

ORDINARY MEETING 16 JUNE 2015	5.10
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DOUGLAS SHIRE COUNCIL - DOUGLAS SHIRE EVENT STRATEGY
AND POLICY REVIEW

Kerrie Hawkes: Executive Officer: #456707
Linda Cardew: Chief Executive Officer

RECOMMENDATION:

That Council:

- 1. Note and adopt the revised Event Strategy and Policy; and**
- 2. Note and adopt the addition of an 'Event' Funding program and guidelines; and**
- 3. Delegate authority to the Mayor and Chief Executive Officer in accordance with the *Local Government Act 2009* to finalise any minor amendments in relation to the Event Strategy and Event Funding Guidelines.**

EXECUTIVE SUMMARY:

The Event Strategy and Policy were developed to provide clear objectives and guidelines for Council's role in supporting, facilitating and delivering events across the region.

The Event Strategy, Policy and new Event Funding Program were developed based upon feedback and comments received from the community over the past twelve months and Councillors at the Councillors' briefing and workshop on 19 May 2015.

BACKGROUND:

Events play a significant role in making a community a vibrant, welcoming and supportive place to live. They are also a very effective platform to showcase the region and stimulate the local economy by attracting large numbers of participants, which in turn filters through the business community. Community events also engender community pride, which is an integral component of a healthy and happy community.

Council has a role in many events annually, ranging from being the facilitator of civic ceremonies through to support of large-scale festivals.

Council's support of civic and community events assists local organisations in fostering connections with the community, particularly vulnerable and disadvantaged groups who can feel socially isolated without such contact.

Council's Event Strategy and Policy was first adopted on 29 April 2014. As in all Council's operations, achieving continual improvement by reviewing past practice, identifying efficiencies and implementing new initiatives is vital to ensuring a compliant and contemporary organisation.

It is also recognised that Council support for significant and major events is often the major influencer in securing or maintaining popular events that attract large numbers of visitors with an economic worth many times Council's investment.

COMMENT:

In this first twelve months Council has enhanced the calendar of events with the provision of support, both financial and in-kind, towards new events.

These events include but are not limited to;

- the Crocodile Trophy Mountain Bike race
- Taste Port Douglas
- Port Douglas Beach Picnic Races
- the Great Barrier Reef Marathon

Council has also supported a large number of community events, activities and programs through the Community Support Program.

Under the current Event Strategy, applications from commercial businesses are received at any time of the year, and assessed against the Assessment Matrix by three impartial officers and then presented to Council with a recommendation on a case by case basis.

Officers are recommending a specific 'Event' funding round be introduced for the commercial sector to allow applicants the opportunity of having a defined timeframe to submit a proposal and to have clear guidelines regarding the eligibility of an event. This would also allow for a single report to Council with recommendations based upon a clear, competitive process.

PROPOSAL:

That Council adopt the revised Event Strategy and Policy along with the inclusion of an 'Event' funding program.

CORPORATE/OPERATIONAL PLAN, POLICY REFERENCE:

Douglas Shire Council Corporate Plan 2014 -2019

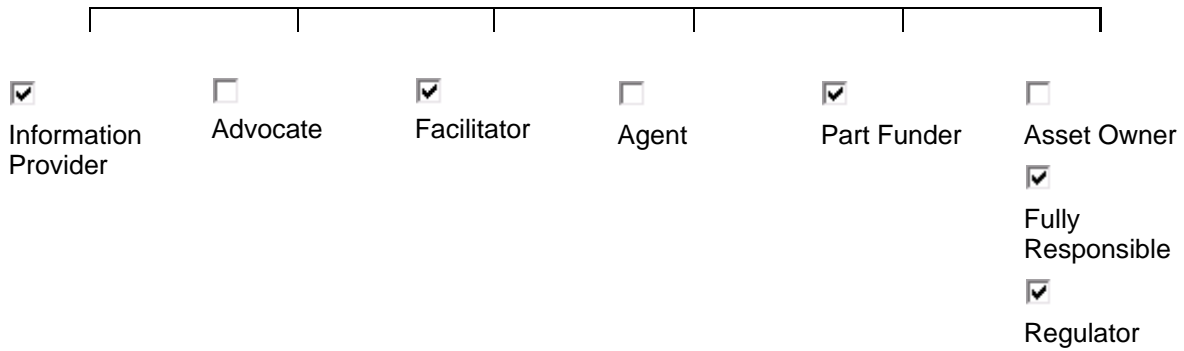
- Celebrating our Communities
- Building a Sustainable Economic Base
- Engage, Plan, Partner

Event Strategy and Policy adopted 29 April 2014

COUNCIL'S ROLE:

Council can play a number of different roles in certain circumstances and it is important to be clear about which role is appropriate for a specific purpose or circumstance. The implementation of actions will be a collective effort and Council's involvement will vary from information only through to full responsibility for delivery.

The following areas outline where Council has a clear responsibility to act:



Information Provider: Providing access to information to assist communities and organisations.

Facilitator: Bringing people together to develop solutions to problems.

Part Funder: Sharing the cost of a program or activity with other organisations.

Fully Responsible: Funding the full cost of a program or activity.

Regulator: Meeting the responsibilities associated with regulating activities through legislation or local law.

FINANCIAL/RESOURCE IMPLICATIONS:

The costs associated with the introduction of the ‘Event’ funding program are to be provided for in the 2015 -2016 financial year.

RISK MANAGEMENT IMPLICATIONS:

The introduction of a set ‘Event’ funding program will provide an articulated approach that will ensure Council supports events that meet community and economic development expectations of Council. The set program will also ensure applicants are able to bid competitively for the available funding and Council can readily assess the relative merits of each application.

SUSTAINABILITY IMPLICATIONS:

ECONOMIC: Supporting and promoting a range of events in the Shire assists with drawing local, national and international visitors to the Shire. There will be immediate and long term economic benefits to the Shire.

ENVIRONMENTAL: Event organisers will be required to ensure their event has limited to no impact on the environment.

SOCIAL: Ensuring a range of events is available throughout the Shire that are inclusive will allow for community to have equitable opportunity to participate.

INTERNAL/EXTERNAL CONSULTATION:

Discussions regarding the review of the Event Strategy, Policy and introduction of the 'Event' funding programs and guidelines have been held with:

- the CEO Unit
- the Management Team
- Councillors' Briefing and Workshop 19 May 2015 with request for comments by 2 June 2015
- Informal feedback with members of the community and event organisers.

ATTACHMENTS:

Event Strategy - 456902

Event Policy - 456901

'Event' Funding Guidelines - 456900

Attachment 1

DOUGLAS SHIRE EVENT STRATEGY and POLICY review



Events Strategy 2015 - 2020

1. PREFACE

Strategy Purpose

The Douglas Shire comprises a very diverse range of communities and hosts a variety of civic, significant and community events that celebrate this diversity and reinforce its reputation as a leading tourism destination.

