

# RICHMOND VALLEY COUNCIL POLICY REGISTER

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<b>POLICY:</b>	<b>EVENT SUPPORT</b>
<b>FUNCTION:</b>	<b>Economic, Cultural and Community Development Promotion</b>
<b>OBJECTIVE:</b>	<b>To encourage and support a range of events, ranging from local community events to commercially significant State, National and International events, and to ensure that all interested parties have a clear understanding of the requirements for provision of Council funding for all such events.</b>
<b>DIRECTORATE:</b>	<b>CORPORATE SERVICES</b>

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## **POLICY:**

Council, from time to time, receives requests for a variety of event support (ranging from community events to events that have potential to contribute significantly to the economic development of the Council area). This policy aims to “define” how Council will determine those requests and the information that is required to be forward by the community to enable consideration to be given. A comprehensive Events Support Scheme Manual will also be developed to assist event organisers and community groups to understand the requirements for provision of funding for events.

## **PURPOSE:**

1. To facilitate a vibrant events culture within the Richmond Valley, fostering and supporting those events which reinforce the unique characteristics of the Richmond Valley.
2. To encourage the development of tourism in the Richmond Valley and increase economic development opportunities.
3. To encourage the involvement of local residents in projects and events that facilitates positive interaction, cultural activity and a strong community identity among the citizens of our diverse community.
4. To make all interested associations aware of application procedures and requirements concerning the allocation of funding and service support from the Events Support budget.
5. To ensure consistency in application for funding/service support by all associations seeking event funding within the Council.
6. To allow proposals to be objectively evaluated against each other and stated criteria to ensure the events/projects with the most merit will be funded/supported.

## **INTRODUCTION:**

Richmond Valley Council recognises the value of a vibrant and thriving events culture to our community. The contribution of events to the celebration of the region's diversity and its cultural, economic and social development is highly valued.

Richmond Valley Council will determine its provision of service support and/or financial assistance for events held in the Richmond Valley, as outlined in this policy.

## **TYPES OF EVENTS:**

There are two types of events that will attract funding under Richmond Valley Council's Events Support Policy.

*The extent of funding available for various events will be determined by Council as part of its annual budget and/or budget review processes.*

### **1) TOURISM EVENTS**

### **2) COMMUNITY EVENTS**

## **TOURISM EVENTS**

A tourism event is any event that has an objective whether stated or implied, the potential to attract visitation from outside of the local catchment area. By their nature, tourism events generate a positive economic impact to the local community and increase the profile of the town/Council at regional, state and/or national level.

*Tourism events can be broken into two categories:*

- a) Major Commercial (Tourism) Events** – major events or festivals that local or national organisations bring to the Richmond Valley. These events are of considerable significance to the whole community and by their nature (state, national or international status) provide major economic benefit to Richmond Valley. Examples of this level of event include major sporting competitions such as the Masters Games or major touring events that include the Richmond Valley eg CMCA Rally. These events have demonstrated their ability (or potential, if a new event) to attract a minimum of 1000 visitors from outside the region with an extended stay of three or more nights. Currently there are no such events operating within the Richmond Valley.
- b) Significant Commercial (Tourism) Events** – events presented by local organisations on an annual basis, providing demonstrated significant economic benefit to Richmond Valley, including attracting a minimum of 400 visitors from outside the region for a minimum average stay of two nights, and wide external promotion of the region through marketing.

***Refer to Section for “Available Funding/Service Support for Tourism Events”.***

## **COMMUNITY EVENTS**

A Community Event is any event of local interest that facilitates positive interaction and cultural activity among the citizens of our diverse community.

By their nature, community events foster cultural development, increased social awareness, and a strong sense of pride and community identity. They may also serve an educational or welfare purpose.

***Refer to Section for “Available Funding/Service Support for Community Events”.***

***NOTE: Unfortunately, due to fixed annual budgets, Council is not able to provide assistance to all events. However, every application will be considered on its merits and alignment with Council’s Events Strategy.***

## **AVAILABLE FUNDING/SERVICE SUPPORT:**

### **TOURISM EVENTS**

Council views tourism as a vital industry for the economy of the Richmond Valley and as such is prepared to allocate funding to promote the growth of the tourism industry in the Richmond Valley. ***(Note: Funding for any event will be re-assessed annually upon application.)***

Tourism events organisers and groups are eligible to apply for assistance under:

- a) **TOURISM EVENT GRANTS and/or**
- b) **SPONSORSHIP & ADVERTISING SCHEME**

#### **a) TOURISM EVENT GRANTS**

Grants of this kind can consist of financial assistance and/or (in-kind) service support (ie council services and/or infrastructure support eg barricades, truck hire, garbage bins, traffic management plans). *An application form must be completed for assistance requests (see further information in point 2 below).*

1. The Council employs a Tourism Officer and Events & Cultural Liaison Officer whose roles encompass the following in support of Richmond Valley Council Tourism and Events:

- Marketing and promotion of the Richmond Valley as a desirable destination to live and visit.
- Sourcing and encouraging events and visitor attractions to the Richmond Valley.
- Facilitating the activities and work co-operatively with Northern Rivers Tourism.
- Implementing initiatives to encourage business involvement in tourism and events.

