee and published to Council's website at least five (5) business days prior to the day of the meeting. These may be transmitted electronically.
- 8.7. The Committee's resolutions shall be clearly recorded in the Minutes of its meetings.
- 8.8. Draft Minutes will be distributed to the Committee and published to Council's website no later than five (5) business days after the meeting.
- 8.9. Draft Minutes of the previous meeting are to be adopted by resolution of the Committee at the following meeting.
- 9.3. The General Manager (or delegate) may action resolutions as they deem appropriate in accordance with their individual delegations and authorisations.
- 9.4. A report to the Council for a decision will be required where resolutions fall outside the functions delegated to the General Manager.

#### **10. Procedural Matters**

- 10.1. The Committee shall operate in accordance with Council's Code of Meeting Practice. In relation to any procedural matter, the ruling of the Chair shall be final.

#### **11. Amendment**

- 11.1. These Terms of Reference may be added to, amended or repealed by resolution of the Council in consultation with, or upon the recommendation of, the Committee.

**< END OF DOCUMENT >**

**7.2 MAJOR EVENTS AND FESTIVALS STRATEGY UPDATE****IP&R Linkage:** Pillar: Leadership**Goal:** Our local government is open, accountable, and representative.**Strategy:** Effectively collaborate, engage, and communicate with our community to inform decision making and promote services, projects and initiatives.**Author:** Mikaela Cass, Events and Festivals Specialist**Authoriser:** Carrie Olsen, Executive Manager Economy, Destination and Activation**Annexures:** Nil

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**RECOMMENDATION**

That:

1. The information contained within this report be noted by the Committee.
  2. The Committee identify key stakeholders for Silver Lining Strategy for further one-on-one consultation with Silver Lining Strategy as part of the development of the Major Events and Festivals Strategy.
- 

**BACKGROUND**

In February 2023, Council issued a Request for Quotation ("RFQ") to engage a suitably skilled, qualified and experienced consultant to undertake preparation of a Major Events and Festivals Strategy and Action Plan ("Strategy"). As part of the development of this Strategy, Council will consider a current situation analysis of the events industry, including trends, issues, challenges and risks, and how the organisation can respond to these factors to ensure the ongoing successful development, implementation and sustainability of its events and festivals program.

The successful proponent was Silver Lining Strategy. Work on this project commenced in January 2024. Stu Speirs presented an update on the Major Events and Festivals Strategy at the Destination and Major Events Advisory Committee meeting on 5 March 2024. As part of the update, Stu requested that all Committee members consider the key stakeholders that need to be included in the strategy consultation.

**ISSUES AND COMMENTARY**

Council Officers worked with Silver Lining Strategy to develop an online survey, "Community Tracker", which aimed to provide local residents the opportunity to let Council know what they think about events in our region, the benefits they deliver and Council's involvement in them.

The Community Tracker was distributed via social media channels and eDM's and was available for a three-week period from 6 to 24 May 2024.

The number of responses received was 155. This is a comfortable number and provides a reasonable sample size to work with.

Silver Lining Strategy will analyse the data over the coming weeks, present the findings to Council Officers and frame discussions around dedicated time for one-on-one consultation.

**LEGISLATIVE AND POLICY CONTEXT**

There are no legislative or policy considerations associated with this report.

**FINANCIAL IMPLICATIONS*****Council Investment***

Council has invested \$25,454 from the 2023/24 Events and Festivals operational budget for development of the Major Events and Festivals Strategy.

**RISK IMPLICATIONS**

It is expected that the Major Events and Festivals Strategy, once finalised, will better equip Council to make future decisions on Council's signature and major events.

**COMMUNITY CONSULTATION**

Following presentation of the findings of the Community Tracker survey to Council Officers, a schedule will be developed for one-on-one consultation with key stakeholders (internal and external). The Committee have been requested to identify key stakeholders that they believe should be included in this consultation process.

