

POLICY NAME: (DRAFT REVIEW)
SUPPORT FESTIVALS AND EVENTS – COUNCIL

POLICY REF: F05

MEETING ADOPTED: 16 December 2010
Resolution No. 161210/ 1

POLICY HISTORY: 26 August 2010
Resolution No. 260810/21



TABLE OF CONTENTS

OBJECTIVE 1

BACKGROUND 1

DEFINITIONS 1

SCOPE OF POLICY 2

RELATED DOCUMENTATION..... 2

POLICY 2

General Principles 2

Strategies 3

Eligibility..... 4

 a) **The applicant**..... 4

 b) **Governance** 5

 c) **Contribution to the Community Strategic Plan and Delivery Program** 5

REVIEW 6

OBJECTIVE

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 also aims to:

- ensure that an open and transparent decision making process is in place for requests for support from the Council and
- provides an accessible and equitable process for not-for-profit organisations seeking event support from the Council.
- identify and support the shire's signature festivals and events
- create partnerships with community groups to enhance the attractiveness of Ballina Shire as a destination known for festivals and events
- obtain value from the Council's investment in festivals and events
- provide an avenue for the Council to contribute to expenses associated with critical services, to ensure a safe event for the community

BACKGROUND

There are two main options for Council to be involved with community festivals and events. Firstly there is the option of Council conducting and co-ordinating the festival and events or secondly there is the option of Council providing support, by cash or in-kind.

The Council's preference is to obtain maximum leverage from its support of community festivals and events and it is considered that this leverage is maximised where the support is provided by cash or in-kind financial contribution. This type of support then empowers community groups, which and in turn provides a far higher level of community connection with the festival and event, and . At the same time this investment maximises the resources available by supporting the volunteers connected with the community group responsible for co-ordinating the festival / event.

DEFINITIONS

Donation	cash or in-kind contribution that does not require any reciprocal benefits.
Eligible Festival and Event	an event, usually and ordinarily staged by a local community group, which centres on and celebrates some unique aspect of the local community.
Sponsorship	cash or in-kind donation that does require reciprocal benefits.

SCOPE OF POLICY

This policy applies to:

- Council employees
- Councillors
- Not for profit community groups

RELATED DOCUMENTATION

Related documents, policies and legislation:

- Ballina Shire Council Operational Plan and Budget
- Policy - Donations - Financial Assistance
- Policy - ~~Special Events~~ **Events on Public Land**

POLICY

General Principles

1. The Council policy is to provide cash or in-kind support for community based festivals and events as it considers that this type of support provides far more tangible benefits to the community than Council co-ordinated events.
2. To support this principle the Council will make provision in its annual Operational Plan to provide financial assistance to selected festivals and events and associated organisations that meet the criteria set out in this policy.
3. Nothing in this policy restricts the Council from providing recurrent support, subject to the Council receiving an annual application from the organisation. Funding in one year will neither preclude nor guarantee funding in any future year.
4. All funding is allocated at the discretion of the Council and subject to annual budgetary considerations. No application is guaranteed funding support or that the full amount requested will be provided.
5. This program will not preclude organisations from seeking sponsorship from the Council for festivals and events. Requests for sponsorship will be determined by the General Manager (or delegate) at an operational level and will be dependent on funds being available within operating budgets and an assessment of the benefits to be derived by Council and the community from the sponsorship.
6. This program will not preclude organisations from seeking financial donations through Council's annual community donations process. Typically funds allocated under that program will be smaller in nature due to the limited funding available and the numerous requests typically received.

9.3 Policy (Review) - Festival and Events - Council Support.DOC

7. The Council will also continue to support local events that fall outside of this policy that require specific traffic management and other ~~in-kind~~ services. These types of events include Anzac Day and NAIDOC Week.
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.~~
9. ~~Council's contribution offers funding of up to 50% of the total cash expenses from the festival / event organiser. Council may exceed the 50% threshold in extenuating circumstances i.e. anti-social behaviour activities.~~
10. Funding from this program will not be provided for the following items:
 - capital expenditure
 - contributions to charities
 - On-going operational / administrative costs not directly related to the festival /event
 - Retrospective projects
 - wages for community event organisers
11. Funding from this program will typically be provided for the following items:
 - waste management
 - traffic management
 - hire equipment
 - promotion and marketing
 - insurance
 - venue hire
 - sound equipment and technician
 - fees for specialised services i.e. marketing consultant for the specific event / festival

Strategies

1. The Council will consider allocating an amount in the annual Operational Plan for the purpose of providing support for Community Festivals and Events
2. Council will call for submissions from the community as part of the annual Operational Plan process. Submissions must be provided on an application form as determined by the General Manager.
3. A Councillor workshop will be held to provide an opportunity for all Councillors to review the applications for funding. The discussions from this workshop will then be reported to a Council Ordinary Meeting as part of the evaluation process for the applications.