- Managing the functions of the Visitors Information Centres.
  - Assisting Visitor Information Centre staff with training and awareness of their role and responsibilities.
  - Providing reports and information as required.
  - Maintaining a database of key tourism and event operations.
  - Liaising and building relationships with regional/state tourism organisations.
  - Liaising with regional media sources to ensure maximum coverage for Richmond Valley tourism initiatives.
  - Coordinating and attending trade events to represent the product of Richmond Valley Council.
2. When applying for funding for tourism events or projects, a copy of the Assessment Criteria and Application Form must be obtained by the applicant. Applicants will be required to meet the specific criteria outlined in the Tourism Event Grants Guidelines. Application forms can be downloaded from [www.richmondvalley.nsw.gov.au](http://www.richmondvalley.nsw.gov.au) and are also available at Richmond Valley Council and the Casino Visitor Information Centre.
  3. Events requiring Council services and infrastructure support only (eg barricades, garbage bins, street cleaning, traffic management plans etc), are still required to apply for assistance under this scheme. Council will provide quotes for such services, the cost of which will be incorporated into the application. (NB: Council plant and equipment may be hired at internal rates provided that the hired plant and equipment is ONLY operated by competent and authorised Council employees).
  4. Only applications submitted using the correct application form and in a timely manner will be considered.
  5. Funding submissions/application may be received at any time of the year, however, the Tourism Advisory Committee will only review applications in February for consideration in the following financial year commencing 1 July.
  6. Successful applicants will be required to enter into an agreement with Richmond Valley Council which details the level of grant, benefits agreed to, payment terms and evaluation procedures.

### **Assessment Criteria**

Applications will be assessed on the following criteria:

#### **Economic**

1. Level of economic impact associated with the event to the local economy by intrastate and interstate visitors (and to a lesser extent international visitors, although not essential).
2. Level of financial viability and sustainability as evidence in the event budget.

3. Level of cash and in-kind support already secured from other relevant organisations (eg. corporate sponsorship, community organisations, etc).
4. Level to which the event will attract outside visitors and encourage increased length of stay (eg. accommodation and attractions packages).
5. Evidence that the event has potential to develop in the foreseeable future as one that will attract visitation from outside the Council area.
6. Level to which the event will increase the profile of the town/Council at a Regional, State or National level.

### Marketing

1. Evidence of well developed marketing and promotional strategies, including event objectives and target audience details.
2. Documented research evaluation from previous events (if applicable) or mechanisms in place to conduct visitor/market research for the event.
3. Level of local, state and/or national media exposure generated by the event.
4. Opportunities available to link with additional events.

### Other

1. Indicators of likely level of visitation.
2. Level of management expertise shown by the Committee. The level of expertise should be to the extent required to successfully conduct the event within budget and to meet specified objectives.
3. Evidence of broad community support.

### **b) SPONSORSHIP AND ADVERTISING SCHEME**

Richmond Valley tourism event organisers are eligible to apply for sponsorship or advertising support from Richmond Valley Council. The criteria attached to this kind of support are significantly different to that which applies to the Tourism Event Grants Scheme.

The receipt of support under the Tourism Event Grants Scheme precludes event organisers from receiving sponsorship or advertising support from Council.

### **SPONSORSHIP**

**Sponsorship can be defined as a cash or in-kind fee paid to a property (such as an event) in return for the exploitable commercial potential associated with that property – tangible or intangible.**

Council provides this kind of assistance with the aim of gaining marketing exposure for its business enterprises (Silver Sands Caravan Park, Mid Richmond Retirement Village, Casino Saleyards, Bridge Construction activities, Quarries etc). To this end, applications will need to outline the synergies that exist between the event and the business enterprise, as well as outlining the benefits associated with sponsoring the event.

1. When applying for event sponsorship, a copy of the Assessment Criteria and Application Form must be obtained by the applicant. Application forms can be downloaded from [www.richmondvalley.nsw.gov.au](http://www.richmondvalley.nsw.gov.au) and are also available at Richmond Valley Council and the Casino Visitor Information Centre.
2. Only applications submitted using the correct application form will be considered.
3. All applications must be made addressed to Council and not made directly with the individual business enterprises.
4. Funding submissions may be received at any time of the year, provided they are received three (3) calendar months prior to the event date, and marked to the attention of the Events and Cultural Liaison Officer.
5. Successful applicants will be required to enter into a sponsorship agreement with Richmond Valley Council which details the level of sponsorship benefits agreed to, payment terms and evaluation procedures. Successful applicants will be issued with a Richmond Valley logo CD, and required to display the Richmond Valley logo on all event-related promotional material/ advertisements.

