

Report to the Future Melbourne Committee

Agenda item 7.1

Proposed travel by Councillor Pinder-Mortimer, Sydney, May 2016

3 May 2016

Presenter: Councillor Beverley Pinder-Mortimer

Purpose and background

1. The purpose of this report is to seek Committee approval for Councillor Beverley Pinder-Mortimer and Jane Nathan, Chair, Chinese New Year United (CNYU) to travel to Sydney for one day in mid-May to meet with Councillor Kok from the City of Sydney and hold other meetings regarding potential sponsorship opportunities for Chinese New Year 2017.
2. Councillor Pinder-Mortimer met with Councillor Kok in early 2015 as part of preparation for the 2016 festivities. Councillor Kok is the Chair of the City of Sydney's Chinese New Year Advisory Committee and the meeting provided valuable insight into structural approaches, sponsorship and stakeholder involvement.

Key issues

3. Chinese New Year is one of Melbourne's major cultural celebrations and a key feature on the City's event calendar.
4. The potential benefits and efficiencies of a co-ordinated approach to marketing and branding of Chinese New Year festivities has been recognised by the City of Melbourne. In line with the Council resolution in September 2014, Councillor Pinder-Mortimer facilitated a steering group of all key stakeholders and has provided advice and guidance in her capacity as Portfolio Chair Marketing Melbourne. The steering group was initially called the Chinese New Year Advisory and Marketing Committee and later became incorporated as CNYU.
5. CNYU was established to provide overarching marketing and branding of Chinese New Year events and to facilitate a 'whole of Melbourne' approach by unifying and linking key stakeholders and locations across Melbourne. Jane Nathan was appointed Chair of CNYU.
6. A 'whole of Melbourne' approach is the preferred structural and funding model. The preferred City of Melbourne position in respect of potential future Council funding of Chinese New Year is that such a request is considered through one application via the Triennial Sponsorship Program.
7. The 2016 Chinese New Year festivities were delivered under the early stages of the new model but work is required to further consolidate structures and to meet the challenges associated with sponsorship for future celebrations.
8. To advance work in this area, it is considered valuable for Councillor Pinder-Mortimer and the Chair of CNYU to meet with Councillor Kok to discuss progress to date and gain insight in how Melbourne may tackle some of the challenges experienced to date. This will include further exploring potential sponsorship opportunities.
9. The approximate travel costs associated with travel by Councillor Pinder-Mortimer and Chair of CNYU are estimated at \$1646 which includes airfares and incidentals for one day.

Recommendation

10. That the Future Melbourne Committee:
 - 10.1. approves Councillor Beverley Pinder-Mortimer's proposal to travel to Sydney in mid-May to hold meetings associated with Chinese New Year celebrations at an approximate cost of \$823.
 - 10.2. endorses the proposal for Jane Nathan, Chair of CNYU, to participate in the visit to Sydney and approves funding of \$823 from the discretionary budget to cover travel costs.

Attachments:

1. Supporting Attachment

Supporting Attachment

Finance

1. The cost of travel by Councillor Pinder-Mortimer and Chair of CNYU is estimated at \$1646 which includes for return airfares (\$650) and in incidental costs (\$173) for each traveller.
2. Councillor Pinder-Mortimer's expenses will be met from the existing budget allocation for travel by Councillors. Costs associated with travel by the Chair of CNYU are proposed to be met through the discretionary budget.

Conflict of interest

3. No 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.

Relation to Council policy

4. The Manager Governance and Legal has confirmed that the travel proposal accords with the requirements of the travel guidelines outlined in the Councillor Expenses and Resources Guidelines.
5. The purpose of the proposed travel relates to a number of objectives which underpin Council's business, tourism and cultural strategies and programs.

Environmental sustainability

6. The carbon emissions impact of flights will be reduced through the purchase of carbon offsets.