



TWEED
SHIRE COUNCIL

Policy

Events Sponsorship

Version 3.0

Adopted by Council at its meeting on 16 November 2017

Minute No: 607

Division:	Corporate Services
Section:	Events
File Reference:	Council Policies/Protocols/Procedures
Historical Reference:	Events Sponsorship Policy, Version 2.0

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Events Sponsorship

Policy Objective

Events Sponsorship is an important element of the Tweed Shire Events Strategy 2016-2020 and the Community Strategic Plan 2017-2027. The aims and objectives of the Events Sponsorship Policy are to:

- Drive social, community, environmental and economic outcomes for the Tweed region (noting the important link between community outcomes and economic benefits).
- Generate local economic activity and development within Tweed Shire.
- Further develop the region's capacity to deliver authentic and well-organised events.
- Attract external visitation to The Tweed.
- Enhance and honour the personality of the region and desires of the community.

It is recognised that each event has a unique characteristic and therefore the relative importance of these objectives will vary from event to event. The means for qualifying and measuring outcomes related to these objectives is crucial.

Definitions

Community Event – celebrating the culture, diversity and pride of the region. These events are generally linked to a strong sense of place, belonging and resident satisfaction. There may be commercial elements to the activity but this must be incidental to the event.

Developmental Event – be able to demonstrate the capacity to grow the event over a specified period to optimise event potential.

Resource support (formerly In kind) - Council goods and/or services loaned by Council, that do incur costs to Council but are provided without cost or charge, to the event organiser.

Major Event – presents a strong opportunity for the Shire and be able to demonstrate recognition of out of region visitation.

Multi-year sponsorship – cash and or council resources (formerly in-kind) support provided over a period of three years.

Sponsorship – funding agreements that provide cash or council resources (formerly in-kind) support to an event, meeting specific criteria.

Policy Background

Council recognises the many benefits events bring to a region including economic, social and cultural outcomes. Additionally, Council continues to recognise the importance of community events and cultural heritage as both are paramount to the vibrancy, pride and cohesion of the region.

The provision of financial assistance and in kind support to events supports the vision of the Tweed Shire Events Strategy 2016-2020 and the objectives identified in the Community Strategic Plan 2017-2027. Applications are assessed in relation to these two strategies and Council's broad objectives and plans. Full or partial or no funding may be recommended by Council and all applicants will be advised of the outcome of their application.

Policy Exemptions

This policy does not override other policies or funding agreements being both financial and in-kind currently provided by Council to support an event. *(These other funding outlets and agreements will be considered in future funding/sponsorship reviews).*

Existing programs that are currently exempt from this policy are:

- Community Sponsorship.
- Donations and Subsidies (Rates and Charges).
- Natural Resources Management – Biodiversity, River Health, Native Animal Welfare Groups.
- Financial Assistance to Licensed Not for Profit Native Animal Welfare Groups.
- Local Heritage Assistance Fund and Programs.
- Sports field assets fund grants.
- General resource support to community groups (as reported in the quarterly budget and Annual Report by Financial Services).

Policy

The Events Sponsorship Policy provides a framework for Council to offer financial assistance to event organisers to develop, host and grow events in the Tweed Shire. Council recognises that events not only create a great sense of local pride but they are also a key driver for tourism visitation growing the local areas capacity for destination brand identification and attracting business and new residents to the region.

Eligibility and Conditions of Funding

The following table outlines the core eligibility criteria and conditions of funding for each of the three categories, being Community Events, Developmental Events and Major Events:

	Community Events	Developmental Events	Major Events
Event growth potential	The applicant must be able to demonstrate the capacity to improve the event, the audience experience, or event size.	The applicant must be able to demonstrate the capacity to grow the event over a specified period.	The applicant must be able to provide evidence of independently verified event attendance, specifying the breakdown of out of region visitors. The event must present a strong opportunity and demonstrate recognition outside of the region.

