



MOTION WITHOUT NOTICE

COUNCIL MEETING DATE:

Wednesday, 17 March 2021

TOPIC:

Community Event in lieu of Freds Pass Show 2021.

BACKGROUND:

In recent days Council, community and the NT Government has been advised that the Fred's Pass Rural Show has been cancelled for 2021.

Reasons for the cancellation '...due to unforeseeable circumstances and the resignation of committee members' (refer to: Media Announcement provided by Member for Goyder and Show patron Kezia Purick, dated 15 March 2021).

This is very disappointing for the Litchfield community, the wider Top End and of course visitors to the NT.

The Show held in early May each year has been part of the Litchfield tradition for 40 plus years and has expanded over time to include such attractions as 50K Feast and Paddock to Plate. Both these events have had national acclaim. It would be a significant and non-reclaimable loss to Litchfield Municipality, the Council, business and brand if for example the 50K feast or Paddock to Plate event concepts were transferred to elsewhere in the top end, for example hosted in the Darwin Waterfront or as part of the Darwin Show.

The show brings into Litchfield Municipality and Freds Pass Reserve a significant number people over the show week.

Council has provided a \$40,000 per year sponsorship to Fred's Pass Rural Show Inc. in 2021 as part of a sponsorship agreement.

The 2021 sponsorship payment has been paid by Council in September 2020 to support the planning and delivery of the 2021 show.

Planning for the 2021 show events, in particular the Paddock to Plate; 50K Feast, exhibition hall, equestrian and livestock is well underway.

The cancellation will mean there is now a gap in the community event calendar which should be filled.

From both financial and reputational perspective, the cost of cancellation to local business and community organisations is high.

The cancellation provides an opportunity for Litchfield Council to take a lead role in the planning of an event that will 'hold the space' for 2021 for the rural population and more widely the Top End community. A Council supported event in 2021 will provide time and space for the Freds Pass Rural Show Society to take stock and reset for the 2022 event. Be that a rural show or festival that promotes and celebrates the Municipality, local business, schools, and community organisations.



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By taking a close look at what is possible as a replacement event for the show in 2021, advocating for NTG financial assistance, and subsequently assisting with event planning and implementation Council will be actively meeting the commitments stated in the Litchfield Tourism and Events strategy 2021 - 2024:

The Strategy will support the development of a buoyant tourism industry generating a greater economy and social prosperity for the Litchfield region.

This Strategy's action plan is about Litchfield Council working together with the region and industry stakeholders. Litchfield Tourism and Events strategy 2021 -2024 has the following objectives:

1. Optimise tourism opportunities through stakeholders and event.
2. Identify partnerships and opportunities for collaboration.
3. Increase recognition of Litchfield as a tourism destination.
4. Enhance the visitor experience through destination and events.

OBJECTIVE:

As the local Council we have a responsibility to support local business and to help to build a connected and engaged community.

To ensure that Litchfield Municipality:

1. Continues to have the opportunity to have a significant and successful community event that promotes/celebrates the rural area in 2021.
2. Demonstrates support for our residents, community organisations and business by playing a leading role in identifying and planning a replacement event for the area to 'hold the space' for a Freds Pass Rural Show Society to reimagine and deliver the 2022 Fred's Pass Rural Show.
3. Works with the interested community organisations and members, our local MLA's, and NT Government to create a successful community event.

NOTICE OF MOTION:

That Council:

1. Requests the Chief Executive Officer, as a matter of urgency, investigate community event options to substitute the recent cancelled Freds Pass Rural Show for 2021.
2. Approves the Chief Executive Officer to negotiate with relevant stakeholders to secure financial assistance for the planning and implementation of any proposed event.
3. Seeks a future report from the Chief Executive Officer to be presented at the April Ordinary Council meeting which:
 - a) Confirms available resources within Litchfield Council to support the event planning and implementation;
 - b) Identifies interested community organisations and members, local Members Legislative Assembly and Northern Territory Government departments that can contribute to a successful community event; and
 - c) Clarifies event options available to be delivered



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Maree Bredhauer (Mayor)
15 March, 2021

For office use only

Date Received: 17 March 2021

Agenda to be included: Wednesday, 17 March 2021