

AGENDA

SPECIAL MEETING OF COUNCIL

TUESDAY 3 JULY 2018

7.00PM

COUNCIL CONFERENCE AND RECEPTION CENTRE
CITY HALL
LITTLE MALOP STREET, GEELONG

COUNCIL:

Cr B Harwood (Kardinia Ward)

Mayor

Cr S Asher (Bellarine Ward)

Cr J Mason (Bellarine Ward)

Cr T Sullivan (Bellarine Ward)

Cr E Kontelj (Brownbill Ward)

Cr S Mansfield (Brownbill Ward)

Cr P Murrhy (Brownbill Ward)

Cr R Nelson (Kardinia Ward)

Cr P Murnane (Kardinia Ward)

Cr A Aitken (Windermere Ward)

Cr K Grzybek (Windermere Ward)

SECTION A - PROCEDURAL MATTERS

➤ **Acknowledgement**

Council acknowledges Wadawurrung Traditional Owners of this land and all Aboriginal and Torres Strait Islander People who are part of the Greater Geelong community today.

➤ **Apologies**

➤ **Declarations of Conflicts of Interest**

SECTION B - REPORT

1. Approval to Travel: Air Asia X Official Launch of Services to Victoria
(Avalon Airport) 1-3

1. APPROVAL TO TRAVEL: AIR ASIA X OFFICIAL LAUNCH OF SERVICES TO VICTORIA (AVALON AIRPORT)

Source: Tourism Greater Geelong & The Bellarine
Director: Brett Luxford
Portfolio: Economic Development

Purpose

To seek Council approval of the Mayor's attendance at the AirAsia X Official Launch of Services to Victoria (Avalon Airport) in Kuala Lumpur, Malaysia.

Background

The City of Greater Geelong has long been committed and supportive of Avalon Airport's ambition to become an international airport.

Earlier this year, Air Asia announced it would commence regular services out of Avalon to Kuala Lumpur, with flights due to start by the end of 2018.

Up to 220,000 passengers are expected to pass through the airport every year, opening up Geelong and the Great Ocean Road to more international visitors.

A second international airport for Victoria, located at Avalon, will also open up opportunities for increased business travel and connect Geelong and Victoria with Asia and south-east Asia, the biggest middle-class population in the world.

A recent trip to Kuala Lumpur to meet with executives of AirAsia and other key stakeholders proved valuable in terms of relationship building, showcasing the Geelong region and demonstrating the City's level of support and commitment for AirAsia's move to Avalon.

Following on from this meeting an invitation was issued to Mayor Bruce Harwood to attend and speak at their official launch of services to Victoria (Avalon Airport) in Kuala Lumpur, Malaysia on 10 July 2018.

Over 100 travel, trade and media representatives from AirAsia's key markets across north and south east asia will be attending.

At the launch AirAsia will announce dates and fares for their new services out of Avalon, and as such we can expect significant media exposure for Geelong around this event.

The launch will also be a celebration of Geelong and the Bellarine. Tourism Greater Geelong and The Bellarine Inc. have been working with local industry to provide local food and wine as well as showcasing Geelong and the Bellarine through dedicated marketing material including videos and brochures.

There will be a number of media interviews during and after the launch, making this a significant opportunity for the Mayor of the City of Greater Geelong to promote our region and further demonstrate our support and commitment to their move.

Invitations to the official launch have also been circulated to mayors from surrounding regions, including the City of Wyndham, and also local media outlet, the Geelong Advertiser. Roger Grant, Tourism Greater Geelong and The Bellarine Inc. will be attending to present on the local food and wine offerings of the region.

Key Issues

- The dates for proposed travel are Monday 9 July – Wednesday 11 July.
- The approximate cost of the travel, including AirAsia flights and 2 night's accommodation is \$1900.
- The itinerary is the Official Launch function from 7:30pm – 10:30pm Tuesday 10th July and additional media interviews on Wednesday 11th July.
- If the Mayor of the City of Greater Geelong was not in attendance an opportunity to build on the existing relationship between the City of Geelong and AirAsia X would be missed. It would also mean missed opportunities to promote the Geelong region to a captive audience of over 100 travel and media representatives, which could potentially create new business and tourism opportunities for Geelong.

Recommendation

That Council:

In accordance with Councillors' Expenses and Facilities Policy, approves the Mayor, Cr Bruce Harwood, to attend the AirAsia X Official Launch of Services to Victoria (Avalon Airport) in Kuala Lumpur on 10 July 2018, and all associated travel costs.

Attachment 1

Financial Implications

The travel costs for the Mayor to attend the AirAsia X Official Launch of Services to Victoria (Avalon Airport) in Kuala Lumpur, flying AirAsia and 2 night's accommodation is approximately \$1900.

Community Engagement

The City of Greater Geelong has worked closely with Avalon Airport CEO Justin Giddings and other Geelong stakeholders including the Committee for Geelong to provide support where ever possible on Avalon Airport's bid to becoming an international airport.

The impact of AirAsia's move to Geelong will be positive for the Geelong community and there is considerable anticipation amongst the community for this move.

Social Equity Considerations

The expansion of Avalon Airport is providing additional construction and ongoing jobs in the north of Geelong.

Policy/Legal/Statutory Implications

There are no policy/legal or statutory implications of this report.

Alignment to Council Plan

Avalon Airport's international expansion aligns with a number of strategic priorities in Council Plan including: integrated transport connections, a thriving and sustainable economy and growing our tourism and events.

An international airport will increase freight movement and there is potential for further international flights. Avalon Airport's expansion means more local jobs both in construction and ongoing and having an international airport will attract new investments to the region and contribute to economic growth in the region's north.

A second international airport in Victoria, located in Greater Geelong will assist our priority of growing our tourism and events, bringing more visitors and encouraging upgrades to visitor facilities, experiences and accommodation.

Conflict of Interest

No Council officers who have provided advice in relation to this report have declared a conflict of interest regarding this report.

Risk Assessment

If the City of Greater Geelong is not represented at significant events relating to the expansion of Avalon Airport and AirAsia's move to the region, it could result in relationship and reputational damage.

Environmental Implications

There are no environmental implications of this report.