## Title:    Community Events

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**Contents:**

# 1.    Statement of Intent

The purpose of this policy is to outline the role Council will play in coordinating and participating in community events in the City of Canterbury.

## 1.1    Purpose

Each year, we provide a significant level of support to community events and festivals in the City of Canterbury.  These events promote our city, our cultural diversity, stimulate economic activity, provide both emerging and established business with opportunities to invest and grow, and also provide a platform for performers and entertainers to get a start and showcase their talents.  These events also provide an opportunity for a wide range of cultural groups to become involved in these festivals, displaying their culture, traditions and heritage.  The events are built on the values of respect, unity and peace and are designed to encourage people to visit our City, create community pride, cultural awareness, tolerance and harmony. Council organises these events in corporation with local businesses, community groups and associations, performers, vendors and sponsors.

### 1.1.1    Major Events

Currently we provide the following major events catering to audiences between 3,000 and 25,000 people:
- Australia Day Celebrations
- Campsie Food Festival
- Haldon Street Festival
- Earlwood Village Festival
- Carols in the Park

We also support community initiatives where Council is recognised as an inkind sponsor or partner of the event. Such events include: :
- Children's Festival
- Riverwood Autumn Fair

### 1.1.2    Corporate events

In addition to these larger events, we also support a range of smaller events which attract significant numbers of residents and, depending on the program, require cross-divisional support to implement, including:
- Mayoral Charity Dinner
- Youth Week
- Seniors Week
- Library events
- Financial assistant program presentation

## 1.2    Rationale

Community events are important features of the social, cultural and economic life of our community. However, the level of resources, support and organisational co-ordination required to effectively deliver an events program such as this can place significant strains on Council resources and operations.

Whilst these events are firmly established in our Community Calendar, each event varies significantly according to:

- The value of the event to the community,
- The significance of the event to achieving corporate objectives,
- The capacity and resources of partner organisations,
- The origins of the event and historical commitments to local groups, and
- The economic development potential for local business and town centres.

An objective assessment of these issues for each event is critical to ensuring we maximise our use of resources and optimise our impact to more effectively achieve our corporate goals for community events.

There is a need for a single policy or source of information that articulates this rationale for our involvement, outlines the scope and limitations of our roles in specific circumstances, and provides a benchmark against which we can measure our involvement and resource commitment to any one event.

Although from the public's point of view, our events have been an outstanding success, we must continually review and revitalise our Community Events program to:

a) Evaluate the effectiveness of the events in achieving their community objectives;
b) Determine the full costs of the events and the method of funding;
c) Establish a suitable frequency for staging the events; and
d) Ensure standards of best practice are maintained for event planning, coordination, sponsorship, communication, and community participation.

# 2.    Objectives

The objectives of this policy are to:

- Promote community harmony, and cultural and economic development;
- Maximise participation by local groups, businesses and residents.
- Promote community leadership of events;
- Encourage the involvement of community resources; and
- Ensure efficient use of council resources;
- Facilitate coordinated involvement of different divisions in community events;

# 3.    Scope

This policy applies to all members of staff and members of the community involved in community events that are supported, resourced or delivered by Council.

# 4.    Definitions

In Kind –          Term to describe products or services provided in lieu of cash in exchange for sponsorship rights

Sponsor –          An organisation or individual providing resources to Council, for use in achieving Council objectives for events, in return for specific benefits articulated in a sponsorship agreement

Sponsorship –      The provision of a monetary, material or other benefit to council, generally without direct material benefit to the sponsor

Sponsorship Agreement – Agreement signed by both parties outlining all aspects of the sponsorship, including benefits, communication and payment schedule

Independent Commission Against Corruption (ICAC) Guideline for Sponsorship Public Sector – discusses the issue of sponsorship and aims to provide some practical assistance to NSW public sector authorities in managing this issue.

# 5.    Principles

## 5.1    Determining our role

### 5.1.1    Determining our role: Support / Resource / Deliver

We will support, resource and deliver an appropriate range of festivals and events in partnership with our community, to promote community harmony, showcase our cultural diversity and encourage economic development in our city.

Our responsibilities for each event can vary ranging from statutory responsibilities for traffic control and food handling to co-ordination responsibilities with police, RTA and community groups and direct organisational responsibilities including budget control, event management, executive support, marketing and promotion.

We will participate in each festival based on the needs and resources available to the local community.  Prior to each festival we will assess local needs and resources and in partnership with our community fulfil appropriate roles to ensure the success of each event.

### 5.1.2    Determining an appropriate range of community events

Given limited resources, we need from time to time to assess our goals and support of events activities - to reach the widest cross-section of our community and ensure the benefits of our Events Program are reaching all parts of our city.  The policy will identify the range of festivals we will support each year and review our current priorities to effectively achieve our policy goals.

## 5.2 Working with the community

### 5.2.1 Community Leadership

As far as possible, it is critical that the community owns and leads the process of developing local events, to promote cost-efficiency and the commitment by local groups to our objectives. Wherever possible, we will encourage and support community organisations with the capacity to effectively deliver festivals to lead and manage events, providing minimal support in accordance with needs.

### 5.2.2 Maximising Community Resources

A key goal of our events program is to maximise community resources by promoting voluntary community involvement and seeking funding from external sources including government, private and business.

### 5.2.3 Participation

Our commitment to community development places a particular emphasis on ensuring the involvement of residents and local organisations at all stages of the development of events from management to the delivery of stalls, event activities and programs. We also welcome public involvement in festivals to ensure adequate accountability for our events program.

