



Attachment 1

**Hume City Council**

# **EVENTS STRATEGY**

**May 2010**

## **1. INTRODUCTION**

Events can provide significant benefits to Hume City by building community capacity and enhancing community wellbeing as well as strengthening economic development outcomes. Council has been proactive in facilitating and supporting a wide range of events across the city which is consistent with the 2009-2013 Council Plan and mission *'to enhance the social, economic and environmental prosperity of our community through vision, leadership, excellence and inclusion'*.

Hume City Council has been staging events for a number of years. Prior to amalgamation some of these festivals were conducted by either the Broadmeadows City Council or the Shire of Bulla. Some of these events are still held today. On an annual basis, there are a number of events that are run by and facilitated by Hume City Council.

Council has undertaken a number of reviews and community surveys which have reinforced the importance events play in a community. These reviews and surveys have also highlighted the need to develop a clear framework for how events across the City are developed and managed.

The Events Strategy provides the framework to guide Council's approach to staging and supporting events. The Events Strategy also recognises the firm foundation that has been established and the opportunities this provides to improve the way events are run in Hume City. The Events Strategy also identified the opportunities to leverage existing events and the benefits that can be realised by attracting and delivering new events that are aligned to the Vision and Mission of the Council.

### **1.1 Definition**

For the purpose of this Events Strategy, the term 'event' is interchangeable with 'festival' and is classed as any organised activity that is staged to bring together residents, visitors, business people, and/or stakeholders to celebrate and/or promote an issue or area. For example community festivals, citizenship ceremonies, business breakfasts and launches/openings are considered an event for the scope of this Events Strategy.

### **1.2 Events Strategy Purpose**

The purpose of the Events Strategy is to:

- Develop a consistent approach across Council for how events are undertaken;
- Provide recommendations on how Council should run these events in the future;
- Identify potential new events/opportunities and provide a recommendation on how Council decides to commit to staging new events in the future.

### **1.3 Event Strategy Categories**

The Events Strategy groups 'type' events into categories to enable Council to develop a management approach to these events based on their category. The categories are summarised below (further detailed explanation is included in section 3.0):

#### **Category 1: Social Justice and Inclusion and Work of Council**

Category 1 events are described as events that enhance community inclusion and social justice. They also include events that are required to fulfil the day-to-day work of Council.

#### **Category 2: Places, Spaces and Liveability**

Category 2 events are described as events and festivals that express and celebrate cultural identity and spaces; and promote the liveability of growth areas, established communities and renewal locations. These events primarily target and attract people within the local area.

#### **Category 3: Promoting Hume**

Category 3 events are described as events and festivals that showcase the economic and/or tourism aspects of the municipality, they have a business element, market Hume City Council to business and government, build confidence and increase the economic contribution or activity in Hume. These events provide Council with the opportunity to attract people from outside the municipality ie. they become a 'destination' event.

## **2. STRATEGIC ALIGNMENT**

The Events Strategy has been developed to align to Council's Vision and Mission and supports the delivery of the Council Plan 2009-2013.

### **2.1 Council Vision:**

Hume City Council will be recognised as a leader in achieving social, environmental and economic outcomes with a common goal of connecting our proud community and celebrating the diversity of Hume.

### **2.2 Council Mission:**

To enhance the social, economic and environmental prosperity of our community through vision, leadership, excellence and inclusion.

## **2.3 2009-2013 Council Plan:**

### ***Theme 2: Prosperity of the City***

Hume will be a strong, diversified thriving business centre of northern Melbourne. This can be achieved by the provision of effective infrastructure networks, attracting significant and emerging industries, promoting business investment, whilst supporting existing industries and enabling residents to take up a range of employment opportunities.

#### *Strategic Objective 2.1 - Economy:*

Strategy 2.1.2 - Support the economy in Hume by marketing the City's many locational and competitive advantages to encourage new and existing businesses, agencies, government departments and related authorities to invest and establish in Hume.

### ***Theme 3: Community Wellbeing:***

Hume will be characterised as a strong and cohesive community where residents have equitable access to services and are supported to take up opportunities to actively participate in community life and realise their full potential.

#### *Strategic Objective 3.1 – Social Inclusion*

Strategy 3.1.1 - Enhance community life and social cohesion by promoting the diverse activities available in Hume to individuals, groups and organisations that offer opportunities to develop relationships and mutual respect.

Strategy 3.1.7 - Work with community leaders and their networks, community organisations and the Social Justice and Safe City Taskforce to develop initiatives, programs and services that celebrate and promote the inclusion of diverse cultures, faiths and people of all abilities.

#### *Strategic Objective 3.3 – Arts, Leisure and Recreation*

Strategy 3.3.3 - Facilitate arts and cultural activities in Hume that contribute to community strengthening and inclusion.