4. The working party will consider all submissions and recommend to the next Ordinary Meeting of Council a distribution of the available funds. It is not incumbent upon the committee or Council to contribute any, or all, of the funds.
5. Following the Council's determination, successful and unsuccessful applicants will be advised and arrangements made to provide the financial support.
6. Council will require certification and acquittal detailing the manner in which funds have been expended and a brief description of outcomes. The General Manager will determine the method of certification and acquittal.
7. Any "applications" received from organisations following the completion of this process will be advised of Council's Policy and invited to apply in the following year, subject to point eight.
8. Only where matters are considered by the General Manager and / or Mayor, or at least two Councillors, to be exceptional circumstances, will such requests be referred to the Council for determination.

Eligibility

a) The applicant

1. The applicant must be a not-for-profit organisation
2. The applicant must be an incorporated organisation or be sponsored by an incorporated organisation
3. The applicant should be preferably based in the Ballina Shire and/or the proposed activity must take place in the Ballina Shire
4. If the applicant has received previous support from the Council, all acquittals stipulated by Council must have been completed
5. The applicant must have a demonstrated capacity for festival and event management
6. The applicant must demonstrate the need for support from the Council and mid to long term sustainability of the festival / event
7. The application must be supported by a financial or business plan
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.~~
9. ~~Council's contribution offers funding of up to 50% of the total cash expenses from the festival / event organiser. Council may exceed the 50% threshold in extenuating circumstances i.e. anti-social behaviour activities.~~

b) Governance

1. The applicant must have an effective constitution or governing documents, structure and volunteer involvement
2. ~~The applicant must be able to demonstrate their financial viability~~
3. ~~The applicant must have a demonstrated capacity for festival and event management~~
4. ~~The applicant must demonstrate the need for support from Council and mid to long term sustainability of the festival / event~~
5. ~~The Council funds must be used for the purpose for which they are granted. Any variations in the use of funds must be approved in advance by Council and confirmed in writing~~
6. ~~Successful applicants are required to acknowledge Council's support. Applicants will be required to show evidence of meeting this condition in order to receive full payment.~~
7. ~~Applicants must provide all necessary insurances required by Council~~
8. ~~Funding will be provided in two instalments. An amount of 75% of the total allocation will be available prior to the date on which festival / event is scheduled to commence (subject to compliance with all terms and conditions). The remaining 25% will be paid on receipt of a completed report which must be presented in a manner determined by Council.~~

c) Contribution to the Community Strategic Plan and Delivery Program

The proposed festival should contribute to the delivery of one or more of Council's strategic priorities as identified in the Ballina Shire Community Strategic Plan.

Community Development

- The festival should provide a public benefit in the fields of art & culture, sport & recreation, general health, well being & education, learning & knowledge
- The festival should meet an identified need, and/or develops community strengths
- The festival should be innovative and relevant for the target audience
- The festival should have documented support from groups that would benefit from the festival/event
- The festival should provide social benefits to the broader community

Economic value and environmental awareness

- Evidence that the festival makes a positive contribution to the economy
- Potential participation rates are significant and represent value for money
- Acknowledgement of Council support is comprehensive

9.3 Policy (Review) - Festival and Events - Council Support.DOC

- The festival is viable and supporting funds are sought from other sources
- The festival is managed to limit adverse environmental impacts

REVIEW

This policy is to be reviewed at least every four years.

FUNDING AGREEMENT

Festivals and Events Support Program

The provision of funds from the INSERT YEAR **Festivals and Events Support Program** is subject to a number of terms and conditions that must be agreed to by the **recipient organisation** prior to the release of funds.

Details of the terms and conditions are provided below. If your organisation is prepared to accept these terms and conditions, please sign this agreement and return to Ballina Shire Council **within 28 days** of receipt.