**7.3 CHEERS TO 30 YEARS FESTIVAL - NORTH PARKES MINES SOUNDS EVENT UPDATE****IP&R Linkage:** Pillar: Community**Goal:** Our community is creative, proud and has a strong sense of belonging.**Strategy:** Deliver and support events, festivals and celebrations that promote engaged citizenship and foster community pride.**Author:** Megan Morrison, Events Officer**Authoriser:** Carrie Olsen, Executive Manager Economy, Destination and Activation**Annexures:** Nil**RECOMMENDATION**

That:

1. The information contained within this report be received and noted by the Committee.

**BACKGROUND**

Parkes Shire Council ("Council") has received a request from Northparkes Mines ("NPM") to provide financial assistance and support for delivery of the 'Cheers to 30 years Festival' event at Cooke Park on Saturday 5 October 2024. In honour of NPM's 30th anniversary, they would like to give back to the community, celebrating the milestone by hosting a 'sounds' event. The event will feature Daryl Braithwaite as the headline act.

**ISSUES AND COMMENTARY**

This free community event will be ticketed through 123tix and is expected to draw a crowd of over 8,000 attendees. It will be a BYO event featuring wine and beer tastings. The designated kids' zone will include multiple jumping castles, rides, and an animal nursery. A fireworks show to conclude the night is being considered, thought is not yet confirmed.

**LEGISLATIVE AND POLICY CONTEXT**

There are no legislative or policy considerations for Council associated with this report.

**FINANCIAL IMPLICATIONS**

A report will be presented at the June Council meeting to endorse a \$10,000 investment to support delivery of this event. The 2024/25 draft operational budget indicates that \$100,000 will be available for community events, with this amount expected to be allocated from that funding pool.

To facilitate the successful staging of the event, NPM has requested that Council provide the following support:

- Supply Council-owned assets, including 2 x lighting towers, 4 x portable toilets, forklift, 2 x VMS boards, and 2 x laybacks;
- Assist with the general clean-up of the vicinity;
- Have Parks and Gardens crew assist with the park cleaning and maintenance during the event, including monitoring of bins;
- Lend white picket fencing and giant 'PARKES' letters for event activations;
- Provide 30 to 40 events bins;
- Install a 6x3m marquee for the sound tent;
- Install shade sails, including additional infills in Cooke Park;

- Install the shade dome (weather permitting) in Cooke Park;
- Develop Traffic Control Plans and provide assistance with equipment, including signs, bunting, and VMS for Work Control to set-up (as required for the road closures from Welcome St, Short St, Cecile St, and partial closure of Clarinda St, as well as fireworks exclusion zone if applicable);
- Provide event staff to assist with the bump-in and bump-out of the event.

The provision of the aforementioned equipment and assistance will be crucial in mitigating risks and ensuring the successful delivery of this event.

### **RISK IMPLICATIONS**

NPM will conduct a comprehensive risk assessment for the event. Brooke Plunkett from NPM is coordinating with the police to increase staffing for the event. Additionally, security personnel have been hired, and both NPM and Council staff will be on-site to assist.

Due to the high-profile performance by Daryl Braithwaite, we anticipate a crowd of over 8,000 attendees, raising concerns about crowd control and safety management. Since fencing off the area is not feasible, Council will fund the closure of roads surrounding Cooke Park to facilitate effective crowd management. This initiative will also enable the extension of seating areas for attendees with chairs, if necessary. By closing the surrounding roads, we can allocate space for food vendors, especially those with large trucks, to set up on the streets, thereby freeing up space within Cooke Park. This is something that we have not implemented for any previous Council Sounds event, and by doing so, we can open the park and create additional space for up to 5,000 additional attendees to sit comfortably. A punter barrier (crowd barrier) will also be installed at the front of the stage to assist with crowd control.

### **COMMUNITY CONSULTATION**

There are no community consultation requirements for Council associated with this report.

