

MAJOR EVENTS SPONSORSHIP AND ATTRACTION PROGRAM POLICY

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1. OBJECTIVE

The City of Karratha seeks to support and encourage an active and engaged community through the attraction and/or sponsorship of a wide variety of events in an equitable and accountable way. Major events can positively impact the local economy and provide wellbeing, lifestyle and cultural benefits to local residents and visitors. Specifically, the Program seeks to:

1. Contribute to Council's vision to be "Australia's most liveable regional City".
2. Maximise the economic, media and social value of major events.
3. Provide a coherent framework for City investment in supporting and growing major events.
4. Encourage events and activities that have a regional focus.

2. PRINCIPLES

2.1 Scope

In recognition of the benefits to the local community, the City of Karratha is committed to encouraging the attraction and delivery of major events in the region and will seek creative partnerships that may include monetary, non-monetary and other forms of support for events held in the municipality.

2.2 Definitions

For the purposes of this policy, the following definitions apply:

EVENT: A gathering of people within the City of Karratha on private or public land for entertainment, community, cultural, recreational, sporting or business purposes. This includes but is not limited to:

- Sporting events, including championships and exhibition or demonstration matches
- Cultural events showcasing local and external cultural influences through performance, exhibition or workshop
- Regional shows, festivals and fairs
- Festivals showcasing regional produce and industry
- The meetings industry, including conferences, seminars and regional meetings

Combinations of the above classifications can constitute a multifaceted event held at a particular time. Similarly, an event may involve multiple activities, at multiple locations and on multiple occasions provided it is conceived, developed and presented as a cohesive package.

EVENT ORGANISER: The person, company or organisation responsible for the organisation and management of the event and who make application to the City for funding under this scheme. This could include the officers of the City of Karratha in lead role to devise or attract a particular event.

THE CITY: The City of Karratha.

2.3 Criteria

All events being considered under this scheme will be evaluated in accordance with the following criteria:

Assessment Criteria	Description	Weighting
1.Strategic Alignment	Contribution to Council's Vision and Strategic Themes	Mandatory Yes / No
2.Economic Impact	Contribution to the local economy	30%
3.Community/Social Impact	Alignment with Council's Values and associated benefit/impact to the Community	25%
4.Environmental Impact	The level of impact on the environment and associated natural and built resources	15%
5.Media/Promotion Impact	Direct and Indirect value of marketing and promotional activities	15%
6.Risk Profile	Extent of risk mitigation, ability and capacity to deliver, financial stability/sustainability of event	15%

Strategic alignment is a compliance criterion and must be adequately demonstrated for funding consideration. Evaluation of other elements shall be in accordance with the weighting shown in the table above.

2.4 Sponsorship Support

Sponsorship may be provided as cash, in-kind or other forms of support (including marketing or other forms of assistance). Once approved, the Event Organiser is required to enter into a sponsorship agreement with the City under one of the following terms:

1. Single Term – an event held once
2. Multi -Year Term – events held on an annual basis over more than one year. The maximum sponsorship term is three years and is subject to annual evaluation to determine future year sponsorship.
3. Multi - event program – where a series of events may be held within or over a number of years. Funding would be one-off and subject to separate application if further support was requested.

3. CONSEQUENCES

This policy represents the formal policy and expected standards of the Council. Appropriate approvals need to be obtained prior to any deviation from the policy. Elected Members and Employees are reminded of their obligations under the Council's Code of Conduct to give full effect to the lawful policies, decisions and practices of the Council.

4. REFERENCES TO RELATED DOCUMENTS

- Major Events Sponsorship and Attraction Program Application Form
- Major Events Sponsorship and Attraction Program Guidelines

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Responsible Officer:	Manager City Growth

This policy takes effect from the date of adoption by Council and shall remain valid until it is amended or deleted.