Lodgement: Ballina Shire Council, Cnr Tamar & Cherry Sts, Ballina (Mon-Fri, 8.15am to 4.30pm); mail to PO Box 450, Ballina, 2478; email council@ballina.nsw.gov.au.

Approved Funding

The recipient acknowledges that funding of **INSERT FUNDING AMOUNT** exclusive of GST has been approved to partially fund **INSERT NAME OF EVENT** under the **INSERT YEAR Festivals and Events Support Program**.

The recipient acknowledges that the funds provided must be spent on the funded festival/event only.

Any major variations to the event previously submitted in the application form must be submitted in writing to the General Manager, Ballina Shire Council.

Event Insurance

It is a requirement of Council's insurer that the event applicant provide to Council a copy of their Certificate of Currency for a minimum \$20 million dollars. Council may, at its discretion, request higher coverage. The certificate of currency must specifically note coverage for the event including the official event name, date, location and geographical limits. Ballina Shire Council must be stated as an interested party. This must be supplied to Council prior to any funds being released.

Receiving the Funds

Council's contribution offers funding of up to 50% of the total cash expenses of the event. In order to receive the total amount of approved funding the recipient must demonstrate cash spending, double the amount funded by Ballina Shire Council (e.g. If your festival/event receives \$10,000 financial support from Ballina Shire Council, you must demonstrate by way of tax invoices/quotes, that the event cost over \$20,000). The funding request must also remain in line with Council's eligibility criteria; 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 Council support.

Payment for funds will be made in 2 instalments upon receipt of invoice, made out to Ballina Shire Council, PO Box 450, BALLINA NSW 2478. Payment will be deposited into an approved organisational account (documentation to be provided). You must **attach** all relevant tax invoices/quotes directly related to the funds:

- (a) 75% of the approved funds – prior to commencement of the event
- (b) 25% of the approved funds – at the conclusion of the event

OR

- (c) 100% of the approved funds in one lump sum payment – at the conclusion of the event

Council reserves the right to withhold payment when the applicant:

- (a) has not carried out activities in accordance with this Agreement
- (b) has not spent funding in accordance with this Agreement
- (c) has breached any other term of this Agreement

Acquitting the Funds

Funds must be acquitted within **sixty days** of the event completion date.

The recipient must provide Ballina Shire Council with a completed:

- (a) Acquittal Report - A **template** will be provided to recipients.

If, for whatever reason, the recipient is unable to proceed with the event, or if any of the funding provided by the Ballina Shire Council is left unused at the conclusion of the funded event, the recipient must inform Ballina Shire Council immediately in writing and repay the funding.

Marketing

Council has a new logo. It is important that event organisers obtain an electronic copy and use the new logo in place of the old. This will be provided to recipients electronically upon receipt of signed terms and conditions of funding.

Use of Council Logo

Council's logo must be applied in a consistent manner; recipients will need to comply with the following:

Backgrounds

Placement of the logo on a white background is preferred. Using the logo over a colour or a photograph can create difficulties with the logo's legibility and impact. Where possible, use of the logo over strongly coloured or complex photographic backgrounds should be avoided i.e. reversing out.

Logo Integrity / Minimum Size

The logo and its associated icons/graphics must always be presented in their full form and must not be broken down into individual elements or manipulated or distorted in any way.

As the logo is 'freeform' in style and without a defined frame it is important not to encroach on the graphic's 'space' with text or other images. A clear margin equal to 25% of the logo's width should be allowed on all sides of the logo. For example, if the logo is to appear 64mm wide, then a clear space of 16mm should be preserved on all sides. The logo should never be used at less than 20mm wide.

Council Acknowledgement

The recipient must provide appropriate public acknowledgement of Ballina Shire Council's contribution to the funded event. This may be done by, but not limited to:

- (a) acknowledging Ballina Shire Council in **all press releases** and **media interviews**
- (b) using the Ballina Shire Council logo or the words "**supported by Ballina Shire Council**" in **all promotional material** (posters, print, electronic, media advertisement, website etc), official programs, newsletters and advertisements where appropriate.
- (c) acknowledging Ballina Shire Council if applicable in annual reports and
- (d) providing appropriate acknowledgment of Ballina Shire Council through signage, naming rights (where no major sponsor is secured), corporate box, VIP invitations, advertisement and messages in the official event program.

