

5.5. EVENTS POLICY JUNE 2019

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DEPARTMENT Community Development

RECOMMENDATION

That Council:

- 1. adopts the revised Events General Policy;**
 - 2. delegates authority under Section 257 (1)(b) of the *Local Government Act 2009* to the Chief Executive Officer to finalise any minor amendments to the Events Policy.**
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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.

Council's Events Policy, adopted in June 2015, is due for review.

The revised policy is presented in this report for adoption by Council for four years.

BACKGROUND

Events play a significant role in making a community a vibrant, welcoming and supportive place to live and work, showcasing the region and stimulating economic development through increased visitation and participation. Community events also foster community pride, integral for community wellbeing.

Council has varying roles in a range of annual events, from facilitating civic ceremonies to supporting large-scale festivals.

Council's support of civic and community events assists local organisations connect with the community, particularly vulnerable and disadvantaged groups experiencing social isolation.

Council's Event Strategy and Policy was first adopted in April 2014 and revised in June 2015. As with 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.

COMMENT

Since 1 January 2014, Douglas Shire Council has provided financial and in-kind support towards a range of events across the Shire, either through sponsorship, Event Funding Program grants and Resource and Performance Agreements. This Events Policy outlines responsibility for Council and event organisers in regard to holding events in the Shire.

To support Douglas Shire Council's commitment to the environment a new inclusion into the Events Policy was developed to encourage event organisers to be environmentally sustainable. Through this policy event organisers are to implement eco-friendly practices

such as the use of bottle filling stations to eliminate single use bottle waste, balloon free events, reduction of waste and use of sustainable energy sources. This practice will be encouraged and will be considered favourable when assessing sponsorship and grant applications.

PROPOSAL

The proposal is for Council to

1. adopt the revised Events General Policy;
2. delegates authority under Section 257 (1)(b) of the *Local Government Act 2009* to the Chief Executive Officer to finalise any minor amendments to the Community Engagement Policy.

FINANCIAL/RESOURCE IMPLICATIONS

Events funded through Council's Events Funding Program, Resource and Performance Agreements and Sponsorship are required to be budgeted for annually in Council's Operational Budget.

Staff resources are required for administering grants, acquittals and coordinating events in some circumstances.

RISK MANAGEMENT IMPLICATIONS

A systematic, principled and strategic approach to events management and support demonstrates a clearly articulated approach and reduces the risk of supporting events that do not meet community, economic or Council expectations.

SUSTAINABILITY IMPLICATIONS

Economic: Supporting and promoting a range of events in the Shire assists with attracting local, national and international visitors to the Shire, with immediate and long-term economic benefits to the Shire.

Environmental: Event organisers will be required to ensure events have minimal impact on the environment.

Social: A range of events in the Shire encourage community participation and social interaction.

CORPORATE/OPERATIONAL PLAN, POLICY REFERENCE

This report has been prepared in accordance with the following:

Corporate Plan 2014-2019 Initiatives:

Theme 1 - Celebrating Our Communities

1.1.3 - Host and work in partnership with community groups to celebrate civic events and the achievements of our communities.

1.1.4 - Support and encourage a healthy, active and capable region through sporting, cultural and recreational opportunities, and community wellbeing initiatives.

1.1.5 - Support local non-profit community, sporting and cultural organisations to build their capacity.

1.1.6 - Encourage and promote volunteering opportunities throughout the Shire.

1.2.4 - Network, advocate and partner with stakeholders to achieve positive outcomes.

1.3.3 - Foster and support the role of local artists, writers and performers to encourage community vibrancy and wellbeing.

Theme 4 - Engage, Plan, Partner

4.2.2 - Provide leadership to secure beneficial social, environmental and economic outcomes for the Shire.

Theme 5 - Governance

5.2.2 - Implement adopted policies and guidelines to ensure consistency in administrative management which also encourages innovation in Council operations.

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:

Fully-Responsible Funding the full cost of a program or activity

CONSULTATION

Internal: Management Team, Events Officer

External: Nil

COMMUNITY ENGAGEMENT

Nil

ATTACHMENTS

1. Events Policy June 2019 **[5.5.1 - 6 pages]**



GENERAL POLICY

EVENTS

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1. 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.

2. 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.

3. Background

Events play a significant role in making a community a vibrant, welcoming and supportive place to live and work, showcasing the region and stimulating economic development through increased visitation and participation. Community events also foster community pride, integral for community wellbeing.

Council has varying roles in a range of annual events, from facilitating civic ceremonies to supporting large-scale festivals.

4. Objectives

To apply a transparent, accessible and consistent process across Council when supporting, partnering and facilitating, or delivering events.

5. 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 to be considered for funding or part-funding by Council must meet the conditions of this policy and the Grants, Donations and Sponsorship General Policy.
- Events subject to evaluation in Council's competitive funding rounds will only be eligible for consideration if the application meets the Funding Program Guidelines and criteria and submitted 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 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, sponsorship or partnership arrangements where mutually beneficial outcomes can result;
- comply with the Grants, Donations and Sponsorship General Policy;
- 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

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 as required.

