



POLICY MANUAL

Policy title:	FESTIVALS AND EVENTS CONTRIBUTIONS POLICY
Policy number:	
Objective:	<p>To assert Lismore's position as the region's premier location for quality festivals and special events.</p> <p>Provide an integrated, coordinated approach to utilise support systems already in place and maximise opportunities.</p> <p>To ensure 'Incentives for Events' funds are allocated to a range of events that meet specified criteria.</p>
Link to community vision/service:	Develop and support art, cultural, sporting and tourism activities.
Program Area:	Arts, Tourism and Leisure
Policy created: 12/7/2011	Council reviewed: 12/7/2011
Last reviewed by staff: 12/7/2011	TRIM Ref: ED14/2975 & ED16/27102

Scope

This policy covers all events Council provides funding for except those managed by the Lismore Business Promotion Panel (LBPP) under the special rate, ceremonial / symbolic events e.g. Australia Day / ANZAC Day and community services events e.g. NAIDOC week.

Definitions

Iconic Events

An iconic event is synonymous with Lismore and is an event that has at least regional significance and is generally recognised by the local community as very important to the sense of place and pride in the area. For funding purposes, the Council will adopt the Lantern Parade and North Coast National Show as its iconic events.

Local Community/Sporting and Major Events

These events range from major events with national participation, wide media coverage and over several days through to community or sporting events of regional nature e.g. 4WD Caravan, Camping and Marine Show, North Coast National Food Show and Tropical Fruits New Year's Eve Party. Conferences may also be considering under this definition.

Sponsorship

Where Council provides a fixed amount of funding to an event but does not take on the risks associated with that event i.e. financial costs etc.

Promoter Status

This is where Council is the principal organiser of the event and takes on all the risks associated with the event.

The Aim:

- To ensure that this policy is in line with the Council's Festivals and Events Strategy.
- To ensure a clear Council decision-making role with respect to requests for Council to be promoter of an event.
- To identify Council's iconic events as per the Festivals and Events Strategy.
- To satisfy the interests and needs of residents to celebrate their culture, heritage, environment, recreational pursuits and lifestyle.
- To encourage and invest in partnerships with the community, commercial sectors and regional agencies to enhance the attractiveness of Lismore as a destination known for festivals and special events.
- To increase awareness of the economic benefits generated from festivals and special events and increase the value to the regional economy afforded by hosting such events.
- To obtain value from Council's investment in festivals, events and like activities.
- A transparent process is used in allocating "Incentives for events" funds.
- To develop and retain a range of events that maximise economic and social benefits to the Lismore local government area.
- To ensure alignment of this Policy with the Lismore promotion program and in particular the CBD promotion/events focus.

1. Council as a "Promoter"

Where an event requests Council to be the promoter i.e. to carry all liability associated with it, then this must be reported to Council for consideration and resolution. The report must have a full cost/benefit assessment completed including the risk assessment around financial implications. This applies to existing Council events where Council is the promoter.

2. Iconic Events Sponsorship Funding

The Festivals and Events Strategy establishes the Lantern Parade and the North Coast National Show as the City's iconic events. As such Council's financial contribution is considered annually as part of the budget round or for a longer period. To ensure the continued growth and development of these events Council will commit to a three year funding of these events. This commitment will be subject to the Council approval of a funding application and plan.

3. Local Community/Sporting and Major Events Sponsorship Funding Types of Sponsorship Assistance

The Lismore Incentives for Events program provides a range of incentives, primarily focused at local authority fees and charges associated with events and offsetting critical costs i.e. logistics, promotion etc. The primary aim is to minimise initial cost impediments event organisers face when establishing or expanding their activity/event. The level of funding is set annually by Council as part of its budget process. The types of cash and non cash assistance are as follows: Conferences may also be funded via this avenue.

Event Facilitation

Assistance with writing Development Applications (DA), providing advice on DA processes, Section 68 Approvals, venue arrangements, introduction to local suppliers.

Advice with Event Planning

Attendance at planning meetings, site inspections.

Partial or full payment of Council charges

Development Application fee, Section 68, garbage removal, venue set-up.

Contribution towards Event Expenses

Contribution towards expenses associated with critical services, promotion or equipment.

Assistance with event promotion

Event planning, implementing marketing strategies.

