

Replacement Report

REPORTS FROM THE DIRECTOR CORPORATE SERVICES

34 [CS-CM] Applications for 2017/2018 Events Sponsorship Funding

SUBMITTED BY: Director Corporate Services

mhm



People, places and moving around
Who we are and how we live

LINKAGE TO INTEGRATED PLANNING AND REPORTING FRAMEWORK:

- 3 People, places and moving around
- 3.1 People
- 3.1.7 Events - Council seeks to showcase the area's unique natural environment and cultural heritage by assisting organisers to stage festivals and other events in Tweed Shire.

ROLE: **Leader**

SUMMARY OF REPORT:

The process of providing both financial assistance and resource support (formerly in-kind) to event organisers was reviewed last year in accordance with the actions outlined in the Tweed Shire Events Strategy 2016-2020 Action Plan, adopted by Council on 18 February 2016.

The review resulted in:

1. The creation of the Events Sponsorship Policy, Version 1.0 which provided the framework for Council to offer financial assistance to event organisers to develop, host and grow festivals and events in the Tweed Shire.
2. Opening the funding round for Events Sponsorship in May, rather than March, as in previous years.

This year the 2017/2018 Events Sponsorship funding round opened on 15 May 2017, and closed on 13 June 2017.

All applications were assessed against the eligibility criteria of the Events Sponsorship Policy Version 1.0, with the applications presented to Councillors in a Councillor Workshop on Thursday 22 June 2017. A table listing all applications received is included in the report, however the application assessment table, in accordance with Section 10A(2)(c) of the Local Government Act 1993, is a confidential attachment to this report.

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Council's ongoing support of two local iconic events the Murwillumbah Agricultural Show and Banana Festival was discussed at the workshop.

The long term sustainability of these events in their existing program format was questioned.

Discussion supported that an independent review be undertaken by an external consultant to be funded and engaged by Council to explore contemporary opportunities for these events that capitalise on the region's strong Agribusiness / Food tourism appeal.

RECOMMENDATION:

That:

1. Council allocates the following support under the 2017/2018 Events Sponsorship Policy funding round:

Applicant	Cash	Resource (formerly in-kind)
Bowls Australia Ltd <i>(Australian Indoor Championships)</i>	To be determined	Nil
Caldera Environment Centre Inc. <i>(World Environment Day Festival)</i>	\$5,000	\$2,500
Coolangatta-Mt Warning Dragon Boat Club Inc. <i>(Bridge to Bridge and Corporate Regatta)</i>	\$600	Nil
Creative Caldera <i>(Murwillumbah Art Trail)</i>	To be determined	To be determined
Murwillumbah Rowing Club <i>(Head of the Tweed 2018)</i>	\$1,500	Nil
Tweed District Orchid Society Inc.	\$1,500	Nil
Tweed River Agricultural Society <i>(Murwillumbah Show)</i>	\$7,500	Nil
Tweed Valley Adventist College and Murwillumbah Churches Together <i>(Carols at the College)</i>	To be determined	Nil
Tweed Valley Equestrian Group (TVEG) <i>(TVEG Winter Series)</i>	\$750	Nil
TOTAL	\$16,850	\$2,500

2. Any funding or Council resource support (formerly in-kind) provided to an applicant is conditional upon the terms detailed in the funding agreement between Council and the successful applicant.

3. Council endorses the:

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- a. **Engagement of a Consultant to work with Council and the event organisers of the Banana Festival and the Murwillumbah Agricultural Show to prepare a Business Plan for these events.**
 - b. **Allocate funds from the 2017/2018 Events Sponsorship budget to engage the consultant.**
4. **ATTACHMENT 1 is CONFIDENTIAL in accordance with Section 10A(2) of the Local Government Act 1993, because it contains:-**
- (c) ***information that would, if disclosed, confer a commercial advantage on a person with whom the council is conducting (or proposes to conduct) business***

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REPORT:

The 2017/2018 Events Sponsorship funding round opened on 15 May 2017, and closed on 13 June 2017. The application round was advertised in the Tweed Link on 16 May, 23 May and 6 June 2017. An information session on event eligibility was held on Tuesday 30 May 2017 from 10am to 11am in the Harvard Meeting Room, Tweed Heads Administration Building, Brett Street, Tweed Heads. This information session had 15 people in attendance representing various organisations/groups.

The aim of the information session was to draw applicant's attention to the eligibility criteria of the Events Sponsorship Policy, particular the need for the event to have a plan. It is important for event organisers to recognise that planning is the most important part of running a successful event. To assist applicants to meet this criteria Council created an Event Management Plan proforma and made it available on-line and on request.

