
20160622 Confidential Item 16.3.1 Confidential Report Sponsorship Application for Redfest

Objective Reference:	A1780623 Reports and Attachments (Archives)
Authorising Officer:	Louise Rusan General Manager Community and Customer Services
Responsible Officer:	Luke Wallace Acting Group Manager Community & Customer Services
Report Author:	Monique Whitewood Acting Community Grant Coordinator

PURPOSE

Redlands Spring Festival has made application to receive funds for 2016 RedFest through Council's sponsorship program. The application is for \$35,000 cash sponsorship with additional in-kind requests estimated at a value of \$43,000. The sponsorship internal assessment committee has assessed the application and recommends Council supports RedFest in 2016 with \$20,000 cash sponsorship as well as providing the in-kind support outlined in this report.

BACKGROUND

Council's Corporate Sponsorship Policy (Outgoing) (POL-3084) specifies that applications for more than \$15,000, will be reviewed by the assessment committee with recommendations made to Council for approval of funding.

Council's Corporate Sponsorship Policy objective *"seeks to support and promote a strong and involved community through the sponsorship of events, projects, services or other activities in an equitable and accountable way"*.

Sponsorship Definition

Sponsorship is a business transaction in which Council provides a financial contribution or value in-kind to support an event, project, service or activity, in return for negotiated commercial or other benefit. Sponsorship involves an exchange that has a measurable value to each party in commercial, communication or philanthropic terms.

Sponsorship is different to funding grants, where money or goods are provided to recipients through a formally recognised program for a specified purpose, but without expectations of commercial return.

Sponsorship should provide the opportunity to enhance Council's public image through association with an activity or event. Successful sponsorship applications may also increase community development, provide economic opportunities and build greater understanding of Council's role in the community.

Other benefits may include providing opportunities to create goodwill in the local community; providing start-up or expansion opportunities for local community events, projects, services or activities; using local businesses, materials and services; providing opportunities for partnering and collaboration; and stimulating local business.

Sponsorship Criteria

Applications for outgoing sponsorship are assessed against the criteria of:

- economic benefits to Redland City Council;
- supports outcomes of Council as outlined in Council's Corporate Plan 2015-2020;
- value for money;
- track record of applicants;
- level of support from other organisations; and
- benefits to the local community.

The 2016 event is scheduled for 2 - 4 September at Norm Price Park, Cleveland. This festival is the longest serving event in the Redlands, running for 57 years. The event attracts about 18,000 people over three days with families noted as the target market. This year's event program is still in development but will again feature music and cultural programs, sideshow alley and fireworks displays.

RedFest attracts considerable media coverage and branding opportunities through various media outlets and will be advertised through Channel 7's *Great South East*.

Since 2010, Council has awarded \$20,000 cash sponsorship. The organisers have requested \$35,000 for the past five years and \$40,000 was requested in prior years. As in previous years, organisers are again requesting in-kind support through installation of signage for parking, traffic management and control, bins, event and site permit fee waivers, additional electricity power boxes installed and electricity charges waivers. The estimated value for this support is \$43,000.

The Redland Spring Festival application has been assessed by the internal assessment team and committee and it is recommended that Council provide \$20,000 cash sponsorship and in kind support estimated to be \$43,000 for this year's festival. The assessment committee recommends conditioning the funding so that the event organisers undertake strategic and business planning before submitting future sponsorship applications to ensure the event's long term viability and growth.

ISSUES

Council's Community and Cultural Services Group will ensure that all benefits agreed by the Redland Spring Festival (2016 RedFest) in the sponsorship agreement are delivered satisfactorily including any relevant permits that are required. Statutory requirements will be addressed through the event management permit and conditions of the hire of the venue

STRATEGIC IMPLICATIONS

Legislative Requirements

There are no legislative implications as a result of funding 2016 RedFest.

Risk Management

There are no significant risks associated with this decision to fund 2016 RedFest. Risk management will be addressed through assessment of the event management application.

Financial

There is sufficient budget in the Sponsorship program to fund this event to the value of \$20,000. The Sponsorship budget for 2015/16 is \$126,000. Approval of more than \$20,000 for 2016 RedFest would result in Council exceeding the budget for Sponsorship for this financial year. The in-kind components will be funded through operational budgets across several areas of Council.

People

Significant support will be provided by staff delivering in kind support such as traffic management/control, transport of equipment eg: bins, signage. This is in addition to their normal work activities.

Environmental

There are no environmental impacts expected from funding the 2016 RedFest. Environmental impacts for the event are addressed through the event management plan.

Social

RedFest provides opportunities for community organisations to display, participate, raise profile and earn income at the festival for little or no financial outlay.

Alignment with Council's Policy and Plans

Corporate Plan

6. Supportive and vibrant economy

Businesses will thrive and jobs will grow from opportunities generated by low impact industries, cultural and outdoor lifestyle activities, eco-tourism and quality educational experiences.

6.2 Redland City delivers events, activities and performances that bring economic and social benefits to the community.

7. Strong and connected communities

Our health, wellbeing and strong community spirit will be supported by a full range of services, programs, organisations and facilities, and our values of caring and respect will extend to people of all ages, cultures, abilities and needs.

7.1 Festivals, events and activities bring together and support greater connectivity between cross – sections of the community.

7.2 Council maximises community benefit from the use of its parklands and facilities by improving access to and the quality and shared use of, public spaces and facilities by groups for sporting, recreational and community activities.

This request is consistent with the requirements of Council's *Corporate Sponsorship Policy (Outgoing) (POL-3084)*.

CONSULTATION

The internal assessment team and committee comprises of representatives from the following groups: Community and Cultural Services, City Spaces and Communication, Engagement and Tourism. Consultation has also taken place with the City Sport and Venues Unit and the Health and Environment Unit.

OPTIONS

1. Accept the assessment committee's recommendations to approve \$20,000 cash sponsorship to Redland Spring Festival (2016 RedFest);
2. Not accept the assessment committee's recommendation to approve \$20,000 cash sponsorship to Redland Spring Festival (2016 RedFest).

OFFICER'S RECOMMENDATION

1. To accept the assessment panel's recommendations (Option 1); and
2. That this report remains confidential pending advice to the applicant.