

Draft Policy

Festivals and Events Policy

Version 1.1

Adopted by Council at its meeting on
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Section:
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General Manager
Business and Economic Development

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Festivals and Events Policy

The Tweed Community Strategic Plan identifies the vision for the Tweed is to be recognised for its desirable lifestyle, strong community, unique character and environment and the opportunities its residents enjoy. Events of all shapes and sizes contribute to achieving that vision through supporting community life, strengthening the economy and promoting caring for the environment.

The provision of financial assistance and in kind support to festivals and events supports the overall aims of Council and those objectives identified in Council's Events Strategy. Applications are assessed in relation to the Events Strategy and Council's broad objectives and plans.

Festivals and Events covered by this policy are to be considered and will be determined by Council as an open market competitive process that may result in more than one application being received for the same festival or event. Council reserves the right to accept one application, or more than one application, or to not accept any application for the proposed festival or event.

This policy incorporates and replaces the previous Festivals Financial Assistance Policy.

Legislative Framework

Local Government Act 1993 s356 - can a council financially assist others?

- (1) A council may, in accordance with a resolution of the council, contribute money or otherwise grant financial assistance to persons for the purpose of exercising its functions.*
- (2) A proposed recipient who acts for private gain is not ineligible to be granted financial assistance but must not receive any benefit under this section until at least 28 days' public notice of the council's proposal to pass the necessary resolution has been given.*
- (3) However, public notice is not required if:*
 - (a) The financial assistance is part of a specific program, and*
 - (b) The program's details have been included in the council's draft operational plan for the year in which the financial assistance is proposed to be given, and*
 - (c) The program's proposed budget for that year does not exceed 5 per cent of the council's proposed income from the ordinary rates levied for that year, and*
 - (d) The program applies uniformly to all persons within the council's area or to a significant group of persons within the area.*
- (4) Public notice is also not required if the financial assistance is part of a program of graffiti removal work.*

Definitions

Grants – funding agreements that provide cash or in kind support to a festival or event meeting specific criteria.

In kind support is goods and services donated to assist without cost to the recipient.

Multi-year funding – cash and or in kind support provided over a fixed period of years.

Major Event - attracts audience numbers and/or participation greater than 1500; are run by a professional event management organisation with a long-term business plan and brings significant economic and social benefits to the Tweed. Expenditure by participants and or audience is equal to or greater than \$500,000. Major Events need to demonstrate that they can strengthen the economy through generating jobs and increasing visitor numbers.

Small to Medium Community Events - meet conditions such as less than 1500 reasonably expected participants and spectators; operate between the hours of 8am and 10pm for less than seven days; does not involve loud noise impacts or road closures; has a community benefit. They are accessible to the general public; provide for the physical, cultural or intellectual well-being of the community; are primarily for community benefit and are consistent with the accepted use of the reserve or facility. There may be commercial elements to the activity but this must be incidental to the event.

The Application Process

Applications for event funding are open annually with ONE (1) round of funding, including multi-year options, available in March each year.

- Applications for events in the following 12 months have to be submitted by 15 March each year. Late applications will NOT be accepted.
- Council will advertise the call for funding applications in the Tweed Link not less than 45 days prior to the closing date and notify local media outlets. There will also be follow up advertising 30 days prior to the closing date.
- Applicants must complete the Festivals and Events Funding Application Form located on Council's website and submit the completed form by the closing date.
- Information including application forms, funding checklists, guidelines for acknowledgement of Council, reporting requirements, assistance with promotions, Events Strategy and contacts for further information are available all year on Council's website.
- All applications will be publicly exhibited for 28 days in a schedule that includes what funding is requested for and the amount.
- Festival and events applications for financial assistance are assessed by at least three Council officers.
- Recommendations for funding are presented to Council for their approval at the June council meeting, and are subject to Council decision.
- Successful and unsuccessful applicants will be advised in writing following the Council decision.
- The value of all in kind services provided by Council are outlined in a quarterly report to Council by the Finance Unit.

