



ICON EVENT SPONSORSHIP GUIDELINES

The Shire of Augusta-Margaret River will consider applications for sponsorship for Icon Events*, that facilitate large-scale social, economic and or environmental benefits within the Shire.

** Icon 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. An Icon Event may be held at the same time each year.*

ELIGIBILITY

Sponsorship will be considered for commercial, community and not-for-profit organisations providing economic, social, community or environmental services and benefits to the citizens of the Shire of Augusta-Margaret River.

In order to be considered for sponsorship, organisers and events must comply with relevant Shire planning and procedural requirements.

FUNDING ROUNDS

Sponsorship requests can be received at any time during the year, however will only be considered in relation to the annual budget deliberation cycle. Each year Council will consider between one to five Icon Events, budget permitting.

CONDITIONS/REQUIREMENTS OF SPONSORSHIP

The group/organisation will be required to:

- Comply with relevant Shire planning and procedural requirements
- Complete any relevant Environmental/Health/Risk check lists if application is successful
- Acknowledge the Shire's support

HOW TO APPLY

Applicants are required to submit a detailed Project Management Plan which includes the following:

- Background to organisation/group (including previous experience in running similar events)
- Project description and location of event
- Event objectives
- Target audience

- Volunteer/community involvement (how will the local community benefit from this project, and how will volunteers/community members be involved?)
- List any other grants/ funding/sponsorship you have applied for, or will apply for in relation to this event. Identify if approval has been received/pending.
- What specifically will Council funds be used for? If the Council contribution does not meet the requested amount, how will the project be financed or affected?
- Detailed budget outlining expenditure & income, including requested Shire contribution, your organisation contribution [financial & in-kind] and other contributions
- Marketing and Media Plan
- Copy of the following documents (may be provided at a later date if they are only available after funding has been approved):
 - Copy of Incorporation/Business Certificate
 - Copy of Constitution (if relevant)
 - Copy of Public Liability Insurance Certificate of Currency
- Statement addressing the assessment criteria as detailed below (not essential but recommended)

Applications are to be submitted to Marketing and Events Officer:

BY POST: Shire of Augusta-Margaret River
PO Box 61
Margaret River WA 6285

HAND DELIVERY: Shire offices - Reception
41 Wallcliffe Rd, Margaret River
9.00am – 4.00pm

or

66 Allnutt Terrace, Augusta
9.00am - noon, 1.00pm - 4.00pm

What happens when your application is received?

- Each application will be reviewed and assessed by an internal panel comprising the Director Corporate and Community Services, Manager Community Development & Safety and Manager Environmental Health Services who will, through approval of the CEO, make recommendations to Council for endorsement.
- Successful applicants will be notified in writing.

For more information or assistance please contact:

Amanda Russell, Marketing and Events Officer
Phone: 9780 5209
Email: arusell@amrshire.wa.gov.au

ASSESSMENT CRITERIA

Proposals will be assessed on the basis of the following criteria:

Strategic Alignment:	<p>Does the project or event align with the intent of Council's Strategic Plan and Community Development Plan?</p> <p><i>Key outcome objectives as defined in the AMRSC Strategic Plan:</i></p> <ul style="list-style-type: none"> • Vibrant Economies – building a better tourism economy; • Stronger Communities – culturally and physically active, safe and connected communities; • Sustainable Development – accessible community facilities, vibrant communities; • Environmental Protection – for future and current generations.
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?

Proposals will then be considered on the basis of the following secondary criteria:

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?

Risk: The level of risk associated with the event or project. To include aspects such as reputation risk to the Shire and or community of Augusta-Margaret River, revenue raising, management expertise, potential to cover losses, potential for injury, event cancellation, and terrorism. To be based on in interim assessment until a full Risk Management Plan can be provided. The lower the risk generally the higher the weighting.