The recipient agrees that if any publicity or promotional material is created, as outlined above, that it is forwarded to Ballina Shire Council's Communications Officer, Tracy Lister tracyl@ballina.nsw.gov.au prior to the material being printed and/or distributed to the public for **approval**. Please allow up to five working days for approval.

Evaluation Surveys

In order for the Council to measure its investment in the Festival and Event Funding Program, an evaluation survey template has been prepared for recipient organisations to implement at their particular event or festival. The survey template can be tailored to suit the particular community event or festival. To ensure a high completion rate of the surveys, it is important that the surveys are conducted by event organisers/volunteers. The surveys should be undertaken for the duration of the event or festival.

Whilst the completion of event surveys is not a mandatory requirement for funding, it will be highly regarded when recipients are seeking future funding.



Execution Page

EXECUTED as an agreement

COUNCIL SIGNATURE BLOCK

SIGNED for and on behalf of Ballina Shire Council

Name of authorised representative (print)

Name of witness (print)

Signature of authorised representative (print)

Signature of witness (print)

Date

Date

RECIPIENT SIGNATURE BLOCK

SIGNED for and on behalf of INSERT APPLICANT NAME

Name of authorised representative (print)

Name of witness (print)

Signature of authorised representative (print)

Signature of witness (print)

Date

Date

2014/15 Festivals and Events Support Program Application Form

Lodge Applications at Ballina Shire Council • 40 Cherry Street • Ballina (Mon - Fri 8.15am to 4.30pm)
 mail PO Box 450 Ballina 2478 • dx 27789 • f 02 6681 1375 • e council@ballina.nsw.gov.au
 t 02 6686 4444 • w www.ballina.nsw.gov.au



applications must be clearly marked "2014/15 Festival & Event Support Program - Application"

Applications close: Friday 14 February 2014

Section A: Applicant Details and Eligibility

Applicant

Name of Organisation

Contact Person Position

Address for Correspondence

Telephone (h) Telephone (w) Mobile

Email Website

Name of Festival or Event

Eligibility Criteria

Is the applicant a 'non-profit' organisation as defined in the guidelines? Yes No

Is the applicant's organisation incorporated? Yes No

If yes, provide details
 Incorporation No. ABN

If no, has an incorporated organisation agreed to auspice or sponsor the applicant? Yes No

Incorporated Sponsor Name Incorporation No. ABN

Is the applicant organisation based in the Ballina Shire Council Local Government Area? Yes No

Will the proposed event/festival take place in the Ballina Shire Council Local Government Area? Yes No (not eligible to apply)

Are the acquittal reports up to date for previous Council funding? Yes No N/A

Public Liability Insurance

It is essential that the applicant possesses a minimum \$20 million public liability insurance cover specific to the scheduled event. Proof of public liability must be lodged with this application.

Yes No (not eligible to apply)

9.3 Policy (Review) - Festival and Events - Council Support.DOC

Section B: Governance

Provide a concise description of your group/organisation. Include purpose, number of years in operation, number of members, regular volunteers and paid staff, average annual financial turn-over, ability to manage funds and constitution.

List the office bearers or board members of your group/organisation/committee

Names	Positions	Contact Phone Numbers

List the office bearers or board members of your sponsor organisation (if applicable)

Names	Positions	Contact Phone Numbers

Who are the key organisers involved in managing the project?

Names	Positions	Contact Phone Numbers

Past experience/qualifications with event organising

List key achievements

Section C: Event Details

Describe the festival or event for which you seek support

Festival/Event Location(s)

Start Date

End Date

Anticipated number of attendees

What are the specific measurable objectives of festival or event for 2014/15 and how will these objectives be achieved, measured and evaluated? Attach your event plan (with objectives and key performance indicators included) or provide a summary in the table below. You must include (at a minimum) objectives/actions that directly relate to the support requested from Council. You will be required to provide evidence as to how these objectives were met in the acquittal report.

Objective (eg: attract audience of 5,000)

Action (eg: develop event website)

Key Performance Indicator (eg: ticket sales)

9.3 **Policy (Review) - Festival and Events - Council Support.DOC**

Section D: Event Budget and Council Support

Provide a detailed and realistic budget for the festival or event showing both cash and in-kind income and expenditure by completing the table below: (you may attach your own financial spreadsheet).

