

**SPONSORSHIP APPLICATIONS ROUND 2 – 2014-2015**

<b>Objective Reference:</b>	<b>A170059</b> <b>Reports and Attachments (Archives)</b>
<b>Attachment:</b>	<a href="#"><u>Over \$15,000 Listing Sponsorship Applications Round 2 – 2014-2015</u></a>
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**PURPOSE**

To provide background and recommendations to Council for sponsorship funding requests sought by six applicants to deliver signature events in the Redlands. This is provided in accordance with the associated policy and guidelines.

**BACKGROUND**

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

The definition of sponsorship is defined as *"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 measurable value to each party in commercial, communication or philanthropic terms"*.

The *Corporate Sponsorship Policy (Outgoing) – POL-3084* and the associated *Sponsorship Guideline (Outgoing) – GL-3084-001* both state that all sponsorship requests over \$15,000 need to be determined by Council.

All sponsorship applications are assessed by Officers from Strengthening Communities Unit, Communication Engagement and Tourism Group, City Spaces Group, and advice from Environmental Health Unit.

The Sponsorship Internal Assessment Panel – chaired by the Group Manager, Community and Cultural Services and including representatives from Communication, Engagement and Tourism, Strengthening Communities and City Spaces then consider all this assessment information and the applications and make funding recommendations.

This report provides recommendations from the Internal Assessment Panel about the sponsorship requests greater than \$15,000.

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## ISSUES

Council agreed to use the Sponsorship program as a mechanism to increase economic benefit to the Redlands by delivering events that bring people to the Redlands. The engagement of a Principal Advisor Community Events, who is actively engaging and promoting events to come to the Redlands, has contributed to the increased demand for sponsorship funds.

The following organisations have requested sponsorship funds that are greater than \$15,000:

Event	Auspice	Description	Amount Requested
Rockabilly Festival	Robot Productions	The Redlands Rockabilly Revival will be a one day festival celebrating all the fun elements of the classic era of rock'n'roll.	\$40,000
Redland Spring Festival	Redfest	Redfest is an annual music and cultural event held over 3 days at Norman Price Park in Cleveland.	\$35,000
Bikes and Bulls Festival	Carmichael Entertainment Pty Ltd	The event combines FMX, Rodeo bull riding and fireworks blended with short positive comedy performances aimed at a wide audience spectrum.	\$30,000
Cycling Festival	Wynnum Redlands Cycling Club	The Redland Cycling Festival comprises the Mount Cotton Kermesse and the Cleveland Criterium.	\$30,000
Relish Food Festival	Red Events	The Festival is be held in Raby Bay Harbour to showcase a variety of high quality food, wine and entertainment along with artists and emerging performers.	\$30,000
Quandamooka Festival	QYAC	The Quandamooka Cultural Festival is a season of cultural celebration from 1 July to 30 September 2015.	\$20,000

See attachment 1 for details of each application.

There is a limited pool of \$69,600 remaining to allocate in Round 2 of 2014-15 Sponsorship Program. There is \$46,514 of unspent grant funds from Capital - \$11,949, Project Support - \$34,278 and Organisation Support - \$286. These unspent funds have been transferred to the Sponsorship Program, resulting in \$116,114 now available under Sponsorship. Further to this, \$100,000 was transferred from the Community Grants Program to fund the newly created Principal Advisor Community Events position. These funds remain unspent due to efficiencies in employee costs in the Communication, Engagement and Tourism Group.

The total amount requested over 26 applications in this round is \$386,000. The Sponsorship Internal Assessment Panel has developed two options to be considered for allocations of sponsorship funds.

**Option A** proposes to transfer of \$100,000 from the Communication, Engagement and Tourism budget to the Sponsorship budget, thus increasing the sponsorship budget to \$216,114. This will result in 23 applications being funded and 3 applications not funded. This option enables all 6 applications for large events with high economic benefits to the Redlands to be funded and 17 other events to be funded.

**Option B** proposes that no additional funds are transferred and that the highest scoring applications be funded. This will result in 12 applications being funded and 14 applications not funded. This option enables 6 new events with high economic

benefits to the Redlands to be funded. This option does mean not funding 2 new events on offer, Relish Food Festival and Bikes'n'Bulls which have been attracted to the Redlands.

Redland City Council's Community and Cultural Services Group will ensure that all benefits agreed to in the sponsorship agreements are delivered satisfactorily including any event permits that may be required. Statutory requirements will be addressed through the event management permit and conditions of hire for venues.

