

Special Council Meeting Minutes

29 May 2018

Our Vision

*A City which values its heritage, cultural diversity,
sense of place and natural environment.*

*A progressive City which is prosperous, sustainable
and socially cohesive, with a strong community spirit.*

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City of
Norwood
Payneham
& St Peters

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VENUE Council Chambers, Norwood Town Hall

HOUR 7.30pm

PRESENT

Council Members Mayor Robert Bria
Cr Lucy Marcuccitti
Cr Connie Granzio
Cr Kevin Shepherdson
Cr Carlo Dottore
Cr Kevin Duke
Cr Evonne Moore
Cr John Minney
Cr Sue Whittington
Cr Paul Wormald

Staff Mario Barone (Chief Executive Officer)
Peter Perilli (General Manager, Urban Services)
Carlos Buzzetti (General Manager, Urban Planning & Environment)
Sharon Perkins (General Manager, Corporate Services)
Claire Pemble (Events Co-ordinator)
Tina Zullo (Administration Officer, Governance & Community Affairs)

APOLOGIES Cr Christel Mex, Cr Mike Stock, Cr John Frogley, Cr Garry Knoblauch

ABSENT Nil

1. CONFIRMATION OF THE MINUTES OF THE SPECIAL COUNCIL MEETING HELD ON 22 MAY 2018

Cr Duke moved that the minutes of the Special Council meeting held on 22 May 2018 be taken as read and confirmed. Seconded by Cr Dottore and carried.

2. STAFF REPORTS

Short Term Suspension of Proceedings

At 7.34pm the Mayor, with the approval of two-thirds of the Elected Members present, suspended the meeting procedures pursuant to Regulation 20(1) of the Local Government (Procedures at Meetings) Regulations 2013, to enable a presentation to be made by Mr Mario Andreacchio, Film Producer for AMPCO Studios, Edward Street, Norwood and Ms Bethany Clark.

Resumption of Proceedings

At 8.04pm proceedings resumed.

2.1 ADELAIDE INTERNATIONAL YOUTH FILM FESTIVAL (AIYFF)

REPORT AUTHOR: Chief Executive Officer
GENERAL MANAGER: Not Applicable
CONTACT NUMBER: 8366 4539
FILE REFERENCE: S.03292
ATTACHMENTS: A - B

PURPOSE OF REPORT

The purpose of this report is to advise the Council of a proposal to hold the Adelaide International Youth Film Festival (AIYFF) in the City of Norwood Payneham & St Peters and to seek the endorsement of the Council's participation.

BACKGROUND

The inaugural Adelaide International Youth Film Festival was held in the City of Adelaide in 2017.

The philosophy of the Festival is *'to create a platform for dialogue and debate between a culturally diverse youth audience using film and digital storytelling as the catalyst.*

A copy of the AIYFF Prospectus is contained in **Attachment A**.

Based upon this philosophy, the Festival aims to build and inspire critical thinking skills within a youth audience, by stimulating dialogue and debate and an exchange of opinions and ideas across ages and cultures. The AIYFF is the only youth festival of its kind.

Upwards of 6,000 students from around South Australia and Australia are expected to attend the 2018 Festival.

In addition, 100 Chinese students and their families will travel to Adelaide to experience and participate in the AIYFF as guests of the YOLO China which is a private–public partnership between Chinese State owned enterprises and private investors.

YOLO China has established a major China-Australia Cultural Fund and is the principal financier behind a number of AMP Co Studios' (which is based in Edward Street Norwood) major projects, including a \$25 million motion picture set in the Himalayas.

YOLO China were also the principal financiers of the inaugural AIYFF in 2017.

As a result of the success of the 2017 Festival, YOLO China have broadened their support in order to firm up the Festival as the premier youth festival in Australasia and retain its international focus.

In addition to their financial support, YOLO China will be sponsoring 20 Chinese Youth Jury Members to attend the Festival as well as bringing 300-400 Chinese visitors, a business delegation of 30 to 50 business and government officials to Adelaide, to attend the Festival, network and visit the State. This component of YOLO China's sponsorship provides considerable tourism, education and business opportunities which will, if properly utilised, extend beyond the Festival.