The purpose of this document is to provide Douglas Shire Council (Council) with a framework to guide the Douglas region to increased community enrichment and economic prosperity through events.

The economic impact of major events is realised by increased visitation and the associated benefits as well as the positive influence of localised expenditure due to the supply of goods and services for the event. According to Tourism Australia, for every dollar spent on tourism activities, another 91 cents is generated in other parts of the economy.

Council's Events Strategy 2015 – 2020 aims to quantify the social and economic benefit of events in the Douglas Shire, taking into account financial, social, environmental and logistical considerations.

Identifying opportunities for future collaboration with potential new events and adopting guidelines which streamline the application and reporting processes for Council funding are other key priorities.

Although this strategy presents a five-year framework for events in Douglas, it is to remain a working document to be assessed annually and adapted to suit the requirements of Council and our communities.

Role of Douglas Shire Council

Council's contribution to events in Douglas must fit into at least one of the criteria listed in the roles continuum (tabled below).

Information provider	Assisting other organisations by providing information (eg. website links, display of brochures) about their activities
Advocate	Supporting communities and groups by advocating for certain actions from other organisations (usually other levels of government)
Facilitator	Bringing people together to develop solutions to problems
Agent	Delivering a program or activity for another organisation (usually another level of government)
Part funder	Sharing the cost of a program or activity with other organisations
Asset owner	Meeting the responsibilities associated with owning or being the custodian of assets such as infrastructure;
Fully responsible	Funding the full cost of a program or activity;
Regulator	Meeting the responsibilities associated with regulating activities through legislation or local laws

Council's primary role in events funding and in-kind support is to provide sponsorship to organisations to deliver events in Douglas which meet the key principles and requirements set out in this document.

2. OVERVIEW

Vision

To *Provide, Partner and Promote*.

Council does not see its role as the primary host or organiser of events in Douglas except in civic events such as citizenship ceremonies and other events determined by Council.

Rather, Council's Events Strategy is to *provide* funding and in-kind support opportunities, *partner* with organisations to run successful events and *promote* events through Council's communications channels.

By adopting this vision, Council is empowering organisations to showcase events which contribute to the economic and community development of the Douglas Shire while providing the support and expertise of Council staff to ensure event managers are equipped with the knowledge to ensure the community derives the most benefit from their event.

Objectives

Douglas Shire Council's Events Strategy vision will be achieved by addressing the key objectives:

- Celebrating our diverse communities
- Making a positive contribution to civic events
- Supporting and promoting community celebrations and encouraging community involvement
- Positioning the region and grow its reputation as a tourism and events destination
- Maximising the economic, media and community values of events
- Providing a robust framework for supporting and growing events
- Continuously reflecting and improving

Strategies

When detailing the event strategies to be implemented by Council, it is imperative to clearly identify Council's role in events and the potential implications for Council and our communities.

Event strategies implemented by Council will:

- Support existing events which demonstrate social and economic benefits for the Douglas Shire
- Maximise the value of existing events and enable them to grow
- Secure new events and facilitate/develop opportunities in association with these events
- Identify Community Events which could transition to Resource and Performance Agreements
- Plan and facilitate delivery of event infrastructure and services
- Provide clear, cost-effective support arrangements which inspire confidence

Actions

The actions required to implement Council's Events Strategy are wide-ranging due to the complexity of addressing the vision, objectives and strategies outlined in the overview. These actions are detailed in the Implementation chapter of this document.

3. EVENT SNAPSHOT

Profile of event sectors

Council is involved in many events annually, ranging from civic ceremonies through to large-scale festivals.

Civic Events

Incorporates important events such as Australia Day ceremony and awards, Anzac Day, citizenship ceremonies, Ministerial and other official government delegations, civic Mayoral receptions and ceremonial requests to the Mayoral office. Council support includes funding, organisational and/or in-kind assistance which is provided as required.

Significant Events

Events which attract significant national and international participation, including spectators; Must demonstrate significant economic and community benefits for the Douglas Shire. Applicants must demonstrate proven success in hosting major events. These events are generally subject to strict Resource and Performance Agreements;

Community Events

Local events which attract large numbers of participants from across Far North Queensland and to a lesser extent from interstate and overseas, or events which are considered integral to the social benefit of the Douglas community. Important events with a strong community aspect which contribute to the community development of Douglas. These Events must demonstrate considerable economic and/or community benefits for Douglas.

Rewards from Council support for events

Events play a significant role in making a community an attractive, welcoming and supportive place to live. They are also a very effective platform to showcase the region and stimulate the local economy by attracting large numbers of participants which filters through the business community.

Council's support of civic and community events assists local organisations in fostering connections with the community, particularly vulnerable and disadvantaged groups which can feel socially isolated without such contact. Community events also engender community pride which is an integral component of a healthy and happy community.

While Council's primary role is to provide essential services, Council's support of significant and major events is often the major influencer in securing or maintaining popular events that attract large numbers of visitors with an economic worth many times Council's investment.

4. EVENT EVALUATION

Evaluation and assessment criteria

Key criteria for Council funding and providing in-kind assistance will include, but is not limited to:

Significant Events (subject to Resource and Performance Agreement) - must demonstrate *substantial community and economic benefits* for the Douglas Shire.

Event type

- Ongoing successful events that can demonstrate they are growing in size and attendance as well as securing sponsorship from other sources; or
- New events seeking to become established in the Douglas Shire.

Council, community and economic benefit

- Align Council brand with established events that offer substantial promotion and recognition opportunities for Council and economic benefits for region
- Attract people from across Queensland as well as visitors from interstate and overseas
- Provide benefits to the wider community by encouraging opportunities for community participation and development
- Provide substantial economic benefits, such as increased visitor spending, encouraging the uptake of overnight accommodation as well as partnering with local businesses to stimulate local business activity and/or employment
- Offer value for money, taking consideration of Council's contribution as a percentage of the total event budget and the number of people who are anticipated to attend the event
- Are encouraged to be held outside the peak tourist season of June-September

Sustainability

- Encourage the ongoing sustainability of the event through event organisers securing funding and in-kind support from other sources
- Match Council's contribution with cash and/or in-kind support (eg volunteer hours)
- Provide adequate lead time to ensure Council can maximise the benefits from the sponsorship relationship
- Demonstrate measures and practical examples of how the event will minimally impact the environment (eg reduced landfill, carbon footprint)

Community engagement

- Provide opportunities for Council to have a presence at the event, including the Council logo on all marketing and promotional materials
- Event organisers build positive relationships with other organisations in the Douglas Shire, including seeking letters of support for the event
- Event organisers work in partnership with local business organisations to support the planning and delivery of the event
- Provide opportunities for equitable access to events for people with a disability or those who are financially disadvantaged

Community Events - must demonstrate *considerable community and/or economic benefits* for the Douglas Shire.

