

## COUNCIL POLICY

Reference Number	1020732
Responsible Business Unit	Growth and Economic Development
Responsible Officer	Chief Executive Officer
Legislation	Local Government Act 1999 Major Events Act 2013 Work Health and Safety Act 2012 Road Traffic Act 1961 Liquor Licencing Act 1997 Explosives Act 1936 Food Act 2001 Crown Land Management Act 2009
Relevant Delegations	Chief Executive Officer
Related Policies Management Guidelines Frameworks	Council Grants Policy Event Traffic Management Policy Fees and Charges Policy Economic Development Strategy Event Grant Guidelines Council Grants Management Guidelines Sponsorship Guidelines Event Application Form Sponsorship Terms and Conditions
Link to Strategic Plan	Connected Communities Dynamic Economy Objective: Consolidating the Benefits 2024-2028
Council Resolution	(DATE)
Review Date	2028
Previous Revisions	2023

## POLICY STATEMENT

This policy provides a framework for the community to seek grant funds for Events to support initiatives led by the community and organisations within the RCMB, and for the procurement and management of sponsorship for Council led Events including information for potential sponsors and the parameters of entering into an agreement with Council.

Council recognises that Events are an integral part of the cultural, social, and economic life of the region. A varied and exciting calendar of Events offers:

- A catalyst for economic growth, employment, community engagement and community pride
- Strengthens the reputation of the region across the country and beyond
- Provides positive benefits to the community by promoting social well-being and cultural enrichment
- Connects communities, encourages participation, promotes a healthy lifestyle and allows residents and visitors to explore the region amongst a safe, healthy and active community
- A dynamic economy and a highly desirable destination for short and long term stay visitors

Council endeavours to:

- Be proactive in attracting Events which add value to the economy and provide benefits to the region
- Manage, facilitate and monitor Events to ensure these are safe, professional and presents the region in a positive manner
- Provide grants for Events that provide additional economic and community benefit in targeted areas
- Ensure that the process involved in managing Events delivers outstanding customer service at all times
- Be proactive in providing opportunity for access and inclusion of all people at Events
- Support Events that are well planned and conducted, while achieving minimal environmental impact as well as minimal adverse impact to residents.
- Seek opportunities for community and businesses to support local tradition and showcase their brand through sponsorship of Council Operated Events.

## OBJECTIVES

The objectives of this Policy are to:

- Clearly outline Council's role and set out the criteria to be used by Council when assessing the level of support provided to Events through the allocation of grants.
- Encourage Events that build the capacity of the community, fosters local talent and recognises artistic and cultural strengths of the region.
- Provide opportunities for recreation, fun, entertainment, celebration and education within the community.
- Provide Event Organisers with clear and helpful instructions to apply for and implement grant funds.
- Conduct Events in a safe, well-managed and accessible setting that have minimal impact on the local environment.
- Provide opportunities for community and business to sponsor Council Operated Events.

## SCOPE

This Policy governs Council's approach to all Events within the region, irrespective of whether they are held on Council Land, Community Land or private premises.

This Policy includes grants to community organisations and sponsorship of Council Operated Events.

Council's goal is to offer a varied and well-rounded programme of Events that cater to the requirements and interests of diverse genres across the region. The programme may include culture, sport, technology, entertainment and business. Events will be geographically dispersed across the region where the infrastructure and resources are in place to support this.

On occasion, an exceptional Event opportunity may present itself that, for the most part, meet the strategic objectives of Council. By taking a flexible approach to Council's annual program of Events, Council will consider supporting Events on a case by case basis.

All Grant Applications received for community Events will be assessed against Council's strategic objectives to ensure the delivery of Council's priorities, have broad appeal and deliver value for money.

