



STRATHBOGIE SHIRE COUNCIL

SPECIAL COUNCIL MEETING - URGENT BUSINESS

TUESDAY 22 OCTOBER 2013

Steve Crawcour
CHIEF EXECUTIVE OFFICER

17 October 2013

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Author & Department

Director, Corporate and Community / Corporate and Community Directorate

Disclosure of Conflicts of Interest in relation to advice provided in this report

Officers providing advice in relation to this report do not have a direct or indirect interest, as provided in accordance with the Local Government Act 1989 (LG Act).

Summary

The Tourism Events & Festivals Policy and Tourism Funding Principles Policy have been reviewed in accordance with the Local Government Act 1979 (The Act). The documents were last formally reviewed in May 2007.

RECOMMENDATION

- 1. That Policy C & E 16 'Tourism Events & Festivals Policy' be revoked.**
- 2. That Policy DS 3 'Tourism Funding Principles Policy' be revoked.**
- 3. That Tourism Events and Festivals Policy be adopted.**
- 4. That Tourism Funding Principles Policy be adopted.**

Background

The Council undertook an Events Management audit that was presented to the Audit Committee in June 2012. The report contained 5 recommendations including that "Council create both a policy and procedure document that outlines all aspects of the events management process". The policy which is still being developed, will address the provisions contained in the two policies.

The policies have been reviewed pending a new policy being available for adoption in December 2013. Minor amendments have been made.

The policy has been reviewed in accordance with the provisions of the Local Government Act 1989.

Alternative Options

Council has the option to revoke the Policy or amend as it sees fit.

Risk Management

The recommendation does not contain any significant risk factors.

6.7.1 Council Policies
Tourism Events and Festivals Policy and Tourism Funding Principles Policy
(cont.)

Strategic Links – policy implications and relevance to Council Plan

The report is consistent with Council Policies, key strategic documents and the Council Plan.

Best Value / National Competition Policy (NCP / Competition and Consumer Act 2010 (CCA) implications

The report is consistent with Best Value, National Competition Policy and Trade Practices Act requirements.

Financial / Budgetary Implications

There are no financial budgetary implications associated with this report that have not already been considered.

Economic Implications

The recommendation has no significant economic implications for Council or the broader community.

Environmental / Amenity Implications

The recommendation has no significant environmental or amenity implications for Council or the broader community.

Community Implications

There are no significant community or social implications for Council or the broader community.

Victorian Charter of Human Rights and Responsibilities Act 2006

The recommendation does not limit any human rights under the Victorian Charter of Human Rights and Responsibilities Act 2006.

Legal / Statutory Implications

The recommendation has no further legal or statutory implications which require the consideration of Council.

Consultation

The author of this report considers that the matter under consideration did not warrant a community consultation process.

Attachments

- Tourism Events and Festivals Policy
- Tourism Funding Principles Policy



TOURISM EVENTS AND FESTIVALS POLICY

COUNCIL POLICY	
Effective Date:	19/07/2005
Last Review:	21/08/2007
Current Review:	October 2013
Adopted by Council:
Next Review Date:	<i>Annually / Bi-Annually / As required</i>
Responsible Officer/s:	Director, Sustainable Development

1. POLICY STATEMENT

The purpose of this policy is to provide principles under which Council may provide support for tourism events held within the Strathbogie Shire. Council will consider provision of funds for Festivals & Events in the annual budget for tourism industry related events and festivals which have not been otherwise assisted by Council.

A tourism event is defined as an event of regional, state or national significance that can provide tangible tourism and economic benefits to Strathbogie Shire. For example, events that attract visitation from outside Shire boundaries, increase overnight stays in accommodation houses, and provide opportunities to showcase Strathbogie Shire as a region in which to visit, live, work and invest.

Council is committed to supporting tourism within the Strathbogie Shire and recognises the value of events to the tourism industry and Strathbogie Shire economy. Major events can provide an economic injection into the community by increasing visitation to the region, increasing awareness of the region, reducing seasonality gaps and engendering community spirit and pride.

The Shire of Strathbogie may provide the following support to an event:

- Cash sponsorship to cover costs associated with promoting and staging the event
- In-kind sponsorship for event related services
- Assistance with the preparation and presentation of formal bid documents
- Support in determining appropriate venues and negotiating venue use
- Assistance in promoting the event through media channels including Council's website
- Assistance in obtaining public sector funding
- Other support as may be necessary to achieve the desired outcomes

2. CRITERIA

Applications for funding/sponsorship support will be assessed on the following criteria:

2.1 Economic impact of the event

Ability of the event to attract significant numbers of visitors from outside the Strathbogie Shire, preferably for one or more overnight stays.