Event type

- New events seeking to become established in the Douglas Shire; or
- One-off events which have considerable social and/or economic benefit for the Douglas Shire
- Secured sponsorship from other sources

Council, community and economic benefit

- Align Council brand with established events that offer considerable promotion and recognition opportunities for Council and economic benefits for region
- Attract people from across Far North Queensland as well as visitors from interstate
- Provide benefits to the wider community by encouraging opportunities for community participation and development
- Provide considerable social benefits, such as the participation and benefit of diverse cultures, the disadvantaged and vulnerable communities, and involves a cross-section of the community
- Provide considerable economic benefits, such as through increased visitor spending, encouraging the uptake of overnight accommodation as well as partnering with local businesses to stimulate local business activity or employment
- Offer value for money, taking consideration of Council's contribution as a percentage of the total event budget and the number of people who are anticipated to attend the event
- Are encouraged to be held outside the peak tourist season of June-September
- Recognise and promote Council's support of the event.
- Provide opportunities for Council to have a presence at the event.

Sustainability

- Encourage the ongoing sustainability of the event through event organisers securing cash and in-kind support from other sources
- Match Council's contribution with cash and/or in-kind support (eg volunteer hours)
- Demonstrate measures and practical examples of how the event will minimally impact the environment (eg reduced landfill, carbon footprint)
- Clearly outline the objectives of the event and how you will measure the success of the event.
- Managed by local community organisations.

Community engagement

- Managed by local community organisations
- Event organisers build positive relationships with other organisations in the Douglas Shire, including seeking letters of support for the event
- Event organisers work in partnership with local organisations to support the planning and delivery of the event
- Provide opportunities for Council to have a presence at the event, including the Council logo on all marketing and promotional materials
- Provide opportunities for equitable access to events for people with a disability or those who are financially disadvantaged
- Provide social benefits, such as the participation and benefit of diverse cultures, the disadvantaged and vulnerable communities, and involves a cross-section of the community.

Resource and Performance Agreements

Resource and Performance Agreements (RPAs) outline in detail the outcomes required by Council and the benchmarks event organisers need to achieve to receive funding.

All successful applicants for Significant Events and some successful applicants for Community Events will be required to enter into an RPA with Council.

The terms of these RPAs are generally set at three years to provide event organisers with the assurance required for budgeting purposes when planning for major events, providing the business or organisation subject to the RPA meets the conditions of the agreement.

Events subject to an RPA are generally funded in stages, with payments made by Council when agreed key performance measures have been reached.

5. DEVELOPMENT AND DIVERSIFICATION OPPORTUNITIES

Key influencers of events in Douglas

Successful events rely on the cohesive partnerships formed by key influencers.

Council will work closely with local community organisations, the Douglas Chamber of Commerce and Tourism Port Douglas Daintree to sponsor, plan for, manage and improve on events.

The most important external key influencer is Tourism and Events Queensland (TEQ), the State Government authority which contributes significant partner funding to events throughout Queensland.

Aligning Council's funding round with TEQ and aligning Council's events strategy with TEQ's funding criteria is a priority as it will help develop new and existing events in the Douglas Shire.

Council's role as a key influencer depends on the individual event, ranging from information provider to fully responsible, as detailed in Section 1 of this strategy.

Showcasing Council assets suitable for events

Council boasts a diverse collection of recreational and infrastructure assets suitable for events and functions. Event organisers are encouraged to contact CEO Unit to discuss their event and venue needs.

Civic celebrations can also be enhanced by Council making greater use of these assets to provide a more satisfying experience for participants and the public while adhering to the protocols of specific events. By showcasing Council's diverse collection of recreational and infrastructure assets, Council can also demonstrate the capacity of these venues for events which the public can hire for their own use.

Below is a list of Council's major assets suitable for events:

COUNCIL ASSETS		
Mossman Shire Hall	Port Douglas Sports Complex	Reynolds Park (PD)
Port Douglas Community Hall	Rex Smeal Park (PD)	Jalunbu Park (PD)
Port Douglas Sugar Wharf	George Davis Park (Mossman)	Beaches (Various)
Daintree Hall	Coronation Park (Showgrounds)	Foreshore (Various)

Funding opportunities

Council encourages event organisers to explore a range of funding opportunities. The following table outlines some of the potential sources of funding and links for event managers to obtain further information:

ORGANISATION	DESCRIPTION OF FUNDING OR SUPPORT PROGRAM	CONTACT DETAILS
Douglas Shire Council – Community Support Program	To assist not-for-profit organisations develop programs, projects or activities.	http://douglas.qld.gov.au/community-support-program-csp/enquiries@douglas.qld.gov.au 4099 9444
Douglas Shire Council - Event Funding	To assist commercial organisations develop a new or one-off event.	enquiries@douglas.qld.gov.au 4099 9444
Tourism & Events Queensland	State events agency responsible for attracting, creating and growing events that will generate economic and social value to Queensland. Funding via major and regional events development programs.	www.eventsqueensland.com.au
Arts Queensland	Grants are allocated through a number of programs, including RADF, which supports professional development and employment of arts and cultural workers in regional Queensland, and IRADF, which supports events that provide access for indigenous communities in regional and remote Queensland to arts and cultural services.	www.arts.qld.gov.au
Douglas Shire Council - RADF	The Regional Arts Development Fund (RADF) is a highly successful state and local government partnership that supports local artists and arts and cultural activities in Queensland communities.	http://douglas.qld.gov.au/community/community-grants/regional-arts-development-fund-radf/enquiries@douglas.qld.gov.au 4099 9444
Gambling Community Benefit Fund	Distributes grants to Queensland-based not-for-profit community groups to provide services and activities to benefit Queensland communities.	www.olgr.qld.gov.au/grants
Department of National Parks, Recreation, Sport and Racing	A range of funding programs are available to “active organisations”, making it easier to access the funds needed to spread the words “Get Active Queensland”. Funding falls under both major and minor infrastructure grant programs	http://www.qld.gov.au/recreation/sports/funding/
Screen Queensland	Offers a range of funding initiatives for film development investment, multi-platform and games, micro budget movies, indigenous stories and training, professional development and travel grants.	http://www.screenqueensland.com.au/funding.html
Queensland Arts Council	Supports the arts in regional, remote and very remote/isolated Australia, offering applicants the chance to be granted \$5000 to \$30,000 towards their artistic projects.	www.artslinkqld.com.au/regional-arts/regional-arts-fund/
Indigenous Culture Support Program	Supports the maintenance and continued development of indigenous culture with a wide range of cultural projects, including traditional art and craft production, dance and theatre and community festivals showcasing indigenous talent.	www.arts.gov.au/indigenous

Potential partner events

Establishing new partnerships is essential to growing the community, social and economic benefits of events.