## **STRATEGIC IMPLICATIONS**

### **Legislative Requirements**

There are no legislative implications as a result of funding these events.

### **Risk Management**

Not funding or adequately funding the larger signature events will result in them not being viable with the consequence that they would not be staged in Redlands into the future with the loss of long term economic benefit and recognition of Redlands as a desirable location for festivals and events.

Not funding small events that have historically been funded by Council may lead to adverse reaction from those organisations with potential negative publicity for Council.

Risk management of staging the events will be addressed through assessment of the event management applications.

### **Financial**

\$126,000 has been allocated in 2014–15 sponsorship budget in SGA 238, with \$69,600 remaining, however with the transfer of \$46,514 of unspent community grants funds there is now \$116,114 to be allocated in this round.

In this round a total of 26 applications have been received totalling \$386,000.

With the remaining budget of \$116,114 available two options have been developed for Council to consider.

There is an additional \$100,000 of unspent funds available in the Communication, Engagement and Tourism Group's budget that could be transferred to sponsorship. If this budget was used then the funding pool increases to \$216,114 and Council could fund 23 applications. However if the additional \$100,000 is not transferred then it is recommended that a maximum of 12 applications can be funded.

### **People**

There are no direct people implications. Safety impacts will be managed by Event Management Plans.

### **Environmental**

There are no environmental impacts resulting from the festivals and events.

### **Social**

The applicants for these six festivals and events have estimated that these events would collectively draw crowds of approximately 73,000 people. The festivals and events would provide opportunities for local residents to participate in an increased diversity of locally provided festival and events and also bring a significant number

of people from outside the Redlands. This would result in increased economic benefit to the Redlands.

All the festival and events seek to promote Redlands as a great place to live, play and do business.

### Alignment with Council's Policy and Plans

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

### CONSULTATION

Consultation has been undertaken with the following:

- Group Manager Community and Cultural Services.
- Group Manager Communication, Engagement and Tourism.
- Principal Advisor Community Events.
- Service Manager Strengthening Communities.
- Principal Advisor Strong Communities.
- Co-ordinator Community Development.
- Community Safety Officer.
- Community Development Officers.
- Senior Turf Service Officer.
- Acting Service Manager Sport and Facilities.
- Senior Sport and Recreation Officer.
- Environmental Health Officers.

### OPTIONS

#### Option A

1. Approve the transfer of \$100,000 from the Communication, Engagement and Tourism budget to the Sponsorship budget.
2. Accept the Sponsorship Internal Assessment Panel's recommendations to approve \$135,000 in sponsorship funding to the following applicants requesting over \$15,000.

Event	Auspice	Recommended Amount
Rockabilly Festival	Robot Productions	\$30,000
Bikes'n'Bulls Festival	Carmichael Entertainment Pty Ltd	\$30,000
Cycling Festival	Wynnum Redlands Cycling Club	\$25,000
Quandamooka Festival	QYAC	\$20,000
Redland Spring Festival	Redfest	\$20,000
Relish Food Festival	Red Events	\$10,000
<b>Total</b>		<b>\$135,000</b>

The remaining \$81,114 is allocated to 17 smaller events requesting less than \$15,000.

23 applications will be funded under option A and 3 applications will not be funded.

#### Option B:

1. Not approve the transfer of \$100,000 from the Communication, Engagement and Tourism budget to the Sponsorship budget.

2. Funding the highest scoring applications only. This would result in funding 6 new events with 4 requesting over \$15,000 as set out below and the remaining \$46,114 to be allocated to 8 smaller events requesting under \$15,000.

<b>Event</b>	<b>Auspice</b>	<b>Recommended Amount</b>
Rockabilly Festival	Robot Productions	\$20,000
Cycling Festival	Wynnum Redlands Cycling Club	\$20,000
Quandamooka Festival	QYAC	\$15,000
Redland Spring Festival	Redfest	\$15,000
Bikes'n'Bulls	Carmichael Entertainment Pty Ltd	Nil
Relish Food Festival	Red Events	Nil
<b>Total</b>		<b>\$70,000</b>

12 applications will be funded under option B and 14 applications will not be funded.

### **OFFICER'S RECOMMENDATION**

That Council resolves as follows:

1. To approve requests for sponsorship funding as set out in Option A; and
2. That this Report and Attachment remains Confidential pending advice to the applicants.

