

COMMUNITY POLICIES

Sponsorship of Tourism Events



Policy Number:	C4
Relevant Delegation:	Not Applicable
Adoption Details:	18 April 2016
Last Review Details:	27 April 2021

POLICY OBJECTIVE:

To set out the framework and criteria for determining which tourism events proposals/applications the Council may sponsor.

POLICY SCOPE:

This policy applies to all proposals/applications for sponsorship for tourism events and/or sponsorship requests of \$10,001 or more.

POLICY STATEMENT:

INTRODUCTION

The Shire of York Council has identified that events designed to attract visitors to the Shire and provide consequent economic benefit to the Shire of York community, are an important part of its economic development strategy. These 'tourism events' are events which have been designed with the intent to attract visitors to the Shire and bring an economic benefit beyond revenue generation for the event organisers.

The Council recognises that showing support through sponsorship is an important mechanism for encouraging community based not-for-profit organisations or commercial entities to invest their time and resources. In doing so, the Council would expect that its sponsorship would be properly acknowledged in any promotional material.

Applications for Sponsorship should demonstrate an alignment to the social, economic, environmental and/or civic objectives of the Shire as outlined in the Shire's Strategic Community Plan.

Council may approve grants and sponsorship outside this policy as it sees fit. The policy does not prevent Council providing support for civic functions or one-off events in accordance with the relevant legislation.

It does not apply to:

- Community events and activities designed for local community enjoyment. Applications of this nature will be considered under the C3 Community Funding: Grants & Sponsorship Policy and not this policy.
- support for civic functions.

The Council is also interested in the development of tourism events which are linked to key themes of Shire, such as heritage, arts and the natural environment, and themes and sectors that may from time to time be identified in its economic development strategy.

This policy should be read in conjunction with Shire of York *C5 Public Events in York* Policy and its associated guidelines.

PRINCIPLES

- (a) Applications for Sponsorship should clearly demonstrate an alignment to the social, economic, environmental and/or civic objectives of the Shire as outlined in the Shire's Strategic Community Plan.
- (b) Requests for significant funding amounts of \$10,000 can be considered under the Sponsorship of Tourism policy.
- (c) Sponsorship will be on a case by case basis with levels determined by the overall level of funding available in any one year for dispersal.
- (d) A level of economic benefit (as defined in this policy) must be identified and delivered in order to receive sponsorship.
- (e) Early scan of feasibility, clear business and project planning and an explicit analysis and documentation of expected or proven revenue and/or economic benefits is essential.
- (f) On-going funding will be determined, in part, by analysis and feedback of identified economic benefits derived from the event, as part of the acquittal process.
- (g) Self-funding capability in the medium and longer term and growth of tourism event activity overall is desirable but levels and extent of funding over time will be determined on a case by case basis.
- (h) Events must be held in the Shire of York.
- (i) Events should add to visitor attraction rather than compete for existing visitors.

PROVISIONS

1. APPLICATION FOR TOURISM EVENTS FUNDING

- 1.1 Applications for sponsorship funding may be made to the Shire at any time but the preference is that applications are made where possible before March in any calendar year so that the Council can consider the application in the context of its annual budget setting processes.
- 1.2 Applicants should provide the following information as part of their application:
 - (a) a description of the proposed event and a project plan with timeline.
 - (b) an outline of status as a not-for-profit or commercial/business organisation
 - (c) a budget showing an expenditure breakdown, funding, cashflow and expected revenue.
 - (d) expected visitor numbers, including an assessment of visitors from beyond the Shire, and an estimate of visitor growth with an explanation or rationale for numbers.
 - (e) probity mechanisms for management of funds.
 - (f) a marketing plan.
 - (g) past experience in running events, if any.
 - (h) how it is proposed to acknowledge Council sponsorship.
 - (i) any other information that the applicant considers relevant.

2. APPLICATION ASSESSMENT CRITERIA

- 2.1 The following criteria will be used to assess the applications:
 - (a) quality and depth of information provided in relation to the requirements under Clause 1.2.