### ***Theme 4: Appearance of the City and Environment:***

Hume City Council endeavours to enhance community pride by resourcing services to deliver a clean appearance of the City, with appropriately maintained infrastructure and a well preserved and protected natural environment.

#### *Strategic Objective 4.3 – Natural Environment*

Strategy 4.3.1 - Encourage the Hume community to increase their awareness of environmental sustainability and take an active part in its implementation.

## 2.4 Event Strategy Objective

**To positively promote Hume City Council and the City through a range of events that enhance economic development opportunities and strengthen community pride and social inclusion.**

This will be achieved through:

Outcomes	Target / Measure
Attracting international, interstate and intrastate visitors and leveraging their visit for the City's economic benefit	Establish baseline data and then measure: % increase in the number of non-Hume residents attending events.  % increase in the number of non-Hume residents who indicate they are interested in other aspects of Hume as a result of attending an event.  (Source: Event Evaluation Forms – currently used at major festivals)
Profiling, marketing and promoting the City's image, brand and attraction as tourist and events destination	Establish baseline data and then measure: % increase in the value of free publicity secured for events.  % increase in the number of media articles promoting Hume events.  (Source: M&C Dept)
Providing high quality opportunities for residents to participate in local events	Establish baseline data and then measure: % increase in Hume community who rate a high satisfaction with events.  % increase in local residents attending events.  (Source: Event Evaluation Forms - used at major festivals, HCC community sat survey)
Engaging and connecting the community, building community capacity and civic pride and promoting the liveability of the city	Establish baseline data and then measure: % increase in community who agree that their involvement in community committee provides benefits.  % increase in respondents who agree that local events encourage and promote community pride  (Source: Event Evaluation Forms - used at major festivals, HCC community sat survey)

Creating business development opportunities	<p>Number of business events &amp; attendees held each year.</p> <p>Develop an ongoing standardised evaluation form for business events:</p> <p>'Do you believe attending today's function has helped you develop stronger business connections in Hume City?' – 5 point agreement scale.</p> <p>'Please explain why'</p> <p>'What could be done to improve the event in the future'.</p> <p>(Source: EcoDev Dept or to be developed)</p>
---	---

### 3. EVENT CATEGORIES

The Events Strategy has established a framework to guide Council's decisions around managing events by grouping 'type' events into categories.

By classifying an event into a category, it enables Council to better understand and assess the viability of an event based on criteria that has been developed for each category.

The categories and criteria are summarised below :

#### **Category 1: Social Justice and Inclusion and Work of Council**

Category 1 events are described as:

- (a) Events that Council should run and are part of works to promote social justice and inclusion. Examples of these types of events are:
  - Multicultural Planting Day
  - Harmony Day
  - International Women's Day
  
- b) Events that Council needs to run because it / they are part of the work of Council or support a Council initiative. Examples of these types of events are:
  - Teachers Scholarships
  - Citizenship ceremonies
  - Australia Day celebrations
  - Civic receptions
  - Ministerial visits/announcements

Category 1 events are an important part of the operation of Council. They support initiatives and allow Council to pursue objectives that are stated within the Council Plan.

The Council Plan 2010 – 2013: Theme 3 – Community Wellbeing

*"Hume will be characterised as a strong and cohesive community where residents have equitable access to services and are supported to take up opportunities to actively participate in community life and realise their full potential."*

The objective of these types of events is to allow access to the community, promote inclusion or meet Council requirements. Each event run under this category should be assessed against the number of attendees, feedback from attendees and benefits derived by attendees. These events need not be run on an annual basis but rather on a 'need to hold' basis as determined via the Council planning and budgeting cycle. As these events are part of the 'Council' business, they should be organised, planned and run by Council staff.

### **Criteria and Management of Category 1 events:**

- a) Events will be run by Council staff and will be department specific. These staff will, however, liaise with the events team within the Marketing and Communications (M&C) Department to ensure that planning, compliance and safety issues are addressed. The events team will provide sign off on these event aspects before the event can proceed.
- b) Events will be assessed annually to ensure they continually meet objectives including undertaking and analysing feedback from participants to gauge the benefits derived from the event;
- c) Planning for, budget allocation and staffing requirements associated with the events will be assessed and considered as part of the annual budget process.
- d) M&C will provide guidelines to assist Council staff adhere to and manage Category 1 events including protocols surrounding ministerial events and launches. M&C will also provide ongoing advice/assistance to Council staff to ensure appropriate implementation of the guidelines.
- e) The timing and location of Category 1 events will be dependant on a range of issues. For example the initiative may coincide with a State-wide or Australia-wide celebration which dictates the date/s on which the event should be held.

### **Category 2: Places, Spaces and Liveability**

Category 2 events are described as:

- a) Events that assist the community to celebrate and express a cultural identity and allow spaces to be used for community activity and inclusion. Examples of these types of events are:
  - Craigieburn Festival
  - SunFest
- b) Events that allow the community to be involved with the celebration of an area, a time of the year or a space and enable participation across the entire Hume area. An example of this type of event is:
  - Carols by Candlelight

It is important that Category 2 events occur throughout the City rather than be primarily covered in a distinct area of the City. It is also important these events allow for a range of activities to occur and are primarily held annually.