These partnerships encompass potential funding partners and event managers that can provide social and economic stimulation for the local community.

The following potential events are not a blueprint for Council to pursue but an indication of the opportunities and potential benefits of forming new partnerships and supporting new or growing events:

- **Celebrating Our Communities**

Increasing Council's collaboration on existing events and activities is an effective way to celebrate our communities.

As an example of the benefits of closer collaboration with local organisations, Council could help create a more vibrant Christmas spirit with lights and decorations built up over several years on the basis of a shared contribution to funding.

Christmas lights and decorations instil confidence in communities and establish a sense of community pride.

The Christmas season is an important tourism period for the Douglas Shire with potential to grow.

Families are more attracted to holiday in destinations over the Christmas season, which demonstrates a vibrant community spirit.

By creating a festive atmosphere in the lead-up to and during Christmas, the Douglas Shire is more likely to secure repeat visitation.

Council's active participation to enhance our communities during this period would demonstrate its commitment to improving the community and economic outlook in a partnership with our local communities.

- **One-off major sports tourism events**

Major sports tourism events are a key focus for major funding partner Tourism Events Queensland.

The Douglas Shire boasts the location, conditions and tourism infrastructure to attract major one-off sports tourism events.

They provide a great atmosphere for spectators and build a sense of community pride.

One-off major events do not provide the ongoing economic benefits of annual major events but attract a critical mass of participants and spectators which boosts the local economy.

These participants and spectators then become ambassadors for the Douglas Shire and potential return visitors.

The media exposure associated with one-off major events promotes the Douglas Shire to potential visitors who otherwise would not have considered here as a holiday destination.

Being actively involved in promoting major sports tourism events in the Douglas Shire enhances Council's reputation for supporting activities which stimulate the local community socially and economically.

- **Ongoing major sports tourism events**

Building on an existing sports tourism event or establishing a new one which is ongoing in partnership with local organisations may create significant community and economic benefits for the Douglas Shire.

Major sports tourism events attract dozens of participants and hundreds of spectators which will be expected to provide an economic boost for the Douglas Shire, particularly during the wet or shoulder seasons.

Sports tourism events create a great atmosphere with the influx of visitors in less active tourism periods and exchange of cultures courtesy of the involvement of international participants.

The benefits of repeat annual visitation from a large number of people in a quiet period for tourism and the potential to convert participants into ambassadors for the Douglas Shire who return for holidays or encourage friends and family to do so is significant.

Major sports tourism events are also very attractive for potential funding partners as well as external sponsors.

Council's support would demonstrate a proactive approach to stimulate the local economy in the off-season and provide entertainment for locals.

Council's support will also help build relationships with potential funding partners and forge an identity for the Douglas Shire as being capable of staging major events.

- **Arts and lifestyle festival**

An annual mixed arts and lifestyle festival held in the Spring shoulder season in partnership with local organisations could celebrate the unique artistic and agricultural diversity of Tropical North Queensland.

Local artists and agricultural producers are able to participate in a festival which involves experts in their field from around Australia.

The local community can celebrate the diversity of the tropics and enjoy a cultural experience.

A festival can build a reputation among artistic and agricultural communities around Australia which attracts participants and spectators to the Douglas Shire in the shoulder season, stimulating the local economy.

Media exposure of the event would also promote the Douglas Shire nationally.

6. IMPLEMENTATION

The following provides a detailed breakdown of key strategies and actions for Council:

KEY STRATEGY	ACTIONS
Strategy 1	Support existing events which demonstrate economic and social benefits for the Douglas Shire
	<p>The Douglas Shire boasts an impressive calendar of Significant and Community Events. To further boost the Douglas Shire's reputation as a premier events destination, it is important to support existing events which demonstrate economic and social benefits for the Douglas Shire.</p> <p>The following actions will enable Council to support existing events which meet the criteria of Council's events strategy:</p> <ul style="list-style-type: none"> • proactively manage existing agreements and renewal arrangements to ensure they are compliant with Council's events strategy and instil confidence in event managers of the long-term security for their event in the region; • work with other levels of government and private sector stakeholders to maximise funding opportunities.
Strategy 2	Maximise the value of existing events and enable them to grow
	<p>The Douglas Shire hosts a wide range of events which showcase the region to a national and international audience and generate significant economic and community development returns for Douglas. Generating positive industry relationships, supporting individual events to develop and leverage benefit from each other and instilling confidence in event organisers are core elements of a successful approach to retaining and growing events in Douglas.</p> <p>The following actions will enable Council to maximise the value of existing events and support their capacity to grow:</p> <ul style="list-style-type: none"> • ensure Council's investment in existing events is conducive to the retention of these events and facilitates their growth; • develop a stronger partnership with key strategic stakeholders as a priority; • growth targets and performance indicators will be established with event managers; • contract periods for Significant Events should be co-ordinated where possible with key strategic stakeholders for jointly sponsored events; • encourage growth in event participation from interstate and overseas participants to maximise the length of visitation; • identify the media benefits and opportunities that each event can deliver and work with the event manager and key strategic stakeholders to maximise these opportunities for Douglas; • leverage off existing events and create an events calendar to profile Douglas as an attractive destination for events; • consult with key strategic stakeholders and community organisations to develop an annual program of community activities, business support and marketing events to be staged in conjunction with Significant Events; • work in collaboration with key stakeholders to access wider national and international markets and the attract new participants and visitors through the recognition of Significant Events in regional trade and investment development programs.
Strategy 3	Secure new events and facilitate/develop opportunities in association with these events
	<p>Douglas will promote its strengths – the natural landscape and lifestyle attributes that present a competitive advantage for the region. The significant return on investment will come from working in partnership with key strategic stakeholders to attract new events which are commensurate with Douglas Shire's aspirations and which can be supported</p>