Significant Events – Subject to the Grants, Donations and Sponsorship General Policy and Resource and Performance Agreements. Events which attract significant national and international participation, including spectators, with a significant community benefit. 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 (Major) – 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 considered integral to the social benefit of the Douglas community. Must demonstrate considerable economic and/or community benefits for Douglas. Priority given to applicants with proven track record in hosting major community events. Subject to the Grants, Donations and Sponsorship General Policy and/or competitive funding rounds with capacity for Resource and Performance Agreements.

Community Events (Minor) – Important events with a strong community aspect which contribute to the community development of Douglas. Must demonstrate considerable community benefits. Priority given to applicants with proven track record in hosting community events.

Assessment of Grants application

Assessment of all applications and submissions will be undertaken by a panel and adhere to the Grants, Donations and Sponsorship General Policy and Grants Guidelines. Organisers encouraged to hold an environmentally friendly event and will be a consideration for Council.

Eligibility

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

Significant Events

Priority will be given to:

- Incorporated “not-for-profit” organisations, community groups or voluntary associations.
- Unincorporated groups auspiced by an appropriate incorporated body.
- Event organisers who have previously received Council funding for the event, the event continues to meet the requirements of sponsorship guidelines, the previous event has been delivered in accordance with funding conditions and the previous event evaluation report has been completed in full and submitted within the required timeframe.

Organisations must contribute a minimum of 50 per cent towards the total event cost, which may comprise of upfront cash and in-kind support (eg volunteer labour hours) and/or other funding sources.

Applications by businesses will not be favoured. To be considered, applications need to demonstrate that the event will achieve such substantial social and economic benefits, that Council investment is warranted.

Council retains the right not to support an event if the event received funding in the previous funding year and that event generated a profit greater than the value of Council’s support. All support, sponsorship, partnership, donations or in-kind assistance towards an event is subject to Council’s Grants, Donations and Sponsorship General Policy and Council’s operational budget.

Community Events (Major)

Priority will be given to:

- Incorporated “not-for-profit” organisations, community groups or voluntary associations.
- Unincorporated groups auspiced by an appropriate incorporated body.
- Event organisers who have previously received Council funding for the event, the event continues to meet the requirements of sponsorship guidelines, the previous event has been delivered in accordance with funding conditions and the previous event evaluation report has been completed in full and submitted within the required timeframe.

Organisations must contribute a minimum of 50 per cent towards the total event cost, which may comprise of upfront cash and in-kind support (eg volunteer labour hours) and/or other funding sources.

Council retains the right not to sponsor an event if the event received funding in the previous funding year and that event generated a profit greater than the value of Council's support.

Not eligible

Businesses are not eligible to apply for Council funding of Community Events (Major).

Community Events (Minor)

Priority will be given to:

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

Organisations must contribute a minimum of 50 per cent towards the total event cost, which may comprise of upfront cash and in-kind support (eg volunteer labour hours) and/or other funding sources. All support, sponsorship, partnership, donations or in-kind assistance towards an event is subject to Council's Grants, Donations and Sponsorship General Policy and Council's operational budget.

Not eligible

Businesses are not eligible to apply for Council funding of Community Events (Minor).

Environmental Sustainability

The Douglas Shire Council recognises and promotes environmental sustainability at all events and encourages event organisers to be socially responsible. Council favours and encourages organisers to go green at events to reduce waste and reduce the environmental impact an event will have in the community. Some examples include;

- elimination of single use plastic water bottles;
- reduction in emissions and use of renewable resources;
- use of digital advertising;
- effective waste management and recycling;
- do not use balloons

Before applying for grants or sponsorship event organisers are encouraged to consider the environmental impacts the event will have and provide details of how the event will be environmentally friendly.

Resource and Performance Agreements

Resource and Performance Agreements (RPAs) are applied to all Significant Events and some Community Events (Major), generally for a period of three years. This length of tenure provides event organisers with the necessary security to properly plan and budget for their event. Once a comprehensive proposal for an RPA has been evaluated, a report will be provided to Council for a decision.

Referral agencies

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

- Council Local Laws unit to ensure application complies with all relevant statutory requirements.
- Council Works management to ensure application adheres to traffic management and other requirements.
- Council Environmental Health unit if the application involves the sale of food.

Health conditions of approval where the application involves the sale of food

Where the application involves any food other than whole fruit and vegetables, the application must submit evidence that the food is to be prepared in approved premises. If the application is for a vending activity that involves food preparation in the vehicle, the applicant must submit copies of current certificates of Registration and Licence under the Food Hygiene Regulations 1987.

6. References

Legislation:

Australian Citizenship Act and Regulations 2007

Local Government Act 2009

Local Laws

7. Definitions

Resource and Performance Agreement – agreement between Council and another entity clearly stating agreed-upon objectives, how these will be measured and reported and funding acquitted.

This policy is to remain in force until otherwise determined by Council.
Manager Responsible for Review: General Manager Corporate Services

ORIGINALLY ADOPTED: 29/04/2014

CURRENT ADOPTION: 18/06/2019

DUE FOR REVISION: 18/06/2023

REVOKED/SUPERSEDED: