

19.3 SPONSORSHIP ROUND 2 2017/18 APPLICATIONS OVER \$15,000

Objective Reference:**Authorising Officer:** Louise Rusan, General Manager Community & Customer Services**Responsible Officer:** Kim Kerwin, Group Manager Economic Sustainability and Major Projects**Report Author:** Kate Mullens, Community Grants Coordinator**Attachments:**

1. Sponsorship 2017/18 Round 2 - Applicant Details
2. Sponsorship 2017/18 Round 2 - In-kind Request

PURPOSE

The purpose of this report is to seek endorsement of the decision by the Sponsorship Assessment Committee under the 2017/18 Sponsorship Program Round 2 for the:

- 2018 Quandamooka Festival;
- Redland Bayside Blues Festival 2018; and
- Queensland Triathlon Series.

BACKGROUND

Under the recent 2017/18 Sponsorship Program Round 2, the Sponsorship Assessment Committee reviewed sponsorship applications for three applicants that requested funding amounts greater than \$15,000, however the Sponsorship Assessment Committee approved amounts of less than \$15,000.

Offers were made to these organisations based on the approved amount. Subsequently a request has been made seeking the opportunity to review the decision of the Sponsorship Assessment Committee.

Sponsorship is a business transaction in which Council provides a financial contribution and/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.

The Sponsorship Assessment Committee is comprised of representatives from Economic Sustainability and Major Projects, City Operations, City Sport and Venues, Communications, Engagement and Tourism and Strengthening Communities.

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 2018-2023*
- value for money
- track record of applicants
- level of support from other organisations
- benefits to the local community

ISSUES

Council received 27 applications under Round 2, requesting a total of \$289,880.59, three times the available budget allocated to Sponsorship Round 2.

Under 2017/18 Round 2, three applications requesting over \$15,000 were received (Attachment 1). Each application has undergone an assessment by the Sponsorship Assessment Committee to determine priority and an appropriate level of funding based on the assessment criteria.

Based on perceived value for money, financial sustainability, economic benefits and budget, the Sponsorship Assessment Committee decided funding amounts of \$15,000 or less as follows:

Grant ID	Project Title	Requested Amount	Sponsorship Assessment Committee Decision
S18-R2-012	2018 Quandamooka Festival	\$50,000	\$15,000
S18-R2-025	Redland Bayside Blues Festival 2018	\$30,000	\$5,000
S18-R2-035	Queensland Triathlon Series	\$20,000	\$9,000
TOTAL		\$100,000	\$29,000

Successful applicants are required to sign a sponsorship agreement including the requirement to conduct sample surveys at events, submit a revised budget for the reduced amount of funding and obtain all required permits prior to the release of any grant money.

One of the three applicants identified above has accepted the Sponsorship offer made by Council and returned a signed funding agreement with the additional requirements as per the agreement conditions.

STRATEGIC IMPLICATIONS

Legislative Requirements

Based on the decision of the Sponsorship Assessment Committee, all three applicants have received a letter of offer for the amounts listed in this report. The Event Crew (for the Queensland Triathlon - S18-R2-035) has accepted the offer and signed the funding agreement.

Risk Management

The three events identified above are categorised as Tier 2 Significant event under Council's Redland City Events Strategy and Action Plan 2017-2022. Tier 2 events have the objective of attracting more than 1000 attendees, promoting a distinctly Redlands image and attracting local, regional, national and international media promotion. All applications are subject to a transparent and equitable assessment process.

Operational risks are addressed through assessment of the event management plan application and ensuring all necessary permits are issued prior to the event.

Financial

Subscription to the Sponsorship Program is competitive, with \$77,000 allocated in Round 1 and a further \$102,900 recommended by the Sponsorship Assessment Committee in Round 2.

This includes underspent funds from Round 2 of the Community Grants Program in the amount of \$52,813.02 which were transferred to the Sponsorship Program to better accommodate demand.

There is sufficient budget in the Sponsorship Program to fund the applications to the value of \$29,000.

A decision by Council to increase funding for any of the 3 applications identified, will require funds to be taken from the 2018/2019 Sponsorship Program budget which will result in depleted funds being available for the 2018/2019 Sponsorship Program.

People

In addition to monetary Sponsorship, the applicants have also applied for in-kind support (Attachment 2) which includes Council officer time for traffic management and control.

The requests for in-kind support are considered by the relevant operational units. Approval of indicative in-kind costs is issued by the Service Manager or Group Manager, pending financial delegation.

To date, approved indicative in-kind costs are as follows, noting additional in-kind support requested was not approved by the relevant operational units.

Grant ID	Project Title	Indicative cost estimate
S18-R2-012	2018 Quandamooka Festival	<ul style="list-style-type: none"> \$200 Promotion on Council's website (Calendar of Events) and social media channels, and display space for applicant's DL flyer on Council's brochure stands only. \$6,930 advertising on bus shelters across Redland City.
S18-R2-025	Redland Bayside Blues Festival 2018	<ul style="list-style-type: none"> \$255 fee waiver for venue hire \$200 Promotion on Council's website (Calendar of Events) and social media channels, and display space for applicant's DL flyer on Council's brochure stands Only \$1,300 Traffic Guidance Implementation Scheme and Permit Only
S18-R2-035	Queensland Triathlon Series	<ul style="list-style-type: none"> \$2,040 fee waiver for venue hire

Environmental

There is no environmental impact from funding all three events. Potential environmental impacts are addressed through the individual event management plans.

Social

Each of the applications aligns with the Redland City Events Strategy and Action Plan 2017-2022 which can provide substantial benefits to the local community as well as visitors, stimulating tourism and economic growth by showcasing the Redlands, and contributing to the health and wellbeing of the community.

Alignment with Council's Policy and Plans

Each of the applications aligns with a number of Council's *Corporate Plan* key outcomes as follows:

Grant ID	Project Title	Alignment to Corporate Priorities
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S18-R2-012	2018 Quandamooka Festival	<ul style="list-style-type: none"> • Embracing the Bay • Quandamooka Country • Strong and Connected Communities • Supportive and Vibrant Economy
S18-R2-025	Redland Bayside Blues Festival 2018	<ul style="list-style-type: none"> • Strong and Connected Communities • Supportive and Vibrant Economy
S18-R2-035	Queensland Triathlon Series	<ul style="list-style-type: none"> • Embracing the Bay • Strong and Connected Communities • Supportive and Vibrant Economy

CONSULTATION

Consultation was undertaken with the following officers:

- A/Group Manager, Economic Sustainability and Major Projects
- A/Group Manager, City Operations
- Service Manager, Strengthening Communities
- Service Manager, Communication, Engagement and Tourism Group
- A/Service Manager, City, Sport and Venues

OPTIONS

Option One

That Council resolves as follows:

1. To endorse the Sponsorship Assessment Committee's decision to fund cash sponsorship for the 2018 Quandamooka Festival (S18-R2-012) for \$15,000, the Redland Bayside Blues Festival 2018 (S18-R2-025) for \$5,000 and the Queensland Triathlon Series (S18-R2-035) for \$9,000;
2. to note approved in-kind sponsorship to date indicatively estimated at \$7,130 for the 2018 Quandamooka Festival (S18-R2-012), \$1,755 the Redland Bayside Blues Festival 2018 (S18-R2-025) and \$2,040 for the Queensland Triathlon Series (S18-R2-035); and
3. that this report and attachments remain confidential pending advice to the applicants.

Option Two

That Council resolves to modify the Sponsorship Assessment Committee's decision to fund cash sponsorship for the 2018 Quandamooka Festival (S18-R2-012) for \$15,000, the Redland Bayside Blues Festival 2018 (S18-R2-025) for \$5,000 and the Queensland Triathlon Series (S18-R2-035) for \$9,000 and approve cash sponsorship of a different amount with additional funds to be taken from the 2018/2019 Sponsorship Program Budget.

OFFICER'S RECOMMENDATION

That Council resolves as follows:

4. To endorse the Sponsorship Assessment Committee's decision to fund cash sponsorship for the 2018 Quandamooka Festival (S18-R2-012) for \$15,000, the Redland Bayside Blues Festival 2018 (S18-R2-025) for \$5,000 and the Queensland Triathlon Series (S18-R2-035) for \$9,000;
5. to note approved in-kind sponsorship to date indicatively estimated at \$7,130 for the 2018 Quandamooka Festival (S18-R2-012), \$1,755 the Redland Bayside Blues Festival 2018 (S18-

- R2-025) and \$2,040 for the Queensland Triathlon Series (S18-R2-035); and
6. that this report and attachments remain confidential pending advice to the applicants.

S18-R2-012

Project Essential Details

Grant Program	Sponsorship
Organisation Name	Quandamooka Yoolooburrabee Aboriginal Corporation
Project Title	2018 Quandamooka Festival
Brief Project Description	Quandamooka Festival is an innovative, unique festival held over three winter months. It brings together the SEQ Aboriginal and broader community in a positive environment celebrating Quandamooka country, culture and people. The Festival provides arts development, tourism, local employment and maintenance of Aboriginal culture.
Project Start Date	01/07/2018
Total Amount Requested	\$50,000.00
Total Project Cost	\$210,000.00

S18-R2-025

Project Essential Details

Grant Program	Sponsorship
Organisation Name	Rotary Club of Capalaba
Project Title	Redland Bayside Blues Festival 2018
Brief Project Description	Through the Redland Bayside Blues Festival, we aim to provide a free, family entertainment event in Capalaba Regional park and whilst doing so promote the Regional Park as a leisure place. There is a shortage of such events in the Capalaba Precinct that are free and family focused. We will achieve this by featuring emerging and established Blues Bands, a variety of food stalls and subsidised children's entertainment. Families will be encouraged to bring along blankets and chairs to join other families. The Event will be conducted with community volunteers under guidance from the Rotary Club of Capalaba.
Project Start Date	13/10/2018
Total Amount Requested	\$30,000.00
Total Project Cost	\$59,800.00

S18-R2-035

Project Essential Details

Grant Program	Sponsorship
Organisation Name	The Event Crew Pty Ltd
Project Title	Queensland Triathlon Series
Brief Project Description	<p>The Raby Bay Triathlon is part of the Queensland Triathlon Series based in South East Queensland. QTS has been a staple in the triathlon community for over 20 years and has now become one of the largest triathlon series in Australia. QTS consists of three different race categories: Queensland Tri Series for more experienced triathletes, Enticer Tri Series for new or amateur triathletes, and Kool Kids Tri Series for kids aged 7-14. The Event Crew are in the process of evaluating venue inclusions for the 2018-2019 Season, with venue-course availability on suitable dates as well as location costs and funding forming major aspects of our final decision making process.</p>
Project Start Date	14/10/2018
Total Amount Requested	\$20,000.00
Total Project Cost	\$212,000.00

Detailed list of In-kind requested by Redland Spring Festival

- Removal of existing bollards/car park wheel stops and replacement after event
- Parking control including staff
- Event permit fee,
- venue hire and
- electricity waiver
- Site maintenance (Redland Showground's)
- Provision of Council workplace health and safety officer and vehicle
- Provision of Council electrician for installation of portable boxes and any requirements throughout the set up and duration of the festival
- Traffic management including traffic controllers, vehicles, signage, traffic guidance scheme and permits
- Set up of tiger mesh, signage and star pickets as required
- Provision of Council fire utility and staff
- Installation of temporary tap point facilities
- Set up of bus drop off/pick up area