### **CONCLUSION**

In conclusion, the 'Cheers to 30 years Festival' event by NPM for their 30th anniversary presents an exciting opportunity for the community. With a \$10,000 investment from Council and additional resources, we mitigate attendee risk and create a safe and memorable environment.



**7.4 TRUNDLE ABBA FESTIVAL 2024 EVENT UPDATE****IP&R Linkage:** Pillar: Community**Goal:** Our community is creative, proud and has a strong sense of belonging.**Strategy:** Deliver and support events, festivals and celebrations that promote engaged citizenship and foster community pride.**Author:** Mikaela Cass, Events and Festivals Specialist**Authoriser:** Carrie Olsen, Executive Manager Economy, Destination and Activation**Annexures:** Nil**RECOMMENDATION**

That:

1. The information contained within this report be noted by the Committee.

**BACKGROUND**

The Trundle ABBA Festival ("the Festival") was launched in 2012 by Gary and Ruth Crowley, and since the event has gone from strength to strength. The Festival is a true celebration of all things ABBA - the music, the fashions, as well as disco and music from the 70's. It's an opportunity for festivalgoers to dig out their platforms, sparkles, and flares.

In 2022, the Festival founders approached Parkes Shire Council to undertake the 2022 Trundle ABBA Festival. Unfortunately, the 2022 Festival was cancelled by Parkes Shire Council due to the impacts of significant inclement weather.

The 2023 Trundle ABBA Festival was held on 14 October 2023 and sold 1,894 tickets. Council reported a financial operating result of (\$107,000), based on an income budget of \$361,000 and expenditure budget of \$468,000.

**ISSUES AND COMMENTARY**

The 2024 Trundle ABBA Festival is being held on 19 October at Berryman Oval, Trundle.

Hayley Roach, Trundle ABBA Festival Producer, is currently working remotely from Queensland and is liaising closely with the Events and Festivals Team. Hayley will be relocating to Parkes in September 2024 for delivery of the event.

**Ticket Sales**Entry Tickets

Entry ticket sales are tracking well, with 908 tickets sold as of 24 May 2024. The target for ticket sales is 2,870.

Considering the early launch date (3 months ahead of 2023), the current challenges in the events industry with event cancellations, and the deliberate delay of a targeted marketing and PR campaign, Council is expecting to see a large increase in sales as the Festival draws closer.

Bus Tickets

Bus ticket sales are tracking well with 174 tickets sold as of 24 May 2024 (71% of 2023 sales). Council does not have a target for bus ticket sales and current sales cover the costs associated with hire fees for the bus services.

### Camping and Glamping Tickets

Camping is managed by Peter Kelly and includes serviced and unserviced sites at the Trundle Showground. Unpowered serviced sites and unserviced sites are still available.

Glamping is managed by Peter Kelly and facilitated by Wow Tents. Glamping tents are still available to book online.

### **2024 Programming Update**

The programme for the 2024 Festival is as follows:

- [Bjorn Again](#) (headliner) - return act
- [Furnace and the Fundamentals](#) - new act
- [Disco Revolution](#) - return act
- [DJ Diggz](#) - return act
- [Andante Andante Choir](#) - new act
- [Tristan McManus](#) (host) - return host

### **Sponsorship Update**

Council has a sponsorship income target of \$20,000 for the 2024 Festival. Council's Event Attraction and Sponsorship Coordinator has secured \$5,000 in sponsorship from a local business for the fireworks and is in discussion with several other businesses.

### **Grant Funding**

Council Officers were successful in securing \$22,300 through the NSW Government's Vibrant Streets Package - Open Streets Program for the delivery of main street activation projects for the 2024 Festival. Projects include:

- Free shuttle bus
- Installation of wayfinding and informational signage
- Dressing of Forbes Street with bunting and festoon lighting
- Bubbles on stilts performers
- Hula hoop performers
- Host for dancefloor entertainment

### **Marketing Update**

#### Trundle ABBA Festival Billboards

Billboard installations for the 2024 festival have commenced, with billboards on the Newell Highway (north towards Dubbo) and the Eugowra Road intersection now featuring 2024 Festival collateral.



