

Addendum Report

REPORTS THROUGH THE GENERAL MANAGER

REPORTS FROM THE GENERAL MANAGER

a15 [GM-CM] Revision of Festivals and Events Policy Version 1.1

SUBMITTED BY: Business and Economic Development

Valid



Supporting Community Life



Strengthening the Economy

LINKAGE TO INTEGRATED PLANNING AND REPORTING FRAMEWORK:

- | | |
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| 2 | Supporting Community Life |
| 2.1 | Foster strong, cohesive, cooperative, healthy and safe communities |
| 3 | Strengthening the Economy |
| 3.1 | Expand employment, tourism and education opportunities |
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SUMMARY OF REPORT:

The Festivals and Events Policy version 1.1 has been put on exhibition as requested. The Policy is largely the same with only minor changes being the removal of date periods for the Tweed Community Strategic Plan and Council's Event Strategy to facilitate the use of the policy in future years and change of wording from "All applications will be put on notice..." to "All applications will be publicly exhibited...". One submission was received and after analysis no further changes are recommended.

RECOMMENDATION:

That the Festivals and Events Policy Version 1.1 be adopted.

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REPORT:

Following the period on exhibition from 26 November 2013 one submission was received. The submission addressed:

1. Accepting more than one application for the same festival and event
 - agree with open market competitive process
 - expresses concern with events competing for the same target market and sponsorship opportunities, diluting the economic outcomes
 - need for events in the Tweed to collaboratively to ensure complimentary rather than be competitive
 - recent example of Tweed Fusion Festival four weeks prior to Tweed Foodie Fest 2013 created confusion in the market place
 - suggests implementing in context of event season for the Tweed that showcases Tweed as diverse destination
2. Definition of Major Event to have expenditure equal to or greater than \$500,000
 - concern for developing events with aspiration to become a major tourist attraction in future
 - question of how to measure expenditure including increasing business activity, employment and visitor numbers.

CONCLUSION:

Due to the requirement in the policy to have the applications for financial assistance 2014-2015 available on 15 March 2014, it is essential they be advertised on 1 February 2014. It follows that it is necessary that this matter to be considered at the January 2014 Council meeting.

COUNCIL IMPLICATIONS:

a. Policy:

Festivals and Events Version 1.0

b. Budget/Long Term Financial Plan:

Budget allocated for 2014-2015

c. Legal:

Not Applicable.

d. Communication/Engagement:

Inform - We will keep you informed.

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UNDER SEPARATE COVER/FURTHER INFORMATION:

Attachment 1. Festivals and Events Policy version 1.1 (ECM 3268441)

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