

## 19.4 SUPPORT TO REDLAND CITY CHAMBER OF COMMERCE

**Objective Reference:** A3596530

**Authorising Officer:** David Jeanes, Acting General Manager Community and Customer Services

**Responsible Officer:** Kim Kerwin, Group Manager Community & Economic Development

**Report Author:** Simon Shaw, Senior Adviser Strategic Partnerships

**Attachments:**

1. Redland City Chamber of Commerce - Sponsorship Acquittal 2016/2017
2. RCCC Formal Request for Agreement and Funding

The Council is satisfied that, pursuant to Section 275(1) of the *Local Government Regulation 2012*, the information to be received, discussed or considered in relation to this agenda item is:

- (e) *contracts proposed to be made by it*
- (h) *other business for which a public discussion would be likely to prejudice the interests of the local government or someone else, or enable a person to gain a financial advantage.*

### PURPOSE

The purpose of this report is to seek endorsement from Council to enter into a targeted funding allocation agreement with Redland City Chamber of Commerce (Chamber) for 2018/19 to the value of \$30,000 excl. GST.

### BACKGROUND

- Council has provided funding support for many years to the Chamber through grants and sponsorship requests, and through targeted funding allocations.
- Targeted funding allocations are monies that are allocated under the budget submission program to particular job numbers, as opposed to grant program funding which awaits allocation during the financial year.
- A Councillor workshop on grants and sponsorship was held on 25 March 2014 as part of the FY 2014/15 budget process. This budget workshop considered a request from the Chamber for \$47,000 excl. GST sponsorship as a package instead of individual event sponsorships.
- Subsequent to budget approval, Council officers entered into an Agreement with the Chamber for sponsorship of \$30,000 excl. GST for FY2014/15 with an option to extend, as agreed by both parties, for additional years.
- The Agreement has been continually extended until FY2017/18.
- The Chamber has been in discussions with Council regarding its intention to enter into a further agreement for FY2018/19. No funds have been provided to the Chamber in FY2018/19.
- Officers have prepared this report for Council to consider entering into a new funding agreement with the Chamber for FY2018/19 in line with the previous Agreement.

- During the period of the previous agreements, the Chamber has committed to achieving a number of outcomes annually, namely:
  - deliver the Business Breakfast Series (five events) and Redland Women in Business (three events);
  - seek opportunities for business involvement in cross sector development;
  - assist and contribute to the development of industry action planning for the Redland City Economic Development Framework 2014-2041; and
  - seek partnership opportunities to further develop the work of the Chamber.

The Chamber delivers various events and programs annually. In 2017 the sponsorship acquittal process undertaken by the Chamber reported:

- 889 people attended 16 events in 2017;
  - Nine Business Breakfast Series events with 554 attendees in total
  - Seven Redland Women in Business Series events with 335 attendees
- six new partnerships formed – Myhorizon Inc, Redfest, BayFM, Cleveland Placemakers, Redlands Startup Group and Advancing Regional Innovation Program (ARIP);
- a 15% drop in membership in 2017 as a result of an unsuccessful new member initiative. 230 members in 2016 to 195 in 2017. This, despite a total of 54 new members signing up in 2017 showing a retention rate of 61.3% year on year;
- delivery of the 2017 Business and Retail (BaR) Awards – 7,700 votes received, 133 retailers nominated, 41 other businesses nominated and 610 attendees at the gala dinner; and
- the Chamber is a partner in the Advancing Regional Innovation Program (ARIP).

For further detail relating to the outcomes of the agreement, please refer to the attached 'Redland City Chamber of Commerce - Sponsorship Acquittal 2016-2017'.

The Chamber has provided a letter requesting \$30,000 excl. GST of funding for the financial year 2018-2019. Please refer to the attachment, 'RCCC Formal Request for Agreement and Funding'.

## ISSUES

In understanding the support provided to Chambers of Commerce by other Councils, there is no clear benchmark. There are several examples of fully funded, partially funded and not funded models with varying amounts of success.

