

Policy

Events Sponsorship

Version 4.1

Adopted by Council at its meeting on Thursday 15 August 2024

Division:	Corporate Services
Section:	Destination, Communication and Customer Experience
File Reference:	Council Policies/Protocols/Procedures
Historical Reference:	See Version Control

Tweed Shire Council is committed to using plain language so that our documents and publications are easy to understand.

The purpose of this document is to provide clear information about Event Sponsorship in the Tweed. The main readers of the document are event organisers, Tweed residents and business owners.

1. Introduction

The Tweed is recognised as a vibrant community and sustainable event destination with a uniquely Tweed calendar of events that showcase and celebrate our community, and natural, creative and culinary strengths.

2. Policy background

The Events Sponsorship Policy provides the framework for distributing funding to support events that align with the vision of The Tweed Events Strategy 2024-2028 and the objectives identified in the Community Strategic Plan 2022-2032. Applications are assessed in relation to these two strategies and Council's broad objectives and plans. It is recognised each event has a unique characteristic and therefore the relative importance of these objectives will vary from event to event.

The provision of financial assistance and resource support to events will be considered annually through a competitive funding round. Full or partial or no funding may be recommended by Council and all applicants will be advised of the outcome of their application.

3. Policy Exemptions

This policy does not override other policies or funding agreements currently provided by Council to support an event. It does not apply to events hosted/delivered by Council as part of its usual service or program delivery.

4. Policy

Events play an important role in making The Tweed a great place to live and visit. To determine which events Council will support, this policy outlines the assessment criteria, eligibility criteria, guiding principles, and conditions of funding.

Sponsorship arrangements are designed to be mutually beneficial, providing the event with financial support and resources while offering sponsors substantial promotional and engagement opportunities.

4.1. Event Experiences



4.2. Event Categories

Support provided is Sponsorship (not a donation) therefore successful applicants are to be aware they will be entering into a formal agreement with Council.

<p>Signature Events</p>	<ul style="list-style-type: none"> • Will have a significant positive impact on the visitor economy and community and is a perfect event that activates the Tweed brand. • Events are dispersed across the shire and held over an extended period.
<p>Destination Events</p>	<ul style="list-style-type: none"> • Attract guests. • Reach a wider audience, enhancing brand awareness of The Tweed. • Attract sponsorship from corporations, and tourism and government organisations. • Provide economic impact. • Are typically managed by external event professionals.
<p>Homegrown Events</p>	<ul style="list-style-type: none"> • Delivered by locals such as community groups, sports clubs, charities, and schools. • Support a need in the community and deliver social value for primarily local audiences with a focus on community engagement and enrichment. • Add to the liveability and vibrancy of The Tweed and bring energy and colour to the region. • Celebrate aspects of the community. • Free or low cost.
<p>Places and Spaces Activations</p>	<ul style="list-style-type: none"> • Bring to life spaces and places such as town centres, laneways, precincts, and parks with immersive experiences to ignite the weekend and night-time economy. • Create memorable experiences, revitalise public spaces, and facilitate engagement with the built environment. • For under 1,500 attendees.

4.3. Levels of Support

Within the four event categories there are three levels of support available. The provision of support is determined by Council's annual budget allocation. Please note that full or partial or no funding may be supported.

Level	Requirements
Level Three Under \$5,000	<ul style="list-style-type: none"> • Showcases a hero experience. • Meets some guiding principles. • Contributes to building a vibrant community. • A brief standardised report must be submitted to Council upon completion of the event.
Level Two \$5,000 to \$10,000	<ul style="list-style-type: none"> • Showcases a hero experience. • Meets most guiding principles. • Attracts day visitors from outside of the Tweed Shire. • Is unique or promotes the unique characteristics of the Tweed Shire. • An Event Management Plan and supporting documents may be requested. • A detailed outcomes report must be submitted upon completion of the event.
Level One Over \$10,000	<ul style="list-style-type: none"> • Showcases one or more hero experiences. • Meets all guiding principles. • Contributes to achieving The Tweed's visitor economy goals of increasing visitor spend and average length of stay. • Detailed Event Management Plan and associated supporting event documents are to be provided. • A detailed outcomes report must be submitted upon completion of the event. • Guest and visitor surveys/satisfaction reports must be submitted upon completion of the event.

4.4. Support Commitment

Council will consider the following terms for financial support of events:

Term	Category
One year	<ul style="list-style-type: none"> • Homegrown events • Places and Spaces Activations
Multi-year	<ul style="list-style-type: none"> • Destination events • Signature events

4.5. Support Period

The event is to be held between 1 August and 31 July.

