

RICHMOND VALLEY COUNCIL POLICY REGISTER

Policy No: 1.9.3

Reference: Recreation and Cultural Services - Event Management, Policy

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| POLICY: | SIGNATURE EVENT |
| FUNCTION: | Economic Development/Promotion |
| OBJECTIVE: | To support, develop or attract significant events to the Richmond Valley |
| DIRECTORATE: | CORPORATE SERVICES |

POLICY

Policy Statement

Richmond Valley Council is committed to attracting, developing and supporting events in the Richmond Valley as they add value to and extend the profile of the community. Council recognises the economic, social and cultural benefits of events and acknowledges that continual support for significant events is important to grow and sustain the Richmond Valley Events Calendar. The Signature Event is the icon of local events and must have the demonstrated capacity in form, management, program, marketing and profile to carry the Richmond Valley brand across borders.

Key Principles

Key principles underpinning this Policy are:

- quality of programming and management
- relevance to residents and visitors
- economic and environmental sustainability
- high level of innovation and creativity
- compliance with legislative requirements.

References

This Policy is related to and must be considered in the context of the following supporting Council Plans, Strategies, Policies and Guidelines:

- Richmond Valley Management Plan
- Richmond Valley Events Strategy
- Richmond Valley Social Plan
- Richmond Valley Cultural Plan
- Richmond Valley Events Support Policy
- Richmond Valley Events Support Scheme Funding Guidelines.

Scope

This Policy is additional to and complementary to the Richmond Valley Event Support Policy (No. 1.9.2). It promotes the seamless integration of the full suite of Events Support Policies, Schemes and Programs available through Richmond Valley Council. The Policy is targeted at events that can demonstrate a superior level of business acumen, event management, innovation, creativity and benefit, both social and economic, to the Richmond Valley and its community. It advocates the importance for a community to embrace an icon event and demonstrates to event organisers the commitment of Richmond Valley Council towards sustainable cultural and economic development, through events.

Implementation

The awarding of Richmond Valley Signature Event status shall be made in accordance with the Events Support Scheme and in particular, the Signature Event Guidelines contained therein. The Guidelines contain the criteria and benchmarks that events will be required to satisfy to receive and sustain Council's support as the Signature Event for the Richmond Valley.

VARIATION

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