The objective of these events is to actively involve the local community through either direct participation in planning the event or indirectly through attendance at the event. The overall aim of this approach is to connect the local community and develop local community capacity in staging events of this nature.



### **Criteria and Management of Category 2 events:**

- a) Events need to focus on community involvement and representation and can be quite specific in terms of area, time or space.
- b) Events actively involve the local community through either direct participation in planning the event or indirectly through attendance at the event.
- c) Council provides, either by way of sponsorship or by direct management, at least one event in the three principal areas in Hume:
  - Sunbury
  - Craigieburn
  - Broadmeadows
- d) Category 2 events can be run or organised by an external party or incorporated association via community groups either directly or through a committee structure.
- e) Incorporated associations or external parties already running an established event in the principal areas as outlined in (c), who seek sponsorship from Council, are required to submit a proposal for Council sponsorship in accordance with Council's Sponsorship Policy. Decisions by Council regarding the allocation of sponsorship funding will be in accordance with the Sponsorship Policy.
- f) Category 2 events can also be directly run by Council, however, it is preferred that Council resources are not used to deliver, plan or coordinate such events but rather, given the community type activity, that a separate group be established to run the community event. In the case where a separate association does not exist, is not incorporated or structured to take on responsibility for an event, Council Officers will run these events as required by Council to satisfy the celebration of the space, place or time in accordance with the strategic direction of this document.
- g) In such cases, the objectives, planning and outcomes of delivering the event need to be identified within the budget to assist with determining the timing and involvement of staff required for the type of event to be undertaken.
- h) Where Council is required to directly manage a Category 2 event, Council will call for an Expression of Interest from residents/community members to form a committee. Committee members will be selected based on their event experience, community knowledge and contacts for example. Council Officers will work with the committee to build capacity with the objective of enabling the committee to form an incorporated association to take over the management of the event in the longer term.
- i) It is preferable that the timing of Category 2 events be held between September – March. As these events are about celebrating the local area, they are best suited to the warmer months which would encourage maximum participation by the community.

- j) Category 2 events managed by Council, will be regularly reviewed against their intended objectives to assess their benefits and continued relevance.

Below is a simple matrix that summarises the Category 2 events:

Event Owner	Funding / Sponsorship From Council	What Council Gets From Sponsorship	Staff Involved
Incorporated Association / External Entity	To be included in council budgets. (Range up to \$25,000)	Dependant on formal sponsorship agreement as part of business case, however, could include: <ul style="list-style-type: none"> <li>• Naming rights</li> <li>• Logo placement</li> <li>• Advertising/promotions placement</li> <li>• Marquee</li> </ul>	Event staff involved to ensure Council's interests are managed. Council resources provided in direct support of the event, through compliance checks, approvals and site support (for example waste management, electricity, water).

Event Owner	Council Requirements
No Community Association / External Entity	<ul style="list-style-type: none"> <li>• Establish a committee to assist with preparation, planning and running of event (requires formal application to form part of the Committee, should include event experience, community knowledge and contact).</li> <li>• Identify why the event is required, stated objectives and reach of event.</li> <li>• Prepare feedback at end of event on what worked, what did not, life of event (for example does it continue?), funding, attendance etc.</li> <li>• Council will attempt to secure sponsorship for this event.</li> </ul>

### Category 3: Promoting Hume Events

Category 3 events are described as:

- a) Events that are staged to showcase economic aspects of the municipality. These events can be used as a business opportunity to market Hume, the municipality, business to Government, and other businesses and build confidence in the activity and attractions to Hume. Examples of these types of events are:
- Business Breakfasts
  - Economic Development Dinner
  - Inglis Yearling Sales
- b) Events tailored to showcase the diversity and tourism aspects of Hume and provide opportunities to increase participation of residents in events, increase investment and/or visitors to the City. An example of this type of event is:
- Lazy Sunbury Graze
  - Hume Music Festival

Category 3 events provide Council with the opportunity to engage and network with a range of high profile people including, Government Heads, Ministers, Agency Heads, key developers across the City and local personalities if appropriate.