The 2016/17 acquittal report outlines how the Chamber has applied previous funding to connect with local businesses through successful delivery of a program of events and growing its stakeholder partnerships.

## STRATEGIC IMPLICATIONS

### Legislative Requirements

Compliance with *Local Government Regulation 2012*, section 194 Grants to Community Organisations. Corporate Policy POL-3082 Financial Assistance to the Community Sector Policy makes provision for funding to organisations through the Community Grants Program and other non-grant targeted funding allocations.

## Risk Management

Identified risks that could potentially inhibit successful economic development in the City include:

- Failure to work in partnership with the business community as identified in the Redland City Economic Development Framework 2014-2041 (EDF);
- Reaction from local businesses should change in Council support lead to reducing or cancelling Chamber activity and/or programs;
- Perception of providing support to one entity and not to others; and
- Ensuring outcomes are aligned with the EDF and therefore an appropriate use of public funds.

## Financial

Council has budgeted for a targeted funding allocation of \$30,000 excl. GST to the Chamber in FY18/19, as per Corporate Policy POL-3082 Financial Assistance to the Community Sector Policy. There is no additional budget pressure expected regardless of the option selected by Council.

Financial assistance has historically been provided to the Chamber to support various city-wide business programs and activities.

Following is a breakdown of Council funding to the Chamber over an 11-year period under a sponsorship, grant or targeted funding allocation.

FY	Type of Support	Description	Amount
2007/08	Sponsorship and Targeted Funding Allocation	Five sponsorships relating to the Business Achievement Awards, Retail awards, Aussie Host program, Business Futures forum and the Redland Bay Road Shopping Precinct program.	\$22,900.00
2008/09	Sponsorship and Targeted Funding Allocation	Five sponsorships relating to the Business Achievement Awards, Retail Awards, Women in Business, Aussie Course program and a chamber event on 22/10.	\$16,990.00
2009/10	Sponsorship	Three sponsorships relating to the Business Achievement Awards, Retail Awards and Women in Business.	\$11,750.00
2010/11	Sponsorship	Two sponsorships relating to the Business Achievement Awards and Retail Awards.	\$7,900.00
2011/12	Sponsorship	Two sponsorships relating to the Business Achievement Awards and Retail Awards.	\$7,900.00
2012/13	Sponsorship	Five sponsorships relating to the Business Achievement Awards, Retail Awards women in business, Suncorp Breakfast Series and the Redlands Business Expo.	\$26,743.00
2013/14	Sponsorship	Four sponsorships relating to the RCCC Breakfast Series, Retail Awards, Business Expo and Women in Business.	\$26,062.09
	Grant	Councillor's Small Grant - CSG-202.	\$3,000.00
2014/15	Targeted Funding Allocation	Partnership Agreement.	\$30,000.00
2015/16	Grant	RedlandsPlusMore Website Development.	\$10,000.00
	Targeted Funding Allocation	Partnership Agreement.	\$30,000.00
2016/17	Sponsorship	Redlands Bar Awards Trophy – Mayor.	\$500.00
	Targeted Funding Allocation	Partnership Agreement.	\$30,000.00
2017/18	Targeted Funding Allocation	Partnership Agreement.	\$30,000.00
		<b>Total (Excluding GST)</b>	<b>\$253,745.09</b>

## People

The relationship with the Chamber is managed by the Economic Development Unit which meets regularly with Chamber representatives.

## Environmental

There are no environmental implications.

## Social

A strong and vibrant economy contributes to overall community well-being. It is vital that Council shows support for the 12,000 plus local businesses in the City.

## Alignment with Council's Policy and Plans

### *Relationship to Corporate Plan*

The proposed funding of the Chamber supports the priorities, objectives and outcomes of the Redland City Council Corporate Plan 2018-2023.

