

COMMUNITY SERVICES – REVISIONS TO SPONSORSHIP SCHEME POLICY CS 22

File No:	RC.120
Responsible Executive Officer:	Director Community Services
Reporting Author:	Events Coordinator
Date of Report:	16 April 2014
Applicant/Proponent:	Nil
Disclosure of Interest:	Nil
Attachment(s)	1. Existing Policy CS 22 2. Revised Policy CS 22 3. Major Events Sponsorship Scheme – Application Form 4. Major Events Sponsorship Scheme – Evaluation Form

PURPOSE

For Council to consider adopting revisions to Sponsorship Scheme Policy CS 22.

BACKGROUND

Council currently provides financial support to eligible community groups, community associations and organisations through the annual budgetary process. These schemes are the Annual Community Grants Scheme (Policy CS6) and the Annual Community Association Development Grants Scheme (Policy CS19). Additionally there has been up to \$250,000 available through the Sponsorship Scheme (CS22). Applicants must be incorporated under the Incorporations Act to be eligible for these schemes.

With the recent reallocation of events from Community Development (Community Services) to Events & Festivals (Leisure Services), the management of the Sponsorship Scheme has also shifted to Events & Festivals and a review of the purpose and criteria of the Scheme has been undertaken.

Furthermore, at the March OCM Council endorsed the amalgamation of the Major Community Event budget and the Sponsorship Scheme to create a Sponsorship Scheme pool of funds to be distributed through an annual sponsorship program with the purpose of attracting major events to the Shire. (Resolution Number 152783).

The strategy for this Scheme has been outlined in the Events & Festivals Business Plan, endorsed at March OCM (Resolution Number 152783) but to summarise, the key benefits sought from these sponsorships include increased community capacity, economic impact, profile raising and tourism development.

The purpose of the revised policy is to realign the focus of the Sponsorship Scheme to supporting and attracting major event initiatives that provide a platform on which the Shire can promote itself, generate content for marketing purposes, deliver a positive economic impact and engage a wide audience.

The proposed Scheme aims to provide support for start up initiatives with a commitment for a number of years, but ultimately to support events that will have a sustainable future. This is achieved through events that have a diverse range of revenue and funding options built into the long term planning. Applicants must demonstrate the longevity of their project and demonstrate a commitment to creating a sustainable funding model. It is not the intention of the proposed Scheme to support events that have no long term sustainability and are totally dependent on the Shire's sponsorship.

Officer's preference is that sponsorship will be granted on a multi-year basis with the Shire's commitment reducing with each year of the term to give the event time to build an audience and secure corporate sponsorship and other funding freeing up the Shire's contribution to be invested in new initiatives.

The options presented to Council for consideration are to adopt the revised Sponsorship Scheme CS 22 as presented; adopt a revised Sponsorship Scheme with amendments; or to continue to operate under the current Sponsorship Scheme Policy.

Key aspects of the revised Policy are:

1. A realignment of the key objectives of the Sponsorship Scheme to economic impact, profile raising and tourism development.
2. Introduction of multi-year funding to assist with building longevity into events funded.
3. Introduction of a new set of seven criteria to ensure correct allocation of sponsorship funds to achieve objectives; strategic fit, value for money, audience development/values of excellence & diversity, genre, venue suitability, production capability and timing.
4. A cap of 40% of the total events costs has been set for the level of sponsorship for any one event.
5. Council will make the final decision on proposals to receive sponsorship following consideration of Officer's recommendations based on the evaluation process.

Included as attachments to this Report are the draft revised Policy, application form and evaluation template.

LEVEL OF SIGNIFICANCE

In accordance with Council Policy *CE-8 Significant Decision Making Policy*, this matter is considered to be of moderate significance in terms of social issues, cultural & wellbeing issues due to the Sponsorship Scheme providing significant funding assistance.

COUNCILLOR/OFFICER CONSULTATION

No Councillor/Officer Consultation has occurred.

COMMUNITY CONSULTATION

No Community Consultation has occurred.

STATUTORY IMPLICATIONS

Section 3.18 of the *Local Government Act 1995*.

POLICY IMPLICATIONS

New draft policy CS 22 being presented to Council for adoption to align Sponsorship Scheme strategy with objectives outlined in the endorsed Events & Festivals Business Plan.