	Community Events	Developmental Events	Major Events
Status of event organiser	<ul style="list-style-type: none"> • Not-for-profit Organisations • Incorporated organisations; or • Groups sponsored by, or auspiced by an incorporated organisation. 	<ul style="list-style-type: none"> • Private companies; • Incorporated organisations; or • Groups sponsored by an incorporated organisation; or • For-profit groups where the funded project is not projected to return a profit in the short term (includes industry associations, chambers of commerce, and industry clusters). These Groups must submit the organisation's current financial statement (as submitted to the Office of Fair Trading) or the treasurer's report covering previous 12 months. 	<ul style="list-style-type: none"> • Private companies; • Incorporated organisations; or • For-profit groups where the funded project is not projected to return a profit in the short term (includes industry associations, chambers of commerce, and industry clusters). These Groups must submit the organisation's current financial statement (as submitted to the Office of Fair Trading) or the treasurer's report covering previous 12 months.
Acquittal Obligations	A brief standardised outcome report, which will be provided to all successful applicants at the time of formally accepting the Sponsorship Agreement, must be submitted upon completion of the event.	A detailed outcome report must be submitted upon completion of the event.	A detailed outcome report must be submitted upon completion of the event.
Acknowledgement of Council	<ul style="list-style-type: none"> • Formal recognition of Council in any acknowledgement of thanks. • Include the words "Proudly supported by Tweed Shire Council" in all hard copy promotional material. • Where possible include the "Proudly 	<ul style="list-style-type: none"> • Formal recognition of Council in any acknowledgement of thanks. • Include the words "Proudly supported by Tweed Shire Council" in all hard copy promotional 	<ul style="list-style-type: none"> • Formal recognition of Council in any acknowledgement of thanks. • Include the words "Proudly supported by Tweed Shire Council" in all hard copy promotional material. • Where possible include the

	Community Events	Developmental Events	Major Events
	<p>supported by logo” in all electronic promotional material.</p> <ul style="list-style-type: none"> • Invite a Council representative to speak or present awards or prizes at the event. • Provide details of your event on Council’s Calendar of Events. 	<p>material.</p> <ul style="list-style-type: none"> • Where possible include the “Proudly supported by logo” in all electronic promotional material. • Provide details of your event on Council’s Calendar of Events. • Display “Proudly supported by Tweed Shire Council signage, supplied by Council. • Invite a Council representative to speak or present awards or prizes. • Provide an opportunity for Council staff to participate and provide information. • Invite Mayor and Councillors to your event. • Other acknowledgement of Council as deemed appropriate, that will be outlined in the Sponsorship Agreement. 	<p>“Proudly supported by logo” in all electronic promotional material.</p> <ul style="list-style-type: none"> • Provide details of your event on Council’s Calendar of Events. • Display “Proudly supported by Tweed Shire Council signage, supplied by Council. • Invite a Council representative to speak or present awards or prizes. • Provide an opportunity for Council staff to participate and provide information. • Invite Mayor and Councillors to your event. • Other acknowledgement of Council as deemed appropriate, that will be outlined in the Sponsorship Agreement.
The Fine Print	<p>The application must be completed in full and on time. The application or intended use of funding/support must not be altered in any way. Council may give consideration to variations of the</p>	<p>The application must be completed in full and on time. The application or intended use of funding/support must not be altered in any way. Council may give consideration to variations of the</p>	<p>The application must be completed in full and on time. The application or intended use of funding/support must not be altered in any way. Council may give consideration to variations of the</p>

	Community Events	Developmental Events	Major Events
	original application, only after receiving a formal request from the applicant.	original application, only after receiving a formal request from the applicant.	original application, only after receiving a formal request from the applicant.

All applicants must:

Provide:	Not:
<ul style="list-style-type: none"> Evidence of adequate public liability insurance (\$20 million) and other relevant insurance cover. Evidence of an Event Management Plan which shows how the event will become sustainable and/or show improvement. 	<ul style="list-style-type: none"> Have outstanding Council grants that have not been acquitted within required timeframes, or grants that have previously not been satisfactorily acquitted. Have overdue outstanding payments to Council (e.g. rents, rates, fees, Council guarantor loan repayments).

Council will not support / fund applications that are:

- Subject to litigation.
- Relying solely on recurrent funding from Council.
- In contravention to existing Council Policy.
- State or Federal Government organisations, however may consider event organisers that are supported by State or Federal Government organisations.
- Events specifically fundraising for donations and charities.
- Private functions.
- For general operating costs.
- For projects that duplicate existing services or programs.
- For interstate or international travel costs.
- For projects that support overtly political activities or activities that could be perceived as benefitting a political party or political campaign.
- For projects that support activities that could be perceived as divisive within the community.
- For Events held for members of the community organisation exclusively.
- For Fees, including those for Development Applications, Health Inspection Fees, Health approvals, Section 68 approvals, Temporary Road Closures, Community Event and Film Application Fees, Hire of Halls and Facilities Fees.
- For projects, events or activities outside the boundaries of Tweed Shire Council.
- Requesting in-kind contributions from Council for resources or services that Council has to procure from outside organisations. As a general rule this includes anything that is not core Council business.