**Strategic Priority 6 Supportive and vibrant economy** *“Businesses will thrive and jobs will grow from opportunities generated by low impact industries, cultural and outdoor lifestyle activities, ecotourism and quality educational experiences.”*

*6.5 Growth in key sectors identified in Council’s Economic Development Framework is supported through the development and implementation of action plans by the Industry Economic Development Advisory Board.*

Consistent with Corporate Policy POL-3082 Financial Assistance to the Community Sector Policy, this targeted funding allocation will assist in delivering the Redland City Economic Development Framework 2014 – 2041 at an operational level, supporting Economic Development which is one of Council's six strategic priorities.

## CONSULTATION

Consulted	Consultation Date	Comments/Actions
President Redland City Chamber of Commerce, Service Manager Strategic Economic Development, Economic Development Coordinator	26 March 2018	Meeting to discuss the acquittal of previous year’s agreement and the process to move into a new agreement for 2018/19.
President Redland City Chamber of Commerce, Redland City Council Councillors Meeting	9 August 2018	Meet and Greet - Presentation to Councillors regarding the Chamber and its activities.
Service Manager Strengthening Communities, Service Manager Economic Development, Community Grants Coordinator, Senior Adviser Strategic Partnerships	10 September 2018	Internal meeting to discuss the guidelines around Grants, Sponsorships and Targeted Funding Allocations.
Redland Chamber of Commerce Executive Committee, Senior Adviser Strategic Partnerships	9 October 2018	Presented the Redland City Economic Development Framework 2014-2041 and its key objectives. The Chamber agreed to incorporate key industry sector engagement campaigns into their upcoming strategy workshop.

## OPTIONS

### Option One

That Council resolves to:

1. enter into a targeted funding allocation agreement with Redland City Chamber of Commerce for 2018/19 to the value of \$30,000 excluding GST;
2. delegate authority to the Chief Executive Officer under s.257 (1)(b) of the *Local Government Act 2009* to negotiate, make, vary and discharge all documents in regard to this agreement; and
3. retain the report as confidential until the agreement has been signed.

### Option Two

That Council resolves to not fund Redland City Chamber of Commerce under a targeted funding allocation in 2018/19, instead increase the sponsorship budget by \$30,000 excluding GST with the Chamber to apply through the sponsorship process.

## OFFICER'S RECOMMENDATION

That Council resolves to:

1. enter into a targeted funding allocation agreement with Redland City Chamber of Commerce for 2018/19 to the value of \$30,000 excluding GST;
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# Redland City Chamber of Commerce

## Sponsorship Acquittal 2016/2017

### Membership Base

Business Category	2016	2017
Total Members	230	195
Accounting Services	9	9
Advertising & Media Services	8	11
Architectural Services	2	2
Automotive Sales & Services	3	3
Banking and Finance	8	12
Beauty Services	1	1
Bookkeeping Services	4	5
Business Coaching & Consultancy	11	14
Cafes & Restaurants	4	4
Computers and IT	7	6
Counselling Services	3	2
Education & Employment Services	20	18
Electrical Services	3	2
Engineering Services	3	1
Environmental Services	1	1
Farm Produce & Supplies	2	1
Funeral Directors	2	2
General – unspecified	47	5
Government	4	5
Health & Fitness	6	8
Hospitality & Tourism	9	8
Human Resources	3	3
Insurance Services	4	5
Legal Services	6	4
Manufacturing	6	4
Non Profit Organisations	7	7
Property Management & Services	9	13
Retailing	25	26
Security Services	2	1
Surveying Services	2	2
Training Services	3	4
Transport	6	6