**Criteria and Management of Category 3 events:**

- a) Events must be based in Hume and funded via the 'promotions budget' or the specific budget allocated as determined. A component of the budget allocation is for 'known events', and these include functions such as Business Breakfasts, business awards, or a City-wide festival for example the Hume Music Festival.
- b) A separate amount via a 'promotions' budget will be established to allow for opportunities that may present themselves during the year.
- c) Category 3 events will be managed and or run via the M&C Department or the Economic Development Department and will draw upon the expertise and experience within these Departments.
- d) Securing sponsorship of Council-run Category 3 events will be a key component in reducing the cost implications that are often associated with events of this nature. Sponsorship for Council-run Category 3 events will be secured in accordance with the Sponsorship Policy.
- e) Council may decide to sponsor a Category 3 event that is managed by an external party. A decision by Council to sponsor an event not run by Council will be in accordance with the Sponsorship Policy.
- f) A business case (Attachment 2) is required to be completed and approved by Council prior to any Category 3 event being added to the annual calendar. The business case must detail the reasons and benefits for holding such an event, featured attractions/activities, potential sponsorship, timing, and the financial and staff resources required to run the event.
- g) The timing and location of Category 3 events will be driven by the type of activity/promotion that is proposed. The exact timing and location of the events will form part of the business case as outlined in (f) above.
- h) Category 3 events should be regularly reviewed against their intended objectives to assess their benefits and continued relevance.

#### **4. EXTERNAL EVENTS**

There are a number of other groups who will also seek to hold events in Hume City. These may be an annual or one-off event for example the EID Festivals are run by two different groups and are held at the end of Ramadan each year.

Council's role in external events includes:

- assisting with the timing and staging of the event.
- approving a suitable site taking into account traffic management, parking, noise, access, interruption to other activities and appropriate services.
- Working with the event organisers to ensure appropriate compliance and safety issues have been addressed for example security, OH&S, parking, traffic management and litter.
- understanding the social and economic benefit of the event prior to approval.

Analysis of external events reveals that numerous Departments across Council are involved in assessing event applications. For example traffic, building, leisure, parks, marketing and communications and health may all be involved in liaising with the event organiser at any given time to stage an event.

In addition, both M&C and Leisure Services are responsible for booking and approving community groups to access Council facilities which may include approving appropriate permits and public liability insurance.

#### **Occupational Health and Safety (OHS)**

Council is also required to undertake inspections in relation to risk, health and safety compliance at all events held within the City.

Meeting this expectation requires a high level of occupational health and safety (OHS) skill to ascertain risk, identify hazards and put in place risk mitigation strategies. Specifically, each event hazard, risk assessment and risk mitigation approach needs to be identified within the organisation's overall OHS Management System (OHSMS). The OHSMS provides a system for ongoing assessment and review of OHS issues as they are identified and enables HCC to provide evidence of legislative compliance.

Analysis suggests that further work by Council is required to ensure Council continues to manage the risks associated with events staged within the City.

#### **Recommendations**

- M&C Department is designated as the single point of contact for all external events to streamline the approval process for external events. The Special Events and Festivals Coordinator will be responsible for all non-Council events in determining whether they should proceed or not. All non-Council events should adhere to the procedures and meet the requirements over safety, OH&S, security, etc.

- Further investigation be undertaken to establish the most suitable Department to manage all of the bookings of Council facilities.
- A qualified Officer be assigned the task of undertaking site inspections and compliance audits at events in relation to risk, health and safety.
- In order for the administration of these events to occur in a consistent and standard manner, a fee structure should be developed that allows Council to recoup some of the time and costs incurred as a consequence of the event being held.
- Conduct a feasibility study on alternative sites within the Broadmeadows area as an alternative to Broadmeadows Valley Park.

## 5. SPONSORSHIP

Council often secures in-kind and financial sponsorship from businesses to offset the costs of staging an event or to complement a range of aspects associated with an event. Council also provides financial sponsorship to external parties. This may be to assist these organisations/groups to stage events within the municipality, or Council may have identified that by providing sponsorship, Council will receive economic or marketing benefits.

### Sponsorship provided by Council

During 2009/2010 Council provided sponsorship to external parties for both Category 2 and 3 events as indicated in the table below.

2009/2010 sponsorship provided by Council for Category 2 and 3 events

Event	Sponsorship Value
Sunbury Festival	\$11,000 cash
Sunbury Agricultural Show	\$10,000 cash
Hume Cup	\$14,000 cash
Sunbury Wine Regional Development	\$6,120 cash \$3,800 in-kind
Kiwanis Club	\$5,000 cash

These arrangements have predominately been directly between the Department responsible for the event and the external party. Because there has been no central point for managing these sponsorships, the 'value' or return Council has received for these sponsorships, differs greatly across Council. In addition, many of these sponsorship arrangements have no formal agreement that outlines both Council's and the external parties' expectations and requirements.

### **Sponsorship provided to Council by external organisations**

Council secures sponsorship for its Category 1, 2, and 3 events. This sponsorship can either be financial (cash) or in-kind and has in the past, involved the Council Officers who are responsible for managing the event, directly approaching a business for support. Because there is no central point for managing sponsorship, there is a risk of the same businesses being approached for funding without an understanding of what the business has already committed to.

The global financial crisis has stretched what businesses can provide and placed increasing pressure on businesses to justify and demonstrate the value they are receiving from sponsorships.