Notwithstanding the success of the 2017 Festival, the organisers wish to re-locate the Festival from the Greater Union Cinema complex in Hindley Street (City of Adelaide) to the Hoyts Cinema complex and to The Parade.

In this respect, negotiations have taken place with the owners of Parade Central and Hoyts and agreement has been reached for the Festival to be 'housed' at the Hoyts/Parade Central complex.

In summary, the 2018 AIYFF will feature a gala opening ceremony, exclusive events, curated screenings, Questions & Answers (Q & A) sessions, with high profile identity stars, the premier of an exclusive youth-focussed film initiative, workshops, celebrity ambassadors and a major awards ceremony.

The AIYFF will activate the Parade Central complex and the Norwood Concert Hall and will attract media coverage. In addition, there will be spin-off benefits to The Parade businesses in general in terms of exposure and patronage.

As the AIYFF is proposed to be re-located to a new home in the City of Norwood Payneham & St Peters, the event organisers are seeking to form a strategic partnership with the Council.

A copy of the Strategic Partnership Proposal which has been submitted for the Council's consideration is contained in **Attachment B**.

RELEVANT STRATEGIC DIRECTIONS & POLICIES

The following strategic directions are relevant in the consideration of whether the Council participates in the AIYFF:

CityPlan 2030: Shaping Our Future

Outcome 3 – Economic Prosperity

Objective 4

A leading centre for creative industries.

Strategy 41

Create a business environment that is conducive to retaining and attracting creative industries to our City.

Objective 5

A local economy supporting and supported by its community.

Strategy 5.2

Support opportunities for people to collaborate and interact in business precincts.

Outcome 2 – Cultural Vitality

Objective 1

An artistic, creative, cultural and visually interesting City.

Strategy 1.1

Use the arts to enliven the public realm and create a 'sense of place'.

Strategy 1.2

Provide opportunities and facilities for creative expression for people of all backgrounds, ages and abilities.

Strategy 1.3

Attract and support cultural and creative organisations, businesses and individuals.

FINANCIAL AND BUDGET IMPLICATIONS

The cost for the Council to participate in the 2018 AIYFF as a Strategic Partner is \$35,000 (cash sponsorship).

In respect to funding this contribution from the 2017-2018 Budget, there is sufficient capacity to do so. In this respect, given that the Festival is ostensibly a youth development activity, it is proposed to use the unspent funds (current balance of \$39,000) from the 2017-2018 Youth Development Officer Salary Budget.

The recommendation is worded on the basis of providing cash sponsorship of up to \$35,000, as the final amount could be less than \$35,000.

EXTERNAL ECONOMIC IMPLICATIONS

It is difficult to quantify the magnitude of the economic impact which the AIYFF will have on the City of Norwood Payneham & St Peters, suffice it to say that for a contribution fee of \$35,000 and through the careful organisation of marketing, promotion and networking events, there are many opportunities which will be presented to the community and the many businesses which operate from within the City.

SOCIAL ISSUES

The Council is currently reviewing its Youth Development Strategy with a view to developing new strategies. In recent years, the Council has integrated its Creative Arts Strategy with youth development through the Canvas Youth Arts Program.

The opportunity to partner with the AIYFF provides a number of opportunities for this integration to continue and consolidate.

CULTURAL ISSUES

Participation in the AIYFF as a strategic partner, provides the Council and the community to build upon its rich cultural heritage and history.

ENVIRONMENTAL ISSUES

Nil

RESOURCE ISSUES

The Events Staff will be involved in assisting the organisers of the AIYFF with any logistics, venue hire, etc.

RISK MANAGEMENT

Based upon the organisation and outcomes of the 2017 AIYFF and the proposal which has been submitted, it appears that the event will be well marketed, promoted, organised and managed.

All of the activities which the Council will be involved in will be managed through the Council's Risk Management Framework.

CONSULTATION

- **Elected Members**
Mayor Bria and the Chief Executive Officer have held discussions with the Festival organisers to discuss the proposal and the Council's involvement.
- **Community**
Not Applicable.
- **Staff**
Not Applicable.
- **Other Agencies**
Nil

DISCUSSION

The 2018 AIYFF is scheduled to be held from 22 to 26 August 2018.

