



Events – Financial Support Policy

Responsible Officer	Chief Executive Officer
Relevant Delegations	Manager Community
Legislation and References	Local Government Act 1999

1. Introduction

Council supports events for the benefit of the community and to stimulate the local economy. This Policy provides direction to Council, employees and the community regarding the financial assistance the Clare & Gilbert Valleys Council will provide to certain events with a key focus on stimulating the creation or growth of events which attract tourists to the CGVC.

2. Definitions

Booking Officer	The Council officer, contractor or volunteer responsible for the booking management of a Council Facility.
Council Facility	Halls, Ovals, Recreation Parks, Open Space, Community Centres, Offices, Libraries, Galleries, Council Chamber, Committee and Meeting rooms and Road Reserves either owned, leased, licenced or under the care control and management of Council.
Hallmark Event	Target Market - Interstate experience seekers. eg. Tour Down Under, Masters Games To be responsible for Public Liability Insurance cover to \$20,000,000
Regional Event	Target market - Adelaide and state regions. eg. farmers' markets, organised sporting, motor sport events (Rally SA, Show n Shine etc), recreational, political, artistic, cultural or other activity.

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	To be responsible for Public Liability Insurance cover to \$20,000,000
Local Event	Private, small events. e.g. , Christmas parades, corporate hirers, street parties, Australia Day. To be responsible for Public Liability Insurance cover to \$20,000,000 for events with commercial stall holders or participants.
Event Organiser	The entity responsible for the event hiring
Event Participant/s	Stallholders; food, wine or entertainment providers involved in events organised by Event Organisers. Generally Event Participants will be required to take out Public Liability Insurance cover to \$20,000,000.
Event Application Form	Document required to be completed by Event Organisers with support from Council, in order to assess the nature and requirements of a proposed event.
Potential High Impact Event	Motor Sport or events that involve utilisation of Council Facilities that are not their primary purpose. Camping or Recreation Utility Vehicle Accommodation on recreation ovals. Tour Down Under High foot traffic events e.g. Boot sales, markets Any event where an internal risk assessment results in moderate or high risk of damage or impact to Council Facilities.

3. Policy Principles

The following principles determine which events Council will support:

- **Aligns with the tourism strategies for the region (e.g. Clare Valley Regional Tourism Strategic Plan; Clare Valley Destination Marketing and Management Strategy);**
- Supports the Council's strategic plan and economic development plan;

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- Increase visitor expenditure across the whole Council region
- Generates media coverage within the state, nation and internationally;
- Is financially viable with a sustainable management model;

Council generally does not provide support for existing, ongoing events unless they are undertaking new activities that will draw a substantial increase in visitors.

4. Role of the Council

4.1. Council run events

Council may help to provide a variety of events for the Community:

- Where there are significant community, social, cultural and/or economic benefits, Council will work collaboratively to secure significant events to be held within the Clare and Gilbert Valleys Council, e.g. Masters Games;
- Where appropriate, Council will seek external funding/sponsorship for Council managed events to minimise the financial impact.
- Will seek opportunities to collaborate with relevant partners at the planning stage for Council run events to assist with delivering best practice planning and management.
- Will ensure that all Council run events meet the relevant legislative requirements.

4.2. Non-financial support for Community events

Council may provide support, advice and information to organisers of events being held in the Clare & Gilbert Valleys Council. Where appropriate, this may include:

- in kind use of ovals/halls;
- equipment;
- assistance to apply for relevant grants and sponsorship (including in kind use of ovals/halls);
- Community event organisers are responsible for ensuring that all relevant external and Council permits have been provided prior to commencement of an event.

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The Chief Executive Officer (or nominee) is authorised to suspend or cancel an event on Council land (or part of an event) where:

- appropriate licenses or permits have not been completed to Council's satisfaction;
- Council hasn't received the bond or other payments required from the event organiser prior to commencement of the event; and/or
- an event is deemed to be unsafe or is causing unacceptable disruption or nuisance to residences or businesses.

Where notification is required as a result of suspension or cancellation of an event, costs associated with this activity will be the responsibility of the event organiser.

4.3. Community Events Funding

Community Events can seek funding via Council's Community Financial Assistance Policy where Special / Local Events that have a direct benefit to the local community can receive up to \$5,000 by the Chief Executive Officer under delegated authority. Please refer to the Community Financial Assistance Policy on the Council website.

4.4. Promotion of Community Events

Council may provide support for Community events through various mediums, including banner/corflute placement, website and social media promotion.

Council permits corflute signs to be placed on arterial roads 1 month in advance of an event. These are only permitted in consolidated locations at the entry of towns and are not permitted to be individually scattered along arterial roads.

4.5. Co-managed events

Where Council has decided to co-manage an event with a Community or commercial event organiser, clear contractual arrangements detailing responsibilities and liabilities will be established prior to Council agreeing to participate.

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4.6. Acknowledgement of Support

Where an event receives financial or in-kind support from Council, the event organiser must acknowledge Council in its marketing materials and use the Council logo.

4.7. Use of Council's Logo

Use of Council's Logo to promote a Community or co-managed event may only be used with the written permission of the Chief Executive Officer (or nominee). An approved logo will be supplied if usage is permitted.

5. Council financial support – Events Support Program

A yearly budget allocation will be provided for an Events Support Program.

No more than 50% of the **total** cost of the project will be provided for Regional and New Events. The event must provide a detailed budget of income and expenditure in order to apply for funding.

Hallmark events must seek special Council approval for funding. Funding will be sourced outside the Events Support Program for Hallmark events.

The successful applicants will be paid 50% up front to the amount awarded.

The Program is allocated via a competitive grant process.

Applications must be lodged in accordance with the Grant Guidelines.

Events will only be supported which align with the Policy principles.

Successful applicants must complete a Council acquittal prior to the final 50% being paid

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5.1. Funding Streams

Event Type	Eligible funding	Event Requirements
Hallmark Event	Funding above \$15,001 – this will be decided by Council outside of the Funding round.	Events with demonstrated capacity to achieve a significant economic impact to the CGVC and one or more of the following criteria: <ul style="list-style-type: none"> • Over 1,000 event attendees • Over 800 bed nights • A substantial national or international profile.
Regional Event	Eligible for funding between \$5,000 and \$15,000	Events with demonstrated capacity to achieve major economic impact to the CGVC and one or more of the following criteria: <ul style="list-style-type: none"> • Over 800 event attendees • Over 500 bed nights • A substantial state, regional, national or international profile.
New Event	Funding will be available for Seed Funding of up to \$2,500.	New events which have not previously been held in the Council areas. These events must be new, have potential and contain innovative elements. Events that are funded under this stream and require funding for subsequent events will be required to seek funding through the annual funding program outlined above.

5.2. Decision Making Process

Following closure of the Events Support Program round, the following process is carried out to ensure fairness, equality and consistency in the decision making process:

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Step 1 – Applications are assessed for compliance with the guidelines.

Step 2 - A detailed report, including recommendations, is provided to Elected Members at a Council meeting for their consideration. Council is the ultimate decision making body in relation to the Events Support Program and may adopt, amend or reject any recommendations presented by Officers.

Applicants will be notified following Council deliberations and approvals.

6. Review & Availability

This policy will be reviewed every four years, or as required.

The policy is available on Council's website www.claregilbertvalleys.sa.gov.au

7. References

Local Government Act 1999

8. Document History

Approved by	Issue Date	Minute Reference – Details of Review
CGVC	15/07/2019	Adopted by Council
CGVC	20/03/2024	Reviewed by Council

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