	<p>from existing assets.</p> <p>The following actions will support Council's capacity to secure new events and facilitate/develop opportunities in association with these events. Many of these actions will also support the retention and growth of existing events:</p> <ul style="list-style-type: none"> • focus Council's efforts on those activities and attributes where the region has a natural, competitive advantage and offers the greatest prospects for success; • identify low occupancy months without major events and prioritise the attraction of new events for these months; • identify the event sector strengths of the Douglas Shire and identify potential events which could be secured with the support of Council and key strategic stakeholders; • clearly articulate the Douglas Shire's point of difference in relation to its natural environment, competitive advantages and assets when hosting major events.
Strategy 4	Identify Community Events which could transition to Significant Events
	<p>Providing support for existing Community Events to grow and become a Significant Event presents an opportunity to generate significant economic impact and media exposure benefits for the Douglas Shire.</p> <p>The following actions will enable Council to identify Community Events to transition to Significant Events:</p> <ul style="list-style-type: none"> • establish the potential of an event in relation to other or similar events staged nationally and/or internationally; • identify and understand trends in the major events industry; • ascertain the potential growth and event growth plans with event managers to fully understand the event's potential; • collaborate with key strategic stakeholders on those events which show potential to transition; • engage with other levels of government and private sector stakeholders to remove any obstacles for events to demonstrate their growth potential.
Strategy 5	Plan and facilitate delivery of event infrastructure and services
	<p>Council's facilitation of the development and enhancement of its infrastructure and services to support major events and attention to the planning and provision of facilities and services will enable the Douglas Shire to grow its major events suite in the longer term.</p> <p>The following actions will contribute to Council's capacity to deliver the infrastructure and services necessary to support the development and growth of events:</p> <ul style="list-style-type: none"> • undertake an audit of existing event infrastructure to identify critical gaps to advancing the objectives of this strategy and provide an evidence base to inform event infrastructure priorities; • ensure there are capital investment plans in place for critical event infrastructure so these facilities remain available and appropriate to the needs of existing and planned events; • consider the physical and operational needs of events when planning the development, redevelopment or maintenance of public places and other areas which regularly – or are potentially able to – support the staging of events; • adopt best-practice strategies to manage the impacts of major events on local communities to engender greater understanding and support for them.
Strategy 6	Provide clear and cost-effective support arrangements which improve confidence
	<p>Council's approach to supporting events will be transparent, evidence-based and accessible. Streamlined procedures and single points of entry for event organisers are vital. There will be rigour and transparency in assessing value for money from Council's event sponsorship investments. Council must maintain a proactive, leadership role in supporting events in the Douglas Shire in partnership with key strategic stakeholders and the tourism industry to maximise the market exposure of these events to wider audiences.</p> <p>The following actions will provide the platform for clear, cost-effective and contemporary</p>

	<p>support arrangements to build confidence in the region among event organisers and sponsors:</p> <ul style="list-style-type: none"> • ensure a competitive funding model and a robust assessment framework are established to support the Council's investment in events; • adopt an appropriate set of performance measures to assess the success of the Douglas Shire's events and to maximise opportunities for growth and expansion of these events; • explore the creation of a fully integrated digital platform for events inclusive of an events calendar, social media sites and other communication tools to enhance the recognition of the Douglas Shire's proposition as an events destination.
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Community Engagement

Council's implementation of a robust events assessment and evaluation system which is transparent and accountable requires alignment with the adopted Community Engagement Strategy that clearly outlines Council's criteria for funding and in-kind support.

Educating event managers about the requirement to adhere to application timelines and evaluation and assessment criteria is essential.

Council will use all available information distribution channels to inform event managers when funding rounds open and close and emphasise the requirement to submit an application for events to be considered for Council funding.

The impartial Council panel that evaluates funding applications will be equipped with a stringent checklist which clearly defines the value of the individual criteria in determining the overall assessment of applications. This eliminates the risk of Council supporting events which do not match the relevant criteria.

If required, Council will host workshops when the event funding round is announced to assist applicants to understand the application process, ensuring events meet the selection criteria. The promotion of these workshops is critical to community engagement, ensuring event managers are aware that Council has initiated a process to support them.

Report, Review, Re-adjust

A summary of all Council-sponsored and supported events will be included in Council's Annual Report.

Key priorities and actions will include evaluation of the event outcome report and the annual review of event acquittal against the criteria of Council's events strategy, with adjustments made accordingly. Feedback will be provided to event organisers to help strengthen future events.

Measures to be implemented by Council to strengthen the *Report, Review, Re-adjust* requirements of event managers include:

- Event inquiry template
- Event run sheet
- Event risk assessment checklist
- Media booking and marketing request sheet
- Post campaign analysis template
- Event briefing document template

Performance Management of Events Strategy

An appropriate monitoring and reporting system for the implementation of Council's events strategy provides a targeted analysis of current activities and progress.

To encourage consistency in reporting, benchmarking and a coherent focus on outcomes, Council and key strategic stakeholders will negotiate strategic "success indicators" and key performance indicators (KPIs).

KPIs which might be considered to assess the success of the events strategy may include:

- The number of events sponsored by Council which achieved their contracted performance targets
- The number of new events attracted to the Douglas Shire
- The level of support leveraged from key strategic stakeholders to support, secure and create events in the Douglas Shire

7. CONTACT AND ASSISTANCE DETAILS

For further information on the Events Strategy, or to obtain assistance with an application, please contact Council's CEO Unit

Telephone: (07) 4099 9444

Email: enquiries@douglas.qld.gov.au

Attachment 2**DOUGLAS SHIRE EVENT STRATEGY and POLICY review****EVENTS GENERAL POLICY**

Intent The intent of this policy is to provide clear objectives and guidelines for Douglas Shire Council's (Council's) role in supporting, facilitating and delivering events across the region. This policy is to be applied by Council when supporting, partnering and facilitating, or delivering events to ensure a transparent, accessible and consistent process across Council.

Scope This policy applies to all events, whether public or private, held within Douglas Shire that:

- require Council approval;
- are produced by Council;
- are produced, presented or promoted in partnership with Council; or
- attract Council funding.

REFERENCE

Legislation: *Australian Citizenship Act and Regulations 2007*
Local Government Act 2009
Local Laws Act 2009

Other: This events policy aligns with Council's Community Engagement Policy and is supported by the Events Strategy 2015 – 2020. It is also aligned with the intent of key strategic stakeholders to leverage co-funding and promotion opportunities.

PROVISIONS**General**

- Civic events foster relationships with the community and Council, recognise and celebrate individual and community achievements, and promote a proud and harmonious community.
- Except in the case of civic events such as citizenship ceremonies, it is Council's intention to fill the role of information provider, advocate, facilitator, agent or part-funder of events as defined by Council's roles continuum.
- Events funded or part-funded by Council must meet the conditions of this policy to be considered for funding.
- Events subject to evaluation in Council's competitive funding rounds will only be eligible for consideration if the application meets the criteria and is submitted on or before the deadline for the specified funding round.
- Council will provide transparent and equitable processes in supporting events. All requests for support and information will be managed through a consistent process in accordance with associated strategies and guidelines.

- As it is not financially practical or possible for Council to be involved in all events, Council must limit its involvement according to its fiscal capacity and priorities.
- Appropriate communication and consultation as set out in Council's Community Engagement Policy will be implemented dependant on the event or activity. Funding allocation is based on a competitive process.