Council has been trialling a new process which has involved Council's Special Events and Festivals Coordinator approaching businesses to offer sponsorship opportunities for a range of Council events, not just those that M&C Department is directly responsible for. Businesses were provided with a formal proposal which outlined the benefits and synergies of partnering with Council and the type of events that are available to sponsor.

The feedback from businesses on this approach has been positive and has resulted in Council securing \$237,640 in sponsorship (in-kind and financial) for a range of Council events. Some of these businesses have not previously sponsored Council events while others have greatly increased their sponsorship contribution as a result of Council's altered approach.

It is evident that streamlining Council's sponsorship process will provide an opportunity to enhance Council's relationship with businesses, increase the funding secured from sponsors and increase the value and return of the associated sponsorship.

### **Recommendation:**

Establish a coordinated organisational approach to managing sponsorship through:

- Developing a Council-wide Sponsorship Policy that ensures:
  - Council maximises opportunities to obtain commercial sponsorship for appropriate events, campaigns or initiatives whilst offering sponsors attractive packages offering value for money for both parties.
  - Council's position, brand and reputation are adequately protected in sponsorship agreements.
  - Council adopts a consistent and professional approach towards sponsorship; and
  - Council achieves appropriate value or return for sponsorship.
- Centrally managing all of Council's sponsorship activities through the Coordinator Special Events and Festivals in partnership with Council Departments.

- Investigating the establishment of a committee/group that includes local businesses. The purpose of the group will be to work together to identify sponsorship opportunities and provide Council Officers with an opportunity to 'pitch' upcoming sponsorship opportunities for future events.

## 6. CONCLUSION

Events provide significant benefits to Hume City by building community capacity, enhancing community wellbeing, and strengthening economic development outcomes.

The Events Strategy identified a number of recommendations to assist Council in continuing to facilitate and support a wide range of events across the City which is consistent with the 2009-2013 Council Plan and mission *'to enhance the social, economic and environmental prosperity of our community through vision, leadership, excellence and inclusion'*.

These recommendations include:

- Implementing a sponsorship policy to manage all of Council's sponsorship involvements.
- Implementing changes to how external events are managed.
- Implementing processes to evaluate existing and establishing new Council-run events.
- Grouping similar 'type' events into categories to assist Council in managing these events consistently based on their category.

## EVENTS STRATEGY ACTION PLAN

The following Action Plan has been developed to outline the process and timing of how the recommendations from the Events Strategy are implemented. In addition, it addresses the recommendations from the initial event assessments undertaken as part of the 2009 Events Review.

ACTION	RESPONSIBLE DEPARTMENTS	TIMING
<b>Category 1 Events</b>		
Develop an event assessment guide to assist Council Departments in annually assessing Category 1 events.	M&C	September 2010
Annually assess Category 1 events to ensure they continue to meet Council objectives.	All relevant Departments	Ongoing
Assess the viability of the Multicultural Planting Festival to identify opportunities to improve the reach and success of the event.	M&C City Environment	July 2010
Develop a risk management plan for the Australia Day celebrations and identify opportunities to enhance awareness amongst residents of Council's services and initiatives at the citizenship ceremonies.	M&C Corporate Support Human Resources	April 2011
Develop guidelines including protocols for ministerial events/launches.	M&C	September 2010
<b>Category 2 Events</b>		
Liaise with incorporated associations/external parties currently running Category 2 events to advise them of the requirements to submit a sponsorship proposal.	M&C Relevant Departments	August 2010
Call for EOI from interested community members to form committees to assist Council in managing Category 2 events.	M&C	September 2010



Review Category 2 events currently managed by Council to assess their ongoing viability.	M&C Relevant Department	Ongoing
<p>Work with the current Broadmeadows Festival and Craigieburn Festival committees to address the issues that have been raised as a result of the Events Review assessment and identify opportunities to improve the reach and success of these events.</p> <ul style="list-style-type: none"> <li>• Broadmeadows Festival</li> <li>• Craigieburn Festival</li> </ul>	M&C	<p>July 2010</p> <p>September 2010</p>
<b>Category 3 Events</b>		
Provide recommendations to Council on the Hume Winter Music Festival to address the issues that have been raised as a result of the Events Review assessment and identify opportunities to improve its reach and success.	M&C	May 2010
Develop a business case template to assist Council Officers in determining the viability and benefits associated with staging a proposed Category 3 event.	M&C	May 2010
Review Category 3 events currently managed by Council to assess their ongoing viability.	M&C Economic Development	Ongoing
<b>External Events</b>		
Establish a single point of contact process for the management and approval of externally run events in Hume City.	M&C Aged Care & Health Services Infrastructure Planning	December 2010
Streamline the booking process for Council facilities.	M&C Leisure Services	March 2011

