



Council Policy

Policy Title:	Signature Event
Policy Number:	9.3
Focus Area:	Local Economy
Responsibility:	Communications
Meeting Adopted:	23 June 2015 - 230615/14

OBJECTIVE

To support, develop or attract significant events to the Richmond Valley.

POLICY

1. Purpose

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.

2. Scope

This Policy is additional and complementary to the Richmond Valley Event Support Policy. The Policy 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 benefit, both social and economic, to the Richmond Valley and its community. The organisation must show a superior level of business expertise, event management, innovation, and creativity.

The Policy advocates the importance for a community to embrace an iconic event and demonstrates to event organisers the commitment of Richmond Valley Council toward sustainable cultural and economic development through events.

3. Implementation

The awarding of Richmond Valley Signature Event status shall be made in accordance with the Signature Event Guidelines. The Guidelines contain the criteria

and bench marks that events will be required to satisfy to receive and sustain Council's support as the Signature Event for the Richmond Valley.

4. Key Criteria

Detailed criteria and eligibility information is listed in the Signature Event Guidelines. 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; and
- compliance with legislative requirements.

5. Financial support

Signature Event Funding may be allocated to organisation/s who are awarded Signature Event Status and who are seeking to further develop an already existing event having been held successfully for at least three years. The Fund amount and details are listed in the Signature Event Guidelines.

6. Legal Requirements

Comply with standard procedures and regulations as obtained in the law of the day.

7. 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 Events Strategy
- Richmond Valley Community Strategic Plan
- Richmond Valley Events Support Policy
- Richmond Valley Events Support Scheme Funding Guidelines
- Richmond Valley Signature Event Funding Guidelines.

REVIEW

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