Officer Presentation

CD26/76 Sponsorship Funding Agreement Melville Cockburn Chamber of Commerce

City of Melville

Current State

20+ YEARS

Partnership evolved

The City's involvement with MCCC has changed and morphed over time. The relationship remained valuable, but the model had not kept pace with stronger governance and outcome expectations.

PAST 18 MONTHS

Partnership evolved

The City's Business Engagement portfolio lacked clear direction while the Chamber was also navigating leadership change and redefining its role.

NOW

Setting up for success

MCCC has appointed a new CEO who is proactively making change. The City has also rebuilt the portfolio around Council Plan outcomes, the Destination Strategy and measurable delivery.

A Clearer, Right-Sized Role for the City

PORTFOLIO COST

$154,924 2025/26

$60,780 2026/27

↓ **$94,144 | 61% reduction**

Both budgets include the proposed $50,000 MCCC contribution.

The City leads

Cut red tape	Improve how businesses navigate City services and approvals.
Communications	Communicate with businesses on projects and changes that affect them.
Consultation	Lead business consultation for City projects.
Set direction	Own strategy, governance, priorities and performance oversight.

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The Chamber leads

Networking	Business to business event creation.
Awards	Delivery of an annual business award.
Advocacy	Support unified business engagement to set priorities and ensure clear support for the broader region.
Support L&D	Seek gaps in the region's business knowledge and develop training, workshops or development to close them.

Why a Two-Year Term?

Year 1:
Rebuild + Deliver

→

Year 2:
Prove + Refine

Agree
Deliverables + KPIs

Report
Quarterly Performance

Regular Review
Milestones + Value

Extension
Performance + Alignment

Officer Recommendation

That the Council:

1. **Endorse entering into a sponsorship agreement with the MCCC for an initial term of two (2) years commencing 1 November 2026 and ending 30 November 2028. This agreement term and quarterly payments are conditional on:**

   (a) satisfactory performance against agreed key performance measures;

   (b) annual budget allocation; and

   (c) delivery of quarterly inclusions as noted in the agreement.

2. **Approve an annual sponsorship contribution of $50,000 (excluding GST), comprising:**

   (a) $40,000 base sponsorship; and

   (b) $10,000 sponsorship of the annual MCCC Business Awards.



Questions

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