Key principles

The following principles will guide Council in deciding which events it will support within its fiscal capacity and priorities. Events supported by Council must:

- encourage community involvement in, and the ownership of events;
- contribute to the culture of the Douglas Shire;
- nurture local talent, businesses and community groups;
- promote the Douglas Shire to audiences outside the region;
- stimulate the local economy through community and business partnerships and involvement;
- increase visitation and length of stay from audiences outside the region, particularly during low visitation periods;
- demonstrate sound business principles and planning; and
- demonstrate sound environmental practices to protect our natural areas.

Community benefit

The following community benefits will also be considered when making decisions about supporting events. Council recognises that events deliver significant social, economic, environmental and cultural benefits to the Douglas Shire including:

- building stronger communities by improving connectivity and inclusion; increasing individual and community wellbeing; contributing to a sense of place; and strengthening shared community values;
- improving community and economic capacity and building social capital;
- celebrating our lifestyle, environment and culture;
- increasing commitment to sustainable practices and the promotion and protection of our natural environment; and
- contributing to a positive, vibrant image of the Douglas Shire.

Strategic partnerships

Council facilitates partnerships to deliver events that meet Council's corporate priorities by:

- working with individuals, organisations and local businesses to present events;
- supporting networks which encourage the sharing of information and resources;
- linking event organisers with potential partnership and funding opportunities;
- entering into funding or partnership arrangements where mutually beneficial outcomes can result;
- developing start-up opportunities for new initiatives that will provide long-term benefit to the region; and
- marketing events to attract visitors to the Douglas Shire.

Event categories

For the purposes of this Policy and the associated Events Strategy 2015 -2020, events will be categorised as follows:

Civic Events - Incorporates important events such as Australia Day civic ceremony and awards, Anzac Day, citizenship ceremonies, Ministerial and other official government delegations, civic Mayoral receptions and ceremonial requests to the Mayoral office. Council support includes funding, organisational and/or in-kind assistance which is provided as required.

Significant Events – Subject to strict Resource and Performance Agreements. Events which attract significant national and international participation, including spectators. Must demonstrate significant economic and community benefits for the Douglas Shire. Applicants must demonstrate proven success in hosting major events. Individual applications will be considered and determined by Council as required.

Community Events – Regionally significant events which attract large numbers of participants from across Far North Queensland and to a lesser extent from interstate and overseas, or events which are considered integral to the social benefit of the Douglas community. Important events with a strong community aspect which contribute to the community development of Douglas. Must demonstrate considerable economic and/or community benefits for Douglas.

Assessment of application

Assessment of all applications will be undertaken by a panel of no less than three Council staff with reference to Council's Events Strategy 2015 – 2020 and a report and recommendations put forward to Council for a decision.

Eligibility

Comprehensive guidelines have been established to address eligibility of projects and assist the applicant make an informed decision regarding the best funding option available to them.

To qualify for Council funding and/or in-kind assistance, event organisers need to meet the criteria.

Priority will be given to:

- Incorporated “not-for-profit” organisations, community groups or voluntary associations.
- Unincorporated groups auspiced by an appropriate incorporated body.

Unit responsible for administration

- CEO Unit

Referral agencies

Each successful application shall be referred to the following agencies prior to final approval:

- Council's Environmental Health and Regulatory Services unit to ensure application complies with all relevant statutory requirements.
- Council's Civil Works management to ensure application adheres to traffic management and other requirements.

- And any other unit deemed appropriate.



This policy is to remain in force until otherwise determined by Council.

General Manager Responsible for Review: Executive Officer – CEO Unit

ORIGINALLY ADOPTED: 29 April 2014

ADOPTED: 16 June 2015

DUE FOR REVISION: June 2019

REVOKED/SUPERSEDED: [Click here to enter a date.](#)

Attachment 3
DOUGLAS SHIRE EVENT GUIDELINES



Event Funding - Guidelines

Overview

Council provides assistance to commercial organisations through Events Funding, which is aligned with the following themes of Council's Corporate Plan:

- Celebrating our Communities
- Improving Environmental Performance
- Engage, Plan, Partner

Event Funding is available for commercial businesses to establish an event which occurs once within the foreseeable future, which may then lead to an on-going Resource and Performance Agreement.

Council recognises that supporting commercial organisations through financial and in-kind assistance is essential in helping develop and deliver events that provide cultural, recreational, environmental, community and economic development opportunities in the Douglas Shire.

Before you start

Please thoroughly read and understand the funding guidelines and the application form before applying. Please discuss your application with an appropriate Council officer prior to completing your application to make sure your project falls within the guidelines.

Although an application may meet the assessment criteria, grants are highly competitive and approval will depend on available funds, the quality of applications and Council's priorities.

Applicants cannot be guaranteed funding nor guaranteed to receive the full amount requested.

Applications will be evaluated on merit against eligibility and assessment criteria, in a transparent and equitable manner in accordance with Council's Events Policy and Event Strategy 2015-2020.

Applicants need to be aware that the funding assessment process may take up to three months from the closure of the funding round, or up to two months from application lodgement (for in-kind applications). This should be factored into the planning of your project.

Applications that were successful through previous rounds of Events Funding must acquit the current grant before applying again.

Objectives

The objective of the Events Funding program is to assist commercial organisations develop events that benefit the Douglas Shire Council communities by:

1. Positioning the region and grow its reputation as a tourism and events destination;
2. Maximising the economic, media and community values of events;
3. Supporting the development and growth of activities across the Shire;

4. Supporting and promoting community celebrations and encouraging community involvement;
5. Promoting and encouraging environmental protection and sustainability;
6. Supporting and building relationships with disadvantaged or vulnerable groups in our communities;
7. Providing economic benefits to the Shire including increase visitor spending, encouraging the uptake of overnight accommodation as well as partnering with local businesses to stimulate local business activity or employment
8. Are held outside the peak tourist season of June-September;
9. Promoting the Douglas Shire as an area of opportunities for families, lifestyle and business;
10. Facilitating strong, sustainable and resilient communities;
11. Enhancing communications and partnerships with community organisations and Council;
12. Increasing opportunities for use of public space and facilities across the Shire.

Eligibility

Eligible events:

Eligible commercial events must:

- be a new community or special one-off community event that caters for residents across Douglas Shire; and
- occur within the Douglas Shire; and
- clearly demonstrate community/economic benefit; and
- clearly demonstrate measureable outcomes; and
- match Council's contribution with cash and/or in kind support

Ineligible applicants:

An ineligible applicant is an event organiser that:

- has received the maximum funding amount this financial year;
- has not successfully acquitted previous Douglas Shire Council grants;
- has overdue outstanding rates, fees or debts with Douglas Shire Council;
- is a government agency or department of local, state or federal government;
- is a political organisation;
- is a discriminatory organisation.

Please discuss your proposed project with a Council officer prior to completing an application.