## Grants

Council provide cash and/or in-kind support for a diverse range of Events under the following streams:

Grant Stream	Amount	Information
<b>1. Regional Event</b>	<b>Up to \$5,000</b>	<ul style="list-style-type: none"> <li>An Event of significance for the region being held within the Council attracting 500 plus attendees from intrastate and interstate, noticeable increase in visitor spend and media interest from outside the region.</li> <li>These Events may require significant budget allowances for complex traffic management, waste management and other sustainable practices.</li> <li>These Events will have multiple Event partners and sources of income.</li> </ul>
<b>2. Local Community Event</b>	<b>Up to \$5,000</b>	<ul style="list-style-type: none"> <li>An Event of local significance for the community being held within the Council attracting people from the Council region or nearby.</li> <li>These Events will have strong outcomes of community celebration, cohesion and connections.</li> <li>These Events may vary in size and complexity from simple inputs/expenses to more complex management plans requiring traffic management, waste management and other sustainable practices.</li> </ul>
<b>3. Strategic Alignment</b>	<b>\$5,000+</b>	<ul style="list-style-type: none"> <li>An Event that aligns to Council's strategic priorities as identified in the Strategic Plan</li> <li>A business case is required to be submitted with the Application</li> <li>Assessment will be considered on a case-by-case basis.</li> </ul>
<i>Please note: Funding subject to annual key project budget approval</i>		

## PRINCIPLES

All Grant Applications received for community Events will be assessed against Council's strategic objectives to ensure the delivery of Council's priorities, have broad appeal and deliver value for money.

### Assessment Criteria

The success of an application is determined by its merits against the assessment criteria as detailed in the Guidelines and in competition with other submissions under the same category.

Grant funding for Events is highly competitive and Council may receive more funding applications than can be supported.

## Role and Responsibilities

Council will proactively aim to attract Events to the region through:

- Strategic planning to attract Events that have significant social, cultural or economic benefits to the region
- Work collaboratively with key partners to attract such Events and be acknowledged as the venue of choice for Event Organisers. Once events are secured Council will work with the Event Organisers to assist with the development, approval and compliance of these Events to ensure the legislative requirements of Council and other authorities are met
- Where appropriate, seek external funding, sponsorship and partnership arrangements to support the long term sustainability of Council's Events program and to attract new and innovative Events
- Produce its own Events where there is the potential to create substantial economic, social and cultural benefits to the RCMB.

Council will proactively support an Event Organiser through:

- Responding to requests, provide general Event guidance and advice on Council's policy in a timely manner
- Receive Event Application Forms, facilitate Council's approval process, process payments and assist with Event support as appropriate.

Council will not organise Events on behalf of third parties unless expressly authorised by Council or the Chief Executive Officer and fees may apply.

Event Organiser are required to:

- Complete and submit to Council Event Application and provide necessary supporting documents within appropriate timeframes
- Pay nominated fees (where required) according to Council's current Fees and Charges
- Conduct the Event while accomplishing minimal environmental impact as well as minimal adverse impact to residents
- Consider and record hazards and risks that may occur because of holding the Event and implement strategies to mitigate residual risks
- Adhere to Work Health Safety legislative requirements
- Manage the requirements of all Event participants including stall holders, exhibitors, permits, food notification form, liquor licensing, Safework SA registration, dry zone requirements, road closures and compliance for Amusement Structures;
- Be responsible for the development of Traffic Management Plans, approvals and implementation
- Adhere to and convey General and Special Conditions to all Event participants
- Return the Event site to its natural state and make good any damage resulting from an Event.

## Sponsorship

Council is committed to working with key partners and the broader community to achieve Council's Strategic Plan.

Council recognises that sponsorship can contribute to achieving mutual goals for the Council and key stakeholders.

Council supports the use of appropriate sponsorship to enhance its initiatives and contributes to achieving the community's vision.

Opportunities for Sponsorship will be promoted including the benefits for external parties. Benefits will be determined by collaboration and agreement between Council and the Sponsor.

## General considerations

Sponsorship:

- Must be ethically sound.
- Cannot permit or imply special service obligations/favoured treatment to the Sponsor
- Funds must only be directed to the approved Sponsored activity
- Must have full accountability and disclosure
- Must be in the form of a written arrangement between Council and the Sponsor
- Reference an end date/conclusion of the Sponsorship arrangement.

