

SPONSORSHIP APPLICATIONS - 2014 REDFEST - REDLAND SPRING FESTIVAL, REEF CHECK FOUNDATION AND BAYSIDE OUTRIGGER CANOE CLUB

Datworks Filename: CR – Sponsorship - Outgoing

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PURPOSE

To provide background and recommendations to Council for sponsorship funding for three applications received under the sponsorship program, all of which requested more than \$15,000. Redland Spring Festival (RedFest) 2014 requested \$35,000, Reef Check Foundation requested \$32,750 and the Bayside Outrigger Canoe Club requested \$40,000. The internal assessment committee recommends that Council provides \$20,000 to RedFest and nil sponsorship to the other organisations.

BACKGROUND

Council's Corporate Sponsorship Policy objective "*seeks to support and promote a strong and involved community through the sponsorship of events, projects, services or other activities in an equitable and accountable way*".

Definition

Sponsorship is a business transaction in which a sponsor provides a financial contribution or value in-kind to support an event, project, service or activity, in return for negotiated commercial and other benefits. It is a business transaction because it involves an exchange that has a measurable value to each party in commercial, communication or philanthropic terms.

Sponsorship is different to funding grants, where money or goods are provided to recipients through a formally recognised program for a specified purpose, but with no expectations of commercial return.

Sponsorships should provide the opportunity to enhance Council's public image through association with an activity or event. Successful sponsorship applications may also increase community development, provide economic opportunities and build greater understanding of Council's role in the community.

Other benefits may include providing opportunities to create goodwill in the local community; providing start-up or expansion opportunities for local community events, projects, services or activities; using local businesses, materials and services;

providing opportunities for partnering and collaboration; stimulating local business, networking and professional development opportunities.

Criteria

Applications for outgoing sponsorship are assessed against the criteria of:

- supports outcomes of Council as outlined in the Redland City Council Corporate Plan 2010-2015;
- value for money;
- track record of applicants;
- adherence to local laws and permits;
- level of support from other organisations; and
- benefits to the local community.

The Corporate Sponsorship Policy (Outgoing) – POL-3084 and the associated Corporate Sponsorship Guideline (Outgoing) – GL-3084-001 were amended by Council on 18 April 2013. One of the key changes was for all sponsorship requests over \$15,000 to be determined by Council, while amounts of \$15,000 or less would be determined by an internal assessment panel. This report provides recommendations from the internal assessment committee about sponsorship of three applications received in round 2 – 2013-14 for more than \$15,000.

Redland Spring Festival (RedFest) 2014 - \$35,000 request

This event is scheduled for 5-7 September 2014 at Norm Price Park, Cleveland. This festival is the longest serving and largest event in the Redlands. It has been running for 55 years and attracts about 18,000 people over three days. The festival is an annual music and cultural festival designed for families. The program includes a lantern parade, sideshow alley, music competitions and a fireworks display.

It attracts considerable media coverage and branding opportunities including Channel 7's *Great South East*.

Council has awarded \$20,000 sponsorship for the past four festivals held in 2010, 2011, 2012 and 2013. The organisers have requested \$35,000 for the past three years and \$40,000 in 2009-10.

The internal assessment committee recommends that Council provide \$20,000 in sponsorship to RedFest 2014.

Reef Check Foundation – Celebrating Moreton Bay; sharing the story of Reef Check Australia's Volunteer Reef Monitoring Program – S14R2-016 - \$32,750 request

This applicant is seeking \$32,750 in sponsorship to:

- coordinate and facilitate teams of trained volunteers to collect Reef Check survey information from 10 Moreton Bay Reef monitoring locations, report on the findings and produce a video of the season activities and outcomes (\$13,900).

- Develop posters to highlight the beauty of Moreton Bay and offer daily conservation challenges to engage residents in protecting their local marine resources. (\$6500)
- Hold a half day of talks and activities from citizen science groups at IndigiScapes or Redlands Memorial Museum to showcase how volunteers are collecting information in the Bay (\$5500)
- Hold a community cocktail-style event at Redlands RSL to report on findings from the Reef Check Moreton Bay survey season and screen a video created by the volunteers teams (\$4000)
- Deliver a community movie night showing the movie *Trashed* at The Red Place with an accompanying talk by marine debris expert and sharing findings from cleanup activities, as well as information on how to get involved (\$2850)

This applicant has previously received \$10,000 funding in 2011-12 under the conservation grant category CS-121-0014. The internal assessment panel recommends this application is more suitable to further funding under the conservation grant category. In 2013-14 available funding under the conservation grant category was unspent.

