

## 19.4 ROUND 2 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 Community & Economic Development

**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 a sponsorship application requesting cash funding over \$15,000.00 and indicative in-kind costs of \$4,000.00 in Round 2, 2018/19 Sponsorship Program.

### BACKGROUND

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

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 benefits. 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 Community and Economic Development (Panel Chair); Customer and Cultural Services; Communication, Engagement and Tourism; Strengthening Communities; City Operations and from Environment and Health.

Applications for outgoing sponsorship are assessed against the criteria of:

- Alignment with Council's corporate vision, missions 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 19 applications under Round 2, one of which requested over \$15,000.00 was submitted by Quandamooka Yoolooburrabee Aboriginal Corporation (QYAC) for the Quandamooka Festival.

The Quandamooka Festival is an annual three month calendar of events celebrating culture, country and community across Redlands Coast on Quandamooka Country with key events held on North Stradbroke Island (Minjerribah). It is one of Redlands Coast's signature events. The Quandamooka Festival, in its fifth year, provides unique opportunities for local, domestic and

international visitors to learn more about, and develop a greater appreciation and understanding of, the First Nations people through the delivery of events and activities including: whale watching, traditional song, dance and music performances, Welcome to Country and smoking ceremonies, concerts and workshops. The 2019 program offers 7 major events, 2 evening concerts and 4 workshops.

Council sponsorship of the Quandamooka festival provides destination brand exposure at a range of events that attract tourism to North Stradbroke Island over the winter months.

The applications have been evaluated by the Sponsorship Program Assessment Team which comprises of three individual Council officers across various departments of Council.

On Thursday 2 May 2019 the Sponsorship Assessment Panel assessed all applications and has recommended approval of cash sponsorship of \$15,000.00.

In addition to cash sponsorship of \$15,000.00, it is anticipated Council will receive a request for in-kind support to the indicative value of \$4,000.00 for the following:

- venue fee waivers (two locations);
- delivery and collection of bins;
- marketing and promotion;
- loan of technical equipment; and
- Temporary Entertainment Event Approval fee waivers.

Assessment of requests for in-kind support are conducted by the relevant business areas who also issue the approvals within Council's operational budget.

The table below outlines cash and indicative in-kind support.

Event / project	Requested Amount	Cash Recommendation	Indicative Council In-kind support	Total Support
Quandamooka Festival 2019	\$30,000.00	\$15,000.00	\$4,000.00	\$19,000.00

## STRATEGIC IMPLICATIONS

### Legislative Requirements

There are no legislative implications as a result of funding or not funding the application.

### Risk Management

The application is a Tier 1 Signature / destination event 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 distinctively Redlands Coast image and attracting local, regional, national and international media promotion. There may be a reputational risk to Council associated with a decision not to fund all or part of this application.

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 for Sponsorship is \$128,000 which is split between two rounds each financial year.

A total of \$232,688.28 was requested under Round 2. There is budget available to fund this application to the value of \$15,000.00 which is consistent with the level of funding QYAC received in 2016/17 and 2017/18.

## People

The impact to staff is minimal for this event and is specific to administrative tasks.

## Environmental

There is no environmental impact from funding this event. Potential event environmental impacts are addressed through the event management plan.

## Social

The event is a Tier 1 Signature / destination event which can provide significant benefits to the local community as well as increasing visitation, stimulating tourism and economic growth by showcasing the Redlands Coast and contribution to the health and wellbeing of the community.

## Alignment with Council's Policy and Plans

The Quandamooka Festival supports:

### RCC Corporate Plan 2018 - 2023 Outcomes

4.2 Council and the community's respect and understanding of the Quandamooka Peoples' relationship with their traditional land and waters continue to improve.

4.4 Council works with the Quandamooka Traditional Owners to help them achieve their goal of establishing North Stradbroke Island (Minjerribah) as a global eco-cultural tourism destination.

### Redland City Tourism Strategy and Action Plan 2015-2020

Key Performance Area 2 - Indigenous Cultural Tourism - Council will work closely with QYAC to maximise Indigenous cultural tourism opportunities that will benefit the Redlands.

Key Performance Area 3 – Strategic Plan for North Stradbroke Island – Leverage off Council's involvement in the North Stradbroke Island Economic Transition Group to support long – term economic sustainability for the island that aligns with Council's strategic objectives.

### Redland City Events Strategy and Action Plan 2017-2022

Action 18 Signature / destination event development - Identify key events that show potential to elevate to signature / destination event status based on event monitoring.

## CONSULTATION

Consulted	Consultation Date	Comments/Actions
Communication, Engagement and Tourism Group	19 March 2019	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.
City Sport and Venues Unit	8 May 2019	Indicative value of \$360.00 for booking fee waivers for South Gorge, Headland Park, Point Lookout - Welcome to Whales 2 June; and Picnic Park, Amity Point – Dolphin Day 6 July.
Parks and Conservation Unit	8 May 2019	Indicative value of \$200.00 for delivery and pick up of bins for events.
Creative Arts	8 May 2019	Indicative value of \$200.00 for promotion of Quandamooka festival events in Council's arts and culture programs and \$2,000.00 for loan of technical equipment.

Consulted	Consultation Date	Comments/Actions
Health and Environment Unit	8 May 2019	Indicative value of \$1,020.00 for a temporary Entertainment Event Approval fee waivers for events with more than 500 people on Council land.

## OPTIONS

### Option One

That Council resolves as follows:

1. To accept the Sponsorship Assessment Panel's recommendation for application S19-R2-008 – Quandamooka Yoolooburrabee Aboriginal Corporation to the total value of \$19,000.00 for cash sponsorship and in-kind support; and
2. That this report and attachment remain confidential until the applicant has been advised of the outcome, subject to maintaining the confidentiality of legally privileged, private and commercial in confidence information.

### Option Two

That Council resolves not to accept the Sponsorship Assessment Panel's recommendation and not approve cash sponsorship and in-kind support to the total value of \$19,000.00 for application S19-R2-008 – Quandamooka Yoolooburrabee Aboriginal Corporation and approve cash sponsorship and in-kind support of a lesser amount.

## OFFICER'S RECOMMENDATION

That Council resolves as follows:

1. To accept the Sponsorship Assessment Panel's recommendation for application S19-R2-008 – Quandamooka Yoolooburrabee Aboriginal Corporation for cash sponsorship and in-kind support; and
2. That this report and attachment remain confidential until the applicant has been advised of the outcome, subject to maintaining the confidentiality of legally privileged, private and commercial in confidence information.