To establish a strategic partnership with the Council, the AIYFF organisers wish to work with the Council to establish this City as the new international headquarters of the AIYFF by:

- connecting with the community and offering school students from schools located within the City of Norwood Payneham & St Peters, free access to the AIYFF;
- establishing Screen Talk – a film mentorship opportunity for students;
- marketing and promoting the City of Norwood Payneham & St Peters as the home of the AIYFF; and
- delivering a world-class five day event.

As part of this strategic partnership, the organisers are seeking both cash and in-kind sponsorship from the Council.

The cash contribution being sought from the Council is \$25,000 which comprises \$20,000 for event staging and \$5,000 for establishing and delivering of the Screen Talk Youth Film Initiative.

The in-kind sponsorship which is being sought includes:

- establishing dialogue and connections with local school Principals and students;
- marketing and signage (banners, flags, etc) on The Parade;
- marketing and promotion on the Council's website, Look East and other media, etc.; and
- access to Council-owned and operated venues (ie. Norwood Concert Hall, Don Pyatt Hall, etc).

The staging of the AIYFF in the City of Norwood Payneham & St Peters, will have a number of cultural, economic and community benefits.

In this respect, from an economic development perspective, there are tremendous opportunities to leverage-off the AIYFF in terms of businesses on The Parade participating in the Festival through offering specials, promotion of their products and patronage. If, as estimated, 6000 students participate in the Festival, then there is an opportunity for the family and friends of the participants to visit and spend on The Parade.

In respect to the Chinese delegation, there is a great opportunity for the Council to work with food manufacturers across the City and in particular from Glynde and Stepney and to connect the visitors with the manufacturing businesses.

This could be through organised bus tours, a welcome reception, or both.

In short, staging of the AIYFF in this City, presents a number of excellent opportunities, which if properly co-ordinated, could lead to the establishment of business networks and export opportunities.

It is also understood that there is considerable interest from international visitors in the City's schools. Again, working in partnership with School Principals, valuable networks could be established.

From a community perspective, the AIYFF provides an opportunity for students from schools located within the City to participate in the various AIYFF activities.

From a youth development perspective, the AIYFF fits in well with the Council's Canvas Youth Arts Program.

In this respect, the Council's current Canvas Youth Arts Program involves holding of workshops in 2018-2019 followed by events consisting of an art exhibition and short film festival in 2019-2020.

From a cultural perspective, staging the AIYFF in the City of Norwood Payneham & St Peters, presents an excellent opportunity for cultural exchange as well as promoting the City's rich culture, history and heritage.

OPTIONS

The Council can determine to participate in the AIYFF as a strategic partner as set out in the Strategic Partnership Proposal or it can choose not to.

CONCLUSION

The Council has been offered a tremendous opportunity to be involved in a unique event. The AIFF builds upon the Council's economic development objectives as well as its objectives in the area of creative industries.

The AIYFF offers the Council many opportunities to leverage-off in terms of promotion of this City, its businesses, its lifestyle, its many food manufacturers and its many creative industries.

COMMENTS

Nil

RECOMMENDATION

1. That the organisers of the Adelaide International Youth Film Festival be advised that this Council welcomes the Festival to the City of Norwood Payneham & St Peters and agrees to the 2018 Festival being held in the City of Norwood Payneham & St Peters from 22 August 2018 to 26 August 2018, on the basis of the Strategic Partnership Proposal which has been submitted by the Festival organisers.
 2. That as part of the Strategic Partnership, the cash sponsorship fee (up to fee) of \$35,000, be approved.
 3. The Council notes that Council-owned venues such as the Norwood Concert Hall, Don Pyatt Hall and the Mayors' Parlour, will be made available for use during the AIYFF at no cost and this forms part of the Council's 'in-kind' sponsorship.
 4. That Council notes that Council staff will pursue opportunities to network and promote local businesses from The Parade and from across the City (ie. Glynde and Stepney food manufacturers) as part of the AIYFF.
 5. The Council notes that, if requested, a welcome reception for visiting officials and dignitaries will be hosted by the Council as part of its Strategic Partnership with the AIYFF.
 6. The Council notes that local School Principals will be contacted and invited to participate in the AIYFF, including priority bookings at the AIYFF events and free standard tickets for school students under 18 years of age.
 7. That the Mayor and Chief Executive Officer be authorised to sign and seal any documents associated with the Council's participation in the Adelaide International Youth Film Festival.
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Cr Wormald left the meeting at 8.06pm.
Cr Wormald returned to the meeting at 8.07pm.

