

Community Festivals and Events Policy 2010 - 14



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| Responsible Directorate: | Community Development |
| Authorised By: | Council |
| Date of Adoption: | 2 August 2010 |
| Review Date: | 2014 |
| Revocation/Sunset Date: | |
| Policy Type: | Council |

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COMMUNITY FESTIVALS AND EVENTS POLICY 2010-14

CITY OF BOROONDARA

1. PURPOSE

The City of Boroondara recognises that community festivals and events play an important role in fostering community wellbeing and creating local identity. As a result, Council supports community festivals and events through direct funding and provision of in-kind services and strategic advice.

This policy details the eligibility criteria, nature of support Council can provide and the obligations of the recipients receiving this support.

2. SCOPE

This policy applies to all community festivals and events receiving funding through Council's Community Festivals and Events Operational Grants triennial program.

Funding opportunities for new and emerging festivals and events are available via the Community Development Annual Grants program.

3. CORPORATE FRAMEWORK

This policy supports Council's Mission and Vision by aiming to meet the following strategic objectives as detailed in the *Council Plan 2009-14*:

- Strengthening Communities:
 - Supporting Local Business;
 - Families, Children and Young People; and
 - Recreation and Culture.
- Enhancing the Environment
 - Promote Sustainability through sound environmental practice

This policy also links with the corporate objectives outlined in:

- *Our Boroondara: Our City, Our Future*:
 - Vision theme 1: Community Wellbeing
- *Boroondara Arts and Cultural Strategy 2008-13*:
 - Commitment 1: Identity and Connections



4. BACKGROUND

The Community Festivals and Events Policy 2010 is a revision of the Community Festival Policy 2004 and is linked to the Community Development Grants Policy 2008.

Community festivals are run by not-for-profit community organisations that include trader associations. As well as providing benefit to the general community, they can also be used as a powerful marketing tool for local shopping strips.

As at 2010, Council supports six community festivals, four Christmas events and one theatre show through a triennial operational funding scheme (2008-09 to 2010-11). These groups include:

Festivals:

- Ashburton Festival
- Burwood Village Festival
- Glenferrie Road Festival
- Kew Community Festival
- Maling Road Kristkindl
- Surrey Hills Music Festival (formally Surrey Hills Sustainability Expo)

Christmas events:

- Carols in Canterbury (Canterbury Council of Churches)
- Carols in the Park (North Balwyn Interchurch Council)
- Carols in Petrie Square (Kew Interchurch Council)
- Follow the Star (Burwood Uniting Church)

Theatre Show:

- Camberwell Showtime

Existing funding recipients and the general community were consulted and the feedback received informed this revised policy.

5. COUNCIL POLICY

5.1 Policy Statement

Council will support community festivals and events that reflect Council's values and priorities and aim to enrich the lives of the Boroondara community by being inclusive and accessible, promote local identity and encourage community wellbeing.

As a general rule, Council will not take on the role of producer of community festivals and Christmas events; rather it will provide financial assistance, in-kind services and strategic support to committees of management to assist them in effectively managing their own festivals and events.

Organisations are encouraged to seek funds from other sources to supplement Council grants.



5.2 Council Support

5.2.1 Financial

Festivals and events are funded under the Boroondara Community Development Grants: Community Festivals and Events Operational Grants funding stream. This is a triennial funding scheme and is indexed annually by CPI.

Applications for an operational grant are assessed based on established criteria (see section 5.3).

Funding amounts for festivals and events will be allocated with consideration to:

- the size of the festival or event (geographical and attendances);
- the program;
- the unique costs associated with the festival or event such as traffic management and infrastructure including accessible portable toilets and access ramps;
- the management model of the festival or event; and
- the festival or event's capacity to raise funds from other sources. Funding allocations will be considered in context of the level of funds raised.

5.2.2 In-kind

Council will provide the following types of in-kind support without charge:

- hire of waste and recycle bins;
- assessment of applications for road closure permits (the costs of a Traffic Management Plan and installation of all bollards/signage/resources should be included in the grant application budget presented for consideration);
- provision of parks and gardens (however, any severe damage of parks and gardens due to the negligence of the organisers may affect future grant payments);
- officer advice and assistance.

