

19.2 ROUND 1 2018/19 SPONSORSHIP APPLICATIONS REQUESTING OVER \$15,000.**Objective Reference:****Authorising Officer:** Louise Rusan, General Manager Community & Customer Services**Responsible Officer:** Kim Kerwin, Group Manager Economic Sustainability & Major Projects**Report Author:** Kate Mullens, Community Grants Coordinator**Attachments:** Nil

The Council is satisfied that, pursuant to Section 275(1) of the *Local Government Regulation 2012*, the information to be received, discussed or considered in relation to this agenda item is:

- (e) contracts proposed to be made by it.

PURPOSE

The purpose of this report is to seek endorsement of the recommendation by Council's Sponsorship Assessment Panel to fund sponsorship applications requesting funding over \$15,000 in Round 1 2018/19 Sponsorship Program.

BACKGROUND

Corporate Sponsorship Guideline (Outgoing) (GL-3084-001) specifies that applicants that have requested more than \$15,000.00 will be reviewed by the Sponsorship Assessment Panel which will make recommendations for approval to Council.

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 Panel, comprises representatives from Economic Sustainability & Major Projects (Panel chair), Community and Cultural Services; Community Events, Strengthening Communities, City Sport and Venues, Roads and Drainage, Parks and Conservation, and Environment and Health.

Applications for outgoing sponsorship are assessed against the criteria of:

- alignment with Council's corporate vision, mission and values;
- economic benefits to Redland City;
- supports outcomes of Council as outlined in Council's Corporate Plan 2018-2023;
- value for money with regard to commercial and other benefits;
- track record of applicants regarding financial administration and general management;
- level of financial and other support from other organisations; and
- benefits to the local community.

ISSUES

Council received 10 applications under Round 1, requesting a total of \$149,000.

The applications have been evaluated by the Sponsorship Program Assessment Team and assessed by the Sponsorship Assessment Panel, which has recommended approval of the financial contribution requested from the Redland Spring Festival (RedFest) and a reduced amount of \$30,000 to Robot Productions as outlined below.

Event / project	Applicant Request	Recommendation by Sponsorship Assessment Panel
Redland Spring Festival (RedFest)	\$30,000	\$30,000
Greazefest / Rockabilly	\$35,000	\$30,000
TOTAL	\$65,000	\$60,000

In addition to financial sponsorship, the applicants have also requested in-kind support from Council as follows.

Applicant	In-kind components	Estimate of in-kind value
S19-R1-007 – Redland Spring Festival (RedFest)	Quandamooka dancers	\$1,500
	Marketing and promotion	\$200
	Removal and replacement of existing bollards / car park wheel stops, tiger mesh with star pickets and barrier tape with pickets.	\$200
Robot Productions Pty Ltd (Greazefest and Rockabilly)	Marketing and promotion	\$200
	Removal and replacement of existing bollards / car park wheel stops	\$200

Requests for in-kind support are assessed and approved by the relevant business area. To date, Council has not received a request from either applicant for a fee waiver for venue hire or event permits.

Legislative Requirements

There are no legislative implications as a result of funding or not funding both applications.

Risk Management

Both applications are Tier 1 Signature / destination events under *Council's Redland City Events Strategy and Action Plan 2017-2022*. Tier 1 events have the objective of attracting more than 5000 attendees, promoting a distinctly Redlands image and attracting local, regional, national and international media promotion. There may be a reputational risk to Council associated with a decision to not fund all or part of these applications.

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 highly competitive. The annual budget is \$128,000 which is split between two rounds per financial year. Round 1 2018/19 was further reduced as a result of Council approval to increase funding to support Bluesfest 2018 by a further \$10,000.

There is sufficient budget in the Sponsorship Program to fund both applications to the value of \$60,000. Underspent funds from Round 1 of the Community Grants Program in the amount of \$57,728 will be transferred to the Sponsorship Program to better accommodate demand.

People

The applicants have applied for in-kind support which will include Council officer time (minimum four hours labour) for the removal and replacement of bollards. The use of barrier tape, tiger mesh and star pickets is supported at no cost to Council as applicants will collect and drop off this equipment from the depot. Assessment of requests for in-kind support is conducted by the relevant business area with approvals issued by that area within Council's operational budget.

Environmental

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

Social

Both events are Tier 1 Signature / destination events which can provide significant benefits to the local community as well as increasing visitation, 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

6. Supportive and vibrant economy

Businesses will thrive and jobs will grow from opportunities generated by low impact industries, cultural and outdoor lifestyle activities, ecotourism 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.

CONSULTATION

Consultation was undertaken with the following Council business areas:

Consulted	Date	Comment
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Communication, Engagement and Tourism Group	11 September 2018	Approved indicative value of \$200.00 for in-kind support for marketing and promotion on Council's website and display place for applicant flyer on Council's brochure stands.
Roads and Drainage	14 September 2018	Approved indicative value of \$200.00 for in-kind support for the removal and replacement of existing bollards / car park wheel stops, tiger mesh with star pickets and barrier tape with pickets.

OPTIONS

Option One

That Council resolves as follows:

1. to accept the Sponsorship Assessment Panel's recommendation for applications S19-R1-007 – Redland Spring Festival (RedFest) and S19-R1-004 – Robot Productions Pty Ltd (Greazefest and Rockabilly); and
2. that this report and attachment remain confidential until the applicants have been advised of the outcome.

Option Two

That Council resolves not to accept the Sponsorship Assessment Panel's recommendation and not approve financial sponsorship for applications S19-R1-007 – Redland Spring Festival (RedFest) and S19-R1-004 – Robot Productions Pty Ltd (Greazefest and Rockabilly) of the recommended amount, or approve cash sponsorship of a lesser amount.

OFFICER'S RECOMMENDATION

That Council resolves as follows:

1. to accept the Sponsorship Assessment Panel's recommendation for applications S19-R1-007 – Redland Spring Festival (RedFest) and S19-R1-004 – Robot Productions Pty Ltd (Greazefest and Rockabilly); and
2. that this report and attachment remain confidential until the applicants have been advised of the outcome.