# Business Breakfast Series

Date	Topic & Keynote	Venue	Attendance
<b>2016</b>			
28 September	What's happening with ... the NBN rollout and in State Government	Toscani's Café Victoria Point	71
26 October	Known Unknowns and Unknown Unknowns	Fiction Bar, Cleveland	46
23 November	Innovate or Die (Trying)	Redlands Sporting Club, Wellington Point	86
<b>2017</b>			
15 February	Journey Safely Through 2017	McGuire's Hotel, Alexandra Hills	66
22 March	Digital Marketing	Redlands RSL, Cleveland	64
26 April	An Expert's Budget Forecast	Fiction Bar, Cleveland	46
31 May	Over the Horizon	Myhorizon, Capalaba	68
28 June	Connect with the Future	McGuire's Hotel, Alexandra Hills	58
26 July	The Fourth Industrial Revolution	Redlands Sporting Club, Wellington Point	49
30 August	The Hon Peter Dutton MP	Myhorizon, Capalaba	57
27 September	The Hon Leeanne Enoch	Redlands RSL, Cleveland	64
25 October	Mayoral Update	Barcella Restaurant, Victoria Point	82

## Sponsorship Benefits

- Logo prominently displayed on registration page on the Redland City Chamber of Commerce website
- Logo prominently displayed on event flyer emailed to complete database (approximately 1,300 addresses)
- Logo prominently displayed on event feature in the monthly e-newsletter
- Logo prominently displayed on a ¼ page advertisement in the Redland City Bulletin
- Complimentary tickets to each of the events
- Special mention by the MC at each of the events
- Logo prominently displayed on a rotating PowerPoint presentation at each event
- Option to display one pull-up banner at each event

# Redland Women in Business Series

Date	Topic & Keynote	Venue	Attendance
<b>2016</b>			
13 September	Informal Networking event	Grand View Hotel, Cleveland	60
19 October	Marketing ... Building Momentum for Christmas	Fiction Bar, Cleveland	53
15 November	Informal Networking	Elysium Lakeside, Victoria Point	117
<b>2017</b>			
8 March	Taking Your Business to the Next Level	Pine Lodge, Sheldon	55
27 April	Cash is King -Understanding Cashflow	Redlands RSL, Cleveland	37
16 May	Informal networking event	Elysium Lakeside, Victoria Point	59
18 July	Informal networking event	TAFE, Alexandra Hills	36
18 August	Birthday Celebration	McGuires, Alexandra Hills	57
12 September	Informal networking event	The Cage Youth Foundation, Redland Bay	44
20 October	Challenges and Opportunities of being 2 <sup>nd</sup> Gen in a Family Business	Fiction Bar, Cleveland	47

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- Option to display one pull-up banner at each event
- Option for a complimentary Trade Table at the signature birthday luncheon in August



# Redland BaR Awards 2017

## The Redlands BaR Awards 2017 statistics:

- Total votes received for Retail Categories – 7,700
- Total businesses nominated for Retail Categories – 133
- Total businesses nominated for Business Categories – 41
- Gala Dinner registrants - 610

## Promotional exposure:

### Advertisement 129mm wide x 92mm high:

- Redland City Bulletin Launch Feature published 3 May 2017. Advertisement located on page 34.
- Redland City Bulletin Finalist Feature published 5 July 2017. Advertisement located on page 37.

## Logo exposure:

- Redlands BaR Awards website on home page
- Redlands BaR Awards website with click through on sponsors page
- Redland City Chamber of Commerce website with click through on Awards page
- Launch pack distributed to 1,500 businesses
- Finalist Certificates distributed to approximately 120 businesses
- Winner Certificates awarded to approximately 30 businesses
- Gala Dinner program distributed to 610 dinner guests
- Business of the Month Certificates awarded from February through July 2017

## Other Promotion:

- Sponsor feature on Redlands BaR Awards Facebook page posted twice during 2017
- Powerpoint slide played several times throughout the Gala Dinner event
- Naming Rights for Redlands Business of the Year including acknowledgement on the Winner Certificate, Trophy and presentation of the Award by the Mayor
- 5 minute presentation by the Mayor at the Breakfast Launch and also at the Gala Dinner
- Presentation of an additional 3 Awards by the Mayor at the Gala Dinner