Cr Wormald moved:

1. *That the organisers of the Adelaide International Youth Film Festival be advised that this Council welcomes the Festival to the City of Norwood Payneham & St Peters and agrees to the 2018 Festival being held in the City of Norwood Payneham & St Peters from 22 August 2018 to 26 August 2018, on the basis of the Strategic Partnership Proposal which has been submitted by the Festival organisers.*
2. *That as part of the Strategic Partnership, the cash sponsorship fee (up to fee) of \$35,000, be approved.*
3. *The Council notes that Council-owned venues such as the Norwood Concert Hall, Don Pyatt Hall and the Mayors' Parlour, will be made available for use during the AIYFF at no cost and this forms part of the Council's 'in-kind' sponsorship.*
4. *That Council notes that Council staff will pursue opportunities to network and promote local businesses from The Parade and from across the City (ie. Glynde and Stepney food manufacturers) as part of the AIYFF.*
5. *The Council notes that, if requested, a welcome reception for visiting officials and dignitaries will be hosted by the Council as part of its Strategic Partnership with the AIYFF.*
6. *The Council notes that local School Principals will be contacted and invited to participate in the AIYFF, including priority bookings at the AIYFF events and free standard tickets for school students under 18 years of age.*
7. *That the Mayor and Chief Executive Officer be authorised to sign and seal any documents associated with the Council's participation in the Adelaide International Youth Film Festival.*

Seconded by Cr Whittington and carried unanimously.

3. CONFIDENTIAL REPORTS

3.1 TENDER SELECTION - PAYNEHAM MEMORIAL SWIMMING CENTRE MAIN POOL - FILTERED WATER PIPEWORK REPLACEMENT

RECOMMENDATION 1

That pursuant to Section 90(2) and (3) of the Local Government Act, 1999 the Council orders that the public, with the exception of the Council staff present, be excluded from the meeting on the basis that the Council will receive, discuss and consider:

(k) Tenders for the supply of goods, the provision of services or the carrying out of works;

and the Council is satisfied that, the principle that the meeting should be conducted in a place open to the public, has been outweighed by the need to keep the receipt/discussion/consideration of the information confidential.

RECOMMENDATION 2

Under Section 91(7) and (9) of the Local Government Act 1999 the Council orders that the report and discussion be kept confidential for a period not exceeding 12 months, after which time the order will be reviewed.

Under Section 91(7) and (9) of the Local Government Act 1999 the Council orders that the minutes be kept confidential until the contract has been entered into by all parties to the contract.

Cr Granozio left the meeting at 8.25pm.

Cr Granozio returned to the meeting at 8.27pm.

Cr Minney moved:

That pursuant to Section 90(2) and (3) of the Local Government Act, 1999 the Council orders that the public, with the exception of the Council staff present [Chief Executive Officer, General Manager, Urban Planning & Environment, General Manager, Urban Services, General Manager, Corporate Services and Administration Officer, Governance & Community Affairs], be excluded from the meeting on the basis that the Council will receive, discuss and consider:

(k) Tenders for the supply of goods, the provision of services or the carrying out of works;

and the Council is satisfied that, the principle that the meeting should be conducted in a place open to the public, has been outweighed by the need to keep the receipt/discussion/consideration of the information confidential.

Seconded by Cr Whittington and carried.

Cr Minney moved:

Under Section 91(7) and (9) of the Local Government Act 1999 the Council orders that the report and discussion be kept confidential for a period not exceeding 12 months, after which time the order will be reviewed.

Under Section 91(7) and (9) of the Local Government Act 1999 the Council orders that the minutes be kept confidential until the contract has been entered into by all parties to the contract.

Seconded by Cr Duke and carried unanimously.

4. CLOSURE

There being no further business, the Mayor declared the meeting closed at 8.27pm.

Mayor Robert Bria

Minutes Confirmed on _____
(date)