Develop an event safety procedure in accordance with Council's OHS Management System (OHSMS).	M&C Human Resources	February 2011
Implement recommendations as a result of the event safety procedure.	M&C Human Resources	Ongoing
Develop a standard fee structure to be charged to Category 3 events that are: externally managed; held on Council land; and require Council approval to proceed.	M&C	February 2011
Undertake a feasibility study to identify an alternative site from Broadmeadows Valley Park to stage the EID festivals.	M&C	July 2010
<b>Sponsorship</b>		
Develop a sponsorship policy and associated documentation for managing all in-kind and financial sponsorships.	M&C	June 2010

## Attachment 2

# DRAFT HUME CITY COUNCIL EVENT BUSINESS CASE

**BUSINESS CASE TITLE:** Name of Business Case  
**SOURCE:** Officer Responsible  
**DIVISION:** Name of Division  
**DATE:**  
**COUNCIL PLAN OBJECTIVE:** Council Plan Objective Event aligns to

### 1. SUMMARY OF REPORT :

1.1 This section should provide a summary of the details of the business case.

### 2. RECOMMENDATION:

2.1 This section should provide information about what is recommended.

### 3. FINANCIAL IMPLICATIONS:

3.1 Financial implications should include information about how the event will be funded.

### 4. COMMUNITY CONSULTATION:

4.1 This section should provide information about any community consultation that has occurred during the development of this business case or any community consultation that is planned.

4.2 This section should also include any impacts this event may have on the community.

### 5. DISCUSSION:

The discussion section should provide a detailed background of what is being proposed. It for example could also include the proposed event objectives and planned promotion and marketing activities.

5.1 Event Objectives  
This section should outline the objectives of the event.

5.2 Promotion and Marketing  
This section should outline the planned promotional and marketing opportunities the event will deliver for Council and the City.

### 6. CONCLUSION:

6.1 This section should summarise the business case.

## Attachment 3

### HUME CITY COUNCIL POLICY

#### Hume City Council DRAFT Sponsorship Policy

---

Policy Ref. No:	[Policy Manual No.]
Date Adoption:	May 2010
Date of Review :	May 2012
Responsible Officer:	Coordinator Special Events and Festivals
Department:	Marketing and Communications

---

#### 1. INTRODUCTION

- 1.1. This policy has been developed to provide guidance on all sponsorships that are either received by Council or distributed by Council to external parties.
- 1.2. Council often secures in-kind and financial sponsorship from businesses to offset the costs of staging an event/activity or to complement a range of aspects associated with an event/activity. This policy outlines the process for securing this sponsorship and provides guidelines about the types of organisations or industries that Council will not partner with in regards to sponsorship.
- 1.3. Council also provides financial sponsorship to external parties. This may be to assist these organisations/groups to stage events within the municipality, or Council may have identified that by providing sponsorship, Council will receive economic or marketing benefits. This policy provides guidelines on the types of organisations Council will sponsor and the process for approving these sponsorships.
- 1.4. This policy provides a framework for managing Council's sponsorship obligations and will ensure that:
  - a) Council maximises opportunities to obtain commercial sponsorship for appropriate events, campaigns or initiatives whilst offering sponsors attractive packages demonstrating value for money for both parties.
  - b) Council's position and reputation are adequately protected in sponsorship agreements.
  - c) Council adopts a consistent and professional approach towards sponsorship.

## **2. POLICY STATEMENT**

- 2.1. This policy applies to all sponsorships received by Council and all sponsorships that are distributed by Council and can be for Category 1, 2 or 3 events as well as other activities undertaken by Council, that Council may seek sponsorship funding to support.
- 2.2. This policy does not apply to Council's community grants process.
- 2.3. A sponsorship can be either financial (cash) or in-kind (products and/or services).
- 2.4. For the purpose of this policy sponsorship is defined as:
  - a) an agreement between Hume City Council and the sponsor, where the Council receives either money or a benefit in-kind for an event, campaign or initiative from an external party/organisation or individual which in turn gains publicity or other benefits; and/or
  - b) an agreement between Council and an external party, where the external party receives from Council either money or an in-kind benefit and in turn, Council receives benefits which could include but are not limited to branding, hospitality and advertising.

## **3. SPONSORSHIP PRINCIPLES**

- 3.1. Council will actively seek opportunities to work with both local and national organisations by identifying sponsorship opportunities of mutual benefit and which are in keeping with Council's strategic priorities and core values.

Council welcomes all opportunities to work in such partnerships. Any sponsorship Council undertakes however must not compromise Council's reputation, image, probity or ability to fulfil its functions and responsibilities.

- 3.2. Council retains the right to decline a sponsorship agreement with any organisation, individual or in respect to particular products/services which the Council in its sole discretion considers inappropriate. Council will not, however, under any circumstances enter into sponsorship agreements with the following:
  - a) Organisations whose business poses a conflict with the broader policies and practices of Council.
  - b) Organisations in financial or legal conflict with Council.
  - c) Organisations involved in the production and sale of weaponry including firearms.
  - d) Organisations whose business conflicts with Council's social justice charter and principles of equity, access, participation, rights and accessibility for all community groups.
  - e) Organisations that have direct involvement in the manufacture of tobacco and associated products.