All applicants are to give consideration to the following guiding principles in the conduct of their event:

- **Collaboration**

Working together with Council, local residents, business community, other agencies and organisations as required.

- **Respect**

Event organisers are respectful and considerate of the physical space they occupy and people and businesses around them. They function in a way that local residential amenity is protected.

- **Responsive and Adaptable**

Flexible to function with changing circumstances and emerging issues if and when they arise.

- **Safe and Accessible**

Provide a safe and easy to access event layout that ensures the safety and well-being of attendees.

- **Social and Cultural Enhancement**

Supporting and enhancing the cultural integrity and values of the community including capacity for social interactions, music and entertainment.

- **Sustainability**

Introduce practices that minimise the impact on the local environment including waste minimisation and disposal. For example, the separation of compost and recycling from general waste, and elimination of unsustainable waste, including but not limited to plastic bags, single use water bottles and containers, plastic lined takeaway coffee cups, individual condiment portion packs, plastic straws and polystyrene containers etc.

Application and Assessment Process

- The application will be assessed by a panel of Council Officers for eligibility.
- Eligible applications will then be presented to Councillors at a Councillor Workshop for discussion and consideration.
- The results of the Councillor Workshop will be documented in a report to the next available Council meeting for adoption of the recommended applications.
- Full *or* partial *or* no funding may be recommended by Council and all applicants will be advised of the outcome of their application.
- Successful and unsuccessful applicants will be advised in writing following the Council decision.

Assessment Criteria

For all applications:

1. Description of how the event meets one or more of the identified themes in the Tweed Shire Events Strategy 2016-2020.
2. Description of how the event meets an outcome linked to the Tweed Shire Council Community Strategic Plan 2017-2027.
3. Evidence of support for the event (including industry and association letters of support and sponsorship).
4. Evidence of the capability of the organisation to plan, manage and deliver the event (e.g. Outline plans for event, organisation's experience delivering similar types of event).

5. Consideration will be given to the number of festivals held in the Shire and any conflicting dates/events.
6. How the target audience is being attracted, the anticipated number of local attendance/participation and how the estimate was formulated.
7. Evidence that the budget projections are realistic; how much income is confirmed; how does it compare to previous event (if applicable).
8. Evidence of the capability of the Organisation to manage the grant (e.g. description of previous successful grant acquittal).

Additional criteria for Developmental and Major Events:

9. How does this event promote The Tweed as a destination, and support tourism and marketing niche of the region? (e.g. tourism and economic benefits, destination promotion, longer term benefits).
10. Estimated visitors to the region and justification/evidence to support suggested visitor numbers (include details of target audience; anticipated no. visitors split by intrastate, interstate, overseas (quantitative); expected duration of stay (allowing for event and pre/post event)).
11. Outline of the rationale for the event timing and its alignment with tourism in the region.

Related Legislation

Local Government Act 1993, s356

This section of the Act details Council's capacity to provide financial assistance to others.

Council Reference Documents

Tweed Shire Events Strategy 2016-2020
Community Strategic Plan 2017-2027
Events Sponsorship Guidelines
Events Management Plan Pro-forma

Forms

Events Sponsorship Application Form
Council resource support of events Application Form
Events Sponsorship Acquittal Form

Review Period

This policy will be reviewed in within 12 months of the election of each new Council or prior, if required to assist in implementing the actions from the Tweed Shire Events Strategy 2016-2020.

Useful Links

[Tweed Shire Council's Events Page](#)

[Community Strategic Plan](#)

Version Control:

Version History		
Version #	Summary of changes made	Date changes made
1.0	Replaced Festivals and Events Policy to align with the Tweed Shire Events Strategy 2016-2020	6 May 2016
2.0	Updated to reflect current Community Strategic Plan and removed the following eligibility categories: <ul style="list-style-type: none">• Location• Previous funding from Tweed Shire Council• Timing of Application	June 2017
3.0	Updated to include six guiding principles: <ul style="list-style-type: none">• Collaboration• Respect• Responsive and Adaptable• Safe and Accessible• Social and Cultural Enhancement• Sustainability	October 2017