5.2.3 Training

Council will provide annual training opportunities for festival and event coordinators through the Community on Board program and specific event sessions based on:

- consultation with committees about their needs;
- identified gaps in knowledge;
- current issues and practices especially relating to access, inclusion and occupational health and safety; and/or
- changing legislation which impacts on festivals and events.

Council may choose to make training sessions compulsorily as a condition of funding.

Council's training opportunities would complement existing training provided by other agencies



5.2.4 Timing

Where possible, Council will give existing funding recipients a minimum of eight months notice of any changes to their funding status.

5.3 Eligibility Criteria

Festivals and events seeking operational funding must first satisfy all eligibility criteria outlined in the Community Development Grants Policy and Guidelines 2008.

Assessment Process

All applications are scored against the assessment criteria by Council officers. These scores are presented to the Community Grants Assessment Panel along with Council officers' recommended level of funding. The panel's final recommendations are then presented to Council for endorsement.

Assessment Criteria

Applications will be assessed on the organisation's and event's ability to satisfy the following criteria:

A. Clearly stated aims that address the Operational Festivals and Events Grant priorities (40%)

A clear link to the following grant priorities:

- i. Reflects the diversity of life in the local neighbourhood, including a broad range of community activities and groups;
- ii. Involves the general community, not just the host organisation, in planning for the festival or event;
- iii. Responds to changes in the local community over time by incorporating new and innovative aspects in programming;
- iv. Remains relevant to the needs to the community.
- v. reflects Council's vision and priorities as outlined in the Council Plan;
- vi. demonstrates best practice in providing opportunities for participation by people from all cultural backgrounds, abilities, ages and income groups;
- vii. reflects local identity by including local community groups in the planning and programming of the festival or event;
- viii. provides opportunities for local artists in the programming of the festival;
- ix. event does not replicate existing festivals or events.

B. Community support and benefit (15%)

Evidence of community support for the festival or event. How will the event benefit the broader community?



C. Develops local community partnerships (15%)

Evidence of increase access and opportunities for participation in community initiatives
Demonstrated evidence that the event organisers have successfully engaged the Boroondara community in the past.

D. Ability to manage the event and the grant (30%)

Evidence of past experience in running events at a similar scale to proposed event.
Demonstrated ability to manage budgets and funding/sponsorship agreements.

Assessment Process

1. The application period will be open for a minimum of four weeks. Committees are strongly advised to meet with Council officers before submitting their application.
2. Applications will be assessed on their merits using the above assessment criteria.
3. Committees will be contacted if further information is required.
4. Committees will be advised in writing of the outcome of their application.

5.4 New funding applications

Council recognises that from time to time new applicants will apply for Council's support. For Council to consider funding new applicants under the operational funding scheme, the festival or event must satisfy the criteria listed in section 5.3 as well as have successfully been produced at least once in the past two years. Funding would be pro rata to link in with the triennial time frames

Committees of new and emerging festivals and events can apply for funding for a pilot event through the Community Development Annual Grants program.

Council officers are available to advise committees of new and emerging festivals and events as necessary.



5.5 Obligations of funding recipients

5.5.1 Funding agreements and reporting

Community Festivals and Events Operational Grant recipients are required to enter into an annual funding agreement with Council prior to receiving their grant which outlines the organiser's level of accountability. This accountability includes, but is not limited to, compliance with Council's *Guidelines for Public Events Conducted on Council Land in the City of Boroondara* and the submission of detailed Event, Traffic and Safety plans, a Marketing and Promotions Plan, a detailed budget and show evidence of compliance in relation to relevant health or other permits and insurances prior to the event. Council officers will make available templates to assist with these requirements.

Funded organisations must report annually against set performance criteria (or as otherwise specified in their service agreement) as part of the decision-making process for continuing the grant. These reports will be reviewed by Council officers and may be provided to the Community Grants Assessment Panel on request to determine whether these organisations are eligible to apply for further operational funding.