## 4. DEFINITIONS

- 4.1. Event – the term ‘event’ is interchangeable with ‘festival’ and is classed as any organised activity that is staged to bring together residents, visitors, business people, and/or stakeholders to celebrate and/or promote an issue or area. For example community festivals, citizenship ceremonies, business breakfasts and launches/openings are considered an event.
- 4.2. External parties – refers to community groups or incorporated associations that Council may decide to sponsor for a specific event, or an organisation that has provided sponsorship to Council.
- 4.3. In-kind sponsorship – refers to benefits that have been received that are not financial (cash) and have no cost associated with them, for example free water bottles for an event or free advertising that has been provided by a publisher in support of an event.
- 4.4. Sponsorship agreement – a signed agreement between Council and an external party outlining all associated costs, benefits and commitments relating to a sponsorship.
- 4.5. Category 1 Events - are described as events and festivals that enhance community inclusion and social justice. They also include events that are required to fulfil the day-to-day work of Council.
- 4.6. Category 2 Events - are described as events and festivals that express and celebrate cultural identity and spaces; and promote the liveability of growth areas, established communities and renewal locations. These events primarily target and attract people within the local area.
- 4.7. Category 3 Events - are described as events and festivals that showcase the economic and/or tourism aspects of the municipality, they have a business element, are marketing Hume City Council to businesses and government; and build confidence and increase the economic contribution or activity in Hume. These events provide Council with the opportunity to attract people from outside the municipality ie. they become a ‘destination’ event.

## **5. POLICY IMPLEMENTATION**

### **5.1 Management of Sponsorships**

- 5.1.1 Council's Special Events and Festivals Coordinator will be responsible for establishing and managing ongoing relationships with sponsors and managing sponsorship outcomes.
- 5.1.2 Council's Special Events and Festivals Coordinator will be responsible for contacting external organisations in relation to securing all sponsorship on behalf of Council.
- 5.1.3 Council officers seeking sponsorship from external organisations must complete a sponsorship request form and provide this to the Special Events and Festivals Coordinator for consideration who will then work with the Council officer to identify potential sponsors.
- 5.1.4 A sponsorship agreement will be developed for all sponsorships and signed by Council and the external party that outlines all associated costs, benefits and commitments by both parties in relation to the sponsorship.
- 5.1.5 For events sponsored by Council, the sponsorship agreement will be developed and managed by the Special Events and Festivals Coordinator, and signed by the Chief Executive Officer on behalf of Council.
- 5.1.6 For Council events sponsored by an external organisation, the sponsorship agreement will be developed and managed by the Council Department responsible for the event in consultation with the Special Events and Festivals Coordinator.
- 5.1.7 Council's Special Events and Festivals Coordinator will provide a sponsorship report to Council annually detailing the sponsorships received and granted by Council.

### **5.2 Sponsorships provided by Council**

- 5.2.1 Council requires external parties seeking Council sponsorship to provide a written proposal to Council's Special Events and Festivals Coordinator for consideration. Proposals must address the eligibility criteria as outlined in 5.2.2 and will be considered during the annual budget process. A recommendation from Council's Special Events and Festivals Coordinator will be provided to Council's Executive Management Team for consideration and approval.

### 5.2.2 Eligibility Criteria

The following criteria will be assessed by Council in considering whether or not to sponsor an event:

Criteria	Description
Engagement	<ul style="list-style-type: none"><li>• The event provides opportunities for community interaction</li><li>• The event demonstrates significant community relevance and benefit.</li><li>• The event is inclusive of people with diverse cultural and socio-economic lifestyles and interests.</li></ul>
Liveability and Safety	<ul style="list-style-type: none"><li>• The event is held at a safe, accessible and people-friendly environment.</li><li>• The event is compliant with relevant legislative requirements, standards and Council policy (eg OH&amp;S).</li></ul>
Sustainability/Relevance	<ul style="list-style-type: none"><li>• Capacity for long term change, growth, value-adding.</li><li>• Environmental protection is an integral component to the event.</li><li>• The event provides an opportunity for change, growth and value-adding.</li></ul>
Economic Development	<ul style="list-style-type: none"><li>• The event has the capacity to contribute to economic development within the city.</li><li>• The event has the potential to generate revenue through attracting participants/spectators from outside the municipality.</li></ul>
Cultural Development	<ul style="list-style-type: none"><li>• The event provides opportunities for expression, engagement and/or exposure to artistic and cultural audience.</li></ul>
Tourism	<ul style="list-style-type: none"><li>• The event provides opportunities for marketing Hume City to a wider audience.</li></ul>

### 5.2.3 In addition to the Eligibility Criteria, proposals must also include information on:

- The objectives of event
- All existing funding sources that have been secured to stage the event
- Council resources/services that are required to support the event
- The date, time and location of the event
- Full details on the activities that are proposed to be held as part of the event and any costs that will be incurred by the community in participating in the event.
- The proposed benefits and recognition Council will obtain as a result of providing sponsorship.



