

# Council Policy



<b>Policy Title:</b>	<b>Event Support</b>
<b>Policy Number:</b>	9.04
<b>Focus Area:</b>	PP1 Fresh and Vibrant Community
<b>Responsibility:</b>	Community Connection
<b>Meeting Adopted:</b>	15 February 2022 [150222/9]

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## OBJECTIVE

To encourage and support a range of events, from local 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.

## SCOPE

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 Event 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.

## POLICY

### Introduction

This Event Support Policy is designed to assist event organisers with the regulations and processes associated with holding an event on all public land under the ownership and/or control of Richmond Valley Council.

Council is committed to ensuring your event is sustainable, meaning your event is:

- economically beneficial to the community;
- socially and culturally responsible; and
- environmentally well managed.

This Policy and Council's Events Team are available to provide support for you to take your event through the application process to approval.

Event Support decisions comply with section 356 of the *Local Government Act 1993* in maintaining a consistent, open and equitable approach to the provision of financial assistance by Council to event organisers in the Richmond Valley community. This aim is projected at applications being advertised no less than 28 days from the first date of publication.

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 funding available**

The Richmond Valley Council Event Support Scheme provides for two avenues of funding for events:

#### **1. Grants**

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.

#### **2. Sponsorship**

Sponsorship of an event could be as a cash or in-kind fee paid to an organisation in return for the commercial benefits 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 calendar months prior to the event date. Each proposal will be considered on its merits and in alignment with Council's Community Strategic Plan.

### **Eligibility**

In order to be eligible for Event Support, an organisation must stage the event within the Richmond Valley local government area, have appropriate public liability insurance (minimum \$20 million), and have satisfactorily acquitted all previous Council grants. Funding is not available for ongoing annual organisational support, such as general operating expenses, nor projects which require retrospective funding. Funding is also not available for the purchase of plant and equipment, nor infrastructure.

### **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.

### **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.

Version Number	Date	Reason / Comments
1	23 June 2015	New policy
2	15 February 2022	Amendments to update the funding process to comply with s356 of the <i>Local Government Act</i> , making the Event Support Policy consistent with other financial assistance programs, such as the Community Financial Assistance Program.