

Governance and Corporate Leadership

GL29 Icon Event Sponsorship



24 May 2017

This policy was adopted by Council to set governing principles in place that align the strategic direction of the organisation with Goal 4: Vibrant and Diverse Communities

Objectives

The Shire's objectives in sponsoring Iconic events are to:

1. Create a more vibrant and diverse economy by attracting visitors as participants, support crews and spectators at Iconic Events;
2. Maximise the economic benefits of Iconic Events to accommodation providers, food and beverage businesses and other local businesses;
3. Foster healthy and active lifestyles and combat community obesity through participation in Iconic Events, and
4. Ensure that the natural environment is safeguarded and negative impacts on the environment are minimized at Iconic Events.

In this policy, unless the context requires otherwise Iconic Event means an event of State or National significance that can demonstrate high level of tourist activity and stimulate large scale community interest, involvement and or development.

Policy

In striving to achieve the objectives the following strategies are to be employed:

1. Council will allocate up to 1% of rates annually in the budget to support Iconic Events being held in the Shire;
2. Sponsorship will be made available to commercial, community and not for profit organisations who can clearly demonstrate economic, social, community or environmental benefits to the residents and businesses operating within the Shire of Augusta Margaret River.;
3. Council will provide seed funding to grow new events to become self-sufficient in preference to annual recurrent funding for existing events

Applications to be received annually, with sponsorship support subject to allocation within Council's annual budget process, dependent upon the number of requests received and funding amount requested.

Proposals are to be assessed on the basis of the following criteria:

Table 1 – Primary Criteria for Assessment

Strategic Alignment:	Does the project or event align with the intent of Council's Corporate Plan?
Management Planning:	Has the applicant provided a detailed project management plan that clearly articulates the applicant's capacity to deliver what they state they will provide?

Sustainability:	Is the project financially sustainable without ongoing subsidies from Council?
Access and Opportunity:	Does the project or program provide equitable access and opportunities for all residents to participate?
Consultation:	Has the applicant consulted with industry and other State, regional or local stakeholders that may be affected or have an interest in the proposed project?

Table 2. Secondary Criteria of Assessment:

Economic Impacts: Anticipated number of participants (day visits) or number of overnight stays? Other considerations, number of interstate and international participants, spectators, support teams, length of stay and estimated daily expenditure.
Media Coverage: To what extent will the event attract media coverage? Will coverage be localised or have a much wider reach? Consideration also needs to be given to the level of coverage via radio, newspaper and television.
Tourism Activity: Is the event being staged in the low season (Winter), shoulder seasons (Autumn and Spring) or high season (Summer)? Events being staged in the low or shoulder seasons will generally be weighted more favourably.
Shire versus Event Organiser (cash) contribution: The higher the applicant percentage contribution, the more favourable the weighting (includes other funding sources but does not include in-kind contribution).
Prestige: The higher the status of competitors, sponsors, media; involvement of international sports, cultural and other federations; and the number of spectators, the more favourable the weighting.
Community Involvement: The higher the level of community involvement and volunteerism in the planning and development (local as well as regional communities) the more favourable the weighting.
Capacity Building: The level of development of volunteers and community members. The greater the development of volunteers, particularly young people, the more favourable the weighting.
Social Justice: Will the event provide opportunities for spectators / participants to become involved at low or minimum cost? The greater the opportunities with a low cost association the more favourable the weighting.
Natural Amenity: Has the natural environment been considered as part of the application? Will the event impact negatively on the natural amenity? The lower the impact on the natural environment the more favourable the weighting.
Education and Conservation: What capacity has the event or project to enhance, promote, conserve or educate the community about the natural environment?

Application

Responsibility for the implementation of this policy is enacted through the CEO. The policy is to be reviewed every three years

Document and version control table

Strategic outcome	Corporate Plan 2014-2018 Goal 4 – Vibrant and Diverse Communities
Responsible Directorate	CEO

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