- 5.2.4 Council will not sponsor events that:
- Do not meet the eligibility criteria or are in conflict with Council's vision and mission
  - Are coordinated by commercial enterprises
  - Are proposed by unincorporated groups or individuals without the auspices of an incorporated group or organisation
  - Council does not have the capacity to adequately resource from either a financial, service or human resource basis.

### **5.3 Sponsorships sought by Council**

- 5.3.1 Council reserves the right to either publicly call for Expressions of Interest to allow all potential sponsors equal opportunities for involvement in an event; or approach individual sponsors directly.
- 5.3.2 Council will actively seek sponsorship opportunities with both local and national organisations to assist it in delivering events for the community. The sponsorship will be mutually beneficial and in keeping with Council's strategic priorities and core values.
- 5.3.3 Council retains the right to decline a sponsorship agreement with any external party or in respect to particular products/services which the Council considers inappropriate. Council will not under any circumstances enter into sponsorship agreements with the organisations outlined in section 3.2.
- 5.3.4 As outlined in section 5.1.3, Council Officers seeking sponsorship from external organisations must complete a Sponsorship Request Form and provide this to the Special Events and Festivals Coordinator for consideration who will then work with the Council Officer to identify potential sponsors.

## **5. RELATED DOCUMENTS**

- 5.1. Hume City Council Events Strategy  
5.2. Sponsorship Request Form (Internal - HCC Only)  
5.3. Proposal to Seek Council Sponsorship

## DRAFT - Sponsorship Request Form (Internal HCC Only)

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Department: \_\_\_\_\_

Division: \_\_\_\_\_

Department Manager Approval: \_\_\_\_\_

Divisional Director Approval: \_\_\_\_\_

Background information about the event?

---

---

---

What are the benefits Council can offer the sponsor?

---

---

---

What is the scope/potential reach of the event ie who is the event targeted to and how many people are you intending to attract?

---

---

---

What are the benefits of the event to the local community/business?

---

---

---

Are there any potential sponsors in the local community that you are aware of who would see benefits in sponsoring an event of this nature?

---

---

---

What marketing and promotional activities are planned as part of the event that potential sponsors could leverage off?

---

---

---

What is the financial or in-kind value of the sponsorship sought?

---

---

Have you read Sponsorship Policy? ☐ Yes ☐ No

Do you comply with the Sponsorship Policy? ☐ Yes ☐ No

# DRAFT - Proposal to Seek Council Sponsorship

Name of external party/organisation: \_\_\_\_\_ Date: \_\_\_\_\_

Contact information: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Date, time and location of the event: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Objectives and background of the event: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Details of funding already secured to stage the event including other sponsors: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Details of activities to be held at event: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What Council resources/services will be required to support the event? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What benefits/recognition will Council receive, if it was to sponsor the event? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Have you run events in the past, if so please explain? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Assessment of how the event meets eligibility criteria:

Criteria	Description of how event meets criteria
<b>Engagement</b> <ul style="list-style-type: none"><li>• The event provides opportunities for community interaction</li><li>• The event demonstrates significant community relevance and benefit.</li><li>• The event is inclusive of people with diverse cultural and socio-economic lifestyles and interests.</li></ul>	

<b>Liveability and Safety</b> <ul style="list-style-type: none"> <li>• The event is held at a safe, accessible and people friendly environment.</li> <li>• The event is compliant with relevant legislative requirements, standards and Council policy.</li> </ul>	
<b>Sustainability/Relevance</b> <ul style="list-style-type: none"> <li>• Capacity for long term change, growth, value adding.</li> <li>• Environmental protection is an integral component to the event.</li> <li>• The event provides an opportunity for change, growth and value-adding.</li> </ul>	
<b>Economic Development</b> <ul style="list-style-type: none"> <li>• The event has the capacity to contribute to economic development within the city.</li> <li>• The event has the potential to generate revenue through attracting participants/spectators from outside the municipality.</li> </ul>	
<b>Cultural Development</b> <ul style="list-style-type: none"> <li>• The event provides opportunities for expression, engagement and/or exposure to artistic and cultural audience.</li> </ul>	
<b>Tourism</b> <ul style="list-style-type: none"> <li>• The event provides opportunities for marketing Hume City to a wider audience.</li> </ul>	

**Have you read Sponsorship Policy?**

☐

**Yes**

☐

**No**

**Do you comply with the Sponsorship Policy?**

☐

**Yes**

☐

**No**