### **COUNCIL RESOLUTION**

**Moved by: Cr M Elliott**

**Seconded by: Cr P Gleeson**

**That Council resolves as follows:**

1. To approve requests for sponsorship funding as set out in Option A; and
2. That this Report and Attachment remains Confidential pending advice to the applicants.

**CARRIED 9/1**

Cr Hewlett voted against the motion.

Cr Ogilvie was not present when the motion was put.

**OPTION A**

Sponsorship ID	APPLICANT: Organisation / Individual	Project Title	Project Description	Total Score (100%)	Amount Requested	Recommended Funding to be provided	Assessment Comments	Previous Sponsorship Funding
S15R2-015	Redland Spring Festival Inc.	<b>Redfest - Redland Spring Festival</b>	Redfest is an annual music and cultural event held over 3 days at Norman Price Park in Cleveland. <i>Event Date: Friday to Sunday 4-6 September 2015</i>	83.87	\$35,000.00	\$ 20,000.00	This event has been running for 56 years at the showground. Redfest has received \$20,000 in sponsorship each year since 2009. This is a premier event that has a proven record of annually attracting 18,000 people over 3 days. The event is expected to provide good economic return for Redlands. Council has in past events provided in-kind assistance for this event for provision of bins, removal of waste, removal and replacement of car park bollards and grounds maintenance prior to the event. This event will be widely publicised. The benefits offered to Council in return for sponsorship funding include naming rights to the event, logo on signage, website, promotional materials, sponsor display, media exposure and display banners and 100 delegate passes and a weekend pass per Councillor.	\$20,000 in 2009-10, 2010-11, 2011-12, 2012-13 & 2013-14
S15R2-012	Red Events (QLD) Pty Ltd	<b>Relish - The Redland Good Food Festival</b>	The Festival is an inaugural event to be held at Raby Bay Harbour Marina to celebrate a demographically and culturally diverse community . It will be an appreciation of great food, fine wine and produce offered through stall holder displays. It will showcase a variety of high quality food, wine as well as entertainment along with artists and emerging performers. <i>Event Date: Sunday 4 October which is a long weekend</i>	81.66	\$30,000.00	\$ 10,000.00	This will be an inaugural event scheduled for October 2015 at Raby Bay Harbour precinct. It has potential to grow as an annual event and is run by the same group that ran the Tenneriffe festival. The event is expected to attract 10,000 people in one day. 65% Redlands local residents, 35% Brisbane residents/wider community. The event organiser has approached a large number of other sponsors as well as Council. The festival will provide good economic return and tourism exposure for the region. Event organisers are also seeking in-kind assistance to cover professional assistance on the event organising committee, use of Council equipment and assistance with traffic control. The event will be widely publicised. The benefits to Council include event naming rights, inclusion of logo in marketing, provision of a speaker, sponsor display, delegate tickets and display of Council banners.	Nil
S15R2-009	Quandamooka Yoolooburrabee Aboriginal Corporation	<b>Quandamooka Festival</b>	The Quandamooka Cultural Festival is a season of cultural celebration which will travel from North Stradbroke Island to Mud Island. Community and tourists will be engaged to celebrate cultural events including native title celebration and NAIDOC. <i>Event Date: Over 3 months from 1 July to 30 September 2015.</i>	81.10	\$20,000.00	\$ 20,000.00	The festival will be conducted over 3 months from July to September and engage many others. This is an inaugural event with potential to grow. The festival will showcase Quandamooka culture and attract a large number of tourists. Income will also flow to Quandamooka artists, performers and Elders. The event will attract significant media exposure with opportunities for tourism, particularly on North Stradbroke Island and in the lead up to the Commonwealth Games in 2018. The event organisers are also seeking in-kind assistance with marketing, communications, logo design and development of the Festival program, integration of Quandamooka/Indigenous events into Council arts and cultural programs including Council's Pacific Tides Festival during the festival. They are also requesting the customer service centre staff and other front line staff use Jandai language welcome and farewell during the festival. Assistance is also sought with provision of meeting rooms/venues for programmed activities including hosting an event for sponsor/program partners during the festival. Where culturally appropriate Council can be provided naming rights and be classed as a Foundation Sponsor. The benefits offered to Council in return for sponsorship funding are title ownership of segments of the festival, logo on signage, website, promotional materials, ticket allocation to VIP areas, sponsor display, media exposure and display banners.	\$3,500 in 2013-14 (Forum)