Further installations are scheduled for 3 June 2024 on billboards located on the Newell Highway (south towards Forbes), Peak Hill and Lithgow.

The current Trundle ABBA Festival billboards will remain until 18 August 2024 and will be replaced with Parkes Elvis Festival billboards in line with the launch period, before being re-installed to coincide with Festival delivery from 23 September to 21 October 2024 (except the Peak Hill billboard, which will in some instances feature alternate content).

### Social Media Reach

Trundle ABBA Festival Facebook account is achieving good impressions/reach per post, with the average post reach in the last 28 days being 14,589.

The top-performing post in the last 90 days was the announcement of ticket sales, which achieved the following results:



### Digital Marketing

Council has engaged with Ready Marketing to undertake a digital marketing campaign for the 2024 Festival. The campaign includes social media advertising management and featured Google ads from May to October 2024.

### Radio Advertising

Radio advertisements are scheduled with Southern Cross Austereo via the Hit Network for targeted radio broadcasting in Sydney and Canberra, as well as locally. Radio advertisements are scheduled to start in June 2024 and will run through to October 2024.

### TV Advertising

TV advertisements are scheduled with Seven and Nine in Sydney, Canberra and the Central West. TV advertisements are scheduled to commence in June 2024 and will run through to October 2024.

#### Print Advertising

Print advertising is scheduled with the Parkes Champion Post (June and September), Parkes Phoenix (May through to September) and Discover Magazine (June through to September).

#### **Partner Advertising Income**

In previous years, advertising on the Trundle ABBA Festival website and social media (i.e. for tour groups) has been free of charge. In line with efforts to improve the financial result of the Trundle ABBA Festival, the Events and Festivals Team have introduced social media and website advertising packages. To date, one tour group operator is locked in and Council's Event Attraction and Sponsorship Coordinator is in discussions with another. This change has been well-received.

#### **LEGISLATIVE AND POLICY CONTEXT**

There are no legislative or policy considerations associated with this report.

#### **FINANCIAL IMPLICATIONS**

There are no financial implications associated with this report.

#### **RISK IMPLICATIONS**

There are no risk considerations associated with this report.

#### **COMMUNITY CONSULTATION**

There are no community consultation requirements associated with this report.

**7.5 PARKES ELVIS FESTIVAL 2025 EVENT UPDATE****IP&R Linkage:** Pillar: Community**Goal:** Our community is creative, proud and has a strong sense of belonging.**Strategy:** Deliver and support events, festivals and celebrations that promote engaged citizenship and foster community pride.**Author:** Mikaela Cass, Events and Festivals Specialist**Authoriser:** Carrie Olsen, Executive Manager Economy, Destination and Activation**Annexures:** Nil**RECOMMENDATION**

That:

1. The information contained within this report be noted by the Committee.

**BACKGROUND**

Recognised as one of the top three Festivals and Events in Australia, the Parkes Elvis Festival ("the Festival") attracts 25,000 fans with a global reach of 1.8 billion across over 3,000 media outlets. The 2025 Festival will be held 8 to 12 January and will celebrate its 32nd year.

**ISSUES AND COMMENTARY**

Plans for the 2025 Parkes Elvis Festival are coming along well, and Council's Events and Festivals team are proud to provide the following updates.

**Ticket Sales**NSW TrainLink Elvis Express - Tickets on Sale Now

Tickets for the NSW TrainLink Elvis Express went on sale mid-May, and to date close to 200 tickets have been sold to visitors. A total of 248 tickets are available.

Rex Airlines Hound Dog Express – June Launch

The Rex Airlines Hound Dog Express will once again be available to 30 visitors. Tickets go on sale mid-June, and we are looking forward to seeing this be another sell out and great experience.