Ineligible events:

Events are ineligible for funding if they:

- have already taken place; or
- are subject to litigation; or
- are the core business of educational, religious and political organisations; or
- are exclusive to group members and not open community activities; or
- are capable of being self-funded; or
- require Council to contribute more than 50% of the project cost; or
- do not provide direct benefits to residents of the Douglas Shire; or
- private functions, lunches or dinners or event nots open to the general public; or
- have been previously funded by Douglas Shire Council.

Ineligible items

The project budget must include ALL expenditure relating to the project however the following items are ineligible for Event Funding:

- project costs incurred outside the funding period;
- items where costs which appear excessive/unreasonable;
- existing or ongoing competition/seasonal/regular activities or events;
- membership/program participation fees for individuals;
- training/activities that can be accessed and provided for by State Government agencies (eg Building Active Community Workshops);
- normal operating costs or own hire fees, utilities, grant administration costs, office costs, annual venue hire/lease, rent expenses or insurance costs;
- repairs and maintenance costs;
- beverages;
- salaries, wages and employment costs;
- consumables (items that can be used only once);

- vehicles or major equipment purchases (minor equipment which is a necessary component to the project may be considered)
- travel (unless for a facilitator to deliver a program / event / activity);
- repayment of debts;
- land, buildings or facility purchases;
- capital works or fixed structures;
- season or regular bookings of Council facilities;
- feasibility studies or research;
- project costs already supported through other funding.

Types of funding

Commercial Events (Funding)

New and/or one-off community events held within the Douglas Shire. Resources, material and/or services that are within Council's core business, may be available to support commercial events.

Applicants unsure whether or not Council carries out the work you are seeking assistance with, please contact Council prior to completing an application.

- Round opens first Monday in August and closes 4.30pm last Friday in September. (Applications must be received by the closing time.)
- Maximum funding available \$10,000.00 (excl GST)
- Requests **must be lodged a minimum of two months prior** to the start of the event.

Commercial Events (In kind Assistance)

Resources, materials and/or services, that are within Council's core business, may be available to support events, free of charge, up to the granted amount of in kind assistance. For events where Council's total delivery costs exceed the granted amount, the applicant must pay the remainder of the costs.

Requests for assistance where Council **has to engage other organisations and businesses to supply items or perform work** are **ineligible** for inkind assistance. Applicants unsure whether or not Council carries out the work you are seeking assistance with, please contact Council prior to completing an application.

- Maximum amount \$5,000 (excluding GST).
- In-kind applications **must be lodged a minimum of two months prior** to the start of the event.
- Whilst no outcome report is required, successful applicants must provide evidence of public acknowledgment of Council's support at the conclusion of the project in order to be considered eligible for further requests.

Event Funding applications

- **must be signed** by the **President/CEO** of the eligible organisation.
- are subject to the eligibility requirements and assessment criteria. The level of assistance is limited by Council's budget decisions and priorities in the Corporate and Operational Plans.

Assessment Criteria

Each application will be assessed on criteria and scaled from "Not evident" to "Excellent" as per the attached Assessment Matrix.

Supporting documentation

Applications **must** include:

- Public Liability Certificate of Currency or an undertaking to obtain appropriate public liability insurance coverage (in total and per event) based on the level of risk that is current and remains current for the term of the Project of applicant (or sponsoring organisation if applicable)
- Letter from the **property owner** where the project, program or activity is proposed to take place consenting to the activity taking place on their property. This is required even if the property is leased by the applicant. For activities taking place on Council land please contact Council.
- Written quotes - one quote for items in the budget \$500 to less than \$1500 (GST Exc) and two quotes for items \$1,500 (GST Exc) and over.

Recommended supporting documentation:

- Letters of Support from potential participants and partners in the project (not required from the Douglas Shire Council Mayor or Councillors)

Assessment Application and approval process

The assessment process will be carried out as follows:

1. Applications must be completed using the appropriate form and submitted to Council within the designated timeframe. Late applications will be deemed ineligible.
2. Applications will be received and collated by the CEO Unit.
3. Applications will be reviewed to determine eligibility and completeness. Applicants will be notified within five working days that their application has been received by Council. If an application is incomplete applicants will be given five working days to provide further information.

Commercial Event applications will be submitted to a panel of three impartial Council Officers where each application will be assessed against the selection criteria on the Assessment Matrix.

4. Recommendations from the assessment process of Commercial Event applications will be submitted in a report to Council for final approval with Council decisions recorded in a resolution.
5. All applicants will be informed of the outcome of their application within five working days of a decision being made.
6. Arrangements for successful applications will be made within six weeks of approval.

Outcome requirements

Outcome requirements for Commercial Events include:

1. Completed Outcome Report within eight weeks of completing event;
2. Proof that the event took place, including high resolution photos of the event;
3. Consent that data and images can be used for promotional purposes or Council public documents;
4. Proof of expenditure (copy of invoices and receipts for all eligible items that were funded by the Commercial Event grant);
5. Unexpended funding; and
6. Proof of the acknowledgement of Council funding (eg Douglas Shire Council logo on website, event program, newsletter, verbal acknowledgement at launch).

Conditions

Successful applicants will be required to:

- Sign a funding agreement;
- Submit a Tax Invoice (if registered for GST) for the amount of the Grant plus GST or an Invoice (if not registered for GST) for the amount of the Grant, noting GST not applicable. Council is required to withhold 48.5% tax if an ABN or a State by Supplier form is not supplied; (not required for in-kind assistance)
- Undertake that no changes to the approved project, activity or program (that will alter the level of community / economic benefit that will be delivered compared to that declared in the application) will be made without the prior agreement of Council;
- Conduct a risk assessment and obtain appropriate Public Liability Insurance cover (in total and per event) based on the level of risk if the project, activity or program includes participation by members of the general public, with evidence of these required prior to commencement;
- Obtain **all statutory and necessary licences/permits/approvals and insurances** relating to the project for which the grant is awarded, **with evidence of these forwarded to Council prior to receipt of funding;**
- Use the funds for the purpose for which they are granted in accordance with the Commercial Events Program within 12 months of the receipt of funds.
- Commercial Event outcome documents to be submitted within eight weeks of completed event to demonstrate that the grant has been used for the intended purpose;
- Commercial Event unspent funds must be returned to council within eight weeks of the completed event, if applicable.

Lodgement

Applications should be typed or neatly handwritten on the form provided. DO NOT bind the application. Please lodge completed applications and supporting documentation by:

Post Douglas Shire Council
Events Funding
PO Box 723
MOSSMAN QLD 4873

In person Douglas Shire Council
Events Funding
64-66 Front St
MOSSMAN QLD 4873

FAXED OR EMAILED APPLICATIONS WILL BE NOT BE ACCEPTED

Contact and assistance details

For further information on the Commercial Events Program, or to obtain assistance with your application, please contact an officer from Council's CEO Unit.

