

12.8. “TUNARAMA REVITALISED” PROPOSAL

REPORT INFORMATION								
Report Title	“Tunarama Revitalised” Proposal							
Records Reference	9.24.1.2 REP23182							
Organisational Unit	Executive, Growth & Innovation							
Responsible Officer	Manager Economic & Tourism Growth - Naomi Blacker							
Report Attachment/s	Not Applicable							
REPORT PURPOSE								
The purpose of this report is to provide Council with the background to decide on the engagement of an event specialist to provide a Strategic Business Plan for the City’s signature destination event, the Tunarama Festival.								
REPORT DECISION MAKING CONSIDERATIONS								
Council Role	Lead - Lead on behalf of the community; support community initiatives							
Strategic Alignment	SDP GOAL: Goal 1: Economic Growth and Opportunity SDP ACTION: 1.2 Investigate and implement policies to facilitate and enable diversity of economic development and investment activities							
Annual Business Plan 2023/24	ABP INITIATIVE: Not Applicable ABP PROJECT: Not Applicable							
Legislation	Not Applicable							
Policy	Not Applicable							
Budget Implications	As per approved budget							
	<table border="1"> <thead> <tr> <th>DESCRIPTION</th> <th>BUDGET AMOUNT \$</th> <th>YTD \$</th> </tr> </thead> <tbody> <tr> <td>In-Kind - Tunarama</td> <td>\$25,000</td> <td>\$0</td> </tr> </tbody> </table>		DESCRIPTION	BUDGET AMOUNT \$	YTD \$	In-Kind - Tunarama	\$25,000	\$0
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	Budget assessment comments: Budget was set aside to allow some flexibility regarding possible future options.							
Risk Implications	Low Risk							
Resource Implications	Minor Variation < 5 hours							
Public Consultation	Not Applicable							
IAP2 Commitment	Not Applicable							
OFFICER’S RECOMMENDATION								
That Council provide in-principal support for the Manager, Economic and Tourism Growth to seek quotations to appoint an appropriate consultant to outsource the development of a Strategic Business Plan for the Tunarama Festival.								

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REPORT DETAIL

After 60 years of the Tunarama Festival, Port Lincoln Tunarama Incorporated decided in early 2023 that the event would not be held in 2024 and that the committee itself would wind up operations.

The event has been successfully run since 1962, with COVID interrupting its continuous streak in 2021 and 2022. Since its inception, it has been well supported by local businesses, residents, visitors, and a dedicated group of volunteer committee members.

Tunarama is a very well-known brand, a much-loved festival and an important part of Port Lincoln's reputation and character. Accordingly, Council made the decision to acquire the trademarks, branding and intellectual property for the Tunarama Festival, including the custom-made equipment and tuna used in the world-famous tuna toss event.

Given the above, Council has taken further initial steps to understand what the future might hold for Tunarama, with a view to explore how the festival might be reimagined and revitalised. It seems apparent that there is a desire to see Tunarama continue in one form or another. However, what that looks like is yet to be determined. It is agreed a new festival should follow modern festival best practise, be financially viable, reflect the character and brand of the City, and be embraced by the community.

A recent workshop held with Elected Members and an event specialist outlined four possible management scenarios for the Council to consider, with pros and cons for each. It was evident from the presentation and the discussion that followed that further work should be undertaken to determine the viability and best model for a future Tunarama and the City of Port Lincoln's role.

Recommendations from the workshop were for the following:

- Development of a Business Plan with a governance model and a business model
- Commitment to a level of ongoing Council support
- Development of a Marketing Plan, including rebrand and website
- Development of an Operations Manual

Accordingly, the development of an overarching strategic assessment and event business plan is required.

An external event specialist will be able to provide an objective and professional Strategic Assessment and Business Plan for a reimagined Tunarama. The process undertaken by the consultant should consider the following:

- macro trends in events
- the most appropriate management/governance model
- event management best practise
- marketing activities to attract the desired audience
- a sustainable and commercially viable festival model
- opportunities for collaboration and partnership
- methods to measure success
- the values and aspirations of the local community around its signature destination event.

It is therefore recommended that Council provide in principle support for the Manager of Economic and Tourism Growth to seek quotations to outsource the development of a Strategic Assessment and Business Plan for a revitalised Tunarama Festival.