

Denis Bechard
City of Karratha
PO Box 219
Karratha WA 6714

18 January 2022

Dear Denis,

RE: Acquittal of the City of Karratha grant in support More Than Mining fringe benefits tax policy reform project

This is a joint acquittal of funds granted to the Karratha Chamber of Commerce and Industry Inc. (KDCCI) in support of the abovementioned initiative to provide long term support for the construction of affordable quality homes and the growth of permanent residents within the City of Karratha.

Pursuant to a letter dated 6 April 2021 by Brendon Grylls Group to KDCCI, the KDCCI received \$30,000 in grant funding from the City of Karratha. This letter laid out the basis for the funding being sought, which included, in summary:

April/May 2021:

- Establish project working group
- Seek industry guidance on economic and personal tax impacts of the policy
- Finalise a policy briefing and risk and opportunity matrix for use engaging with additional stakeholders

June 2021:

- Presenting to stakeholders (other local governments)
- Website and social media build
- Decision to expand and include interstate local governments

July 2021:

- Canberra visit to engage federal ministers
- Queensland and NSW visits

August 2021:

- Finalise stakeholder management strategy
- Media assets to be finalized
- Attend developing Northern Australia Conference
- Begin media campaign

September 2021:

- Prepare and present plans for further roll out of the campaign.

While not explicitly stated in this letter, the following additional matters had been discussed with the City of Karratha as ideal deliverables from the campaign:

- Bipartisan support of the policy ahead of the next federal election
- A policy white paper which would be referred to when engaging with politicians

Due to significant disruptions from Covid-19 preventing free moving interstate travel, dominating news cycles and even causing the cancellation of the Developing Northern Australia Conference, the actual path this campaign has taken has deviated somewhat from the plan originally set. However, the following deliverables were achieved:

1. Project working group established
2. Stakeholder group established
3. Regular progress meetings with stakeholders
4. Additional support and ultimately financing from other local governments within Western Australia, and also in Queensland and New South Wales
5. Website and social media assets developed
6. Social media and local paid media campaigns – a ‘grass roots’ response to the missed opportunity for broader exposure through the Developing Northern Australia Conference
7. Local Karratha based campaign launch with virtual launches across stakeholder local governments
8. Interest and engagement from federal politicians from the Liberal, National and Labor parties
9. Engagement with the Parliamentary Budget Office to model and verify the policy costs and benefits (an ongoing process at the time of writing)

With regards to the additional two items listed at the bottom of the first page, the following is noted:

- There is bipartisan awareness and varying levels of outspoken support for this campaign from within the ranks of federal politicians, however further work is required to put this on the radar of cabinet and shadow cabinet ministers
- The White Paper concept was regarded as a means to allow potential supporters of the campaign to readily understand the goals and effect of the policy reform without needing to understand the complexities of the tax law involved. In developing the media strategy for the campaign, a website was developed (<https://www.morethanmining.com.au/>) which contains all of the details which would be found within a White Paper but delivered in a more engaging manner. This website includes:
 - o Summary of the proposal
 - o Details FAQs
 - o Infographics to deliver key concepts easily
 - o A calculator for individuals to quickly assess the potential benefit they will gain
 - o Tailored fact sheets for individual, businesses, and local governments
 - o Ways to get in contact, sign a petition and downloadable content

Attached to this letter are invoices for services which were used to deliver these outcomes. Because this campaign has been conducted as joint venture between Brendon Grylls Group and the KDCCI the following arrangements with regards to handling funds were arranged:

Brendon Grylls Group	<ul style="list-style-type: none"> - Receipt of grant funding from Shire of East Pilbara (\$33,000), Shire of Coolgardie (\$13,750), Shire of Leonora (\$13,750) and City of Kalgoorlie-Boulder (\$33,000), all values inclusive of GST - Payment of invoices issued by members of the Steering Group - Payment of the balance of monies to KDCCI to cover expenses due to external service providers
KDCCI	<ul style="list-style-type: none"> - Receipt of grant funding from KDCCI (\$34,000) and City of Karratha (\$33,000), all values inclusive of GST - Payment of invoices issued by external service providers

With the acquisition of additional financial partners, as was considered necessary in the proposal to City of Karratha, the total grant funding received for stage 1 of the campaign was \$160,500 (incl. GST), well in excess of the total pooled funding the proposal to the City outlined.

Out of these funds, the following payments were made to external service providers, as evidenced by the attached invoices:

Service Provider	Amount	Details of Service
Market Creations	\$1,595.00	Campaign Identity & Website Development
Market Creations	\$30,525.00	Website Development
Integrated ICT	\$12.10	Software licence
Hunter Communications	\$32,050.70	Videography and campaign media management
Hunter Communications	\$13,750.00	Campaign media management
Birdhouse Media	\$374.00	Video editing
Octopus Group	\$2,520.19	Community interviews
Hive Web Design	\$550.00	Website SEO
Integrated ICT	\$12.10	Software licence
Integrated ICT	\$165.00	Website registration
Market Creations	\$1,562.00	Website registration
Integrated ICT	\$286.00	Website calculator maintenance
Integrated ICT	\$12.10	Software licence
TOTAL	\$83,414.19	

Given the disruption the campaign endured, the steering group is proud of the results and progress which has thus far been made, and we thank the City of Karratha for their valuable input. We are currently preparing a final push to bring this campaign into national awareness and to elevate the matter as an election issue. This was always intended to be the path the second stage of the campaign would take, with the first stage essentially creating a decision point – to progress with the initiative or not.

So far the second stage of the campaign has garnered additional financial support, including second round funding from several of its initial members. Our tally now sums to more than the support received for the first stage, which is a deeply satisfying endorsement of the validity of the campaign, the need for this kind of change, and the effectiveness of the steering group to this point. Discussions have been had with the City of Karratha executive about additional support. We hope we can now further these discussions and rely upon the City's valuable further support in stage 2 of the campaign.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jordan Ralph'.

Jordan Ralph

Treasurer, KDCCI

Principal, Mountway Finance, member of the More Than Mining steering group