2.2 Capacity to host the event

Event organisers must demonstrate the necessary physical and technical capacity to manage the event. This includes the provision of appropriate venues, availability of experienced personnel to run the event and availability of accommodation and other infrastructure to support the event.

2.3 Financial viability

Event organisers must demonstrate sufficient experience in the area and events will be assessed on their capacity to attract sponsorship (cash and in-kind) from private and relevant public sector bodies and to maximise earnings from tickets sales and merchandising. Where appropriate, assessment will also be made on the event's ability to become self-sufficient and sustainable within a period of three years. Applications for financial assistance must be accompanied by an itemised budget.

2.4 Marketing & promotional strategy

A marketing strategy must be provided to indicate how the event will be promoted and how it will attract the expected number of visitors.

2.5 Event management expertise

The event organiser(s) must provide details of event management expertise and experience including details of the legal status of the responsible organisation and appropriate insurances. A sound and documented management structure must be in place. Council can provide a risk management and event management template to assist organizers. Any events held on council must be auspiced by Council.

2.6 Event program

Full program details must be provided, including traffic management, risk management and any OH&S procedures.

2.7 Profile of the event

Consideration will be given to the ability of the event to attract media attention at a local, state and interstate level.

2.8 Timing of the event

Consideration will be given to the timing of the event in terms of availability of accommodation and must not clash with other major events within the Shire.

3. CONDITIONS OF ASSISTANCE

3.1 Applications for funding/sponsorship must include:

A fully completed copy of the *Strathbogie Shire Tourism Events & Festivals Funding Application* form including details of:

- Legal status of organisation
- Evidence of appropriate insurances
- Proposed event budget – itemised and with as much detail as possible.
- Event program details
- Proposed marketing & promotional strategy
- Details of proposed event evaluation criteria

3.2 Events that are successful in attracting Council funding will be required to complete a *Strathbogie Shire Event Plan* including evidence of:

- Risk management planning
- An Emergency Management Plan
- Security & crowd control procedures
- First aid and public health provisions
- Food and Environmental Health considerations
- Responsible Serving of Alcohol planning

3.3 Financial accountability and post-event reporting procedures

Events that are successful in attracting Council funding will be required to provide to Council within 45 days of the completion of the event a statement of actual income and expenditure in relation to the event to be certified by the Organisation's Chairperson and principal accounting officer

- a full post event report including number and origin of attendees and economic impact of the event. (An event template can be provided with Council's Event Development Co-ordinator able to assist with this component if required)

Repayment of funds may be required if the acquittal is not received within this time frame.

3.4 Publicity & Acknowledgement

Events that are successful in attracting Council funding will be required to include the Shire's logo and specifically acknowledge the assistance of the Shire of Strathbogie in relevant event-related activities, publications and advertising material, along with signage at the event itself wherever possible and appropriate.

4. ELIGIBILITY

Applications for event funding and support can be made by event organisers. Funding will generally only be available to an incorporated non-profit organisation that is registered for GST or holds an ABN at time of application (individuals are not eligible for funding).

5. WHAT WILL NOT BE SUPPORTED

- Events that do not meet part or all of the above criteria
- Events where there is no positive impact on the Shire of Strathbogie
- Funds for capital works associated with an event or the purchase of equipment
- Local community events where the emphasis is on community strengthening not economic development or tourism outcomes
- Events that generate financial profits for commercial companies and/or individuals
- Events held outside the boundaries of the Shire of Strathbogie (unless it can be demonstrated that the event will provide a significant economic benefit for the Strathbogie Shire community)

6. ONGOING FUNDING

Events will be funded and supported on a one-off basis. New applications must be made for subsequent funding. In general, funding will only be granted for a maximum of three consecutive years.

7. LEVEL OF SUPPORT

Events may apply for cash sponsorship up to a maximum of \$5000 per annum. Consideration may be given to sponsorship amounts above \$5000 on a case by case basis.

8. FUNDING ROUNDS

Applications will be called for twice per year.

It is generally anticipated that the annual allocation for Tourism Events and Festivals will be split equally between the two funding rounds. Sponsorship dollars must be spent and acquitted within the financial year in which they are granted. If money is not spent in that financial year it must be returned to council.

9. COMMUNICATION OF THE GRANTS PROGRAM

Council will give bi-annual notice of the availability of funding under this program by Public Notice in the Euroa Gazette, Seymour-Nagambie Advertiser, Community Newsletters and on Council's website.

