

## 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

**Other:** This events policy aligns with Council's Community Engagement Policy and Events Strategy 2014 – 2019 and is supported by the Events Strategy 2014 – 2019. 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 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 2014 -2019, 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 (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. 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. Competitive funding rounds.

#### **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 2014 – 2019 and a report and recommendations put forward to Council for a decision.

#### **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.

#### **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.

**Not eligible**

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

**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.

**Unit responsible for administration**

- CEO Unit

**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.

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

Manager Responsible for Review:

Executive Officer

ORIGINALLY ADOPTED: 29/04/2014

ADOPTED: 16/06/2015

DUE FOR REVISION: 16/06/2018