# Partnerships

## Myhorizon Inc

- Promotion of the new facilities through hosting several events at the venue
- A Business Breakfast featuring three local non-profit groups, including Myhorizon, as an awareness raising campaign
- Planning for 2018 includes further collaboration with Myhorizon through event bookings

## Redfest

- In 2017 Redland City Chamber of Commerce exhibited at Redfest as an exploratory measure to assess whether the Redlands Expo, formerly held as a separate event, could be incorporated into the Redfest format.
- The exhibit was a success and discussions with the Redfest Committee for 2018 are not progressing for a large marquee exhibit of local Redlands businesses

## BayFM

- BayFM have become a financial member of Redland City Chamber of Commerce and discussions are under way for Chamber to provide content for programming

## Cleveland Placemakers

- An agreement with Cleveland Placemakers is close to completion whereby they will operate under the umbrella of Redland City Chamber of Commerce for much of their activities.
- Cleveland Placemakers will operate as a Sub Committee of Redland City Chamber of Commerce and will provide monthly reports for presentation at the meeting of the Executive.

## Redlands Startup Group

- Discussions are under way for collaboration between Redlands Startup Group and Redland City Chamber of Commerce to help foster innovation and new business start ups in the Redland region.

## ARIP (Australian Regional Innovation Program)

- Redland City Chamber of Commerce is an active member of ARIP and has put forward plans that include:
  - Innovation workshops – 1 each quarter
  - Participation in an angel investor/mentor program
  - Assistance with an Innovation Hub in partnership with the major members of ARIP

# Key Outcomes

1. Redland City Chamber of Commerce is an active member of the ARIP (Australian Regional Innovation Program) group for Logan/Redlands which was successful in its bid for funding from State Government
2. Redland City Council is promoted as a Major Sponsor at all events including:
  - a. 10 x business breakfasts
  - b. 8 x Redland women in business events
  - c. Redland BaR Awards merchandise and Gala Presentation Dinner
  - d. Redfest presence
3. Redland City Council were provided with complimentary Sponsor tickets to all Redland City Chamber of Commerce events and recognised as a Financial Member, as detailed in the MOU
4. A representative of Stradbroke and Bay Island Chamber of Commerce were invited to each event and provided 1 complimentary ticket as required
5. Partnerships with other Redlands organisations were actively encouraged and several new initiatives for 2017 are currently being finalised, refer to Partnerships section.

Signed on behalf of Redland City Chamber of Commerce Inc:



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Lynne Sturgess  
President

5 December 2017

6<sup>th</sup> October 2018

The Chief Executive Officer  
Redland City Council  
PO Box 21  
Cleveland Qld 4163

Dear Sir

The Redland City Chamber of Commerce represents the interests of business in Redland City. We have enjoyed a productive relationship with Redland City Council for a number of years and look forward to continuing our collaboration of proactively working towards the future sustainability and economic growth of the Redlands Coast.

Council has been a generous sponsor of the Chamber and its activities, and this support assists us to successfully conduct event programs, as detailed in our acquittal forwarded in previous correspondence.

The Redland City Chamber of Commerce Executive are volunteers who all have busy businesses of their own. For Chamber to function, a full-time Executive Officer is employed together with an continually developing utilisation of technologies to provide streamlined operations, a high-level of functionality and superior customer service. The support of the Council assists in covering the administration costs of our Executive Officer, together with the utilisation and maintenance of the Chamber's website, software applications and appropriate communication platforms to reach the Redland Businesses.

Chamber shares Council's vision of a vibrant Redlands business community and endeavours to ensure that the programs and events held are aligned with the economic development framework. We seek to work with Council to provide the best outcome for business in the region. Council's support is an integral component of this program. A brief summary of our activities for 2017/2018:

#### **Business Breakfast Series**

A monthly breakfast meeting from February through November, featuring guest speakers on topics including business, economics and politics. Average attendance for 2017 was 80 per event and included both members and non-members of Chamber. In May, Chamber joint-hosted with Council a business breakfast featuring The Star Entertainment Group and Brisbane Airport Corporation which was well attended and attracted over 120 people.