Sponsorship ID	APPLICANT: Organisation / Individual	Project Title	Project Description	Total Score (100%)	Amount Requested	Recommended Funding to be provided	Assessment Comments	Previous Sponsorship Funding
S15R2-019	Robot Productions Pty Ltd	Redlands Rockabilly Revival	The Redlands Rockabilly Revival will be an inaugural one day festival celebrating all the fun elements of the classic era of rock 'n' roll. The event will include live music and DJ's, hot rods, dancing, displays of local artists' works, market stalls, activities and creation of a permanent public tiki to reside in the Cleveland district. <i>Event Date: Sunday 15 November 2015.</i>	76.65	\$40,000.00	\$ 30,000.00	This is an inaugural event expected to draw a 10,000 - 12,000 crowd of vintage car enthusiasts, retro/vintage shoppers, music fans, families, general public and tourists. It is expected to attract 60% Redlands residents, 35% commuters and 5% regional visitors. This initial event will be one day with potential for a two-day event in future. It is envisaged this will be an annual signature event that draws audiences from inter-state and overseas and gains significant media coverage. The Rockabilly Revival is set to rival a similar event in Coolangatta/Tweed Heads It is expected to bring significant economic benefit and good potential to activate the Cleveland CBD. The event organisers have experience in delivering successful large scale events. Event organisers are also seeking in-kind assistance to cover traffic management, cleaning and sanitary facilities, waste management, Qld Police service costs, event permit costs and general event support. The event will be widely publicised and social media, local businesses and community groups will be engaged. The benefits offered to Council in return for sponsorship funding are event title ownership, logo on signage, website, promotional materials, sponsor display, media exposure and display banners. There may also be opportunities to create media opportunities to support tourism.	Nil
S15R2-029	Wynnum Redlands Cycling Club	WRCC Redland Cycling Festival (incl Cleveland Criterium and the Mount Cotton Kermesse)	The Redland Cycling festival comprises two main events. On the Saturday there will be criterion races through Cleveland CBD along with trade shows and BMX riding precinct and demonstrations. The Sunday event is a road race to be held at Mt Cotton Driver Training Centre. <i>Event Date: Saturday and Sunday 15-16 August 2015</i>	75.54	\$30,000.00	\$ 25,000.00	The cycling festival will operate at two locations within Redlands. This is the 8th year of the Mt Cotton Driver Training Centre event but the first year of the Cleveland CBD component. It is anticipated over 700 riders will participate. 3000 local spectators are expected to attend the CBD event and 500 spectators are expected at the Mt Cotton event. Audiences will come from the Redlands, Brisbane and interstate. The event will bring significant economic benefit for local traders, particularly restaurants, food shops and cycle shops and increased demand for accommodation. The Cleveland CBD Saturday program will also include trade shows. There is opportunity for cross-promotion with 'bike' themed events occurring in the week prior to event. There is potential to combine this event with Gatorade Triathlon to produce a full weekend of sporting events. The event will be widely publicised. Event organisers are also seeking in-kind assistance to cover road closures, temporary lighting, sound systems, temporary toilets and staff to set up plus ongoing liaison with the media. The benefits offered to Council in return for sponsorship funding are logo on signage, website, promotional materials, sponsor display, media exposure and display banners.	Nil
S15R2-003	Carmichael Entertainment Pty Ltd	Bikes and Bulls Unleashed Tour	The event combines FMX, Rodeo bull riding and fireworks blended with short positive comedy performances aimed at a wide audience spectrum. <i>Event Date: Saturday 20 June 2015</i>	59.43	\$30,000.00	\$ 30,000.00	This unique event expects 7500+ people to attend.(40% Redlands City and Southern Moreton Bay Island area, 60% Logan, Gold Coast and Brisbane areas). By incorporating both Bikes and Bulls, the event will attract a wide demographic of attendees. Already the Footy Show indicated it will broadcast Beau Ryan from the event. It has potential to engage other local community groups including the Aussie FMX youth program. This event is expected to bring significant economic return and has been attracted to the area from the Gold Coast and a similar event is held in Toowoomba. Event organisers are seeking in-kind assistance for skip bins, waste management, security fencing, venue cleaning, venue hire and porta-loos. The benefits offered to Council in return for sponsorship funding are event title ownership, logo on signage, website, promotional materials, sponsor display, 30 delegate tickets, media exposure and display banners and promotional material on security fencing in three days leading up to the event.	Nil
					\$185,000.00	\$ 135,000.00	<b>TOTAL FUNDING APPROVED</b>	