NOTICE OF MOTION

That Council:

1. Extends the consultation process in regard to the proposed changes to Council’s festival program and the introduction of the Festival Fund, to include feedback gathered at the 2011 Clayton and Oakleigh Festivals.

2. Extends the date of the report back to Council regarding the consultation outcomes from February 2011 to April 2011 to accommodate the feedback gathered at the 2011 Clayton and Oakleigh Festivals.

INTRODUCTION

The purpose of this report is to present a proposal to extend the consultation process in regard to the proposed changes to Council’s festival program and the introduction of the Festival Fund from February 2011 to April 2011 to accommodate feedback to be gathered at the 2011 Clayton and Oakleigh Festivals.

BACKGROUND

On 14 September 2010 Council resolved to undertake community consultation in regard to proposed changes to Council’s festival program and the introduction of the Festival Fund and to receive a report on the consultation findings in February 2011. The report proposed possible changes to the current festival program in order to deliver greater flexibility for the City of Monash’s festival and events program.

POLICY IMPLICATIONS

The Council Plan 2009 – 2013 Strategy 1.2 ‘Valuing the social and cultural diversity of the City of Monash and recognising the contribution of communities in planning and decision making’, identifies the following priority area: ‘Celebrate cultural diversity through facilitation and support of events and community festivals.’

DISCUSSION

The original timeframe for consultation was developed to allow for the preparation of a budget bid for the 2011/2012 financial year and to implement changes to Council’s Grants program should the consultation report recommend that the existing festival program be replaced by the proposed Festival Fund.

Upon the completion of the consultation process should Council decide to implement the proposed Festival Fund from 2012, the festivals to be impacted include the Ashwood / Chadstone Festival, Mulgrave Family Fun Day, Clayton
and Oakleigh Festivals. These festivals will be held biennially instead of annually. The four winter concerts that are currently held as part of the winter concert series would be reduced to one larger scale concert.

The current consultation timeframe allows for feedback to the proposed festival fund to be sought from attendees to the Ashwood/Chadstone Festival, but does not accommodate feedback from attendees to the Mulgrave Family Fun Day, Oakleigh and Clayton Festivals. In 2011, the Clayton Festival will occur in late February and the Oakleigh Festival in late March. These festivals are popular with the community, attracting around 20,000 and 8,000 people respectively. In order to gain a greater insight into community opinion about changes to the festival program, it is important to consult with attendees of these events, in addition to attendees at the Ashwood/Chadstone Festival which was held on 10 October 2010. Mulgrave Fun Day occurs in late April so consultation cannot occur at that event, however it is proposed that a consultation meeting take place involving the Wellington Reserve Neighbourhood House and relevant community groups from the Mulgrave area. Council has already commenced the consultation process and has begun gathering feedback through the distribution of surveys at the ‘Activation’ (Ashwood/Chadstone) Festival and by conducting two facilitated public meetings. A meeting has also occurred with the Clayton Festival Committee. Future consultation includes:

- A facilitated meeting with traders;
- Meet with Council’s advisory groups.

Pending the outcome of this report it is proposed that future consultation also include:
- Distribution of surveys at Clayton and Oakleigh Festivals;
- Meet with Mulgrave Fun Day stakeholders

Officers in the Arts and Events Unit of Council report that a postponement of the Council Report regarding the results of the consultation, whilst influencing the implementation timeline, will not adversely affect it if managed carefully (Attachment 1). Officers will complete the necessary research and preparation to enable the fast implementation of a budget bid for the 2010/2011 financial year and in the development of a set of draft evaluation criteria for the Festival Fund, should Council decide to implement one upon completion and consideration of the consultation process.

CONCLUSION

It is recommended that the community consultation process include the Clayton and Oakleigh Festivals, in addition to the Ashwood/Chadstone Festival, in order to maximise the robustness of the consultation process by including feedback from these events regarding the proposed changes to the current festival program and the proposed Festival Fund.