### 5.2.4 Community Partnerships

Partnerships with our community are an essential element of our commitment to Community Events. These partnerships occur in the planning, development and implementation stages and ensure the maximum availability of community resources. This promotes cost-efficiency and effectiveness of our events program.

## 5.3 Enhancing community life

### 5.3.1 Community Harmony

A core objective of our events program is to promote community harmony by creating positive and enjoyable experiences locally and encouraging celebrations that provide opportunities for social interaction with neighbours and the wider community of residents, business and groups. Providing community events brings our community together to celebrate historical or social achievements and builds a sense of community spirit essential to the functioning of healthy communities.

### 5.3.2 Cultural Development

Our city is one of the most culturally diverse communities in Australia. Community Events and festivals play an important role in demonstrating to the wider community the inherent beauty, richness and quality of artistic pursuits by our residents, as well as our respect for our cultural and artistic diversity. Festivals provide an opportunity to encourage cultural pursuits and provide a focus for residents engaged in cultural activities to sell their crafts and showcase their talents.

### 5.3.3    Economic Development

Community Events offer opportunities to promote economic activity in a local area, to showcase the range of services and facilities in a community and encourage income-generating activities by local artists and small business. Our Town Centres are often the focal point for our events and our public space provides excellent venues for encouraging business involvement in our community.

# 6.    Attracting Sponsors

In most circumstances, the public interest is best served by making sponsorship opportunities widely known.  Major sponsorship should be sought by calling of expressions of interest of the use of methods to ensure that requests for sponsorship are not limited only to invited sponsors.

Organisations which submit an expression of interest and those invited sponsors should be advised in writing of this policy prior to the acceptance of any benefit by council.

- Expression of interest - we will post an expression of interest on our council websites.
- Unsolicited offers - we may be approached directly by an organisation with an unsolicited sponsorship offer.
- Selecting sponsors – sponsors will be selected based on their suitability with the festival, our community, if they sponsored in previous years and Council's Code of Conduct procedures.

# 7.    Procedures

## 7.1    Events Calendar and Interdivisional Liaison

Event staff is to advise the Executive about the proposed event dates for the calendar year. On approval by the executive, event staff are to inform key representatives of Council of the Events Calendar. This will also be availbale on the Council website.

## 7.2    Events Checklist and Event Manual

An Events checklist exists which identifies the requirements in support to plan and implement major and corporate events.  This checklist is avaibale on the website and intranet.

Another tool to assist with event requirements is the Events Manual. This will provide an overview of the event and highlight every element of the event such as; entertainment program, running schedule, road closure maps, site layout map, stallholder list, stallholder maps, risk management and evacuation map, sponsors, media, volunteer duties, contacts list. A sample document is attached with this policy.

This document can be used by all stakeholders involved, council staff, contractors, event agencies that act on our behalf.  This manual should be provided to stakeholders and staff two weeks prior to the event.

## 7.3    Events Checklist

| Event site Preparation | |
|---|---|
| | Mayor's attendance confirmed |
| | Venue booked |
| | Site inspection:<br>- suppliers<br>- CW staff |
| | Notify Emergency Services of Event |
| | Confirm Emergency Services attendance |
| **Reference Committee Meeting** | |
| | Seek expressions of interest from the community |
| | Conduct Reference Cttee Meeting |
| | Distribute Minutes of meeting |
| **Traffic Management** | |
| | Develop Traffic plan & submit report |
| | Notify CW crew to work the day |
| | Confirm CW crew to work the day |
| | Provide public notification in the newspapers |
| | Electronic signage boards – booked & displayed |
| **Notifications** | |
| | Notification to businesses |
| | Notification to residents |
| | DL distribution |
| | Poster distribution |
| **Site Layout and Control** | |
| | site layout map completed |
| | Allocate Stallholders |
| | Stallholder briefing |
| | Lanyards for stalls |
| | Signage for stalls |
| **Sponsorship** | |
| | Sponsorship manual - complete |
| | Generic sponsorship letter - approved |
| | Targeted sponsorship letter - approved |
| | Meet sponsors |
| | Attend to Sponsors requirements |
| | Obtain logos from Sponsor |
| | Pick up goods & products |
| | Notify Finance of sponsors for invoicing |
| **Budget Control** | |
| | Develop a budget |
| | Monitor and maintain budget |
| **Publicity and Media** | |
| | Develop Media Plan |
| | Develop Promotional Material: DL's, posters, banners, corflute signage, flyers etc. |
| **Executive Protocol** | |
| | Event Brief |

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| | | VIP Invitations |
| | | Speech notes |
| | | MC Notes |
| | | Thank you letters |
| | **Pre –Event site Preparation** | |
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| | | Site inspection:<br>- suppliers<br>- CW staff |
| | | Notify Emergency Services of Event |
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| Executive Protocol | |
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| | Speech notes |
| | MC Notes |
| | Thank you letters |

## 8.    Responsibilities

Events staff are responsible to liaise with representatives from the following sections of council for the successful implementation and organisation of our community events:

- Corporate and Economic Development
- Governance (Risk management)
- Waste and Cleaning
- City Works involved in Traffic, Parks and/or Public Works.
- Land Use and Environmental Planning
- Community and Recreation

All sections of council are responsible to provide appropriate advice, support and resources as negotiated with the Events team to ensure that the objectives of council and our community for events are achieved.