#### **Redland Business and Retail Awards**

The pre-eminent event celebrating and encouraging business in Redland City. The 2017 Awards featured over 7,000 nominations for Retailers, plus 41 nominations for the Business Categories. Approximately 650 people attend the awards presentation evening.

#### **Redland Women in Business - RWIB**

A networking event dedicated to encouraging women in business, although men are welcomed at the events. Four luncheon workshops were delivered by Dr. Lyn Bishop, CEO of Sheldon College.

The annual birthday lunch, held in August, featured a panel of presenters discussing resilience in work and life. Three informal pay-as-you-go networking events were held with up to 100 people attending each event.

#### **Redfest Chamber Marquee**

In September 2018 Chamber hosted the first Redlands 'Village Experience', a collaboration between Council, Redfest Volunteer group, Redland Chamber of Commerce, Bayside Bulletin and Bay FM. The "Chamber" gave businesses the opportunity to promote their goods and services to other local businesses and to engage the greater Redlands community.

The emphasis for the Redfest weekend was one of supporting local business by promoting the buy local and employ local strategies. In addition, the "Village Experience" sought to showcase the hidden gems in the Redlands, and to connect the community with our naturally wonderful Redlands Coast.

Members of the public walked through The Chamber marquee to enter Redfest and were greeted by a warm and friendly vibe. Chamber members had a chat with the community and shared the message that Redlands is a great place to live, work and play.

Redlands is open for business and the business community appreciate the support of our Council and business groups. One specific objective of Redland City Chamber of Commerce is to reinforce the importance of keeping money and jobs local. We seek to remind locals of the tourism activities, restaurants and food services in the area.

The event was opened with drinks on the Friday night and then had various businesses rostered in the Chamber during the Saturday and Sunday of the festival to meet and great people.

### **What's Ahead for 2018/2019**

Council's sponsorship and collaboration with the Chamber is recognised by business in Redland City, and with this support the Chamber is able to undertake many community functions and initiatives which otherwise would be carried out by Council or not done at all. In return, Chamber acknowledges Council's support at each event, and Council's logo is displayed within all marketing materials including the website, local newspaper advertising, email campaigns and social media.



We seek to continue the mutually beneficial arrangement with Council to ensure that Chamber is able to deliver programs in 2019 that help nurture and grow business within the region. In addition to Chamber's well established programs of business breakfast, RWIB and Redland BaR Awards, planned activities for 2018/2019 include:

1. Expanding the Redland Business and Retail Awards program to include a series of Retail Workshops. These workshops will target a market that traditionally does not participate in business support groups and yet is one of the largest business sectors in Redlands, the retail sector. The workshops will aim to deliver a program that will assist our retail businesses stay relevant.
2. Chamber will continue to build on its relationships with Tourist operators to encourage the adoption of the destination branding of "Redlands Coast".
3. Chamber will continue to work with the Redland Innovation Advisory Group, Start up Redlands, and Redlands Angel to be a conduit to connect emerging businesses with available support, focussing in particular on the growth industries that include Health and Aged Care.

To help facilitate the adoption of these plans, Chamber plans to build up its strategy teams to engage more volunteer members who are passionate about business within the targeted industry sectors. Chamber also seeks to work with Council to develop targeted workshops with each of the 8 key industry sectors.

With our previous results and future activities in mind, Redland City Chamber of Commerce is requesting \$30,000 + GST per annum in funding support from Redland City Council and requests from Council an agreement that represents our commitment. This funding would be utilised to deliver the activities mentioned above and to promote Council's support of these activities. We thank Council for their past patronage and look forward to continuing successful collaboration to make Redlands the best place in Queensland to do business.

Kind Regards

   
Lynne Sturgess  
President,  
Redland City Chamber of Commerce Inc