

**16.3 LATE ITEM - OPERATIONAL CHANGES TO NAIDOC CELEBRATIONS**

<b>File No:</b>	<b>CR.47</b>
<b>Responsible Executive Officer:</b>	<b>Director Community Services</b>
<b>Reporting Author:</b>	<b>Director Community Services</b>
<b>Date of Report:</b>	<b>13 November 2015</b>
<b>Applicant/Proponent:</b>	<b>Nil</b>
<b>Disclosure of Interest:</b>	<b>Nil</b>
<b>Attachment(s)</b>	<b>Nil</b>

---

**PURPOSE**

To seek endorsement from Council of the operational changes to NAIDOC celebrations in the City of Karratha.

**BACKGROUND**

NAIDOC is an annual celebration of the culture, history, and achievements of Indigenous people. NAIDOC highlights nationally recognized and celebrated Indigenous performers and strong role models to the local region.

The City of Karratha has received major sponsorship funding from Industry for the delivery of NAIDOC celebrations. Funding is received to promote NAIDOC events to:

- recognise the contributions of Indigenous Australians;
- raise greater community awareness of Indigenous culture; and
- celebrate the history and culture of both Aboriginal and Torres Strait Islander people.

**Current Operating Model 2011 - 2015**

Aboriginal owned businesses have been competitively contracted by the City of Karratha to deliver NAIDOC events in each of the five townships of Karratha, Dampier, Roebourne, Wickham and Point Samson under the coordination of the Community Development department.

The event contractors in partnership with the City undertake the following responsibilities:

- Professionally represent the City of Karratha and associated partners in a positive light, ensuring appropriate recognition when opportunity arises;
- Source and coordinate volunteers for the events;
- Overseeing the key administration, planning, organisation (logistics), delivery and acquittal of the events;
- Conduct risk management for each event and fulfil any environmental health requirements and fire permits;
- Book and manage event logistics, stage, lighting, security, shade, performers, emcees, and other requirements as needed with flights, accommodation and ground transport organised by the artists and their management; and
- Attend the NAIDOC events overseeing the full event operation and coordination from set up to pack down, and venue clean up.

The City of Karratha produces and coordinates all promotional materials, from sourcing Indigenous artwork, branding, collating a community calendar of events, and promoting the events coordinated by the contractors.

The contracts for NAIDOC celebrations since 2013 have been awarded to:

- Weerianna Street Media (Roebourne, Wickham, Point Samson); and
- Wrapped Creations (Karratha and Dampier).

The two contracts had a combined valued of \$55,000 (ex GST) and recently expired following the 2015 celebrations. The contracts may be extended for one year at the City of Karratha's discretion, however one contractor has had initial discussions expressing no interest in seeking the contract extension.

#### Observations

1. There is a duplication of service in the delivery of NAIDOC events with community groups, Aboriginal Corporations, health sector and schools actively coordinating independent celebrations each year.
2. In addition to delivering six events and the sponsor's lunch, the City of Karratha are also providing NAIDOC support to additional events in the form of financial support, venue waivers, and in-kind support, and capacity building.
3. Various levels of support have emerged consistently from Aboriginal Corporations over the past three years.
4. The community is demonstrating increased capacity and a genuine interest in taking ownership of NAIDOC celebrations.

#### Community / Sponsor Survey

1. Community / Sponsors surveys conducted throughout NAIDOC highlighted preference for changes in the delivery methodology of NAIDOC activities, with the following results-
  - a) 37% indicated the City to play a support role to community groups in the delivery of NAIDOC events
  - b) 33% indicated the City should play a funding role of community groups for the delivery of NAIDOC events
  - c) 22% indicated the City should delivery NAIDOC events
2. Major funding partners consulted demonstrated support for a revised NAIDOC model that supports the delivery of one major event, with funding and community development support for the planning of NAIDOC events that are owned and driven by the community.

The nature of NAIDOC events and festivals is that there are many ways to achieve the outcomes and objectives desired and many deliver models may be used by Council and accepted by the community.

Given the observations from attendees, sponsors and Officers, the City believes that the current model of delivering NAIDOC celebrations be modified to reflect community feedback, and propose NAIDOC celebrations be summarised as:

1. Events department deliver one (1) large scale well publicised free event for the community to experience. Officers proposed the event be conducted in Roebourne due to the cultural heritage of Roebourne as well as the town continuing to be recognised as the NAIDOC capital of the City of Karratha.
2. Community Development department support the community in the planning of their events to:
  - a) build the capacity/capability of the local community;
  - b) support local individuals, businesses, schools and community groups in identifying and applying for small to large scale funding for NAIDOC events;
  - c) provide training opportunities to enhance skills around event development and writing competitive funding applications; and
3. Providing NAIDOC funding to the community groups / organisations to assist in the delivery of local community "grass roots" NAIDOC activities.

Alternative delivery options are available to Council, they may include;

1. Status quo – External contractors to delivery NAIDOC events in all 5 towns with Community Development department oversee contract management and marketing program and evaluation analysis.
2. Council may consider 2 major events being held each year in Karratha and Roebourne.
3. Council may choose to focus on one specific components of the proposed delivery model, those being:
  - a) City to deliver only main major event for NAIDOC celebrations;
  - b) City to deliver two major events for NAIDOC celebrations (one in Karratha and one in Roebourne);
  - c) City to only facilitate a capacity building role within the community for NAIDOC celebrations; and
  - d) City to only facilitate a funding role for NAIDOC celebrations.

### **LEVEL OF SIGNIFICANCE**

In accordance with Council Policy CG-8 Significant Decision Making Policy, this matter is considered to be of moderate significance in terms of social issues and cultural & wellbeing issues in Council's ability to perform its role.

### **COUNCILLOR/OFFICER CONSULTATION**

Relevant Officers from Community Development, Community Services and Leisure Services have been consulted to draw on expertise and knowledge of NAIDOC and similar events. Councillor consultation was provided via the November briefing session held on Monday, 9 November.

### **COMMUNITY CONSULTATION**

Community consultation has occurred via a community feedback form at each of the 2015 NAIDOC events. A total of 591 patrons responded to the community survey and a total of 65 responses were received from the 2015 NAIDOC sponsors. The community responses had a fair representation across the towns, Karratha (79), Dampier (152), Wickham (106), Point Samson (88) and Roebourne (166).

The community and sponsors were asked what role the City of Karratha should play in NAIDOC celebrations: deliver events and activities, provide funding to community group or support community groups to deliver events. Of the 656 respondents 37% responded that the City should play a support role, 33% supported the City playing a funding role and 22% reported that the City should play a delivery role. Officers have considered the community and sponsors feedback and based the recommendation on the best outcome of the Council and the community.

Officers' observations included feedback that the community is now demonstrating increased capacity and a genuine interest in taking control of NAIDOC celebrations. The City of Karratha and its many sponsors are able to support NAIDOC in a number of different ways. The survey results indicated that there is a need for the City of Karratha to review and diversify its current model with outcomes of consultation aligning with Officers recommendations.

### **STATUTORY IMPLICATIONS**

There are no statutory implications.

### **POLICY IMPLICATIONS**

Policy CS.6 Community Grants and Contributions Scheme is relevant to this report should council endorse the Officers recommendations.

**FINANCIAL IMPLICATIONS**

Based on the 2015 NAIDOC celebrations, the celebrations cost approx. \$241,000. Sponsorship received amounted to \$214,000. Council's contribution towards NAIDOC celebrations was approximately \$27,000 (cash) plus significant staff time allocations.

It is anticipated that should Council endorse the Officers recommendations, the overall expenditure for NAIDOC celebrations in 2016 is estimated at \$180,000 (one major event and funding for community groups via an application process) plus City staff resources.

Officers will continue to seek out sponsorship opportunities to fund the one major NAIDOC event as per the Officers recommendation.

**STRATEGIC IMPLICATIONS**

This item is relevant to the Council's approved Strategic Community Plan 2012-2022 and Corporate Business Plan 2012-2016. In particular the Operational Plan 2015-2016 provided for this activity:

Our Program:	1.f.4.2	Provide support to local community groups and local service providers for community engagement events, projects, programs and activities.
Our Services:	1.f.4.2.3	Provide support to local community groups and local service providers for community civic events and activities.
	1.f.4.2.5	Provide community funding and grants to encourage development and provision of programs and activities that benefit the wider community.
Our Program:	1.f.4.4	Strengthen relationships with Indigenous groups, promoting culture, history and achievements
Our Services:	1.f.4.4.1	Celebrate the culture, history and achievements of local indigenous people.
	1.f.4.4.2	Demonstrate a commitment to building respectful relationships with indigenous groups within the City.

**RISK MANAGEMENT CONSIDERATIONS**

The level of risk is considered to be low to the City in terms of financial and reputation.

**IMPACT ON CAPACITY**

The Community Development team have the capacity to support the community groups and organisations requiring assistance in the delivery of their NAIDOC events in terms of providing advice and guidance on funding sources and applications. Community Development Officers portfolios includes the administration management of the grants schemes.

The Events team has the capacity to manage the one event from a resourcing point of view.

**RELEVANT PRECEDENTS**

Council have previously set operational direction for events such as the Cossack Art Awards.

**VOTING REQUIREMENTS**

Simple Majority.

**OPTIONS:**Option 1

As per Officer's recommendation.

Option 2

That Council by SIMPLE Majority pursuant to Section 3.18 of the *Local Government Act 1995* RESOLVES to refocus future NAIDOC celebrations utilising the following methods of event delivery

1. \_\_\_\_\_
2. \_\_\_\_\_

Option 3

That Council by SIMPLE Majority pursuant to Section 3.18 of the *Local Government Act 1995* RESOLVES to maintain the current delivery model for NAIDOC celebrations.

Option 4

That Council by SIMPLE Majority pursuant to Section 3.18 of the *Local Government Act 1995* RESOLVES to:

1. ENDORSE the delivery of two major NAIDOC events to be delivered in Roebourne and Karratha.
2. ENDORSE community groups in the delivery of community driven NAIDOC events with assistance from the City to include capacity building in project and event management, encouraging collaboration between community groups and schools and
3. ENDORSE funding community groups/organisations/schools to delivery NAIDOC activities throughout the City of Karratha grants process.

**CONCLUSION**

The community is now demonstrating increased capacity and a genuine interest in taking ownership of NAIDOC celebrations through greater participation.

Officers have based the recommendations on the survey results that was conducted during the 2015 NAIDOC celebrations. The results indicated that there was a desire for the City of Karratha to review its delivery model. The recommendations are responsive to community feedback and is based on the Officers experience and knowledge.

---

**OFFICER'S RECOMMENDATION**

That Council by SIMPLE Majority pursuant to Section 3.18 of the *Local Government Act 1995* RESOLVES to:

1. ENDORSE the delivery of one major NAIDOC event to be delivered in Roebourne.
2. ENDORSE community groups in the delivery of community driven NAIDOC events with assistance from the City to include capacity building in project and event management, encouraging collaboration between community groups and schools and
3. ENDORSE funding community groups/organisations/schools to delivery NAIDOC activities throughout the City of Karratha grants process.