Caravan and Homestay Accommodation – June Launch

Tickets will go on sale in mid-June for the Caravan and Homestay accommodation. A social media and email campaign will complement the launch of accommodation.

There has been a lot of online speculation on the limited availability of accommodation, and the Council in partnership with Ray White Real Estate and local caravan park service providers will provide real time information on how visitors can capitalise on what is available.

While local hotels sell out one or two years in advance, a process will be put in place to ensure hotel properties are providing real time updates to ensure the greater public are aware of rooms available.

## **Programming Update**

### Parkes Elvis Festival Launch – Thursday 19 September

Parkes Shire Council are proud to present the launch of the official 2025 Parkes Elvis Festival on Thursday 19 September. This launch date will be an opportune moment to provide a comprehensive update to the public around the programme, activities and experiences taking place in 2025. A fashion show has been planned to provide ideas for the type of outfits to wear.

### 3 International Artists Confirmed

For the first time, Parkes Elvis Festival will be showcasing three international artists. Current world reigning Ultimate Elvis Tribute Artist – Mr Cote Deonath, will be reappearing, and this announcement was made in early May. The following two international artists will be announced at September's launch.

### Easy Come, Easy Go Sessions – Parkes Services Club

As part of our commitment to feature more stage-time for Australian ETA's – a new programming schedule has been created to host Australia's best in the Parkes Services Club throughout the Festival. Plans are currently in place to curate two to three shows over the weekend.

### Cooke Park Main Stage Program

Plans for the main stage program are tracking well, with over 60% of the program having been confirmed. The full main stage program will be announced at the September launch.

### Elvis Quest at Chromefest – Sunday 27 October – Central Coast NSW

In October, a new initiative will be launched in partnership with Central Coast Council. The long-term aim is to create a nation-wide talent quest to attract future Elvis Tribute Artists and provide awareness of Parkes Elvis Festival throughout Australia.

This one-hour staged program will include the opportunity to win a prize to compete in the Friday Round 1 competition for the Ultimate Elvis Tribute Artist, held at the Parkes Leagues Club.

## **Grant Funding**

### Vibrant Streets Package - Open Streets Program

Council Officers were successful in securing \$30,000 through the NSW Government's Vibrant Streets Package - Open Streets Program for the delivery of Festival Boulevard activation projects for the 2025 Festival. Projects include:

- Shaded Umbrella Display - to be installed at the northern end of the Clarinda Street road closure, this colourful installation will activate the space and help address the need for shading at the Elvis Street Parade. This will create more foot traffic for the area, which traditionally has been a quieter space.
- Elvis Vivid Display - three locations have been chosen to feature an interactive lighting display, for visitors to experience magic after dark.
- Friday Elvis Long Brunch - to complement additional foot traffic at the northern end of road closures for Clarinda Street, an all-new Elvis Long Brunch event has been produced to provide visitors an opportunity to experience a magical degustation, featuring a paddock-to-plate-to-palette menu.

## **Gates of Graceland Project Update**

For two years, plans have been underway to develop a new visitor attraction, the Gates of Graceland at Parkes Visitor Information Centre. The Gates are currently under construction, overseen by the Parkes Shire Council operations team. This new attraction will become the home of the Elvis Wall of Fame, with the Wall of Fame plaques from the last two decades to be relocated from Kelly Reserve to the new Gates once construction is complete. In addition to the Gates, a walk of fame with paver stars will include the annual winners of the Ultimate Elvis Tribute Artist competition. The project is expected to be completed in August 2024.

#### **LEGISLATIVE AND POLICY CONTEXT**

There are no legislative or policy considerations associated with this report.

#### **FINANCIAL IMPLICATIONS**

There are no financial implications associated with this report.

#### **RISK IMPLICATIONS**

With all events, there are risks of budget over-runs due to market volatility and the increasing cost of goods and services. Once an operational budget for an event is agreed, should there be over-runs, there are risks that other proposed Council events or community events support programs will be impacted.