The internal assessment panel recommends nil sponsorship funding due to a more suitable and previously unspent category, that they will provide minimal sponsorship benefits to Council, and that no other financial sponsors have been secured to assist with funding the activities outlined. Council will promote the group's events and findings through its regular communication channels.

Bayside Outrigger Canoe Club Inc – Bayside Junior Development Squad-Worlds 2016 – S14R2-013 - \$40,000 request

The Club is seeking \$40,000 in sponsorship to purchase a new race canoe (\$23,000), fund the travel of 24 competitors to New Zealand for the National Waka Ama Sprint Titles (\$15,000) and run two coaching clinics (\$2,000).

The club has previously received \$10,000 under the Project Support grant funding to hold a "Come and Try" recruitment campaign in September 2013.

The internal assessment committee recommends that no sponsorship funds be provided to the club for these activities as it is considered they will provide minimal benefits to Council, will provide limited value for money, and no other sponsorships have been secured to assist with the funding of these activities.

ISSUES

- Redland City Council's Community and Cultural Services Group will ensure that all benefits agreed by the Redland Spring Festival (RedFest) 2014 in the sponsorship agreement are delivered satisfactorily including any relevant permits that may be required. Statutory requirements will be addressed through the event management permit and conditions of the hire of the venue.

- As outlined above, RedFest 2014 will receive \$20,000 from Council. There was a limited pool of \$126,000 in sponsorship funding available in 2013-14 with \$56,050 to be allocated in this second.

STRATEGIC IMPLICATIONS

Legislative Requirements

There are no legislative implications as a result of funding RedFest in 2014.

Risk Management

There are no significant risks associated with this decision. Risk management will be addressed through assessment of the event management application.

Financial

There is sufficient funding in the sponsorship budget for 2013-14 to fund the RedFest application. In total, there is \$56,050 available for the Sponsorship Program Round 2 in 2013-14. The total value of applications for sponsorship in Round 2 including the three mentioned in this report is \$342,408.

People

RedFest 2014 is expected to attract approximately 18,000 people.

Environmental

There are no environmental impacts expected from RedFest 2014. Environmental impacts are addressed through the event management plan.

Social

RedFest provides opportunities for community organisations to display, participate, raise profile and earn income at the festival for little or no financial outlay.

Alignment with Council's Policy and Plans

7. Strong and connected communities

Our health, wellbeing and strong community spirit will be supported by a full range of services, programs, organisations and facilities, and our values of caring and respect will extend to people of all ages, cultures, abilities and needs.

- 7.1 Promote festivals, events and activities for people to come together, developing connections and networks to improve community spirit and enhance 'sense of place'
- 7.4 Increase the participation of people from all age groups and backgrounds in local heritage, the arts and cultural expression

This request is consistent with the requirements of Council's *Corporate Sponsorship Policy (Outgoing)* - POL-3084.

CONSULTATION

The internal assessment committee comprises of representatives from the following areas: Community and Cultural Services, City Spaces and Communication, Engagement and Tourism.

OPTIONS

1. Accept the assessment panel's recommendations to approve:
 - a. \$20,000 sponsorship to Redland Spring Festival (RedFest) 2014;
 - b. Nil sponsorship to Reef Check Foundation; and
 - c. Nil sponsorship to the Bayside Outrigger Canoe Club Inc.
2. Vary the amount of sponsorship funding to the Redlands Spring Festival (RedFest) 2014, Reef Check Foundation and the Bayside Outrigger Canoe Club Inc.

OFFICER'S RECOMMENDATION/ COUNCIL RESOLUTION

Moved by: Cr P Gleeson
Seconded by: Cr M Elliott

That Council resolves to:

1. To accept the assessment panel's recommendations (Option 1); and
2. That this report remains confidential pending advice to the applicants.

CARRIED 9/0

Crs Bishop and Williams were not present when this motion was put.