### **Assessment Criteria**

**Sponsorship applications will be assessed on the following criteria:**

1. Event Details
  - history, objectives and long term goals, staffing, date and times etc
2. Financial Details
  - funding and/or Council services/infrastructure requested
  - details of how funds will be spent
  - full list of other sponsors involved in the event and their level of support
3. Target Audience
  - number of people that will see, attend or be involved in your event
  - an outline of your target audience
4. Benefits
  - outline of benefits ie planned publicity and media exposure, marketing & promotional plans, and other benefits associated with sponsoring your event

- outline of the synergies between Council's business enterprise and your event
5. Research
- outline of how the event sponsorship will be measured and reported to Council.

## **ADVERTISING**

**DEFINITION: The activity of attracting public attention to a product or business, as by paid advertisements in the print, broadcast or electronic media.**

From time to time, Council may elect to purchase advertising 'space' at events. This may, for example, take the form of an advertisement in the official event program, or a sign/banner at the event venue.

Council will predominantly use advertising to gain exposure for its business enterprises (Silver Sands Caravan Park, Casino Saleyards, Bridge Construction activities) but may also use the advertisement to promote various other aspects (eg tourism).

1. When asking Council to take advertising at events, a copy of the Assessment Criteria and Application Form must be obtained by the applicant. Application forms can be downloaded from [www.richmondvalley.nsw.gov.au](http://www.richmondvalley.nsw.gov.au) and are also available at Richmond Valley Council and the Casino Visitor Information Centre.
2. Only applications submitted using the correct application form will be considered.
3. Advertising applications may be received at any time of the year, provided they are received three (3) calendar months prior to the event date, and marked to the attention of the Events and Cultural Liaison Officer.
4. Applications must be received three (3) calendar months prior to the event date, marked to the attention of the Tourism and Promotions Officer, Richmond Valley Council.

## **Assessment Criteria**

Applications will be assessed on the following criteria:

1. Event Details
  - date, times and venue/s etc
2. Type of advertising
  - what type of advertising are you asking Council to take?
  - how much will it cost?
  - who else is advertising?

3. Target market
  - what is the reach of the advertising? ie who and how many people will see it, and where will it be distributed (if applicable).
4. Tracking Mechanisms
  - what tracking mechanisms are in place for measuring the effectiveness of/response to the advertising?

## **COMMUNITY EVENTS**

Richmond Valley Council is committed to being actively involved in the daily cultural life of the Valley and as such is prepared to allocate funding to promote the growth of cultural development and various community events.

Examples of applications that will receive consideration for funding include cross-cultural festivals, community events and celebrations, local concerts and plays, seminars, workshops and forums.

Organisers of community events can apply for assistance under the **COMMUNITY EVENT GRANTS SCHEME**. Grants of this kind can consist of financial assistance and/or (in-kind) service support (ie Council services and/or infrastructure support eg barricades, truck hire, garbage bins, traffic management plans).

1. When applying for funding for community events, a copy of the Assessment Criteria and Application Form must be obtained by the applicant. Application forms can be downloaded from [www.richmondvalley.nsw.gov.au](http://www.richmondvalley.nsw.gov.au) and are also available at Richmond Valley Council and the Casino Visitor Information Centre.
2. Events requiring Council services and infrastructure support only (eg barricades, garbage bins, street cleaning, traffic management plans etc), are still required to apply for assistance under this scheme. Council will provide quotes for such services, the cost of which will be incorporated into the application. (NB: Council staff event volunteers can hire from Council all plant and equipment at internal rates, provided that the hired plant and equipment is **ONLY** operated by competent and authorised Council employees).
3. Only applications submitted using the correct application form will be considered.
4. Funding submissions/application may be received at any time of the year, provided they are received three (3) calendar months prior to the event date, and marked to the attention of the Events & Cultural Liaison Officer.

### **Assessment Criteria**

Grant amounts will vary according to the scope of the project, but priority is given to applications that:

1. Have the potential for 'flow-on' benefits (social, cultural and community). Council will support events which provide increased opportunity for social, cultural and community activity and have the potential to develop organisers' skills and attract new audiences.
2. Attract income and support from other sources (cash and in-kind sponsorship, donations, other grants etc)
3. Demonstrate community support (ie audience/participant potential eg a strong group of volunteers who help to organise the event, as well as strong community attendance at the event)
4. The applicant's record in providing a quality event.
5. Focus on issues identified as a priority under the Richmond Valley Social Plan.

### **VARIATION TO POLICY**

Council reserves the right to review and/ or vary this Policy from time to time.