

## 10.5 Festival and Event Support Program - Funding 2011/12

### BALLINA SHIRE COUNCIL – MEMORANDUM

**MEMO TO:** Councillors  
**COPY:** Senior Management, Internal Assessment Team  
**MEMO FROM:** General Manager  
**DATE:** 10 February 2011  
**SUBJECT:** Festival and Events Funding

#### **Background**

At the November 2010 Ordinary meeting Council resolved to advertise the 2011/12 Festival and Event support program during December 2010 / January 2011 to allow a decision on the festival and events funding to be determined at the February 2011 Ordinary meeting.

#### **Information**

Council called for applications for the Festival and Event Support Program by way of advertisement in the local newspaper, included on the home page of Council's website, included in Council's new electronic newsletter Community Connect, included in the Tourism e-newsletter and included in media releases. Individual letters were also sent to community groups, sporting organisations, events and festivals on the tourism database, chambers of commerce, local schools and previous participants for Rivafest, Australia Day and Christmas Light Up.

Applications for funding opened on Wednesday 15 December and closed Wednesday 2 February 2011.

A total of eight applications (copies attached) were received and the next table provides a summary of those applications.

| <b>Ref</b>             | <b>Organisation/Person</b>                | <b>Name of Festival/Event</b>                  | <b>Requested Council Contribution (\$)</b> |
|------------------------|---|--|--|
| 1                      | Alstonville Rotary                        | Antiques and Collectables Fair                 | 10,000                                     |
| 2                      | Apex Club of Alstonville                  | Alstonville Apex New Years Eve Family Festival | 15,000                                     |
| 3                      | Ballina Lighthouse and Lismore SLSC Inc.  | The Ballina Island Paddle Challenge            | 5,500                                      |
| 4                      | Ballina & District Ministers              | Riverside Carols                               | 14,000                                     |
| 5                      | Cancer Council NSW                        | Ballina Relay for Life                         | 10,000                                     |
| 6                      | Lennox Head Chamber of Commerce           | Carols in the Park                             | 7,000                                      |
| 7                      | Marine Rescue NSW                         | Ballina Boat & Leisure Show                    | 16,725                                     |
| 8                      | Paradise FM Community Radio Inc (auspice) | Ballina Coastal Country Music Festival         | 20,000                                     |
| <b>Total Requested</b> |   |  | <b>98,225</b>                              |

An internal staff team was then formed to evaluate the applications, based on eligibility as per Council's Policy.

This team consisted of the following staff members:

- Acting Manager - Corporate Communications & Tourism
- Visitor Services Officer
- Manager, Open Spaces & Reserves
- Cultural Development Officer
- Social Planning Coordinator
- Policy & Communication Liaison Officer

The initial recommendations from that team on the allocation of funds are as follows.

**Table One - Eligible and Recommended**

| Ref                      | Organisation/Person                       | Name of Festival/Event                 | Recommended (\$) |
|--------------------------|---|--|------------------|
| 7                        | Marine Rescue NSW                         | Ballina Boat & Leisure Show            | 16,725           |
| 8                        | Paradise FM Community Radio Inc (auspice) | Ballina Coastal Country Music Festival | 20,000           |
| <b>Total Recommended</b> |   |  | <b>36,725</b>    |

The Ballina Boat & Leisure Show and Coastal Country Music Festival are the only two events that meet all the key evaluation criteria and objectives of the Festival and Events Support Policy and completed the application in full.

In respect to the assessment process the two criteria of that were of most relevance are:

- *Clause 8 - To be eligible for support the total cost of the festival / event must be estimated at over \$20,000, with a minimum of \$15,000 allocated towards cash expenses, excluding the Council contribution. Products and services that have been donated i.e. in-kind products and services will be valued as a cash expense when they carry a tax invoice from the donated service or business i.e. printing, advertising placement etc.*
- *Clause 10 - Funding from this program will not be provided for the following items:*
  - a) capital expenditure*
  - b) contributions to charities**
  - c) On-going operational / administrative costs not directly related to the festival /event*
  - d) Retrospective projects*

In respect to the six applications not recommended in this initial assessment, the Lennox Head Chamber of Commerce application did not satisfy clause 8 and the remainder are either donating their profits to charity or failed to complete the application in full.

This interpretation of clause 10, regarding donations to charities, may be overly harsh however the primary objective as stated in the Council policy is as follows:

Ballina Shire Council values the importance of local festivals that aim to showcase the rich cultural diversity and history of our local community and that deliver economic, social and environmental benefits. The purpose of this policy is to enable Council to support festivals and events put forward by not-for-profit community based organisations that deliver these aims. In doing so this policy aims to:

- ensure that an open and transparent decision making process is in place for requests for support from Council and
- provides an accessible and equitable process for not-for-profit organisations seeking event support from Council.

