

Management report to Council

Agenda item 6.11

Funding support requests June 2018

Council

Presenter: Katrina McKenzie, Director City Economy and Activation

26 June 2018

Purpose and background

1. The purpose of this report is to seek direction from Council as to whether recent requests for funding should be funded from the discretionary fund.
2. In July 2013, the Future Melbourne Committee considered the process for funding items of a discretionary nature and resolved that, from 31 July 2013, only the following items would be considered:
 - 2.1. Those items that are received with a lead time of greater than 90 days to the date of the event (except for table sponsorships).
 - 2.2. Those items ineligible for funding from existing programs.
3. The recent requests for funding (refer Attachment 2) are outside the normal Event Partnership Program, Business Events, Community Grants and Art Grants funding cycle. In summary, these are:
 - 3.1. purchase a VIP table for 10 people at the Midwinta Gala Fundraiser, to support the Midsumma Festival, on 4 August 2018 (\$3850)
 - 3.2. sponsorship request for the Hong Kong Australia Business Association Annual Business Awards Gala Dinner (\$4000 plus GST).

Key issues

4. Management's comments of the merits or otherwise, of the funding requests have been included in Attachment 3.

Recommendation from management

5. That Council:
 - 5.1. purchases a VIP table for 10 people at the Midwinta Gala Fundraiser, to support the Midsumma Festival, on 4 August 2018 (\$3850)
 - 5.2. approves the sponsorship request for the Hong Kong Australia Business Association Annual Business Awards Gala Dinner (\$4000 plus GST).

Attachments:

1. Supporting attachment (Page 2 of 7)
2. Funding support requests (Page 3 of 7)
3. Outline of funding support requests (Page 4 of 7)
4. Request for HKABA Annual Business Awards Gala Dinner (Page 5 of 7)

Supporting Attachment**Legal**

1. No direct legal issues arise from the recommendation from management.

Finance

2. The funding request would, if approved, be paid from Council's 2017–18 Budget, which includes discretionary funding of \$250,000 with a breakdown as follows:
 - 2.1. \$150,000 for Council support for various charitable, community and other eligible organisations and activities, via cash sponsorships.
 - 2.2. \$70,000 for Council support of same via use of the Melbourne Town Hall venue.
 - 2.3. \$30,000 for Council support of same via purchase of table sponsorships.
3. If Council approves the recommendation as listed in this report, the effect on the 2017–18 discretionary budget would be as follows:

Type	2017–18 Annual Budget	Year to Date Committed Expenditure	Recommended funding in this report	Remaining funds if recommendations approved
Town Hall usage	\$ 70,000	\$ 66,362	\$ -	\$ 3,638
Table sponsorships	\$ 30,000	\$ 35,135	\$ 7,850	-\$ 12,985
Sponsorships	\$ 150,000	\$ *112,919	\$ -	\$ 37,081
Total	\$ 250,000	\$ 214,416	\$ 7,850	\$ 27,734

*Includes \$50,000 for the Single – use waste reduction fund.

4. It is noted that the projected overrun in the "Table Sponsorships" line item would be offset within the overall discretionary funds budget.
5. A quarterly report on the use of the discretionary fund is presented to the Future Melbourne Committee.
6. The attendance at events by Councillors or officers will attract Fringe Benefits Tax.

Conflict of interest

7. No other member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a direct or indirect interest in relation to the matter of the report.

Stakeholder consultation

8. No external consultation has been undertaken as this is an internal matter.

Relation to Council policy

9. The report is consistent with overall strategies contained in the Council Plan.

Environmental sustainability

10. There is no significant impact on environmental sustainability.

Table 1: FUNDING / SUPPORT REQUESTS

Criteria	Purchase a VIP table at the Midwinta Gala Fundraiser on 4 August 2018 (\$3850)	Purchase a table and sponsor the HKBA Annual Business Awards Gala on 28 August 2018 (\$4000)				
<i>Date Funding Support Request received</i>	4 June 2018	12 June 2018				
<i>Could applicant have submitted their request as part of a grant application process or is it eligible under a grant process?</i>	No	No				
<i>Is Management supportive of request for funding?</i>	Yes	Yes				
<i>Is there significant support from one or more of the Councillors, in particular if it relates to their portfolio or if it supports a Council goal?</i>	Cr Leppert	Cr Louey				
<i>Amount of Fee waiver or Funding requested</i>	\$3850	\$4000				
<i>Amount of Fee Waiver or Funding recommended</i>	\$3850	\$4000				
<i>Council/Committee Date</i>	26 June 2018	26 June 2018				

Outline of Funding / Support Requests

1. Purchase a VIP table at the Midwinta Gala Fundraiser on 4 August 2018 (\$3850)

A request has been received via Councillor Leppert to purchase a VIP table at the annual Midwinta Gala 2018 to be held on Saturday 4 August at the Melbourne Town Hall.

