

Strategic policy

Events Policy

Corporate Plan reference:	<p>A smart economy</p> <p><i>A prosperous, high-value economy of choice for business, investment and employment</i></p> <ul style="list-style-type: none"> - A natural, major and regional event destination <p>A strong community</p> <p><i>In all our communities, people are included, treated with respect and opportunities are available to all</i></p> <ul style="list-style-type: none"> - A shared future that embraces culture, heritage, diversity - People and places are connected - A creative identity that supports community cohesiveness, development and wellbeing
Endorsed by Council on:	27 October 2010 (OM 10/283)
Manager responsible for policy:	Manager Community Relations

Policy purpose

The purpose of this policy is to articulate the Sunshine Coast Council's (Council's) role in supporting, partnering and facilitating, and delivering events across the region, in keeping with its vision for the Sunshine Coast to be Australia's most sustainable region – vibrant, green and diverse.

This policy should be applied by Council groups when supporting, partnering and facilitating, or delivering events to ensure a transparent, accessible and consistent process across Council.

Vision

The Sunshine Coast is a stimulating, fulfilling and fun place to live and visit, where events and celebrations reflect the cultural values, diversity and lifestyle of our communities.

Policy scope

This policy applies to all events, whether public or private, held within the Sunshine Coast region that:

- require Council approval;
- are produced by Council;
- are produced, presented or promoted in partnership with Council; or
- attract Council funding and/or sponsorship.

Policy statement

Council values the richness and diversity of the Sunshine Coast. This is reflected in the hundreds of events held annually, enhancing and celebrating our lifestyle, environment and culture.

Council is a keen supporter of events and recognises the important role events play in building social capital, encouraging community participation and enhancing tourism opportunities.

Council will provide transparent and equitable processes in supporting events. All requests for support and information will be managed through a consistent process in accordance with associated strategies and guidelines.

As it is not financially practical or possible for Council to be involved in all events, Council must limit its involvement according to its fiscal capacity and corporate priorities outlined in its corporate plan.

Any Council approval and/or support for an ongoing event is not automatically guaranteed. All one-off and ongoing events will be subject to an annual assessment process against the key principles and community benefits provided in this policy.

Key principles

The following principles are essential for council in deciding which events it will support within its fiscal capacity and corporate priorities:

- stimulate the local economy through community and business partnerships and involvement;
- promote, support and encourage local entrepreneurship and innovation;
- demonstrate a commitment and sensitivity to the environment and our local communities;
- contribute to placemaking and a sense of community; and
- promote the vision of council's Corporate Plan.

In addition, council will also consider some or all of the following principles in their deliberations:

- encourage community involvement in, and the ownership of events;
- contribute to the culture of the Sunshine Coast;
- nurture local talent, businesses and community groups;
- promote the Sunshine Coast to audiences outside the region;
- increase visitation and length of stay from audiences outside the region, particularly during low visitation periods;
- demonstrate sound business principles and planning;
- respect for adjacent residents and businesses;
- demonstrate sound environmental practices to protect our natural areas; and
- minimise carbon emissions.

COMMUNITY BENEFIT

The following community benefits will also be considered when making decisions about supporting events.

Council recognises that events deliver significant social, economic, environmental and cultural benefits to our region including:

- building stronger communities by: improving connectivity and inclusion, increasing individual and community wellbeing, contributing to a sense of place, and strengthening shared community values;
- improving community and economic capacity and building social capital;
- celebrating our lifestyle, environment and culture;
- increasing commitment to sustainable practices and the promotion and protection of our natural environment; and

- contributing to a positive, vibrant image of the region.

ECONOMIC BENEFIT

Destination Sunshine Coast Limited, in partnership with council, will develop council's Major Events Strategy for the region. It is envisaged that the intent of this strategy will be to lock in major events of regional advantage that have the potential to boost local communities by bringing in business, creating jobs, attracting tourists and fuelling growth, prosperity and pride.

With a more demanding market that is constantly seeking new experiences, and much greater competition in the events sector, long-term or strategic planning is essential to ensure sustainability.