Telephone: (07) 4099 9444

Email: enquiries@douglas.qld.gov.au

Checklist

- Read Guidelines and appropriate application form
- Are you eligible to apply for funding?
- Is your project is eligible for funding?
- What expenditure items are eligible for funding?
- Consult with an appropriate Council officer for clarification if required.
- Be clear and succinct about what you intend to do and what your project aims to achieve.
- Consider the short-term and long-term outcomes of your project and how the project will be of economic and social benefit to the local community.
- Ensure your application is received by Council at 4.30pm on the closing date for Commercial Events program **(not post marked the closing date)**.
- Ensure your application is submitted at least three months before planned project for Commercial Event programs
- Ensure application is **duly signed by an authorised office bearer or manager with delegation**
- Ensure application includes:
 - MANDITORY - Detailed budget (Not required for In-kind)
 - Detailed project plan
 - MANDITORY – Landowner's consent (if on private land)
 - MANDITORY – Public Liability Certificate of Currency
 - DESIRABLE – Letters of Support (not from Mayor or Councillors) from potential participants, partners in the project
- Retain a copy of your application for your records

• **Significant Events Assessment Matrix**

	Assessment Criteria	Not evident (0)	Evident (1)	Fair (2)	Good (3)	Very Good (4)	Excellent (5)
1a	Ongoing successful events that can demonstrate they are growing in size and attendance as well as securing sponsorship from other sources; or (10 per cent)	Unclear and/not evident.	Success evident but no evidence of growth in size, attendance or sponsorship.	Limited evidence of growth in size, attendance or sponsorship	Clear evidence of evidence of growth in size, attendance or sponsorship	Convincing evidence of growth in size, attendance and sponsorship	Very clear, convincing and distinctive evidence of growth in size, attendance and sponsorship
1b	New events seeking to become established in the Douglas Shire; or (10 per cent)	Unclear and/not evident.	Limited evidence of the size, attendance and sponsorship	Clear evidence of the size, attendance or sponsorship	Clear evidence of the size, attendance and sponsorship	Convincing evidence of the size, attendance and sponsorship	Very clear, convincing and distinctive evidence of the size, attendance and sponsorship
1c	One-off events which have a substantial social and economic benefit for the Douglas Shire (10 per cent)	Unclear and/not evident.	Limited evidence of the size, attendance and sponsorship	Clear evidence of the size, attendance or sponsorship	Clear evidence of the size, attendance and sponsorship	Convincing evidence of the size, attendance and sponsorship	Very clear, convincing and distinctive evidence of the size, attendance and sponsorship
2	Provide substantial economic benefits, such as increased visitor spending, encouraging the uptake of overnight accommodation as well as partnering with local businesses to stimulate local business activity and/or employment (10 per cent)	Unclear and/not evident.	Evident.	Clear.	Clear, convincing, but not distinctive.	Clear, convincing and distinctive.	Very clear, convincing and distinctive.
3	The event will be measured and/or evaluated to determine whether it has been successful in achieving its desired outcomes. (10 per cent)	Not evident, unconvincing.	Evident.	Some attempt to identify measurement tools and processes.	Clearly identifies realistic measurement tools and processes.	Measurement and evaluation processes are comprehensive and sound.	Measurement and evaluation processes are comprehensive and sound, with clear systems in place to assess success.
4	Attract people from across Queensland as well as visitors from interstate and overseas	Unclear and/not evident.	Evident.	Clear.	Clear, convincing, but not distinctive.	Clear, convincing and distinctive.	Very clear, convincing and distinctive.

	(10 per cent)						
5	Provide benefits to the wider community by encouraging opportunities for community participation and development (5 per cent)	Unclear and/not evident.	Evident.	Clear.	Clear, convincing, but not distinctive.	Clear, convincing and distinctive.	Very convincing clear, and distinctive.
6	Offer value for money, taking consideration of Council's contribution as a percentage of the total event budget and the number of people who are anticipated to attend the event (5 per cent)	Unclear and/not evident.	Evident.	Clear.	Clear, convincing, but not distinctive.	Clear, convincing and distinctive.	Very convincing clear, and distinctive.
7	Are encouraged to be held outside the peak tourist season of June-September (5 per cent)	Unclear and/not evident.	Evident.	Clear.	Clear, convincing, but not distinctive.	Clear, convincing and distinctive.	Very convincing clear, and distinctive.
8	Encourage the ongoing sustainability of the event through event organisers securing funding and in-kind support from other sources (5 per cent)	Unclear and/not evident.	Evident.	Clear.	Clear, convincing, but not distinctive.	Clear, convincing and distinctive.	Very convincing clear, and distinctive.
9	Match Council's contribution with cash and/or in-kind support (eg volunteer hours) (5 per cent)	Unclear and/not evident.	Evident.	Clear.	Clear, convincing, but not distinctive.	Clear, convincing and distinctive.	Very convincing clear, and distinctive.
10	Provide adequate lead time to ensure Council can maximise the benefits from the sponsorship relationship (5 per cent)	Unclear and/not evident.	Evident.	Clear.	Clear, convincing, but not distinctive.	Clear, convincing and distinctive.	Very convincing clear, and distinctive.
11	Demonstrate measures and practical examples of how the event will minimally impact the environment (eg reduced landfill, carbon footprint) (5 per cent)	Unclear and/not evident.	Evident.	Clear.	Clear, convincing, but not distinctive.	Clear, convincing and distinctive.	Very convincing clear, and distinctive.
12	Provide opportunities for Council to have a presence at	Unclear and/not evident.	Evident.	Clear.	Clear, convincing, but not distinctive.	Clear, convincing and distinctive.	Very convincing clear, and distinctive.

	the event for community engagement purposes, including the Council logo on all marketing and promotional materials (5 per cent)						distinctive.
13	Event organisers build positive relationships with other organisations in the Douglas Shire, including seeking letters of support for the event (5 per cent)	Unclear and/not evident.	Evident.	Clear.	Clear, convincing, but not distinctive.	Clear, convincing and distinctive.	Very convincing and distinctive.
14	Event organisers work in partnership with local organisations to support the planning and delivery of the event (5 per cent)	Unclear and/not evident.	Evident.	Clear.	Clear, convincing, but not distinctive.	Clear, convincing and distinctive.	Very convincing and distinctive.
15	Provide opportunities for equitable access to events for people with a disability or those who are financially disadvantaged (5 per cent)	Unclear and/not evident.	Evident.	Clear.	Clear, convincing, but not distinctive.	Clear, convincing and distinctive.	Very convincing and distinctive.
16	Align Council brand with established events that offer substantial promotion and recognition opportunities for Council and economic benefits for region (5 per cent)	Unclear and/not evident.	Evident.	Clear.	Clear, convincing, but not distinctive.	Clear, convincing and distinctive.	Very convincing and distinctive.