Organised by the Midsumma Festival, the Midwinta Gala is an important annual fundraiser. Funds raised go towards the support and development of Midsumma Festival artists and culture-makers all year round. For further information please refer to <https://midsumma.org.au/midwinta>

Management recommendation

Management is supportive of purchasing a VIP table for 10 at the Midwinta Gala Fundraiser on 4 August 2018. (\$3850)

2. Purchase a table and sponsor the Hong Kong Australia Business Association Annual Business Awards Gala Dinner (\$4000)

A request has been received via Councillor Louey to purchase a table and sponsor the Hong Kong Australia Business Association Annual Business Association (HKABA) Annual Business Awards Gala Dinner on Friday 24 August.

The Annual Business Awards Gala Dinner is the flagship event in HKABA's event calendar. The Hong Kong Australia Business Association (HKABA), initiated by the Hong Kong Trade Development Council, was established in 1987 to reinforce economic ties between Hong Kong and Australia. Members are local business people with strong Hong Kong connections or those interested in doing business with Hong Kong. Hong Kong is a member of the Business Partner Cities (BPC).

Table purchase and associated sponsorship is \$4000 (refer Attachment 4 for details).

Management recommendation

Management is supportive of purchasing a table and the associated sponsorship at the Hong Kong Australia Business Association Annual Business Awards Gala Dinner on 24 August 2018. (\$4000)



Hong Kong Australia Business Association (Victoria) Inc.

www.hkaba.com.au

Cr Kevin Louey
Councillor
City of Melbourne
PO Box 1603
MELBOURNE VIC 3001

12 June 2018

Dear Kevin

**HONG KONG AUSTRALIA BUSINESS ASSOCIATION (VICTORIA) INC.
2018 SPONSORSHIP OPPORTUNITY**

Thank you for providing Hong Kong Australia Business Association (Victoria) Inc. ("HKABA") the opportunity to present our sponsorship package to your organisation. We are delighted that a major organisation such as your company is interested in getting involved with HKABA.

HKABA was initiated by the Hong Kong Trade Development Council in 1987 to reinforce economic ties between Hong Kong SAR and Australia. The HKABA is a member of the "Federation of Hong Kong Business Associations Worldwide" established in November 2000, comprising 31 Hong Kong business associations worldwide. Total membership of HKABA worldwide is over 10,000.

Members are local businesses and professionals with strong Hong Kong connections interested in doing business with Hong Kong and Hong Kong organisations based in Australia. Total membership of HKABA Australia is over 1,000.

The objective of HKABA is to provide networking opportunities on which strong trading and investment links are built between Hong Kong and Australian companies. It also strives to provide an effective channel of communications for information on economic development and trade opportunities in Hong Kong/China

HKABA SPONSORSHIP PACKAGES

Similar to prior year, we have put together a package that we believe would suit your requirements:



Hong Kong Australia Business Association (Victoria) Inc.
www.hkaba.com.au

Annual Business Awards Gala Dinner

The Annual Business Awards Gala Dinner is the flagship event in HKABA's event calendar. Prestigious and attended by Melbourne's high society, it's the event to be seen at! Exposure at its best, your brand will be seen by the leaders of today and the future.

Details:

Time: 6pm till late
Date: 24 August 2018
Venue: Sovereign Room, Melbourne Exhibition and Convention Centre
Expected Guests 300

Expected VIPs Governor of Victoria
Members of Victorian Parliament
The Consulate General of Peoples' Republic of China
Director of Hong Kong Trade Development Council
Director of Hong Kong Economic Trade Council

Packages:

- 1 complimentary table of 10 guests at the Gala dinner
- 1 complimentary advertising (A4 size) in the Business Awards dinner magazine
- Recognition of City of Melbourne as a sponsor of the event in the President's address
- Promotion of the event with media

Your organisation will be tiered as an event sponsor. The total sponsorship package is \$4,000 plus GST.

HKABA offers a range of sponsorship packages that we believe offers significant advertising value and exposure for your organisation whilst offering fantastic for your organisation to access to our members.

Securing the sponsorship opportunity in a timely manner ensures that you will be acknowledged on all promotional materials produced throughout our event calendar



Hong Kong Australia Business Association (Victoria) Inc.

www.hkaba.com.au

2018, including information sent to the HKABA mailing list so it would be appreciated if you could respond to our proposal by **30 June 2018**.

Should you have any queries or require further information please do not hesitate to contact me.

We look forward to developing and providing your organisation with a rewarding sponsorship experience.

Yours sincerely

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