- (b) amount of funding available to consider the application request.
- (c) potential to attract visitors to the Shire and to the town of York and to encourage overnight stay.
- (d) proven record of experience running similar events.
- (e) links to wider heritage and natural environment opportunities where relevant.
- (f) opportunities to work with/ include the wider Shire of York community
- (g) the extent to which the event adds/ complements the overall event calendar.

3. EVENTS PROPOSALS EXCLUDED FROM TOURISM EVENTS SPONSORSHIP

- 3.1 The Council will not consider sponsorship for the following from the Tourism Events funding pool:
- (a) Events focused solely on fund raising or revenue raising for a community group or private business which provides no additional economic benefit (as defined in this policy).
 - (b) Events which are to be held outside the Shire.
 - (c) Events which compete with existing community or tourism events. Note: this does not preclude similar kinds of events being held but they must not be held at a time or in a way that undermines the viability of existing events.
- 3.2 Where an application is made which is more suitable to consideration under the Community Funding Policy, the applicant will be directed to that funding process.

4. ACQUITTAL

- 4.1 The recipient of sponsorship will be required to provide a written report to Council within three months of the holding of the event, including for each event if the program is for more than one year. Acquittals will be presented to Council as soon as possible after submission. The report must show the following:
- (a) a description of the event and an outline of any modifications to the final product that may have occurred during the course of the event.
 - (b) estimated visitor numbers and place of origin, along with any information derived from visitors about their views on the event and any information on overnight stays as a result of the event.
 - (c) any issues that arose in the course of the event and lessons learnt.
 - (d) implications, if any, for future planned events (if applicable).
 - (e) a final financial report and, where a subsequent event is planned, how funding will be carried forward for the next event.
- 4.2 The Council reserves the right to withdraw sponsorship where there has been any failure to comply with requirements for holding events.

5. ACKNOWLEDGEMENT OF COUNCIL SPONSORSHIP

- 5.1 Formal acknowledgement of sponsorship will be required of any recipient. The final form of acknowledgement will be negotiated and agreed prior to release of funding.

Term	Meaning
Tourism events	Events which have been designed with the intent of attracting visitors to the Shire or town of York and can show an economic benefit beyond revenue generation for the event organisers.

Economic benefit	<p>(a) direct financial spend in the Shire or York by visitors attending a tourism event which exceeds the level of spend that would normally be expected to occur if that event did not take place.</p> <p>(b) local jobs created by the event in the short, medium or long term.</p> <p>(c) any multiplier effect derived from the spend occurring under (a) or (b).</p> <p>(d) improved profile or marketing of the Shire or the town which can be shown to increase the likelihood of visitors beyond the event itself.</p> <p>(e) a financial contribution from the event revenue to the advancement of community projects within the Shire (exceeds by at least two-fold any sponsorship provided by the Shire for the event).</p>
Sponsorship	An arrangement under which Council provides a contribution in cash and/or in kind to a recipient for the provision of a service, program, event, activity or endeavour that may contribute to the economic, social, environmental or cultural development of the Shire.

PENALTIES:

Not applicable.

KEY TERMS/DEFINITIONS:

Not applicable.

Responsible Officer:	Chief Executive Officer
Contact Officer:	Chief Executive Officer
Relevant Legislation:	Local Government Act 1995
Associated Documents:	<p>Council Policy C3 Community Funding: Grants & Sponsorship</p> <p>Council Policy C5 Public Events in York</p> <p>Community Funding Guidelines 2020/21</p> <p>Community Funding Application Form 2020/21</p> <p>Community Funding Acquittal Report 2020/21</p> <p>Community Funding Arrangement Acceptance Form</p>

Review History:

Date Review Adopted:	Resolution Number
Replaces Events Support Policy (Feb 2013)	
Adopted - 18 April 2016	
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Reviewed - 25 November 2019	291119
Reviewed - 16 December 2019	
Amendments adopted 27 April 2021	050421
Former Policy No:	C1.4