4.6. Assessment Criteria

All events must be held in the Tweed for the benefit of the Tweed with all applications assessed using the following criteria:

Aligned with the guiding principles	Events should align with The Tweed Event Strategy's vision and support the guiding principles.
Are uniquely Tweed	Events that focus on The Tweed's hero experiences such as: nature based (land and water), outdoor recreation, sports events, creative and cultural events, culinary and agritourism events, lifestyle, health and wellbeing events, and business events. Events should also make use of The Tweed's natural assets and existing infrastructure without having a negative impact on residents or the environment.
Are environmentally sustainable	To align with our ambition to be a leading sustainable destination, Council will seek to support events that are environmentally sustainable and contribute to zero waste and zero emissions targets and inspire and educate the public on sustainability.
Support The Tweed's people and places to thrive	Council will seek to support events that will maximise positive benefits for local businesses and economies and increase social benefits for residents. This may include providing work experience opportunities for young people, involvement of local businesses, artists, performers or community groups.
Minimises negative impacts to The Tweed	Council will take a balanced approach to support and promote low impact events that attract high yield event guests - particularly in shoulder and low seasons.

All applicants are to consider the following guiding principles in the conduct of their event to meet the needs of attendees and stakeholders and contribute to the unique character of The Tweed. A Council officer will be in contact if more information is needed during the assessment process.

Guiding Principle	Description
Brand and value alignment	<ul style="list-style-type: none"> • Ensure the event aligns with the Tweed destination brand, which centres around core values of nature, environment and natural beauty. • Support the positioning of The Tweed as one of Australia's leading sustainable tourism destinations, recognised for its commitment to eco-friendly practices and unforgettable sustainable experiences. • Events that activate the hero experience pillars are encouraged and supported.

Guiding Principle	Description
Sustainable Practices	<ul style="list-style-type: none"> • Adopt a 'Leave no trace' event philosophy. • Prioritise sustainability in all aspects of event planning and delivery, including waste management, energy and water conservation, and resource usage. • Aim to minimise the environmental footprint of the event by employing eco-friendly practices and technologies. • Raise awareness about the importance of responsible choices among participants, vendors, sponsors, and the community. • Provide educational opportunities and resources to empower stakeholders to adopt sustainable and ethical practices.
Social Cohesion	<ul style="list-style-type: none"> • Engage with the community and stakeholders throughout event planning, seeking input, feedback, and collaboration to ensure that the event aligns with community needs and values. • Foster partnerships and relationships that benefit both the event and the broader community. • Provide points of contact and genuine care in addressing resident and community concerns.
Contribution to the local economy	<ul style="list-style-type: none"> • Aim to support the local economy and spend local (within Tweed). • Prioritise the use of local vendors and suppliers, first nation suppliers, artisans, and businesses whenever possible, thereby contributing to the economic vitality of the community. • Aim to support Tweed based and Northern Rivers businesses where practicable over vendors from interstate.
Inclusive and accessible	<ul style="list-style-type: none"> • Create an inclusive and diverse environment where all participants feel welcome, valued and safe regardless of their background, identity, or beliefs. • Provide adequate facilities and support to accommodate diverse accessibility requirements. • Promote diversity among attendees, speakers, and organisers to foster a rich and inclusive event experience.
Safety and compliance	<ul style="list-style-type: none"> • Ensure the safety of all participants. • Prioritise the public health of our people and the natural health of our places. • Collaborate with local emergency services and implement measures to prevent accidents and respond to emergencies. • Ensure full compliance with relevant laws, regulations, industry standards throughout all aspects of event planning and delivery. This includes obtaining necessary permits and licenses, adhering to health and safety regulations, and following ethical guidelines.

Guiding Principle	Description
Ethical practices	<ul style="list-style-type: none"> • Conduct all aspects of event management with integrity, honesty, and transparency. • Uphold ethical standards in dealings with participants, vendors, sponsors, and other stakeholders. • Avoid practices that compromise ethical principles or harm the reputation of the event or Council. • Avoid exploitation or mistreatment of animals for entertainment. • Work with reputable suppliers to ensure the wellbeing of animals. • Adhere to ethical guidelines for animal handling, transportation, and accommodation. • Aim to avoid political endorsements, statements and influence to avoid any perception of bias. • Be a responsible citizen in relation to alcohol and gambling, with a focus on safe, legal and ethical practices that minimise harm to individuals and communities.

