

19.3 2019-2020 ROUND 2 SPONSORSHIP REPORT - APPLICATIONS OVER \$15,000**Objective Reference:****Authorising Officer:** Louise Rusan, General Manager Community & Customer Services**Responsible Officer:** Kim Kerwin, Group Manager Community & Economic Development**Report Author:** Deborah Murray, Administration Support Officer**Attachments:** Nil

The Council is satisfied that, pursuant to Section 275(1) of the *Local Government Regulation 2012*, the information to be received, discussed or considered in relation to this agenda item is:

- (e) *contracts proposed to be made by it*
- (h) *other business for which a public discussion would be likely to prejudice the interests of the local government or someone else, or enable a person to gain a financial advantage.*

PURPOSE

To seek endorsement of the recommendation by Council's Sponsorship Assessment Panel to fund a sponsorship application requesting cash funding over \$15,000 in Round 2 of the 2019/20 Sponsorship Program.

BACKGROUND

Corporate Sponsorship Guideline (Outgoing) GTS-003-001-G specifies that applicants who have requested more than \$15,000 will be reviewed by the Sponsorship Assessment Panel, which will in turn make recommendations to Council for approval.

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

The Sponsorship Assessment Panel comprises representatives from the Community and Economic Development Group (Panel Chair); Customer and Cultural Services Group; Communication, Engagement and Tourism Group; Strengthening Communities Unit; City Operations Unit; and Health and Environment Unit.

Applications for outgoing sponsorship are assessed against the criteria of:

- Alignment with Council's corporate vision, missions and values.
- Economic benefits to Redland City.
- Supports outcomes of Council as outlined in Council's *Corporate Plan 2018-2023*.
- Value for money with regard to commercial and other benefits.
- Track record of applicants regarding financial administration and general management.
- Level of financial and other support from other organisations.
- Benefits to the local community.

ISSUES

At its meeting of 26 March 2020, Council endorsed a COVID-19 response package which, amongst other measures, included the deferral of Round 2 of the Community Grants and Sponsorship Program until an appropriate time within the following financial year (2020-21) and repurposing the savings from the program into a targeted grants program aimed at relief and recovery efforts for small businesses and community organisations.

Council has now assessed the 16 applications received under Round 2 of the 2019-20 Sponsorship Program, including one application requesting over \$15,000.00. This application was submitted by Surfing Queensland Inc. for the holding of the 2020 Australian Junior Titles. The amount requested is \$20,000.

The Australian Junior Surfing Championships is an annual event for junior surfers aged 14 to 18 years, to be held this year from 28 November to 5 December 2020. This week-long event includes junior surfers, coaches, judges and officials attending and staying in the area. The event hosts teams from Queensland, New South Wales, Victoria, Western Australia and Tasmania with three different competition divisions.

Council sponsorship of the 2020 Australian Junior Titles can provide destination brand exposure that will attract tourism to North Stradbroke Island heading into the peak holiday season.

All sponsorship applications have been evaluated prior to consideration by the Sponsorship Assessment Panel by the Sponsorship Program Assessment Team, which comprises three Council officers from different departments.

On 8 July 2020 the Sponsorship Assessment Panel met and assessed all applications and recommended approval of cash sponsorship of \$10,000 for the 2020 Australian Junior Titles.

No in-kind support has been requested by the Surfing Queensland Inc. for the 2020 Australian Junior Titles.

The table below outlines cash and indicative in-kind support.

Event / project	Requested Amount	Cash Recommendation	Indicative Council In-kind support	Total Support
2020 Australian Junior Titles	\$20,000.00	\$10,000.00	\$0	\$10,000.00

STRATEGIC IMPLICATIONS

Legislative Requirements

There are no legislative implications as a result of funding or not funding the application.

Risk Management

The application is a Tier 2 Significant Event under Council's *Redland City Events Strategy and Action Plan 2017-2022*. Tier 2 events have the objective of attracting more than 1000 attendees, promoting vibrant and diverse activations and attracting local, regional, national and international media promotion. There may be a risk that the applicant takes the event to an alternative location outside of Redland City if a decision is made not to fund all or part of this application.

Operational risks are addressed through assessment of the event management plan application and ensuring all necessary permits are issued prior to the event.

Financial

Subscription to the Sponsorship Program is highly competitive. The annual budget for Sponsorship is \$128,000 which is split between two rounds each financial year.

A total of \$166,000 was requested under Round 2. There is budget remaining after other allocations to fund this application to the value of \$10,000.

People

The impact to staff is minimal for this event and is specific to administrative tasks.

Environmental

There is no environmental impact from funding this event. Potential event environmental impacts are addressed through the event management plan.

Social

The event is a Tier 2 Significant event which can provide multiple benefits to the local community as well as increasing visitation, stimulating tourism and economic growth by showcasing the Redlands Coast and contribution to the health and wellbeing of the community.

Human Rights

There are no human right implications as a result of funding or not funding the application.

Alignment with Council's Policy and Plans

The 2020 Australian Junior Titles supports:

Redland City Council Corporate Plan 2018 - 2023 Outcomes

- 1.4 Visitors experience our natural assets through high standard facilities, trails, and interpretation and low impact commercial ventures.
- 3.4 Redland City's residents and visitors can easily access the foreshore and use recreation infrastructure for boating and non-boating activities.
- 6.2 Redland City delivers events, activities and performances that bring economic and social benefits to the community.
- 7.1 Festivals, events and activities bring together and support greater connectivity between cross-sections of the community.

Redland City Tourism Strategy and Action Plan 2015-2020

Key Performance Area 2 – Events Calendar – Develop a coordinated calendar of diverse events across the Redlands that attract locals and visitors.

Key Performance Area 3 – Strategic Plan for North Stradbroke Island – Leverage off Council's involvement in the North Stradbroke Island Economic Transition Strategy to support long-term economic sustainability for the island that aligns with Council's strategic objectives.

Redland City Events Strategy and Action Plan 2017-2022

Action 18 Signature/destination event development - Identify key events that show potential to elevate to signature/destination event status based on event monitoring.

CONSULTATION

Consulted	Consultation Date	Comments/Actions
Communication, Engagement and Tourism Group	2 July 2020	Provided feedback on event and tourism attendance.

OPTIONS**Option One**

That Council resolves as follows:

1. To accept the Sponsorship Assessment Panel's recommendation for application S20-R2-005 – Surfing Queensland Inc.
2. That this report remains confidential until the applicant has been advised of the outcome, subject to maintaining the confidentiality of legally privileged, private and commercial in confidence information.

Option Two

That Council resolves as follows:

1. To not accept the Sponsorship Assessment Panel's recommendation for application S20-R2-005 – Surfing Queensland Inc. and approve cash sponsorship of a different amount.
2. That this report remains confidential until the applicant has been advised of the outcome, subject to maintaining the confidentiality of legally privileged, private and commercial in confidence information.

Option Three

That Council resolves as follows:

1. To not accept the Sponsorship Assessment Panel's recommendation for application S20-R2-005 – Surfing Queensland Inc. and not approve cash sponsorship.
2. That this report remains confidential until the applicant has been advised of the outcome, subject to maintaining the confidentiality of legally privileged, private and commercial in confidence information.

OFFICER'S RECOMMENDATION

That Council resolves as follows:

1. To accept the Sponsorship Assessment Panel's recommendation for application S20-R2-005 – Surfing Queensland Inc.
2. That this report remains confidential until the applicant has been advised of the outcome, subject to maintaining the confidentiality of legally privileged, private and commercial in confidence information.