Council will identify sponsorship and leverage opportunities for events that have considered where they want to be in future years. These events are seen to have the potential to drive visitors to the area and support local business, ensuring that the region experiences the economic, cultural and social benefits of successful events.

For the purposes of this policy and associated strategies, events will be categorised as follows:

- Major Events
- Hallmark or Signature Events
- Community, Environmental or Local Events
- Civic Events
- Civic Functions
- Commercial Events

SUPPORT PROVIDED

Council provides a leadership role and support to events within the region in the following ways:

Facilitation

Council will facilitate responsible event management and delivery through:

- providing a streamlined process for seeking approval to stage events;
- promoting good practice in all aspects of event management;
- ensuring appropriate infrastructure is in place to facilitate community safety;
- monitoring and evaluating the regulation of events; and
- balancing the social, economic and environmental impact of events.

Capacity Building

Council actively builds the capacity of event organisers by providing them with:

- education and advice in event staging and management;
- information about local business products and services;
- information about how to minimise the environmental impact of their events;
- opportunities to apply for financial assistance through grant funding and sponsorships;
- information and advice about other sources of grant funding and sponsorship beyond council;
- equitable access to venues, facilities and public open space; and
- promotion for events that are aligned with council's corporate plan.

Strategic Partnerships

Council facilitates partnerships to deliver events that meet council's corporate priorities by:

- working with individuals, organisations, and local businesses to present events;
- supporting networks which encourage the sharing of information and resources;
- linking event organisers with potential partnership and funding opportunities;
- entering into sponsorship or partnership arrangements where mutually beneficial outcomes can result;
- developing start-up opportunities for new initiatives that will provide long-term benefit to the region; and
- marketing events to attract visitors to the Sunshine Coast region.

Council-Produced Events

Council may consider delivering or managing an event when:

- a significant economic development opportunity is identified;
- there is significant community expectation that council could deliver the event;
- there is a broader educational role that aligns with the corporate plan;
- there are identified gaps and needs and council is best positioned to deliver or manage the event; or
- the event has legislative or funding obligations.

Roles and responsibilities

There are many areas within Council that have a role in Events. These include;

- Customer Response Branch – for Open Space and Event permits
- Community Planning and Development Branch - for Council produced community events and support and assistance to the community in organising their events and for access to Council's grants and funding opportunities
- Economic Development Branch – for Major Events and Major Events Sponsorship
- Built Infrastructure Group – for traffic management, facilities management, rehabilitation and cleaning, waste management and signage.

Measurement of success

The Events Policy will be reviewed every three years on the date of the adoption of this policy for review and revision to ensure its continuing relevance and capacity to effectively address changes in community needs, council policy and planning.

Definitions

For the purposes of this policy, the following definition applies:

Event: a gathering of people to enjoy or observe specific presentations, rituals, ceremonies, competitions, performances or celebrations.

Related policies and legislation

Sunshine Coast Council

- Events Guideline
- Civic Functions Guideline
- Commercial Use of Community Land Policy
- Community Engagement Policy
- Community Partnerships Program Policy
- Entertainment and Hospitality Policy

- Grants Policy
- Sponsorship Policy
- Biodiversity Strategy
- Community Events and Celebrations Strategy
- Creative Communities Plan
- Economic Development Strategy
- Sport and Recreation Strategy
- Waterways and Coastal Foreshores Strategy
- All Local Laws relevant to Events

Queensland Government

- Local Government Act 2009
- Sustainable Planning Act 2009
- Land Act 1994
- Aboriginal Cultural Heritage Act 2003
- Torres Strait Islander Cultural Heritage Act 2003
- Queensland Heritage Act 1992.

Australian Government

- National Arts and Disability Strategy 2009
- The Burra Charter 1979

Version control:

Version	Reason/ Trigger	Change (Y/N)	Endorsed/ Reviewed by	Date
1.0	Created New		Council	27/10/2010
1.1	Update department names and branding	N	Corporate Governance	04/01/2017
1.2	Update organisational structure as part of Next Steps		Corporate Governance	20/02/18

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