



LEETON
SHIRE COUNCIL

**ORDINARY COUNCIL MEETING
SUPPLEMENTARY AGENDA**

**28 FEBRUARY 2018
7.00PM**

TO BE HELD IN THE
COUNCIL CHAMBERS
23-25 CHELMSFORD PLACE
LEETON NSW 2705

Authorised for release: Jackie Kruger General Manager

LEETON SHIRE COUNCIL

AGENDA

ORDINARY COUNCIL MEETING

28 February, 2018

7.00PM

1. OFFICERS' REPORTS (As listed)

GENERAL MANAGER'S MATTERS

**8.14 REQUEST FOR SPONSORSHIP - SHORT FILM "INSIDE
WATER" (JAKE SPEER).....2**

GENERAL MANAGER'S MATTERS

ITEM 8.14 REQUEST FOR SPONSORSHIP - SHORT FILM "INSIDE WATER" (JAKE SPEER)

RECORD NUMBER	18/65
RELATED FILE NUMBER	EF10/128
AUTHOR/S	Economic Development Coordinator
APPROVER/S	General Manager

SUMMARY/PURPOSE

Leeton Shire Council has received a sponsorship request from Leeton raised actor, producer and writer Jake Speer to fund a short film 'Inside Water.'

RECOMMENDATION

THAT Council considers the request and determines an appropriate level of sponsorship.

REPORT

(a) Background

Leeton Shire Council has received a sponsorship request from Leeton raised actor, producer and writer Jake Speer to fund a short film 'Inside Water.' The film is set to begin production in the Leeton region in April 2018 and will be screened later this year at multiple national and international festivals.

(b) Discussion

Benefits of the filming project include the potential to attract visitors to the Leeton Shire by putting Leeton 'on the map' and showcasing the local environment through national and international screening exposure.

The filming will also foster creative development and skills in the Shire, with Jake Speer offering to mentor a local intern in film making.

Jake Speer personally contributed \$1000 to the Roxy Theatre change room upgrade which was completed in 2016.

(c) Options

1. Provide full sponsorship (\$15,000)

Benefits (sponsorship proposal plus phone discussion 27 February 2018)

- “In association with” credit at the beginning of the film, and on the official poster and trailer.
- Council logo on poster and all official communication material.
- On-set internship for a young member of the local community with filmmaking aspirations.
- Local media coverage and consistent social media presence through our existing channels.
- A “making-of” documentary (close to one hour) with a strong focus on the Leeton community and artists.
- Official red carpet launch and screening of the short film to be held in Leeton.

2. Provide a partial sponsorship (\$5,000 to \$14,999)

Benefits (phone discussion 27 February 2018).

- On-set internship for a young member of the local community with filmmaking aspirations.
- Local media coverage and consistent social media presence through films existing channels.
- A “making-of” documentary (close to one hour) with a strong focus on the Leeton community and artists.
- Official red carpet launch and screening of the film to be held in Leeton.

3. Provide no sponsorship.

IMPLICATIONS TO BE ADDRESSED

(d) Financial

The total budget for making the film is \$30,000. Council is being requested to sponsor \$15,000 towards the film making. A crowd funding campaign to raise the remaining \$15,000 is underway. The producers are also approaching entrepreneurs, private enterprises and funding bodies.

If Council resolves to sponsor the film, the funds will need to come from working capital and will be reported at the end of the third quarter.

(e) Policy

Nil

(f) Legislative/Statutory

Nil

(g) Risk

If Council opts to fund less than the \$15,000 sponsorship package Council risks not optimising the marketing potential of its contribution when the film is played to audiences. Sponsorship of more than \$5000 but less than \$15,000 will miss out on the following opportunities:

- “In association with” credit at the beginning of the film and on the official poster and trailer.
- Council logo on poster and all official communication material.

CONSULTATION

(h) External

Nil

(i) Internal

Nil

LINK/S TO THE DELIVERY PROGRAM/OPERATIONAL PLAN (DPOP)

Under the Key Priority Area THEME 4 - “A THRIVING ECONOMY WITH GOOD JOBS” within Council’s adopted Delivery Program/Operational Plan – 12 - A community that is strong in business and employment - 12a is to “Seek, promote and facilitate business opportunities - Promote the Shire's potential as a film venue.”.

ATTACHMENTS

SPONSORSHIP PROPOSAL - CONFIDENTIAL