

CSC/5.1. GLADSTONE ENGINEERING ALLIANCE AND GLADSTONE CHAMBER OF COMMERCE AND INDUSTRY FUNDING APPLICATION

Responsible Officer: Chief Executive Officer

Committee Meeting Date: 13 December 2016

File Ref: ED2.1

Purpose:

To update council on funding requests that council have received.

Officer's Recommendation:

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That Council

1. Provide \$15,000 funding to GCCI to Reboot and Extend the Local Buy Policy
2. Provide \$20,000 funding to GEA to deliver "Scaling your business. Creating your jump" using Shirlaws to run the program
3. Delegate authority to the Chief Executive Officer to put contracts and KPIs in place for each project.

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Background:

Two requests from industry groups have been received by Council (attached) to provide funding for programs that they intend to deliver within the community.

The first funding request was received from the Gladstone Chamber of Commerce and Industry (GCCI) to support delivering outcomes that build economic sustainability in the Gladstone Region. It was made up of four programs that they want to deliver. They are:-

1. Reboot and Extend the 'Buy Local' program
2. Coordinate/Facilitate Traders Groups
3. Content Marketing for Business
4. Establishing Collaborative Partnerships

More details on each of these programs is contained in the attached letter from GCCI including the nominated outcomes in each program.

The breakdown of the funding request is:-

Program	Cost
Reboot and extend the Buy Local Campaign	\$15,000
Coordinate/facilitate Trader Groups	\$19,250

Marketing and Promotion	\$13,750
Developing Partnerships	\$6,500
GCCI contribution (administration)	\$15,000
Council Contribution	\$54,500
Total Project Costs	\$69,500

This request has been assessed by a panel (CEO, CFO, Manager Executive Services) against a decision making framework that includes the following table to determine if the project is to be classed as a Priority Project for the Council.

Criteria	Main Question	Score (Low =1, High =5)
Diverse economy	Does this activity help to diversify the economy?	1.0
Range of business types	Does this activity help to diversify the business base?	1.0
Maintain current position as world class industrial city	Does this activity help to maintain current position?	2.3
Innovative and export focused	Is this activity innovative and export focused?	1.0
Flexible and adaptable	Does this activity help to increase flexibility in economy?	2.7
Entrepreneurial	Does this activity increase our entrepreneurial capability?	1.7
Regionally focused	Is this activity regionally focused?	2.7
TOTAL SCORE		12.3

The second funding request was from Gladstone Engineering Alliance (GEA). The funding request was for them to deliver a specific program to help small and medium sized business to "jump" their business from one level to the next. This program has been developed by an international business, Shirlaws, and it is designed to help business highlight and avoid stall points in their growth. It has been used world wide in order to help businesses grow without stalling in their growth.

It would be delivered as a conference to up to 120 businesses from across the Gladstone Region, with follow up group discussions and one-on-one mentoring this project delivers a series of topics specifically to assist businesses grow more quickly.

The breakdown of the funding request is:-

Program	Cost
Participant Fees (\$150 per participant)	\$18,000
GEA contribution (administration)	\$18,000
Council Contribution	\$30,000
Total Project Costs	\$66,000

This request has been assessed by a panel (CEO, CFO, Manager Executive Services) against a decision making framework that includes the following table to determine if the project is to be classed as a Priority Project for the Council.

Criteria	Main Question	Score (Low =1, High =5)
Diverse economy	Does this activity help to diversify the economy?	1.7
Range of business types	Does this activity help to diversify the business base?	1.7
Maintain current position as world class industrial city	Does this activity help to maintain current position?	4.0
Innovative and export focused	Is this activity innovative and export focused?	2.3
Flexible and adaptable	Does this activity help to increase flexibility in economy?	2.3
Entrepreneurial	Does this activity increase our entrepreneurial capability?	3
Regionally focused	Is this activity regionally focused?	2.3
TOTAL SCORE		17.3

Consideration:

Options

One: Do not fund either of these proposals as they don't provide significant economic deliverables to the Gladstone Region

Two: Provide funding for the whole of the programs as they do provide economic value to the Gladstone Region.

Three: Provide some funding for some of the deliverables of the projects and determine which sections give the best value.

Communication and Consultation (Internal/External):

There has only been consultation with the groups involved with the funding requests.

Legal Environmental and Policy Implications:

This funding is in line with the council economic development policy that encourages groups to develop their own projects and for Council to determine which are priority projects for the region. These priority projects can then apply for funding to help deliver these projects.

Financial and Resource Implications:

In the 2016/17 budget there has been \$100,000 allocated towards economically significant projects. Currently none of this money has been spent or allocated towards a specific project.

Commentary:

Nil

Summary:

Nil

Attachments:

1. GCCI Proposal
2. Gladstone Regional Council – Economic Development Funding Application

Tabled Items:

Nil.

Report Prepared by: Manager Executive Services

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