## Standards

Council must:

- Undertake due diligence to ensure the external party is reputable. Ensure there is no real or perceived conflict between the objectives and mission of Council and the external party
- Be confident that the external party is financially able to meet its sponsorship commitments
- Check there is no conflict with other major sponsors of that specific activity
- Continuously review Sponsorship to ensure the relationship and arrangements are sound and Agreements are met.

Additional measures to protect Council's reputation will be expressed as terms and conditions in the Written Agreement. The terms included will depend on the nature and scope of the Sponsorship.

## Sponsorship Written Agreement

All Grants and Sponsorship agreed between Council and an external party, will be documented in a Sponsorship Written Agreement.

The Agreement, at a minimum, will include:

- The expectations of both parties, specifically the benefits expected by the external party, and the investment, product, etc. expected by the sponsored project
- Timelines for all deliverables on both sides, including payment for the grant/sponsorship, should be clear and concise
- References to whether the Sponsor wants the sponsorship to be confidential.

Additional terms:

- The Sponsorship Written Agreement is not regarded as a general endorsement by Council of the business activity of the external party
- The sponsorship agreement will not interfere with Council's ability to undertake its roles and fulfil its functions.
- Council continues to own the intellectual property developed
- Council information obtained by the external party in the course of the sponsorship is kept confidential.

## IMPLEMENTATION

Through the implementation of this Policy applicants will have a clear understanding of the new streamlined process for applying for various Council grant funding streams.

An electronic PDF version of the Event Management Policy will be placed on the Rural City of Murray Bridge website for the community to view.

Council's Chief Executive Officer is responsible for implementing Council's Event Management Policy through internal structures including Council's:

- Growth & Economic Development Portfolio
- Economic Development Business Unit
- Events team

## DEFINITIONS

The definitions relate to the organisation, structure and type of Event.

**“Council”** means The Rural City of Murray Bridge.

**“Council Operated Event”** means an Event initiated and managed by the Rural City of Murray Bridge.

**“Community Events”** means those Events that create and foster a positive community spirit through participation, volunteering and co-operation. They may provide opportunities for recreation, entertainment, celebration and education.

**“Community-Council Collaborative Events”** means those Events that are a collaboration of community groups and Council, working together to create an Event for the benefit of the broader community. The events may be recurrent in nature.

**“Commercial Events”** means Events conducted for the purpose of marketing, promoting or selling a service or product, or for providing entertainment for profit. Examples: live performance or concert, trade show, product promotion.

**“Community Land”** is defined under Section 193(1) of the Local Government Act 1999. All local government land (except roads) that is owned by council or under council's care, control and management at the commencement of this section (the commencement date) is taken to have been classified as community land.

**“Donations”** (GST free) – an unencumbered gift to Council of money, goods and/or services where no reciprocal commercial benefit is sought by the donor, nor offered by Council. If the donor seeks a requirement that Council returns some benefit in exchange for the gift, it is a sponsorship.

**“Event Organiser”** means a professional organisation responsible for the planning and execution of an Event. This person will be the main contact for Council in relation to the Event.

**“Grants”** means funds provided to community to support their Event.

**“Partnership”** means a well-defined arrangement between Council and an external party for the purpose of cooperation between the parties in relation to the completion of a specific project, the achievement of a specific outcome and/or the delivery of a specific service. (A donation or sponsorship arrangement organised within a partnership relationship will still be subject to this policy).

**“Private Events on Council or Community Land”** means Events held for private purposes that generate no revenue to the organiser. The event is generally not granted or guaranteed exclusive use of any public area. Examples: wedding ceremony, family picnic, birthday celebration.

**“Public Events on Private Land”** means Events open to the public (with or without an admission charge) that are held entirely on private land.

**“Sponsor”** means a person or organisation that pays for or contributes to the costs involved in staging an Event in return for benefits.

**“Sponsorship”** (attracts GST) – a business arrangement between Council and an external party which results in an exchange of tangible benefits to all parties and supports the activities of Council.

**“Sponsorship Written Agreement”** means an Agreement entered into between Council and Sponsor.