All applications were assessed against the eligibility criteria of the Events Sponsorship Policy Version 1.0, with the applications presented to Councillors in a Councillor Workshop on Thursday 22 June 2017. A table listing all applications received is included in the report, however the application assessment table, in accordance with Section 10A(2)(c) of the Local Government Act 1993, is a confidential attachment to this report.

Council's ongoing support of two local iconic events the Murwillumbah Agricultural Show and Banana Festival was discussed at the workshop.

The long term sustainability of these events in their existing program format was questioned.

Discussion supported that an independent review be undertaken by an external consultant to be funded and engaged by Council to explore contemporary opportunities for these events that capitalise on the region's strong Agribusiness / Food tourism appeal.

Applicant	Event Details	Amount requested
Bowls Australia Ltd	<i>Australian Indoor Championships</i> <i>27-31 August 2017</i> Only indoor bowls event that incorporates qualified male and female state representatives. The event is a knock out competition with 32 qualifiers per gender.	\$20,000
Calder Environment Centre Inc.	<i>World Environment Day Festival 2018</i> <i>3 June 2018</i> To bring community together to learn about ecological sustainability. The objective of the event is to help people learn practical ways to live in an ecologically sustainable manner.	\$5,000
Coolangatta-Mt Warning Dragon Boat Club Inc.	<i>Bridge to Bridge and Corporate Regatta</i> <i>9-10 September 2017</i> The event attracts dragon boat crews from both Queensland and Country NSW. The event will be well-published in the media, including social media platforms.	\$1,120

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Applicant	Event Details	Amount requested
Essentially East Coast Inc.	<p><i>Tweed Harvest & Banana Festival</i> 19-20 and 25-27 August 2018 Formerly the Banana Festival. Highlighting agriculture and industry to community. Natural and built environment in a sustainable manner.</p>	\$7,500
Murwillumbah Rowing Club	<p><i>Head of the Tweed 2018</i> 17 June 2018 A community based event that promotes rowing as a sport, creating cohesiveness among other non-powered boating organisations such as dragon boats, outriggers and surf skis.</p>	\$1,500
Tweed-Byron Trail horse Riders Club Inc.	<p><i>Tweed Coast Equestrian Ride</i> 21-22 October 2017 Run over a 40km and 20km course encouraging more local horse riders to become involved in trail riding and endurance riding on the local area trails in the National Parks of the Tweed Shire. Showcasing the diversity of areas for horse riding to visiting horse riders from areas adjoining the Tweed Shire in SE QLD and north/western NSW.</p>	\$5,000
Tweed District Orchid Society Inc.	<p><i>Tweed District Orchid Society Inc.</i> 4-5 November 2017 The event will comprise a fully judged orchid show. In the main auditorium 16 traders from Queensland and as far away as Adelaide will have their stock on sale.</p>	\$1,500
Tweed Heads Croquet Club Inc.	<p><i>Tweed Heads Spring Golf Croquet Festival</i> 22-25 September 2017 To provide competition for local croquet players by attracting competitors from other regions of New South Wales, Queensland and overseas.</p>	\$1,500
Tweed River Agricultural Society	<p><i>Murwillumbah Show</i> 3-4 November 2017 The Murwillumbah Show aims to promote the region, showcasing our best livestock, produce, trades and industries with an informative, educational and fun filled family orientated event. An objective of the show is to continue promoting its agricultural base and rich heritage whilst increasing awareness of the process our produce goes through from farmer to consumer and end product.</p>	\$7,500
Tweed River Classic Boat Regatta	<p><i>Tweed River Classic Boat Regatta</i> 21-23 October 2017 The aim of the event is to bring together people with an interest in classic boats to cruise from Tweed Heads to Murwillumbah and share the interests and skills associated with such craft.</p>	\$1,000

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Applicant	Event Details	Amount requested
Tweed Valley Adventist College and Murwillumbah Churches Together	<p><i>Carols at the College</i> <i>10 December 2017</i></p> <p>Carols at the College provides an opportunity for residents to participate in a celebration of goodwill in a family friendly (alcohol free) rural setting. The beautiful grounds of the college provide a safe venue for the community to connect, share a meal and enjoy an evening of excellent music and entertainment. The event also provides an opportunity for local services and businesses to unite together to support a community building event.</p>	\$7,500
Tweed Valley Equestrian Group (TVEG)	<p><i>TVEG Winter Series</i> <i>29 July, 13 August and 2 September</i></p> <p>The aim of the competition series will be to encourage participation by local members, and provide more events in winter when the weather is more suitable.</p>	\$2,050
	TOTAL	\$61,170

Applications received requesting multi-year funding:

Applicant	Event Date/s & Applicant Description	Amount requested
Cooly Beachfest Pty Ltd	<p><i>Cooly Beachfest</i> <i>17 March 2018</i></p> <p>We are bringing what will become a leading music festival in conjunction with the Quicksilver Pro – celebrating beach and surfing lifestyle.</p>	\$20,000
Creative Caldera	<p><i>Murwillumbah Art Trail</i> <i>24-27 May 2018</i></p> <p>Providing opportunities for regional artists of the Tweed Shire and surrounds to exhibit and reach a wider audience. Provide professional development opportunities for artists as they curate and promote their own group exhibitions. To activate the empty shops in Murwillumbah. To create a creative experiential art event to attract tourists to Murwillumbah</p>	\$20,000
Island Style Promotions	<p><i>Australian Longboard Surfing Open</i> <i>21-25 March 2018</i></p> <p>The promotion of surfing as a healthy and enjoyable sport for pleasure and competition. To encourage interstate and international visitors and surfers to the Tweed Coast. To highlight and promote as a world class surfing destination. To support the development and growth of business in Northern NSW. To create awareness of the event nationally and internationally.</p>	\$20,000

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Applicant	Event Date/s & Applicant Description	Amount requested
	TOTAL	\$60,000

Applications not eligible for Council funding:

Applicant	Event Date/s & Applicant Description	Comment
Murwillumbah Property Investors Networking Group	<p><i>Murwillumbah Property Investors Networking Group</i> 17 October 2017, 20 February 2018, 15 May 2018</p> <p>We organise networking meetings for Property Investors to meet, discuss, exchange and share experience and knowledge while benefiting from the varying skills of each other with no hard sales guaranteed!</p>	A non-complying application as it does not meet the eligibility criteria.
Murwillumbah Touch Association	<p><i>Northern Rivers Touch League</i> June long weekend 2018</p> <p>The objective of event is to crown the Champion Touch team that plays in this Northern Rivers event. Our aim is to attract world class Touch Football athletes to participate in our country town to showcase and include locals that don't get opportunities to play alongside/against or watch these people.</p>	<p>A non-complying application as it requested assistance with infrastructure.</p> <p>Other streams of funding recommended.</p>

OPTIONS:

That Council:

1. Allocates the recommended financial support under the 2017/2018 Events Sponsorship Policy funding round, and agrees to enter into an Events Sponsorship Agreement with the successful applicants, based on either one-year or multi-year support.
2. Does not allocate funding under the 2017/2018 Events Sponsorship Policy at this point in time.

CONCLUSION:

In addition to financial assistance, Council will continue to review what other forms of assistance that could be provided to event organisers so that they may develop, host and grow successful events in the Tweed Shire.

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One example of this assistance is re-establishing the quarterly Event Workshops, with modules focusing on completing application forms, risk management, budgeting, and other important components of event planning. The first of these workshops is tentatively scheduled for late August 2017.

COUNCIL IMPLICATIONS:

a. Policy:

Events Strategy v1.0
Events Sponsorship v1.0

The Events Sponsorship Policy will be reviewed in conjunction with the Community Sponsorship Policy as required, and to assist in implementing the actions from the Tweed Shire Events Strategy 2016-2020.

b. Budget/Long Term Financial Plan:

2017/2018 budget allocation:

Events Sponsorship \$70,535 (minus \$36,000 of this amount is already committed in multi-year funding agreements).

Total amount for distribution is \$34,535

Council entered into six (6) multi-year funding agreements in 2016/2017 with the following committed funds for 2017/2018:

Applicant	2017/2018
Cooly Rocks On	Amount to be determined, and subject to acquittal from 2017 event
Murwillumbah Festival of Performing Arts Inc.	\$7,500
Tweed Food Fest Inc.	\$7,500
Rhythmicana Festival	\$10,000
Tyalgum Music Festival Inc.	\$3,500
Battle of the Border	\$7,500
TOTAL	\$36,000

c. Legal:

Not Applicable.

d. Communication/Engagement:

Inform - We will keep you informed.

Advice appeared on Council's website on Monday 15 May 2017 that the Events Sponsorship application round was open from Monday 15 May until Tuesday 13 June 2017. An advertisement providing details of the application round appeared in the Tweed Link on 16 May, 23 May and 6 June 2017.

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An information session was held on event eligibility on Tuesday 30 May 2017 from 10am to 11am in the Harvard Meeting Room, Tweed Heads Administration Building, Brett Street, Tweed Heads.

UNDER SEPARATE COVER/FURTHER INFORMATION:

(Confidential) Attachment 1. Events Sponsorship Policy Assessment Table – 2017/2018 Applications for Funding (ECM 4616953).

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