Council has its general community donations budget available if it wishes to provide funding to charities.

Despite clause 10, the internal staff team did agree to recommend funding for four additional applications, as they do support local charities, or fill a need within the community. The additional applications recommended are as follows:

**Table Two - Ineligible and Recommended**

| Name of Festival/Event  | Recommended (\$) |
|---|------------------|
| Apex Club of Alstonville - New Years Eve Celebrations –<br>The application did not address key criteria. The event however provides entertainment for local residents and mitigates potential anti social behaviour on New Years Eve. Recommend donation of \$14,000 for event expenses                               | 14,000           |
| Ballina Lighthouse and Lismore SLSC Inc. - Ballina Paddle Challenge –<br>The application was a duplicate from the previous funding application in 2010. Recommend donation of \$500 donation for waste management.  | 500              |
| Cancer Council NSW - Relay for Life –<br>Profit made from the event is a direct donation to the Cancer Council NSW. Recommend donation of \$3,000 for event expenses  | 3,000            |
| Lennox Head Chamber of Commerce – Carols in the Park –<br>The application was deemed ineligible as it did not meet one of the key criteria under the Festival and Event Support Program. The event budget was \$14 000, and needed to be estimated at over \$20 000. Recommend donation of \$3,500 for event expenses | 3,500            |
| <b>Total Recommended</b>  | <b>21,000</b>    |

This leaves the following events with no recommended funding:

**Table Three - No Funding Recommended**

| Name of Festival/Event   | Requested (\$) |
|--|----------------|
| Alstonville Rotary - Antiques & Collectables Fair -<br>The event budget for 2010 demonstrated a profit of \$17 622. This indicates that the event does not require any funding from Council. Recommend no donation   | 10,000         |
| Ballina & District Ministers - Riverside Carols -<br>The application does not meet the criteria and key performance indicators were not addressed. Event will run without Council support. Event provides entertainment for local residents and is not considered a key regional event for attracting visitors to the Shire. Recommend no donation | 14,000         |

## Funding Available

Council approved funding of \$50,000 for this program and assuming the budget has a CPI increase of approximately 3% for 2011/12 this would leave funding of \$51,500 to be allocated. The recommended funding from the evaluation team is for \$57,725 (\$36,725 plus \$21,000).

The evaluation team's preference was for the over-expenditure (\$6,225) to be funded from the community donation's budget, however as Councillors are aware this funding is typically over-committed.

This still is one option for Council to consider however it is appropriate for staff to recommend funding based on approved budgets. In order to meet the budget the following changes are recommended:

- Reduce contribution to Apex Club of Alstonville by \$2,000 - The purpose of this policy is to encourage events to operate on a stand alone basis and therefore the contribution by Council over time should be reduced
- Reduce contribution to Marine Rescue by \$1,725 -The budget for this event is over \$100,000 and this means there should be an opportunity for cost savings of this amount to be achieved
- Reduce contribution to Paradise FM by \$2,500 - The contribution to this event is significant and a reduction of this amount still leaves a contribution from Council of \$17,500.

The recommendation that follows provides the revised contributions and the options available to Council are to accept this recommendation or amend as required.

## RECOMMENDATION

That Council support the following funding contributions for the Festival and Events Program for 2011/12:

| Ref                    | Organisation/Person                       | Name of Festival/Event                         | Requested Council Contribution (\$) |
|------------------------|---|--|-------------------------------------|
| 1                      | Alstonville Rotary                        | Antiques and Collectables Fair                 | 0                                   |
| 2                      | Apex Club of Alstonville                  | Alstonville Apex New Years Eve Family Festival | 12,000                              |
| 3                      | Ballina Lighthouse and Lismore SLSC Inc.  | The Ballina Island Paddle Challenge            | 500                                 |
| 4                      | Ballina & District Ministers              | Riverside Carols                               | 0                                   |
| 5                      | Cancer Council NSW                        | Ballina Relay for Life                         | 3,000                               |
| 6                      | Lennox Head Chamber of Commerce           | Carols in the Park                             | 3,500                               |
| 7                      | Marine Rescue NSW                         | Ballina Boat & Leisure Show                    | 15,000                              |
| 8                      | Paradise FM Community Radio Inc (auspice) | Ballina Coastal Country Music Festival         | 17,500                              |
| <b>Total Requested</b> |   |  | <b>51,500</b>                       |