5.5.2 Acknowledgement of funding

At a minimum, funding recipients are required to provide the following benefits to Council:

- Prominent placement of the City of Boroondara logo on all promotional material preceded by the text "Proudly supported by". The prominence of Council's logo should reflect Council's level of support (financial and in-kind) compared to other sponsors and use of the logo is to be approved by the Public Relations and Communications department.
- Verbal acknowledgement during opening/closing proceedings and as appropriate.
- Opportunity for the Mayor or ward councillor to participate in the festival or event in an official capacity.
- Provide the opportunity for Council to take up a presence at the festival or event, providing at no cost to Council.

5.6 Noncompliance

Failure to comply with the items set out in the funding agreement may result in Council-enforced cancellation of the festival or event. This may include failure to submit or adhere to safety plans.

In addition, the funding agreement may be voided if the purpose of the event alters considerably from the stated intention without prior approval from Council.



6. ACCOUNTABILITIES

The Community Festivals and Events Policy 2010 and the roll out of the Community Festivals and Events Operational Grant stream is managed by Leisure and Cultural Services. For all queries or feedback regarding this policy document, please contact the responsible officer below.

| Contact | Contact Number | Contact e-mail |
|---|----------------|-----------------------------------|
| James Buick, Cultural Facilities and Services Coordinator | 9278 4773 | james.buick@boroondara.vic.gov.au |

7. PROCEDURES

The Festival and Events Policy 2010 should inform Council's process for assessing funding applications from new and existing festivals.

8. FINANCIAL IMPLICATIONS

Council commits to funding approved festivals and events for a period of up to three consecutive years for each operational funding period. The total funding available will be determined at the beginning of the funding period by Council and is indexed in accordance with the budget parameters each year (subject to the review of the Community Development Grants Policy).

Council's 2009-10 Budget committed \$141,452 in funding for festivals and events. This budget amount reflects the second year of the current triennial funding period.

9. RELATED DOCUMENTS

- Boroondara Arts and Cultural Strategy 2008-2013
- Council Plan 2009-14
- Our Boroondara: Our City, Our Future
- Boroondara Community Development Grants Policy 2008
- Disability Access and Inclusion Policy and Action Plan 2009-2012
- Cultural Diversity Plan 2009 - 13
- Waste Minimisation and Recycling Strategy 2003-2010
- City of Boroondara Economic Development Strategy 2009-16
- Municipal Public Health and Wellbeing Plan 2009-13
- Guidelines for Public Events Conducted on Council Land in the City of Boroondara



10. DEFINITIONS

For the purpose of this policy, the following definitions will apply:

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|-------------------------------------|---|
| Council | Indicates reference to the City of Boroondara as a geographical area and also refers to the statutory authority that has the power to make decisions on behalf of the Boroondara community. |
| Event / Festival | Any organised activity, celebration, etc. for members of the general public or a particular group that recurs at regular intervals, often in the one place. A festival is an event which is categorised by the presence of a large program of activities, sub events and/or entertainment. |
| Community Festival | A festival run by the community for the community, which may be geographical and/or reflect a shared interest (eg. an arts festival). |
| Community Development Grants | The Community Development Grants Program supports community organisations and projects which meet the social, cultural, economic, recreational and environmental needs of Boroondara residents. There are operational and annual grant schemes within the program. |
| Operational Grants | Operational Grants are available to not-for-profit incorporated organisations under the Community Development Grants program. Funding is normally provided for up to three years to support community organisations in the delivery of specific community services. The Community Festivals and Events Operational Grants stream is one category of operational funding provided by the program. |
| Annual Grants | Annual Grants are available to not-for-profit community organisations under the Community Development Grants program. These grants are allocated annually for time-limited projects which strengthen community by encouraging participation in community life, addressing community needs, promoting environmental sustainability and awareness, facilitating social inclusion and improving the health and wellbeing of residents. |
| Festival/event producer | An organisation, group or individual with the lead role in the production of a festival or event. |
| In-kind support | Refers to services which Council supplies at no cost to the festival or event. Examples include waste management services and officer support. |