10. EVALUATION OF PROJECTS

Applications will be evaluated against the stated program criteria.

11. APPROVAL PROCESS

A report will be submitted to the Council with a recommendation for projects to be funded at the relevant Council meeting. . Applicants will be notified in writing of the outcome of their application after the September or March Council meetings.

12. FURTHER INFORMATION

All enquiries should be directed to:
Economic Growth Officer - Shire of Strathbogie
PO Box 177
Euroa 3666
Ph: 03 5795 0000
Fax: 03 5795 3550



TOURISM FUNDING PRINCIPLES POLICY

COUNCIL POLICY	
Effective Date:	28/01/2001
Last Review:	
Current Review:	October 2013
Adopted by Council:
Next Review Date:	<i>Annually / Bi-Annually / As required</i>
Responsible Officer/s:	Director, Sustainable Development

1. POLICY STATEMENT

The purpose of this policy is to provide principles under which Council may provide support for the tourism industry within the Strathbogie Shire.

Council will consider tourism funding support on an annual basis as part of the Budget preparation process. Funding support will, where provided, only be on the basis of a budgetary allocation to be expended by Council in support of the Tourism Associations.

Council support for tourism will be on a strategic level basis and not intended to provide direct assistance to individual businesses.

Council funds should be used in the development of the strategic framework required to advance tourism promotion within the Shire and to the research and development, presentation, promotion and implementation of appropriate strategies to present Strathbogie Shire as a tourism destination.

Expenditures must be agreed to by Council either as part of an annual business plan for the tourism association or as a specific project, prior to commitment and must be consistent with Council's Corporate Plan and in accordance with the principles and policies contained in this Policy.

Council funding, where provided, will only be through a maximum of two tourism associations which represent the Strathbogie Ranges districts and the Nagambie Lakes districts. The two associations are expected and considered to collectively provide shire wide representation.

2. BUSINESS PLAN AND BUDGET

Each of the two associations must provide a business plan & budget to Council for approval by Council prior to 31 March each year. Expenditure of any Council budgetary allocation must be in accordance with the business plan, unless prior specific written approval for any variation is given by Council. The business plan must be in a format agreed between Council and the association being funded. The business plan must include and clearly show an industry monetary contribution of a minimum of 30% of the total association annual budget.

Council funds must only be used to strategically market and promote tourism shirewide, sub-regionally or by industry sector. Council funds must not be used to support or subsidise individual businesses or events, which are run by individual businesses or for recurrent operating expenses of the association.

Expenditures of budgetary allocations will be on the basis that tax invoices for approved expenditures will be addressed to Strathbogie Shire and processed and paid by the Shire. Special arrangements may be made by prior agreement to address particular circumstances requiring a different approach.

Council budgetary allocations not expended in the financial year of allocation will not be transferred or carried over into the following financial year.

Tourism associations must not enter into any agreements committing to expenditures of Council funds into a new financial year without specific written approval from and formal agreement with Council for budgetary commitments over more than one financial year.

Council budgetary allocations will not be made to support events or activities for which Council has already provided funding via other means, (ie. no double dipping).

3. MARKETING AND PROMOTION

At the highest level, the two tourism associations should work co-operatively and collaboratively with each other as well as with other organisations, groups and industry bodies to develop synergies and efficiencies in tourism product delivery and marketing.

Council may provide tourism associations with support via means other than direct budgetary allocations. Support may be a mix of budgetary allocation and other Council resources. Other Council resources may include staff or plant and equipment

4. EVENTS AND FESTIVALS

Council will consider provision of additional Festival and Events funds in the annual budget each year to provide support for community and industry related events and festivals throughout the Strathbogie Shire and which have not been otherwise assisted by Council. Preference will be given to activities where matching fund are provided at a \$ for \$ or better ratio by the community group or industry organisation.

Tourism associations should include any annual festival and events funds allocations required within their annual business plan & budgets.

All necessary statutory approvals must be obtained prior to commencement of projects.

Festival and event organisers (other than the Tourism associations through their normal business plan and budgets) who wish to seek festival and event funding will need to submit to council a business or marketing plan for their activity prior to Council considering the request.

Requests for festival and events funding may be made at any time to Council, however once any annual allocation amount is committed no further funds will be available in that year.

5. EXTERNAL FUNDING

Any community group or tourism association intending to seek external grant funds from sources other than Council and which are intended to include Council funds allocations as part of the local contributions, must have specific prior written approval from Council to the commitment of those funds.