

SERVICE ASSESSMENT

Name of Service	St Kilda Film Festival (SKFF)
Type of Service	Discretionary
Service Details	The St Kilda Film Festival is a 10-day event held at the Palais Theatre and SKTH with multiple films screenings and special events.
Actions Taken To Date	<p>A quick look at our expected audience numbers over key events indicated the festival wouldn't be able to take place in existing format if current restrictions are still applicable in late May. Following government updates and recommendations, we have begun to:</p> <ul style="list-style-type: none"> • Investigate alternative models for the event • Tentative booking made for SKTH in August, October/November (pending on another internal booking). • Investigating creative collaborations across Council and the broader CoPP arts community.
Reason for Review	State of emergency and cancelling activities (current guidance is attendance over 100). Opening night is 2,000 people. Cinema capacity for sessions is approx.
Risk Assessment	<p>IF SKFF continued in current form it would be at a risk to public health and in breach of government ban on mass gatherings.</p> <p>Risk in attending regular screenings and other special festival events (even if capacity reduced) as the govt definition on "non essential mass gatherings" was recently limited to 100pax for indoor events with extra requirements around safe spacing.</p> <p>Risk in continuing in current format is to the public and the staff members' health and the risk of exposure to/spread of COVID-19 during the imminent Festival period – May 28 – June 6.</p>
Community Assessment	The community would miss out a much-loved film festival if the festival is cancelled. It will further reduce the already limited opportunities for local film makers to showcase their work.
Economic Assessment	<p>No immediate economic impact on local businesses in the planning stages of the event. Decrease in publicity for sponsors and partners during campaign and festival period.</p> <p>If event continues in a revised format during same period there is a likelihood of economic loss through decrease in attendees.</p> <p>Cancelling event would have some impact on driving hospitality to local businesses and festival itself. Loss of ongoing engagement, narrative impacts future festivals. Wider impact for arts industry with the possible collapse of film, festival and arts industries, long term unemployment.</p>

<p>Options</p>	<p>Cancel the event and festival staff to work on the following options and bring back costed proposal for consideration</p> <ul style="list-style-type: none"> • Postponing the Festival to later in 2020 • Hosting the Festival online <p>Note these options have already been subject to a basic cost analysis, and can be fully costed over the coming week.</p>
<p>Legal Liability / Obligations to Contractors or External Funders</p>	<ul style="list-style-type: none"> • Sponsorship funds already committed to and in some cases received. • Current sponsors may not commit or defer to 2021. • Creative agencies and internal staff already engaged. • Filmmaker entry fees • Early conversation with State Funding body has indicated they'd require a revised plan and budget to ascertain whether current funding request would be met <p>Contracts: Declaration of a pandemic can be defined as a trigger to a force majeure event. All CoPP contracts have a force majeure clause permitting the cessation of that contract whereby parties must consult and agree on appropriate terms to mitigate the effects. Such terms may include scenarios such as alternative works conducted at a later date within the scope of the contractor's usual business, postponement of works or a financial settlement. All proposals would need contracts approval before an agreement is reached.</p>
<p>Budget Impact</p>	<p>There would be a budget impact on ticket sales income, Filmmaker entry income, Sponsorship income, Vending revenue loss</p> <p>If the Festival was to go online ticket prices would need to be reconsidered – depending on the platform the Festival decided on. An online Festival would also impact the vending and bar sales – reducing our income and overheads to zero.</p> <p>Sponsorship agreements would also need to be reviewed to alert sponsors to the new format. For example; some sponsors provide stock for us to sell, which would not be needed for an online Festival, but some may be happy with digital assets such as web banners.</p> <p>Government funding bodies: Screen Australia: \$40k and Film Victoria: \$50k – would need to renegotiate terms of agreement and deliverables APRA AMCOS – we receive \$5k – again would need to renegotiate deliverables</p> <p>Multiple award in-kind and cash sponsors valued at approx. \$50k If postponed/format changed marketing options can still operate within the existing budget/s.</p> <p>If the Festival is postponed until the 2020/21 financial year, this would impact the budget for the 2021 St Kilda Film Festival.</p>

	<p>Online and shop-front iterations may result in considerable expenditure reduction or realignment at the very least if existing tender contracts are able to be varied. They still however require programming, technical administration, contract, marketing & communications human resource outputs as per usual.</p>
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