

ORDINARY COUNCIL MEETING	5₁
1 APRIL 2014	

DOUGLAS SHIRE COUNCIL - DOUGLAS SHIRE EVENTS GENERAL POLICY AND STRATEGY

Greg McLean, Communications and Events Officer : #418386

Kerrie Hawkes, Executive Officer/ /Strategy and Policy Co-ordinator:

RECOMMENDATION:

That Council:

- 1. release the Events General Policy for community consultation for a period of 10 working days, to be reviewed by Council at the Ordinary Council Meeting on 29 April, 2014;**
- 2. release the Events Strategy 2014 – 2019 for community consultation for a period of 10 working days, to be reviewed by Council at the Ordinary Council Meeting on 29 April, 2014;**
- 3. release the Events General Policy and Strategy Framework for community consultation for a period of 10 working days, to be reviewed by Council at the Ordinary Council Meeting on 29 April, 2014; and**
- 4. request the Chief Executive Officer to report back to Council at Council Meeting to be held on 29 April 2014.**

EXECUTIVE SUMMARY:

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

The implementation of this Policy and accompanying strategy will enable Council to quantify the social and economic benefit of events in the Douglas Shire, taking into account financial, social, environmental and logistical considerations.

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 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.

At present Council does not have a definitive process which determines Council's involvement when supporting, partnering and facilitating, or delivering events to ensure a transparent, accessible and consistent approach is adopted. It is important to clearly identify Council's role in events and the potential implications for Council and our communities.

Council's 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.

COMMENTS:

The attached draft Framework and Events Strategy underpin and provide a comprehensive implementation approach for the attached Events Policy.

The three documents have been developed to reflect the high level of importance Council places on maximising the community and economic development benefits of supporting events.

This approach will assist Council in:

- Celebrating our diverse communities
- Making a positive contribution to civic events
- Supporting and promoting community celebrations
- Positioning the region and growing 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

PROPOSAL:

Three documents are attached with this report; the Events General Policy, the Strategy Framework and the Events Strategy 2014 – 2019.

The Events General Policy provides clear objectives and guidelines for Council's role in supporting, facilitating and delivering events across the region. It should be applied by Council when supporting, partnering and facilitating, or delivering events to ensure a transparent, accessible and consistent process across Council.

The Events Strategy 2014 – 2019 details the strategies Council will adopt to implement the Events General Policy and the criteria that will be used to evaluate the applications. These strategies include:

- Supporting existing events which demonstrate social and economic benefits for the Douglas Shire
- Maximising the value of existing events and enable them to grow
- Securing new events and facilitate/develop opportunities in association with these events
- Identifying Community Events (Major) which could transition to Significant Events
- Planning and facilitating delivery of event infrastructure and services
- Providing clear, cost-effective support arrangements which inspire confidence

The Strategy Framework presents a concise snapshot of the objectives and processes to be implemented by Council.

The Events Policy, Events Strategy 2014 – 2019 and Events Framework will be published on Council's website www.douglas.qld.gov.au for community consultation purposes for a period of 10 working days. A report will be provided to Council for the Ordinary Meeting on 29 April, taking into consideration the feedback received during the community consultation process.

CORPORATE/OPERATIONAL PLAN, POLICY REFERENCE:

Local Laws

Douglas Shire Council Community Engagement Policy

FINANCIAL/RESOURCE IMPLICATIONS:

The development and adoption of this policy, strategy and framework will incur minimal financial cost in the running of applicant workshops.

The assessment of applications and proposed Resource and Performance Agreements (RPAs) will be managed by Council staff in the normal course of their duties. Reports will be submitted to Council as required.

RISK MANAGEMENT IMPLICATIONS:

There is risk in not having a systematic, principled and strategic approach to events and event funding which is based on best practice models.

Council's adoption of a clear events policy, strategy and framework will provide an articulated approach that will ensure Council supports events that meet community and economic development expectations of Council.

SUSTAINABILITY IMPLICATIONS:

An effective events policy, strategy and framework contributes to economic, environmental and social sustainability by providing clear guidelines which when implemented address these key factors in community cohesion.

Council will determine and support events that are financially viable and which achieve positive outcomes for the Douglas Shire without placing pressure on Council's financial resources.

The overriding factor in supporting any event needs to be the social progression and celebration of our communities while promoting economic development opportunities and protecting our environment.

INTERNAL/EXTERNAL CONSULTATION:

- Best practice events policies and strategies from relevant Councils from throughout Australia
- Local Government Association of Queensland
- CEO Unit – Douglas Shire Council
- Management Team – Douglas Shire Council
- Councillors Workshop – 25 March 2014

ATTACHMENTS:

Attachment 1: Events General Policy

Attachment 2: Douglas Shire Council Events Strategy 2014 - 2019

Attachment 3: Events General Policy and Strategy Framework