



KEMPSEY
Shire Council

DIRECTOR CORPORATE AND COMMUNITY SERVICES REPORT

13th March 2007

DCCS12	KEMPSEY COUNTRY MUSIC FESTIVAL COMMITTEE
FILE: 3 JMC	{Folio No. *}

SUMMARY:

Request for Council's assistance to assist with performing artist's cost in regard to the 2007 Kempsey Country Music Festival to be held 6th – 9th September, 2007.

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DESCRIPTION:

A request has been received from the Kempsey Country Music Festival Committee as follows: -

"It is our aim to try and bring tourists into our district to assist the financial benefits of local business houses.

We anticipate it will be of greater value to our tourist industry if we are able to obtain a large media personality and generate interest from other towns, to join us in our celebrations.

Our aim is to bring a top line artist in Kempsey and to do this it requires a substantial amount of money.

We have been in touch with Casey Chambers management and have been given an approximation figure around \$5,000.00 for her to perform here in Kempsey.

Our committee does arrange some sponsorship, and this is necessary to bring in other artists into our district for the festival.

This year's sponsorship money will be to host an all day concert at the Kempsey racecourse incorporating the Owen Blundell songwriters' workshop along with confirmed country music legends Johnnie Russell, international artist Sally Burgess travelling from USA, Rob Breese, Terry Gordon (winner of Queensland's Entertainer of the Year award) Charlie Boyter Band, Ian Blundell, Cedar Creek Band, with many other interstate artists to confirm, Kempsey Country Music Club plus our local identities.

We will have market stalls, vintage cars on display, children's entertainment & rides.

We have obtained \$500 sponsorship for a busker's award and \$500 sponsorship for the best-dressed float, and a further donation of \$1200 from McDonalds Kempsey for our award trophies, and the Kempsey

Macleay RSL Club donating \$4000 for artists to appear at the awards concert.

Our advertising will be television, radio and press.

At the recent Tamworth festival our committee members handed out brochures to the buskers inviting them to take part in our Kempsey festival and flyers were also distributed.

This committee would like assistance from Kempsey Shire Council to generate a larger scale audience. By having the likes of Casey Chambers here for our festival we believe this is achievable."

Council's Donation Budget is in a deficit situation at the moment and any financial support will have to come from savings elsewhere in the Council Budget.

REPORT IMPLICATIONS:

- ***Environmental***

Nil

- ***Social***

The Kempsey Country Music Festival is a wonderful event on Kempsey's social calendar and since 2003 Council has contributed \$1700 to the Committee.

- ***Economic (Financial)***

Council's 2006/07 Budget provided \$9,000 for Donations. This amount has been fully expended.

The Committee has requested assistance of up to \$5,000. If Council is of a mind to grant assistance it would require an allocation from Working Funds.

- ***Policy or Statutory***

Nil.

- ***Director's Review***

Council receives many requests for donations and this project does not have as high priority as some others for Council's contribution.

RECOMMENDATION:

That the Committee be advised that Council is unable to assist with the cost of bringing a top line artist into Kempsey for the Kempsey Country Music Festival Committee.

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G B Snape
DIRECTOR CORPORATE AND COMMUNITY SERVICES