4.7. Eligibility Criteria

To be eligible to apply for sponsorship, all applicants must:

- ✓ Be a registered not-for-profit organisation or a solvent registered business.
- ✓ Be an incorporated organisation or be sponsored by an incorporated organisation. A letter agreeing to auspice the sponsorship request must accompany the application.
- ✓ Have evidence of adequate public liability insurance (minimum \$20 million) and other relevant insurance cover.
- ✓ Not have outstanding Council grants that have not been acquitted within required timeframes, or grants that have previously not been satisfactorily acquitted.
- ✓ Not have overdue outstanding payments to Council (e.g. rents, rates, fees, Council guarantor loan repayments).

Council will not support applications that are:

- ✗ Not completed in full and on time.
- ✗ Subject to litigation.
- ✗ Reliant solely on recurrent funding from Council.
- ✗ In contravention to existing Council Policy.
- ✗ Held retrospectively.
- ✗ Submitted by State or Federal Government organisations, however may consider event organisers that are supported by State or Federal Government organisations.
- ✗ Specifically for fundraising for donations and charities.
- ✗ Private functions.
- ✗ For general operating costs not directly related to the delivery of the event.
- ✗ 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 projects, events or activities outside the boundaries of Tweed Shire Council.
- ✘ Requesting support from Council for resources or services that Council must procure from outside organisations. As a general rule this includes anything that is not core Council business.

4.8 Application Process

Applications must be submitted using the online application form available on the [Event Hub and Toolkit](#) on Council's website.

Applicants are reminded that:

1. It is a competitive funding round so careful consideration is to be given to the assessment and eligibility criteria.
2. Out of round applications will only be considered by the assessment panel if there are available funds remaining in the allocated budget.
3. Confirmation of event sponsorship support does not constitute Council's event approval to host the event.

4.9 Assessment Process

1. The applications will be assessed by a panel consisting of Council's Events, Filming and Sponsorship Officer, one representative from Council's contracted Tourism provider, as well as two Councillor representatives invited annually by the Director, for up to a 12-month period.
2. Following the assessment of eligible applications, the panel recommendations will be advised to Councillors via email, or a Councillor Workshop on request, prior to a final decision being made on the issuing of sponsorship funding.
3. Full or partial or no funding may be supported.
4. All applicants will be advised of the outcome of their application in writing via the email address submitted with the application form.
5. Recipients of the current round of Council Event Sponsorship support will be published on [Councils website](#) and/or social media platforms.

4.10 Event Sponsorship Agreement

If successful, Council and the funding recipient will enter into a sponsorship agreement which will include minimum acknowledgement standards for Council's support.

Sponsorship arrangements are designed to be mutually beneficial, providing the event with financial support and resources while offering sponsors substantial promotional and engagement opportunities.

If the level of support is less than \$5,000 it will be paid in one lump sum and not more than 60 business days prior to the date of the event.

For all other levels of support payment will be made in accordance with the terms and conditions and milestones specified in the agreement. If the applicant fails to meet the requirements and conditions set out in the agreement support may be terminated.

5.0 Related legislation

[Local Government Act 1993, s356](#)

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

6.0 Compliance

It is the event organiser's responsibility to be aware of Council's minimum processing periods for any relevant permits / applications in association with their event. This includes, but is not limited to: landowner's consent, temporary food vending permits, development applications, and road closure approvals from Local Traffic Committee.

7.0 Forms

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

8.0 Review period

As actions are implemented from The Tweed Events Strategy 2024-2028, further reviews and updates may be required to the Events Sponsorship Policy.

9.0 Useful links

[Tweed Shire Council website](#)

10.0 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.	October 2017
3.1	Updated 'Community Event' definition and eligibility table.	June 2018
3.1	Included a new Item 9 as adopted at Council's meeting of 25 October 2018 (Minute No 530)	October 2018
3.1	Tweed Shire Events Strategy 2016-2020 extended for a period of one year until December 2021 as adopted at Council's meeting of 3 December 2020. Reference to the Strategy in this Policy updated.	April 2021
3.2	Reviewed as part of Policies Review and no changes required.	16 June 2022
4.0	New Policy developed to align with The Tweed Events Strategy 2024-2028	03 June 2024
4.0	Policy adopted by Council	15 August 2024
4.1	Application process amended to reflect out of round applications, and the assessment process amended to clarify the appointment of two Councillor representatives, and the option for a Councillor workshop.	28 January 2024