Income 2014/15

Description	Cash	In-Kind
<i>Applicant's contribution</i>		
<i>Ballina Shire Council Support</i>		N/A
<i>Sponsorship</i>		
<i>Grants</i>		N/A
<i>Ticket Sales</i>		N/A
<i>Merchandise</i>		
<i>Other</i>		
Total Income		

Expenditure 2014/15

Description	Cash	In-Kind
<i>Salaries</i>		N/A
<i>Volunteers (hrs estimated at 1hr=\$25)</i>	N/A	
<i>Contractors</i>		
<i>Administration</i>		
<i>Materials</i>		
<i>Transport</i>		
<i>Promotion</i>		
<i>Insurances</i>		N/A
<i>Waste Management</i>		
<i>Other</i>		
Total Expenditure		
Profit / Loss		

Please provide details on where the event profit may be directed?

Who will underwrite the event in case of a loss?

9.3 Policy (Review) - Festival and Events - Council Support.DOC

Section D: Event Budget and Council Support (continued)

Council Support

Provide a breakdown of how any financial support requested from Council will be expended.

Financial Support	Amount (\$)
Total Financial Support	

Outline how you intend to acknowledge Council's support if your application is successful:

Section E: Sponsorship / Grants

Have you developed a sponsorship prospectus? Yes No

If yes, please attach.

Please outline your targeted sponsors and how you will attract and maintain sponsorship?

Have you applied for any grants from external agencies? Yes No

If yes, please outline

9.3 Policy (Review) - Festival and Events - Council Support.DOC

Section F: Contribution to the Community Strategic Plan 2013-2023

Community Development

How does the festival/event contribute to 2 or more of the outcomes listed in the Community Strategic Plan under the following four themes:

- Connected Community ie encourages community interaction
- Prosperous Economy ie supports local business and delivers economic benefits
- Healthy Environment ie promotes our open spaces, reserves and natural areas
- Engaged Leadership ie facilitates and develops strong relationships between Council and the community

Who is your target audience?

How will you promote your festival/event? Please outline details regarding event promotion

Does your festival/event have demonstrated support from the community and or groups that would benefit from the festival or event?

Section G: Economic Value and Environmental Awareness

What participation rates do you anticipate?

How many people have attended in the past?

What is your maximum audience capacity?

Will your festival/event represent good value for money? Please provide details of ticketed activities.

Northern Rivers Carpool is a free online service that matches people with similar travel patterns so they can make use of the benefits of carpooling. The service caters for one-off travel to festivals, gigs, markets, conferences and workshops. Would you use this event function to strengthen your environmental credentials by providing a free, easy to use carpooling service to your event audience? More information www.nrcarpool.org

Yes No

What steps will you take to reduce the resource use (chemicals, energy, water, waste)? Examples include: use recycled paper, use of email marketing, programs on websites, recycling bins at your event, advising market stallholders to use recyclable products or avoid creating waste. For more information see Council's Waste Wise Events information on the website www.ballina.nsw.gov.au

9.3 Policy (Review) - Festival and Events - Council Support.DOC

Section H: Authorisation

This application must be signed by the appropriate officer of the organisation.

I certify the information given in this document is true and correct. I understand that:

Council support is subject to the issuance of activity consent.

As a guide funding will be provided in two instalments. An amount of 75% of the total allocation will be made available prior to the date on which the festival or event is scheduled to commence (subject to compliance with all terms and conditions). The remaining 25% will be paid on receipt of a completed acquittal report which must be presented in a manner determined by Council.

Proof of public liability insurance (certificate of currency) that is specific and appropriate to the event (and all activities therein) is required before the first instalment.

I will abide by all Council related policies as outlined in the Festival and Events Support Program Policy.

Office Bearer 1:

Name	Position
<input type="text"/>	<input type="text"/>
Signature	Date
<input type="text"/>	<input type="text"/>

Office Bearer 2:

Name	Position
<input type="text"/>	<input type="text"/>
Signature	Date
<input type="text"/>	<input type="text"/>

Privacy Protection Notice

Information provided on this form is required in order to process the application. Provision of the information is voluntary, however, if insufficient information is provided, Council will be unable to process the application. The information will be available to authorised officers and may be made available to public enquiries under Government Information (Public Access) Act 2009. The information provided will be stored in Council's electronic document management system.