

# POLICY REGISTER

## FESTIVALS AND EVENTS POLICY

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Reviewed:

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## DOCUMENT CONTROL

Issue	Prepared/Revised By and Date	Action/Amendment Description	Approved By and Date
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## **1. PURPOSE**

Warren Council recognises that community festivals and events play an important role in fostering community wellbeing and creating local identity. As a result, Council supports community festivals and events through direct funding and provision of in-kind services and strategic advice.

This policy details the eligibility criteria, nature of support Council can provide and the obligations of the recipients receiving this support.

## **2. SCOPE**

This policy applies to all community festivals and events receiving support and funding through Council.

## **3. BACKGROUND**

Community festivals are run by not-for-profit community organisations. As well as providing benefit to the general community, they can also be used as a powerful marketing tool for local shoppingstrips.

## **4. COUNCIL POLICY**

### **4.1 Policy Statement**

Council will support community festivals and events that reflect Council's values and priorities and aim to enrich the lives of the local community by being inclusive and accessible, promote local identity and encourage community wellbeing.

Note: As a general rule, Council will not take on the role of producer of community festivals, rather it will provide financial assistance, in-kind services and strategic support to committees of management to assist them in effectively managing their own festivals and events.

### **4.2 Council Support**

Applications (for Council support) relating to new events must be lodged at least six months prior to the event date. Initial applications should be made on the Application Form at Appendix 1 to this policy.

Council, at its discretion, may support recurring events for up to the term of the Council and prescribe annually what must be undertaken and/or lodged prior to the event taking place in the year in question.

### **Financial Support**

Festivals and events are funded under the Warren Shire Council Community Development Grants. Applications for a grant are assessed based on established criteria (see below).

Funding amounts for festivals and events will be allocated with consideration to:

- the size of the festival or event (geographical and attendances);
- the program;
- the unique costs associated with the festival or event such as traffic management and infrastructure including accessible portable toilets and access ramps;
- the management model of the festival or event; and
- the festival or event's capacity to raise funds from other sources. Funding allocations will be considered in context of the level of funds raised.

#### **In-kind Support**

Council will provide the following types of in-kind support without charge:

- hire of waste and recycle bins;
- assessment of applications for road closure permits (the costs of a Traffic Management Plan and installation of all bollards/signage/resources should be included in the grant application budget presented for consideration);
- provision of parks and gardens (however, any severe damage of parks and gardens due to the negligence of the organisers may affect future grant payments);
- officer advice and assistance.

### **4.3 Eligibility Criteria**

#### **Assessment Process**

All applications are assessed having regard to the following assessment criteria by Council officers. Assessment reports are presented to the Community Grants Assessment Panel along with Council officers' recommended level of funding. The panel's final recommendations are then presented to Council for endorsement.

Applicants will be advised in writing of the decision.

#### **Assessment Criteria**

- *Accommodation/bed nights created* Significant amount of bed nights created and the likely sustainability of this visitation (e.g. one off event vs recurring event).
- *Showcasing other sectors*  
The ability of the event to showcase our industries, culture, sports, lifestyle and produce.
- *Multiplier effects to other existing sectors*  
The positive flow on effects an event creates for existing industries in the region and the economic and employment multiplier factor/level.
- *Revenue generation for the region*  
The amount of revenue the event will bring to the region in dollar terms. This includes cost of promotion and logistics.

- *Tourism Visitation*  
The ability of the event to attract tourist visitation from outside the region.
- *Environmental issues*  
Compatibility with the environment and assessment of any positive or negative environmental impacts. This includes compatibility with Council's Community Strategic Plan and associated planning requirements.
- *Social issues*  
The impact on the social environment and any positive or negative results of a proposal. Events that will enhance the social character of the area will be considered desirable.
- *Sense of pride and place*  
Events that engender a strong sense of pride and place will be well regarded.

#### **4.4 Obligations of funding recipients**

##### **Funding agreements and reporting**

Festival and event grant recipients are required to enter into a funding agreement with Council prior to receiving their grant. The funding agreement will outline the recipient's requirements and level of accountability.

The agreement will include, but is not limited to, the submission of detailed event, traffic and safety plans, a marketing and promotions plan, a detailed budget and demonstrate evidence of compliance in relation to relevant health standards or other permits and insurances prior to the event.