#### **COMMUNITY CONSULTATION**

There are no community consultation requirements for the Committee associated with this report.

**7.6 PARKES DESTINATION MANAGEMENT PLAN FINAL DRAFT**

<b>IP&amp;R Linkage:</b>	<b>Pillar:</b> Economy <b>Goal:</b> Our Shire is an attractive destination to live, work, visit and invest. <b>Strategy:</b> Promote Parkes Shire as a tourist destination and support the continued growth of our visitor economy.
<b>Author:</b>	<b>Katie Nash, Economic Development Specialist</b>
<b>Authoriser:</b>	<b>Carrie Olsen, Executive Manager Economy, Destination and Activation</b>
<b>Annexures:</b>	<b>A. Parkes Shire Destination Management Plan - Final Draft</b> <a href="#">↓</a>

**RECOMMENDATION**

That:

1. The Destination and Major Events Advisory Committee receive and note the briefing on the development of the Parkes Shire Destination Management Plan, as detailed in this report.
2. The Destination and Major Events Advisory Committee resolve to take the Parkes Shire Destination Management Plan to Council for public exhibition and endorsement.

**BACKGROUND**

Throughout 2021, Parkes Shire Council ("Council") held preliminary discussions with Transport for NSW ("TfNSW") regarding the development of a Parkes Shire Destination Management Plan and Bypass Strategy ("the DMP and Bypass Strategy"). Noting the perceived impact of the new Parkes Newell Highway Bypass on local business activity and trade, Council sought a funding contribution from TfNSW to support the preparation of the DMP and Bypass Strategy.

In May 2022, Council was successful in obtaining a pledge of up to \$100,000 in funding from TfNSW to support the development of the DMP and Bypass Strategy. The purpose of this funding was to engage a suitably skilled and experienced consultant to work with Council in preparing the DMP and Bypass Strategy. Council engaged Urban Enterprise for the initial plan and has since engaged Wray Sustainable Tourism to critically review the draft Destination Management Plan. This work included further stakeholders and allowed for more significant synergies between Parkes Shire's current tourism offering and the opportunities available.

**ISSUES AND COMMENTARY**

Wray Sustainable Tourism has now provided the final draft of the Parkes Shire DMP, appended at *Annexure A*. This plan outlines the opportunities and challenges Parkes Shire currently experiences, while creating a framework for future development. The vision, setting our trajectory as a destination, is that by 2030, Parkes will be a must-stop destination for visitors and business travellers to the Central West that is home to important astro-tourism experiences, major events and festivals, nature-based experiences and emerging contemporary visitor experiences.

The identified visitor markets are:

- Primary - domestic overnight visitors
- Secondary - visiting friends and relatives, domestic day trip visitors
- Emerging - business travellers, regional sports, and education.

Our foundational experience development themes are Celebrity and Aligned Events, The Dish, and Astro-Tourism. Our growth experience development themes are Nature-based tourism and arts and culture.



Moving forward, our priority areas are Destination Management, Destination Development, Event Development, Destination Experience Development and Destination Marketing.

Thirty-seven action items have been developed, and five projects, including the Signage and Wayfinding Strategy and associated work and the Major Events and Festivals Strategy, have commenced.

### **LEGISLATIVE AND POLICY CONTEXT**

Following adoption, as with all Council strategies, the Parkes Shire DMP will form part of Council's Integrated Planning and Reporting ("IP&R") framework. Specific actions and projects identified in the DMP and Bypass Strategy will be programmed and funded for delivery via Council's Operational Plan and Budget. In contrast, others will require grant funding to proceed.

### **FINANCIAL IMPLICATIONS**

The development of the DMP and Bypass Strategy is funded by a contribution from TfNSW up to \$100,000. All costs incurred to-date have fallen within the scope of this funding.

### **RISK IMPLICATIONS**

There are no risk implications associated with this report.