The Assessment Criteria

Applicants should address the funding criteria when completing applications.

Festival and events applications for financial assistance are assessed by at least three Council officers with recommendations for funding presented to Council for their consideration.

All Events

Major events and Small to medium community events should complete the application form to the best of their ability taking into account the criteria below.

1. **Sense of community and compatibility:** with Tweed and Council's Event Strategy objectives and the extent to which the event contributes to the sense of community, lifestyle character and diversity of the Tweed.
2. **Economic benefits:** generated by tourist visitation and duration and the events ability to strengthen the Tweed economy through supporting local industries.
3. **Sustainability - operations:** background of organising body, previous experience, business case, additional funding sources, capacity for development not just one-off.
4. **Sustainability - event management practices:** implementation of sustainable practices for the actual event such as waste wise and environmental impacts.
5. **Scheduling:** consideration will be given to the number of festivals held in each of the Shire's urban / rural locations and any conflicting dates/events.

Major events also need to submit an event management plan and additional specific information relevant to their event may be required.

Events and Festivals Funding Eligibility

To be eligible for funding and in kind assistance an organisation/event must be:

- Operating the project in the Tweed for the benefit of the Tweed Shire.
- Completed/held within the next 12 month period.
- Not for profit community organisation or an event management organisation.
- An incorporated body, or be auspice by an incorporated body.
- Only one application per organisation will be considered per year.
- Registered as having acquitted all previous Council donations and grants with no outstanding debts to Council.

Please note Council is unlikely to provide seed funding to new community festivals or events of an amount greater than \$1500.

It is important to note that Council will NOT fund:

- Applications that have not included the required supporting documentation.
- Festivals and events that rely solely on recurrent funding from Council.
- Festivals and events that duplicate existing services and programs.
- Festivals and events that contravene existing Council policy.
- State or Federal Government organisations directly, however may support event organisations that are also supported by State or Federal Government organisations.
- Individuals or unincorporated organisations unless auspice by an incorporated organisation.
- Previous donations or grant recipients who have not fulfilled the conditions of the particular grant.
- Events specifically fundraising for donations to charities.
- Private functions.
- Events held retrospectively.
- Events to support overtly political activities or activities that could be perceived as benefitting a political party or political campaign.
- Events to support overtly religious activities that could be perceived as divisive within the community.
- Events held for members of the community organisation exclusively.
- Fees including those for Development Applications, Health Inspection Fees, Health approvals, Section 68 approvals, Temporary Road Closures, Community Event and Film Application Fees, Hire of Halls and Facilities Fees

Notwithstanding this policy Council may approve grants and donations outside of this policy as it sees fit to provide small gifts to organisations from time to time (such as Rotary Friendship Forces visitors) or providing support for civic events or one-off unpredicted events.

Funding can be withdrawn, following Council decision, if an event is unduly delayed or fails to comply with the Festivals and Events Policy.

Multi-Year Funding Agreements

Multi-year funding agreements can be provided where the organisation has a business plan for the next 3 years and there is demonstrated long term financial viability. Annual reporting will be required to meet the conditions for funding each year of the agreement. To qualify for multi-year funding the event must have previously received one-off annual funding from Council.

Funding Requirements/Conditions

Successful events funded under the Festivals and Events Policy are required to:

- Use the event funding for the purpose it was applied for. Council should be notified immediately if there is a significant amendment to the use of the funds.
- Provide Council with an audited financial report and a summary of the benefits and outcomes within six months of the conclusion of the festival or event. Additional information, for example economic evaluations or business plans, may be required. Failure to provide acquittal information to Council will make the organisation ineligible for further assistance.
- Acknowledgement of Council's support of the event as per the 'Guidelines for Acknowledging Council' on the website. Council must be provided with copies of any advertising or promotional materials featuring Council for Council's approval PRIOR to use in any promotional activity.