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## C 1.4 SPONSORSHIP OF TOURISM EVENTS

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**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.

**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.

The Council wishes to grow the scale, number and effectiveness of tourism events (in terms of overall economic benefit) over time. It has limited resources available, including for events. To that end, it may use sponsorship as a mechanism to support initial establishment and marketing (seed sponsorship) and may focus on supporting capability to become self-funding over time where that is possible. This will be on a case by case basis.

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.

Community events and activities designed for local community enjoyment will be considered for funding under the Community Funding: Donations, Grants, Sponsorship and Waiver of Fees Policy (C 1.3) and not this policy.

This policy should be read in conjunction with Shire of York requirements for holding of events.

## Principles

- (a) 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.
- (b) A level of economic benefit (as defined in this policy) must be identified and delivered in order to receive sponsorship.
- (c) 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 to any tourism event success.
- (d) 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.
- (e) 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.
- (f) Events must be held in the Shire of York.
- (g) 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) potential to attract visitors to the Shire and to the town of York and to encourage overnight stay
- (c) links to wider heritage and natural environment opportunities where relevant
- (d) opportunities to work with/ include the wider Shire of York community
- (e) 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 one month of the holding of the event, including for each event if the program is for more than one year. 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 over-night 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.

### **Key Terms/Definitions**

Tourism events means: those 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 means one or more of the following:

- (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;
- (b) local jobs created by the event in the short, medium or long term;
- (c) any multiplier effect derived from the spend occurring under (a) or (b)
- (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;
- (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).

“Sponsorship” is a cash or in-kind contribution to an individual or organisation for a specific purpose or event where the Shire receives public recognition for its contribution in a manner negotiated by both parties and where the recipient will be required to present a financial acquittal to the Shire.

**Policy Administration**

Responsible Directorate/Division: Chief Executive Officer

Contact Officer Position: Chief Executive Officer

Relevant Delegation:

Relevant Legislation:

Date Adopted: 18 April 2016

Reviews/Amendments