### **COMMUNITY CONSULTATION**

Extensive community consultation has been undertaken throughout the project lifecycle.





































































































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## 8 CONFIDENTIAL MATTERS

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### RECOMMENDATION

That Destination and Major Events Advisory Committee:

1. Moves into Closed Session to deal with the matters below, which are classified as confidential under section 10A(2) of the *Local Government Act 1993* for the reasons specified:

#### 8.1 EVENTS AND FESTIVALS SPONSORSHIP PROSPECTUS UPDATE

This matter is considered to be confidential under Section 10A(2) - d(i) of the Local Government Act, and the Council is satisfied that discussion of this matter in an open meeting would, on balance, be contrary to the public interest as it deals with commercial information of a confidential nature that would, if disclosed prejudice the commercial position of the person who supplied it.

Further it is considered that discussions of this matter in open Council would, on balance, be contrary to the public interest as it would prejudice Council's ability to secure the optimum outcome for the community.

#### 8.2 EVENTS FINANCIAL ASSISTANCE PROGRAM

This matter is considered to be confidential under Section 10A(2) - d(i) of the Local Government Act, and the Council is satisfied that discussion of this matter in an open meeting would, on balance, be contrary to the public interest as it deals with commercial information of a confidential nature that would, if disclosed prejudice the commercial position of the person who supplied it.

Further it is considered that discussions of this matter in open Council would, on balance, be contrary to the public interest as it would prejudice Council's ability to secure the optimum outcome for the community.

2. Exclude the media and public from the meeting on the basis that the business to be considered is classified as confidential, pursuant to 10A(1), 10(2) and 10A(3) of the *Local Government Act 1993*.
3. Withhold reports and correspondence relevant to the subject business be withheld from the media and public as provided by section 11(2) of the *Local Government Act 1993*.
4. Make public resolutions made by the Council in Closed Session after the conclusion of the Closed Session, and record such resolutions in the minutes of the Council meeting.

### BACKGROUND, ISSUES AND COMMENTARY

In accordance with section 10A(2) of the *Local Government Act 1993*, Council may close part of its meeting to deal with business of the following kind:

- (a) Personnel matters concerning particular individuals (other than councillors).
- (b) Personal hardship of any resident or ratepayer.
- (c) Information that would, if disclosed, confer a commercial advantage on a person with whom Council is conducting (or proposes to conduct) business.
- (d) Commercial information of a confidential nature that would, if disclosed:
  - (i) Prejudice the commercial position of a person who supplied it: or
  - (ii) Confer a commercial advantage on a competitor of Council;

- (iii) Reveal a trade secret.
- (e) Information that would, if disclosed, prejudice the maintenance of law.
- (f) Matters affecting the security of Council, Councillors, Council staff and Council property.
- (g) Advice concerning litigation, or advice that would otherwise be privileged from production in legal proceedings on the grounds of legal professional privilege.
- (h) Information concerning the nature and location of a place or an item of Aboriginal significance on community land.
- (i) Alleged contraventions of any Code of Conduct requirements applicable under section 440.

It is my opinion that the business listed in the recommendation is of a kind referred to in section 10A(2) of the *Local Government Act 1993* and, under the provisions of the Act and the *Local Government (General) Regulation 2021*, should be dealt with in a part of the meeting that is closed to members of the public and the media.

Pursuant to section 10A(4) of the Act and clauses 14.9–14.10 of Council's Code of Meeting Practice, members of the public may make representations to the meeting immediately after the motion to close part of the meeting is moved and seconded, as to whether that part of the meeting should be closed.

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## **9 REPORT OF CONFIDENTIAL RESOLUTIONS**

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In accordance with clauses 14.22 and 14.23 of Council's Code of Meeting Practice, resolutions passed during a meeting, or a part of a meeting that is closed to the public must be made public by the Chairperson as soon as practicable. Such resolutions must be recorded in the publicly available minutes of the meeting.

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