



15 June 2020

The Council
City of Kalamunda
2 Railway Road
Kalamunda WA 6076

Dear Councillors,

RE: Kalamunda Chamber of Commerce Inc. Proposed Partnership Agreement.

2020 is a year of new beginnings at the Kalamunda Chamber of Commerce (KCC) with a new Executive Committee, a new part-time Manager and as the new Chairperson it is exciting to plan for the decade ahead.

KCC is a not-for-profit organisation that relies on the voluntary services of its Executive Committee who are passionate about elevating the business community and promoting co-operation amongst members along with a buy-local mindset.

KCC is aware of the generosity and significant contribution the City of Kalamunda has made in support of the Chamber in previous years. We recognise that without the City's sponsorship it would be difficult to deliver some of our major events that have become tourism icons in the community, namely the Kalamunda Farmer's Market, Kalamunda Night Markets and the Bickley Harvest Festival.

We are looking forward to strengthening our relationship and working more closely with the City to drive an innovative and thriving business community.

We believe that our activities and programs contribute towards several City objectives including, Economic Development, Community, Tourism and Youth.

We aim to promote a culture of sharing and participation in other entities' programs in the local area.

Within the confines of our resources, the Chamber is committed to assisting the City with its programs as far as possible in particular, activities to support the City's economic growth and to raise awareness of Kalamunda as a place to live and do business.

The Chamber will continue to engage business owners from all regions of the City and have a broader business base represented. Part of this is hosting sundowners and workshops in the outer regions of the City and looking for collaborations with major enterprises. To further support its efforts, KCC will regularly engage with the City's Councillors and staff, local

representatives of State and Federal Parliament and other community groups to co-operate and work together towards common goals.

Thank you for considering our partnership proposal.

Kind regards

A handwritten signature in blue ink, appearing to read 'Jon Elbery', with a stylized flourish at the end.

Jon Elbery

Chairperson – Kalamunda Chamber of Commerce Inc.

ATTACHMENT - PROPOSED TERMS OF PARTNERSHIP AGREEMENT

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Purpose

The purpose of this Partnership Agreement is to identify and agree reciprocal benefits and financial arrangements between the Chamber and the City in the pursuit of economic and business objectives set out below.

Term

It is suggested that the Partnership Agreement commences on August 3, 2020 and continues until June 30, 2021, with an option for a one-year continuation subject to agreement by both parties unless otherwise terminated in terms of the agreement.

Objectives

- a) To attract future investment to the region
- b) To increase the number of visitors to the region
- c) To act as advocates on behalf of local businesses
- d) To increase opportunities for local businesses and producers
- e) To encourage residents to shop locally
- f) To recognise business achievement and excellence

Reciprocal Arrangements

The City is asked to consider:

- a. A waiver of fees and charges for the 'trading in thoroughfares and public spaces licence' for the KCC Farmers Market and KCC Night Market and including waste management. (Value of \$9871)
- b. A waiver of fees for use of an office upstairs in the Perth Hills Visitor Centre to the value of \$3,880 (not including cleaning and utility charges) which has an existing lease agreement which expires 30 September, 2021.
- c. The use of the City of Kalamunda conference room, Forrestfield Library Conference Room and/or Zig Zag Cultural Centre seminar room, up to 6 times per year for Chamber workshops, seminars and events to a maximum value of \$1,000.
- d. A 50% fee waiver for KCC members to join the Perth Hills Visitor Centre (Value of \$1100)
- e. Funding request for \$20,000 for the Bickley Harvest Festival
- f. Funding request for \$1,000 for the Kalamunda Christmas lights

The total estimated value of in kind/in lieu and cash amounts to \$36,851

The Chamber will confer on the City a Platinum Sponsorship status, which includes the following benefits:

1. **Logo & Corporate Promotion**

- a) Banner space on the KCC website linked to your website for the duration of this agreement
- b) Your logo on our monthly newsletter 'Kalamunda Connection' and event correspondence
- c) Your logo/banner at our workshops and networking events
- d) Your logo displayed during webinars and virtual networking sundowners
- e) Listing on the KCC Member Directory webpage

2. **KCC Markets**

- f) A free permanent stall at each KCC Farmers Market every Sunday (must adhere to market guidelines)
- g) A free permanent stall at each KCC Night Market (must adhere to market guidelines)

3. **KCC Business Excellence Awards**

- a) 12 complimentary tickets to the annual Business Excellence Awards Event or any replacement event
- b) Naming rights to a Business Excellence Awards category
- c) The opportunity to speak at the Business Excellence Awards dinner
- d) Free entry to 2-award categories

4. **Social Media and Email Newsletter**

- a) Share City posts with commercial interest to businesses in the City
- b) A minimum of 12 shares per month to Facebook and Instagram
- c) 2 guest articles per annum on the KCC blog, 'Chamber Matters'
- d) 2 guest sections per annum in the KCC newsletter, 'Kalamunda Connection'
- e) Tagging City on all relevant KCC, Farmers Market, Kalamunda Night Market and Bickley Harvest Festival posts

5. **In addition, the Chamber commits to:**

- a) Delivering the annual Bickley Harvest Festival and Christmas Lights Program
- b) Operating the Kalamunda Farmers Market, the Kalamunda Night Market and the Christmas in July Market
- c) Endeavouring to increase new memberships, particularly in the Kalamunda foothills, to ensure that the Chamber is representative of the entire City of Kalamunda.
- d) Continuing to seek external partnerships and sponsorships that will bring economic investment into Kalamunda.
- e) Provide the City a copy of the minutes and financials of the monthly Chamber Meetings

- f) Provide the City a mid-year report of progress of actions of the Chamber's Strategic Plan including Year to Date membership numbers and other KPIs with explanations for variances where applicable.
- g) Provide the City with a copy of the Chamber's Annual Report following the Chamber AGM
- h) Wherever possible, support the City's programs and initiatives recognising the synergy between the City's youth, commerce, tourism, and volunteer programs and those of KCC.
- i) Providing a copy of its Strategy Plan, which will include KPIs, with advice as to any updates which may affect the operation of the partnership agreement.
- j) Provide a separate report on the Bickley Harvest Festival which includes an economic impact assessment.

Termination and Variation

1. The Parties may vary this Agreement in writing by mutual exchange of letters signed by the authorised signatory.
2. This Agreement may be terminated by:
 - Mutual written agreement of the Parties at any time; or
 - either of the Parties giving six months written notice to the other; or
 - the City on passing of a Council resolution that the Chamber has, during the currency of this Agreement, wilfully engaged in action intended to directly or indirectly support a local, State, or Federal political party.
 - Termination by the City would not be made without prior written notice requiring the Chamber to immediately explain, rectify or cease an action. Termination shall not then be made if the Chamber satisfactorily explains, rectifies or ceases the action as required.
 - In the event of termination relating to the support of a political party, the City may require the Chamber pay to the City an amount equal to or less than the total value of sponsorship, funding or waived fees provided by the City pursuant to this Agreement during the financial year when the action occurred.