

<b>Name of policy:</b>	<b>Events and Festivals Sponsorship</b>		
<b>Adoption by Council:</b>	<b>24 July 2024</b>	<b>Minute number:</b>	<b>302/2024</b>
<b>Last review date:</b>	<b>June 2024</b>		
<b>Review timeframe:</b>	<b>2 years</b>		
<b>Next scheduled review date:</b>	<b>June 2028</b>		
<b>Related legislation:</b>	<b><i>Local Government Act 1993</i></b>		
<b>Associated policies/documents:</b>	<b>MidCoast Community Strategic Plan 2030</b> <b>MidCoast Destination Management Plan 2030</b> <b>MidCoast Economic Development Strategy 2023</b> <b>MCC Code of Conduct</b> <b>MidCoast Cultural Plan 2036</b> <b>MCC Disability Inclusion Action Plan</b> <b>Community Engagement Policy</b>		
<b>Responsible division:</b>	<b>Liveable Communities</b>		

## Policy objective

This policy provides a framework for the provision of Council Events and Festivals sponsorship within the MidCoast Local Government Area.

## Policy statement

MidCoast Council is committed to attracting and supporting events that capitalise on the strengths of the region in order to create a vibrant and connected community.

## Policy coverage

This policy applies to monetary sponsorship and in-kind support (including the lending of equipment) made by Council to eligible applicants for the delivery of event and festival activities in the MidCoast Council Local Government Area.

This policy does not apply where:

- The primary purpose of the event is outside the objectives outlined in this policy;
- The event organiser is MidCoast Council.

## Strategic Plan link

Community Outcome 3: A thriving regional economy that supports businesses and jobs growth

<i>3.1 MidCoast is a great place to visit, work and invest.</i>	<i>3.1.4 Support and encourage the development and attraction of strategic events.</i>
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Community Outcome 4: Strong leadership and good governance

<i>4.1 The community has confidence in Council decisions and planning for the future</i>	<i>4.1.2 Provide clear, accessible, timely and relevant information to the community about council projects and services.</i>
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## Policy content

Council's sponsorship of Events and Festivals aims to support meaningful, creative and high-quality activities for our community and visitors.

### 1. Funding categories:

#### **Community and Local Events – Maximum funding amount up to \$1,500**

This category recognises:

- the vital contribution that not-for-profit organisations and community groups make to the development of a strong, resilient and connected community
- the positive and ongoing contribution these events make to the community
- these events are primarily staged for local audiences

This funding is provided to assist event organisers to develop new events or improve existing events. Funding can be allocated for the delivery of the event, equipment requirements or to offer awards or prizes as part of the event for participants.

#### **Events and Festivals – Maximum funding amount up to \$10,000**

This category recognises and supports:

- events and festivals with a higher profile
- the economic benefit and vibrancy events bring to the MidCoast region
- the attraction of visitors to the host location from outside the MidCoast region
- events to provide residents with the opportunity to participate in cultural, sporting and recreational activities.

Event organisers should note that this is a competitive process and that funding for consecutive events will not necessarily be at the same level as the previous year. Amounts may be reduced.

#### **Regionally Significant Events**

Regionally significant events are those that:

- offer a unique perspective of the MidCoast region
- are difficult to replicate outside of the MidCoast
- have the potential to attract large numbers of visitors from outside the MidCoast
- encourage multiple overnight stays

- promote opportunities for visitors to engage with a wide cross section of the MidCoast community
- align with target audiences and themes within the Destination Management Plan and/or MidCoast Cultural Plan.

Opportunities for Event Sponsorship will be limited and will primarily be focussed on supporting the development of new events and to enhance existing events in the region. Applications for Event Sponsorship will be assessed on an individual case by case basis, preferably a minimum of 12 months prior to the event to ensure adequate time for event planning, approvals and community engagement. Maximum sponsorship values will be dependent on the predicted economic impact of the proposed event and available sponsorship budgets.

## 2. Funding allocation:

Council reserves the right to:

- request further information in considering any application for support;
- reject any application that does not address and/or meet the established criteria;
- award an amount less than that applied for if it is assessed that the amount requested is not justified by the information provided in the application or indicated by the events proposed outcomes; and
- assess an application under another funding category as outlined in this policy, as part of the assessment process if the original funding category selected by the applicant is not deemed the most appropriate.

All decisions of Council are final and no negotiations will be entered into.

## 3. Application dates:

Funding Category	Application period
Community and Local Events	1 - 31 March
Events and Festivals: <ul style="list-style-type: none"> <li>• Round 1 - events held 1 July - 31 December</li> <li>• Round 2 - events held 1 January – 30 June</li> </ul>	1 - 31 March 1 - 31 August
Regionally Significant Events	Assessed case by case

## 4. Eligibility

To be eligible to receive Events and Festivals Sponsorship from Council, the applicant must:

- *be an Australian legal entity or an individual with an Australian Business Number (ABN)*
- *have submitted an event application (where applicable) not less than three months from the event date*

- *submit a sponsorship application in line with the prescribed process*
- *be applying for an event or initiative which occurs within the MidCoast Council local government area.*

Council will not consider applications from:

- *the Commonwealth, State or any Government Agency*
- *a Councillor or employee of Council*
- *an applicant that has outstanding debts to Council*
- *an applicant that has failed to provide satisfactory acquittal reporting for any previous Council funding*

Ineligible events under this Policy include:

- events that are held to raise funds (charity events)
- One-off anniversary, milestone or birthday celebrations (e.g. an Historical Society 10<sup>th</sup> birthday Celebration)
- sporting events that are local in nature. That is, a sporting event where the majority of participants are local residents and/or not aligned to a state, national or international sporting organisation or competition
- events on private land that do not have a relevant approved development application

### **References and related documents**

Event Application Form

Events and Festivals Sponsorship Application Form

Events and Festivals Sponsorship Application Guide

### **Responsible officer (position)**

Manager Economic and Destination

### **Attachments**

Event Sponsorship Guidelines