

2016/2017 ROUND 1 SPONSORSHIP

Objective Reference:	A2074358 Reports and Attachments (Archives)
Attachment:	<u>Attachment 1 – 2016/2017 Round 1 Sponsorship Applications</u>
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PURPOSE

The purpose of this report is to seek endorsement for the recommendations made by the Sponsorship Assessment Committee for applications received over \$15,000 in the 2016/17 Sponsorship Program, Round 1.

BACKGROUND

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

In this round, six applications were received requesting over \$15,000. Each application has undergone assessment by three officers and then discussed at the Sponsorship Assessment Committee chaired by Group Manager, Community and Customer Services. The following recommendations of funding have been made:

Event / project	Applicant Requested	Recommended by Panel
S17-R1-023 Redlands Rockabilly Revival and Greazefest	\$45,000	\$30,000
S17-R1-014 WRCC Redlands Cycling Festival – Cleveland Criterium	\$35,000	\$20,000
S17-R1-010 Redfest	\$30,000	\$30,000
S17-R1-003 2017 Anzac Day in Cleveland	\$20,000	\$10,000
S17-R1-015 Saturday Cubby Club	\$28,027	Nil
S17-R1-019 The Gathering Festival	\$87,801	Nil
	\$245,828	\$90,000

ISSUES

Council's Community and Cultural Services Group will ensure that all benefits agreed to by applicants 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 or not funding these applications.

Risk Management

There are no significant risks associated with this decision to fund or not fund these applicants. Risk management will be addressed through assessment of the event management application.

Financial

There is sufficient budget in the Sponsorship program to fund the recommendations to the value of \$90,000. Endorsement from Council for more than \$90,000 would result in the Sponsorship program exceeding the budget for Sponsorship in this round. This would then reduce the funds for the next round of funding which is advertised to open in February 2017. Total funds available for the Round 2 is \$52,000.

People

Significant in-kind support will be provided to applicants by council. Staff will provide support such as traffic management/control, transport of equipment e.g., bins, signage. This is in addition to council staffs normal work activities and will be negotiated by relevant teams and covered within council's operational budget.

Environmental

There are no environmental impacts expected from funding these applicants. Environmental impacts for the event/s are addressed through the event management plan.

Social

These events provide 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 Sponsorship Assessment team and Committee comprises of representatives from the following groups: Community and Cultural Services, City Spaces and Communication, and Engagement and Tourism. Consultation has also taken place with the City Sport and Venues Unit and the Health and Environment Unit.

OPTIONS

1. Adopt the Assessment Committee's recommendations to approve applications to the value of \$90,000.
2. Not adopt the Assessment Committee's recommendation to approve and not approve applications to the value of \$90,000.

OFFICER'S RECOMMENDATION

That Council resolves as follows:

- 1. To adopt Option 1 of the Assessment Panel's recommendations; and**
- 2. That this Report and Attachment remains confidential until applicants are advised.**

2016/17 Round 1 Sponsorship <\$15,000

Event / project		Event Dates	Attendees / participants	Applicant Requested	Recommended by Panel
S17-R1-023 Redlands Rockabilly Revival and Greazefest	<p>Redlands Rockabilly Revival, a one day event for all ages featuring a hot rod car display, rock'n'roll concert featuring local performers, dancing, a fashion parade, art displays, specialist markets stalls and gourmet food vendors.</p> <p>GreazeFest Cleveland, a three day celebration of the rockabilly lifestyle, featuring a hot rod display, rock'n'roll concerts with national and international guests, daily fashion parades, daily pinup parades, make-over sessions, dancing, art workshops with visiting USA teacher, local artist displays, local artist competition for charity, specialist market stalls, gourmet food vendors and food village.</p>	12 March 2017 4, 5 & 6 August 2017	Estimated 16,000 over both events	\$45,000	\$30,000
S17-R1-014 WRCC Redlands Cycling Festival – Cleveland Criterium	The 2nd annual Cleveland Cycling Criterium will be the centrepiece of the Redlands Cycling Festival and is also a major event in the Cycling Queensland Racing Program and forms the opening event in the Queensland Road Team Series.	27 May 2017	Estimated 5,000	\$35,000	\$20,000
S17-R1-010 Redfest	RedFest is an annual music and cultural festival run by a committee of volunteers for the whole community held at Norm Price Park in the Redland Showgrounds.	8 September 2017	Estimated 15,000	\$30,000	\$30,000
S17-R1-003 2017 Anzac Day in Cleveland	Recognising the efforts of those who made the ultimate sacrifice for our country, Anzac Day commemorates all those who have served in battle and provides residents the opportunity to show their gratitude to past and present troops. In 2017 Redlands RSL will host the Dawn Service March, Main March and Commemorative Service in Cleveland.	25 April 2017	Estimated 10,000	\$20,000	\$10,000
S17-R1-015 Saturday Cubby Club	Saturday Cubby Club is a much-needed program that provides a broad range of social, sporting and creative activities as well as life skills lessons to local children with multiple disabilities to participate in social activities with peers. The initiative is free for participants and	Every Saturday during school term	40 (10 per term)	\$28,027	Nil

Event / project		Event Dates	Attendees / participants	Applicant Requested	Recommended by Panel
	<p>provides children with an opportunity to access learning opportunities outside home and school settings. Specialist disability support workers deliver the Saturday Cubby Club program every Saturday during school term, at the Cubby House Children's Respite in Birkdale. There are places for ten children to participate per term.</p>				
<p>S17-R1-019 The Gathering Festival</p>	<p>The Gathering Festival aims to communicate the ongoing connection to country and celebrate the culture of Australia's first nations people. The funding will be used for producing a diverse cultural three day program of art, drama, history, song and dance from the local Aboriginal artisans, storytellers, singers and dancers.</p>	<p>31 December 2016</p>	<p>Estimated between 500 to 2,000</p>	<p>\$87,801</p>	<p>Nil</p>
			TOTAL	<p>\$245,828</p>	<p>\$90,000</p>

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