Agreements will also include:

1. cancellation and termination conditions
2. other sources of funding

Agreements must be signed before the sponsorship is provided.

Failure to comply with the items set out in the funding agreement may result in Council-enforced cancellation of the festival or event. This may include failure to submit or adhere to safety plans.

In addition, any ongoing funding agreement may be voided if the purpose of the event alters considerably from the stated intention without prior approval from Council.

##### **Acknowledgement of support**

The following guidelines are provided to assist festival/event organisers in providing appropriate recognition for Council support/sponsorship, whether they be in cash or in kind.

1. MINOR LEVEL SPONSORSHIP: up to \$999
  - a. If possible, Council's logo appropriately placed on any promotional notices and/or festival/event programs and the following statement printed on any promotional notices or event programs: "This event proudly supported by Warren Council."

2. MEDIUM LEVEL SPONSORSHIP: \$1,000 TO \$4,999
  - a. The following statement printed on all promotional notices and/or event programs: “This event proudly supported by Warren Council” and the inclusion of Council logo.
  - b. Where appropriate the Mayor or his representative invited to attend with a partner as guests of the event organiser.
  
3. MAJOR LEVEL SPONSORSHIP: \$5,000 and above
  - a. The following statement printed on any promotional notices and/or festival/event programs: “This event proudly supported by Warren Council” and the prominent inclusion of Council’s logo.
  - b. Where appropriate the Mayor and Councillors invited to attend with their partners as guests of the event organiser.
  - c. Where appropriate, the Mayor or his representative invited to speak as part of the program.
  - d. For events that generate interest of a regional nature, the right for Warren Council to have a booth or stall at the event at Council cost to promote the Council area throughout the event.

The General Manager may approve sponsorship recognition methods other than those provided in these guidelines in unusual cases where a deviation from these guidelines is in the best interest of Warren Council and the community.

## **5. RISK MANAGEMENT**

Council reserves the right to:

- undertake a risk assessment of any festival/event/support and/or sponsorship proposal, and
- conduct reasonable checks of sponsored organisations.

Should it be the case that following such risk assessment; the event, activity, project or organisation failed to meet the requirements of Council’s obligations under the Occupational Health and Safety Act, funding for the festival/event, activity, or organisation may be withdrawn.

## **6. REVIEW**

Council reserves the right to vary, replace or terminate this policy at any time. This policy will be reviewed every 2 years or earlier if there are relevant statutory or State Government policy changes.

**Appendix 1.**

**APPLICATION FORM**

Your organisation's name:

Organisation's ABN:

Contact details:

Your name:

Your Phone No:	Mobile:	Email address:
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**1. Event Name:**

**2. Event/Project description:** briefly describe your project (bullet points permitted) AND attach succinct cover letter or any additional material which helps explain its scope and benefits.

**3.a) Anticipated Start Date** / / 20\_

**4. Budget Information for whole of event/project:** provide ‘rounded out’ figures only

	<b>Funds - GST Exclusive</b>	<b>CASH or IN- KIND?</b>	<b>Name of other funding source</b>
a) GC Events funding sought			
b) Funds provided by self			
c) Funds-other source			
<b>TOTAL Project Cost</b>			

**5. Specific breakdown of Event fund requested:** e.g. - advertising with media, posters and flyers, radio ad-production costs, traffic control and rubbish removal, etc.

**6. List at least THREE anticipated outcomes from the event/project which will benefit businesses within WSC local government area AND describe how the project will be evaluated**

<b>Outcomes / Benefits</b>	<b>Evaluation / Performance Measure</b>
<i>Examples:</i> a) <i>increased numbers of visitors</i> b) <i>details of local contracts let</i>	<i>Including:</i> a) how outcomes will be measured, e.g. survey of accommodation houses b) by whom c) how they will be reported back to GC.



**7. Please tell us a little about your organisation and its ability to deliver on this project. What experience have you had with this type of event/project in the past?**

**8. I have read, acknowledge and understand Warren Council’s Festivals and Events Policy. I certify that the information provided in and supporting this application is true and correct and that I am legally authorised to sign this application for and on behalf of the organisation I represent.**

Signed: .....

Print Name: .....

Date: .....