FINANCIAL IMPLICATIONS

An allocation of \$500,000 (potentially reduced to \$460,000 if the KDCCI and Small Business Centre sponsorships are redirected to another area for management) for the 2014/15 budget has been proposed to support the Sponsorship Scheme.

The Sponsorship Scheme has typically sponsored a small collection of events annually therefore consideration needs to be given to the continuation of these into the foreseeable future subject to applicants meeting the assessment criteria. In their current forms and under previous sponsorship agreements, some of these events are unlikely to meet the criteria set out under the new Major Events Sponsorship Scheme Policy and evaluation criteria. As stated in the draft Policy, the intention for the Shire's involvement in sponsorships is for them to be on a one-three year term after which time the event is suitably established with other funding and revenue sources, allowing the Shire's contribution to be redirected to new initiatives.

Officer's recommendation is that close consultation is undertaken with each of these groups (most particularly the for-profit organisations) to assist them with their applications and subsequent planning for future years to ensure the viability of their events without Shire support after the three year term.

The exception to this would be the continued support of 'hallmark' events such as FeNaCING which is delivered by a not-for-profit and may be an event Council wishes to retain a long-term sponsorship of given it's status within the community.

1. Pilbara Girl - Goolarri Media	\$5010
2. City to Surf – Corporate Sports Australia	\$10,000
3. Guy Fawkes Night – Hampton Harbour Boat & Sailing Club	\$10,000
4. Roebourne Races – Nor West Jockey Club	\$18,000
5. Small Business Development – Small Business Centre	\$20,000
6. Business Expo/Excellence Awards/Directory - KDCCI	\$20,000
7. Red Dog Festival – Event Alliance	\$30,000
8. FeNaCING – Lions Club Dampier	\$60,000
TOTAL	\$173,000

* It should be noted that items 1, 5 & 6 may not meet the revised Policy and Officers would look to address these as separate matters during June budget deliberations.

STRATEGIC IMPLICATIONS

This item is relevant with the Council's approved Strategic Community Plan 2012-2022 and Corporate Business Plan 2012-2016. In particular the Operational Plan 2012-2013 provided for this activity:

Our Program:	1.f.1.5	Identify potential sponsorship and grant funding opportunities
	4.c.2	Focus on continuously improving systems, processes and best practice in service Delivery to the community
Our Services:	1.f.1.5.1	Provide responsive and effective Community Grant and Sponsorship Opportunities to assist with community engagement projects, strategies,
	4.c.2.3	Develop and/or review Council policies, procedures and processes

RISK MANAGEMENT CONSIDERATIONS

There are no risk management considerations applicable.

IMPACT ON CAPACITY

The Sponsorship Scheme will have no impact on capacity other than that allowed for in the current Events & Festivals Business Plan and Workforce Plan.

RELEVANT PRECEDENTS

Council has previously supported sports, cultural and business events through the Annual Community Sponsorship Scheme CS 22 or with individual sponsorship agreements.

The revised Sponsorship Scheme provides Council with the opportunity to realign its focus to attract major events to the region by enhancing the funding allocation and access to Shire event expertise.

VOTING REQUIREMENTS

Simple Majority

OPTIONS:

Option 1

As per Officer’s recommendation.

Option 2

That Council by SIMPLE Majority pursuant to Section 2.7 of the *Local Government Act 1995* RESOLVES to ADOPT the Major Event Sponsorship Scheme Policy (CS22) with the following amendments:

- I. _____
- II. _____
- III. _____

Option 3

That Council by SIMPLE Majority pursuant to Section 2.7 of the *Local Government Act 1995* RESOLVES to NOT ADOPT the Major Event Sponsorship Scheme Policy (CS22) and continue to operate within the framework of the current Sponsorship Scheme Policy.

CONCLUSION

Council Officers recommend the current Sponsorship Scheme Policy CS 22 is realigned to attract major events to the Shire. With the increase of funding from \$250,000 to \$500,000 will create the opportunity for Council to realise the return benefit of this investment to its key strategic focus areas of economic impact, media impact and sustainability of major events in the region.

The revised Policy sets out in detail an evaluation criteria designed to deliver these outcomes as well provide the opportunity for Shire to purposefully select those initiatives it sees as being the best fit for the community, that demonstrate longevity and robust planning and management.

OFFICER'S RECOMMENDATION

That Council by SIMPLE Majority pursuant to Section 3.18 of the *Local Government Act 1995* / RESOLVES to ADOPT the revised Major Event Sponsorship Scheme Policy CS22.