Management assistance

Direct management of certain aspects of the event or the entire event, if appropriate.

Local Community/Sporting and Major Events/Conferences Sponsorship Industry Group

The Industry Group comprises three members with event industry background: Events Unit Coordinator (Chair), Tourism Coordinator, an appointed Councillor and City Centre Manager. Their role is to determine which events applying for funds of \$5,000 or more should receive funding. Membership of the Industry Group will be reviewed every four years. The group will:

- Assess and determine each application based on the criteria listed below
- Provide objectivity in allocating funds for applications of \$5,000 or above
- Offer experience and expertise in specific areas such as marketing, approvals, financial, business and strategic planning.

Fund Allocation Process

The application process will be publicly advertised annually in July and fund allocations will be determined in August. The total funding availability is determined as part of Council's annual budget process.

Assessment Criteria

Accommodation/bed nights created

Significant amount of bed nights created and the likely sustainability of this visitation (e.g. one off event vs recurring event).

- Showcasing other sectors
The ability of the event to showcase our industries, culture, sports, lifestyle and produce.
- Multiplier effects to other existing sectors
The positive flow on effects an event creates for existing industries in the region and the economic and employment multiplier factor/level.
- Revenue generation for the region
The amount of revenue the event will bring to the region in dollar terms. This includes cost of promotion and logistics.
- Tourism Visitation
The ability of the event to attract tourist visitation from outside the city/region.
- Environmental issues
Compatibility with the environment and assessment of any positive or negative environmental impacts. This includes compatibility with Council's Community Strategic Plan and associated planning requirements.
- Social issues
The impact on the social environment and any positive or negative results of a proposal. Events that will enhance the social character of the city will be considered desirable.
- Sense of pride and place
Events that engender a strong sense of pride and place will be well regarded.
- Use of Council facilities
Events that make use of Council facilities particularly its regional facilities will be given priority in allocating funding in order to maximise their utilisation given the huge community investment in them.
- Lismore CBD connection
Events that are close to the CBD that have plans to make a strong connection to it will be given priority i.e. supported by those businesses in terms of cafes etc (where possible) and holding some activity in the CBD itself.

FUNDING APPLICATION



Lismore Incentives for Events Program (Year 2011 – 2012)

The Events that create a significant economic impact on the Lismore LGA area are to be targeted by this program.

Before completing this form, you should read the attached policy guidelines to ensure that your project meets the objectives and specific criteria. You are encouraged to consult with the Lismore City Council Events Unit before commencing the application.

Your organisation's name:

Organisation's ABN:

Contact details: Your name:

Your Phone No. ()	Mobile:	Email address:
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1. **Project Name:**

2. **Project description:** briefly describe your project (bullet points permitted) AND attach succinct cover letter or any additional material which helps explain its scope and benefits.

3. .a) Anticipated Start Date ___ / ___ / 20___ 3. b) Anticipated Finish Date ___ / ___ / 20___

4. Budget Information for whole of project: provide 'rounded out' figures only

	Funds -GST Exclusive	CASH or IN-KIND?	Name of other funding source
a) LCC Events funding sought			
b) Funds provided by self			
c) Funds-other source			
TOTAL Project Cost			

5. Specific breakdown of LCC Event's funds requested: refer to Funding Guidelines (as an example - advertising with media, posters and flyers, radio ad-production costs, traffic control and rubbish removal, etc)

6. List at least THREE anticipated outcome from the project which will benefit Lismore businesses AND describe how the project will be evaluated

Outcomes / Benefits	Evaluation / Performance Measure
<i>Examples:</i> a) increased numbers of visitors with postcodes other than 2480 shopping here b) x% increase in visitors from SE Queensland visiting the Lismore area c) details of local contracts let	<i>Including:</i> a) how outcomes will be measured, e.g. survey of accommodation houses b) by whom c) how they will be reported back to LCC Events Unit

7. Please tell us a little about your organisation and its ability to deliver on this project. What experience have you had with this type of project in the past?

8. I have read, acknowledge and understand Lismore City Council's Festivals and Events Contribution Policy. I certify that the information provided in and supporting this application is true and correct and that I am legally authorised to sign this application for and on behalf of the organisation I represent.

Signed:

Date:

