



Council Policy

Policy Title:	Event Support
Policy Number:	9.4
Focus Area:	Local Economy
Responsibility:	Communications
Meeting Adopted:	23 June 2015 - 230615/14

OBJECTIVE

To encourage and support a range of events, 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.

POLICY

Council, from time to time, receives requests for a variety of event support. 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 Event Guideline will be maintained to assist event organisers to understand the requirements for provision of funding for events.

The purpose of this policy is to:

1. Facilitate a vibrant events culture within the Richmond Valley, fostering and supporting those events which reinforce the unique characteristics of the Richmond Valley.
2. Encourage the development of tourism in the Richmond Valley and increase economic development opportunities.
3. 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. Make all interested associations aware of application procedures and requirements concerning the allocation of funding and service support from the Events Support budget.
5. Ensure consistency in application for funding/service support by all associations seeking event funding within the Council.
6. 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.

1. 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.

2. Types of Funding Available

The Richmond Valley Council Events Support Scheme provides for three avenues of funding for events:-

(a) Grant

Developed to support and encourage events, this type of funding may be by way of financial contribution or in-kind support. When applying for funding, applicants will be required to meet the specific criteria outlined in the guidelines using the application form provided, supplying the required supporting documentation and received by Council by the due date.

(b) Sponsorship

Sponsorship of an event could be as a cash or in-kind fee paid to an organisation in return for the commercial benefit(s) associated with that event. Council provides this kind of assistance with the aim of gaining marketing exposure for its business enterprises. Sponsorship proposals may be received at any time of the year provided they are received three (3) calendar months prior to the event date. Each proposal will be considered on its merits and in alignment with Council's Community Strategic Plan.

(c) Advertising

Council may elect to purchase advertising space at your event, this may, for example, take the form of an advertisement in the official event program or assigned signage space at the event venue. Council will predominantly use advertising to gain exposure for its business enterprises but may also use the advertisement to promote various other aspects (eg. tourism). Advertising applications may be received at any time of the year, provided they are received three (3) calendar months prior to the event date.

3. Application Process

A detailed application process for each of the three types of funding will be detailed in the Event Funding Guidelines.

4. Eligibility

In order to be eligible for Events Support, an organisation must satisfy the following criteria:

- Stage the event within the Richmond Valley Local Government Area;
- Have appropriate public liability insurance (minimum \$10m); and
- Have satisfactorily acquitted all previous Council grants.

Funding is not available for:

- Ongoing annual organisational support, i.e. general operating expenses
- Projects which require retrospective funding, i.e. projects which have commenced or are completed
- The purchase of plant and equipment
- Capital Works projects, i.e. infrastructure

5. Assessment Criteria

All applications for Event Support will be assessed using criteria detailed in the Event Support Guidelines. This will ensure proposals will be objectively evaluated against each other and ensure the events/projects with the most merit will be funded/supported.

Criteria will include, but not be limited to economic advantages, tourism benefit, marketing exposure, community benefit, financial viability and sustainability and organisational capacity.

6. Availability of Funds

The amount of financial assistance to eligible events will be limited by Council's Events Funding Scheme budget allocation in each financial year. Eligible applications received after budget allocation is exhausted will not be considered.

REVIEW

This policy will be reviewed by Council at the time of any relevant legislative changes, compliance requirements or at least every four years.