

POLICY NO: 3.10.8

FESTIVALS

OBJECTIVE

To provide guidelines for Festivals in the City of Vincent to celebrate the vibrant communities as well as promote the economic and socio-cultural wellbeing of the community.

To provide guidelines for:

- application process;
- eligibility criteria;
- equitable allocation of funding and in kind support from the City; and
- obligations of the recipients receiving this support.

POLICY STATEMENT

PURPOSE

1. The City of Vincent recognises that festivals and events play an important role in fostering community wellbeing and creating local identity. As a result, the Council may support festivals and events through direct funding and/or provision of “in-kind” services, support and advice.
2. The City of Vincent may support festivals in the City in the circumstances where:
 - 2.1 economic, cultural and social benefits are provided for the community; and
 - 2.2 the assessment considerations as listed in these Policy Guidelines are met.
3. In recognition that festivals can play an important role in fostering community spirit and well being, as well as raising funds for community based organisations, the City will assess requests for support for a festival and determine the level of support to be provided as part of an annual programme.
4. The level of support will be determined based on:
 - the value to the Vincent community in terms of economic, cultural and social benefits;
 - the competition for support from other festivals;
 - the level of support for previous festivals in the location or organised by the same organisation; and
 - other demands on the City’s annual budget

5. The City will support a festival by organising the festival, by providing direct financial support or by providing 'in-kind' support.
6. The City will only provide financial support to "not for profit" organisations and will not provide financial support for private money making ventures.
7. Support will only be provided for festivals held within the City.
8. The City will not support festivals that charge more than a token entry fee.
9. Any financial support which is provided must be acquitted, in accordance with the Policy Guidelines.
10. The Council will consider providing direct financial assistance and "in-kind" support through an annual program, subject to agreed criteria being addressed, as specified in this Policy and Guidelines.

This Policy is to be read in conjunction with Policy No. 1.1.5 'Donations, Sponsorship and Waiving of Fees' and Policy No. 3.8.3 'Concerts and Events'.

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| Date Adopted: | 30 August 2011 |
| Date Amended: | 11 March 2014 |
| Date Reviewed: | 11 March 2014 |
| Date of Next Review: | February 2019 |

GUIDELINES AND POLICY PROCEDURES FOR FESTIVALS POLICY NO. 3.10.8

DEFINITIONS

“festival” means an organised event that celebrates unique aspects of the community, providing a programme of cultural and social activities for patrons to enjoy. A festival event is an occasion for celebration and may provide community and economic benefits through celebration and a general atmosphere of fun.

For funding purposes, a festival can be categorised as follows:

“small/local/community fair” means an event organised for the community is aimed to meet the needs of a small community and/or specific locality and where the expected patronage is not expected to exceed 5,000 persons (e.g. an arts festival).

“large street or regional festival” means an organised event that is aimed to meet the needs of an Activity (Town) Centre, large street or where large attendances of more than 20,000 persons are expected from the City of Vincent and also the metropolitan area (e.g. Angove Street, William Street, Hyde Park Community Festival).

“incorporated association” means an association or group incorporated under the *Associations Incorporation Act 1987*.

“non-profit” organisation (also known as “not-for-profit” organisation) means an organisation, group or incorporated association which is not operated for the profit or gain of its individual member, but exists for charitable or educational purposes.

1. FESTIVALS

1.1 Support for Festivals

- 1.1.1 Funding and support will only be provided for a festival held within the City of Vincent.
- 1.1.2 Funding assistance may only be provided to *“not-for-profit”* organisations that are incorporated and not be for the purpose of raising funds. Events that assist in raising funds for a direct community benefit however may be considered.
- 1.1.3 Funding will be subject to budget allocations being available in the respective financial year.
- 1.1.4 The City of Vincent will support festivals that demonstrate some form of community benefit. The benefits can be economic, cultural or social that has a positive impact on the community.
- 1.1.5 Festivals may be organised on a small scale such as small community fairs up to large scale street events.

1.2 City Organised Festivals

As determined by the Council, the City's Administration may plan and organise festivals in each financial year according to the requirements of the community and willingness of local businesses to be involved and participate in the festivals. Active participation includes financial and/or "in-kind" contributions towards the festival by businesses in the location.

1.3 Externally Organised Festivals

- 1.3.1 Requests for funding of festivals will initially be considered by the City's Community Development Section and an internal selection group prior to being reported to the Council.
- 1.3.2 An amount as determined by Council, may be available for a festival that is organised by an external organisation if it meets the requirements of the Guiding Principles and Criteria outlined in this Policy.
- 1.3.3 The City's Community Development Section will make a recommendation to the Council, where funding of greater than \$5,000 is requested.

2. ELIGIBILITY

2.1 Eligible Items

Funding may be provided for the following:

- 2.1.1 Traffic management.
- 2.1.2 Toilet Hire.
- 2.1.3 Staging and PA.
- 2.1.4 Performers.
- 2.1.5 Shade Structures.
- 2.1.6 Publicity and promotion.

2.2 Ineligible Items

Funding will not be available for:

- 2.2.1 Festivals/projects that fall within the criteria of other grant programmes offered by the City (e.g. School events which are covered under Policy No. 3.10.5).
- 2.2.2 Festivals that commence before approvals are approved by the City.
- 2.2.3 Capital equipment purchases.
- 2.2.4 Ongoing/recurrent staff salaries.

- 2.2.5 Consultant/staff fees.
- 2.2.6 More than one request in any financial year.
- 2.2.7 Government agencies.
- 2.2.9 Profiteering activities.

2.3 “In-Kind” Support Provided by the City of Vincent

The City may provide the following types of “in-kind” support without charge:

- 2.3.1 Hire of waste and recycle bins.
- 2.3.2 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).
- 2.3.3 Provision of parks and reserves (however, any severe damage of parks and reserves due to the negligence of the organisers may result in payment for the repair of the damage and may also affect future grant payments).
- 2.3.4 Officer advice and assistance with information.

3. FESTIVAL ASSESSMENT

3.1 The level of support provided for a festival will take the following into consideration;

- 3.1.1 Demonstrated benefits to the Vincent community.
- 3.1.2 Demonstrated support from the Vincent community.
- 3.1.3 Organisation capacity to organise and/or a proven track record of experience, skills and knowledge of organising similar festivals.
- 3.1.4 External funding support from agencies such as Lotteries, Healthway, Department of Culture and the Arts and other sponsors.
- 3.1.5 The proposed festival will be accessible to the community and provide opportunities for increased participation.
- 3.1.6 The level of staffing and support required for the event.
- 3.1.7 Whether the City has provided funding to the festivals in previous years and if so, if the Festival has as a result attracted funding from other sources (for example, local businesses, corporate sponsorship) that may provide for future self sufficiency or decreased dependence on the City for funding to run.

3.2 Information required

Applications must provide:

- 3.2.1 details of the organisation applying for support, outlining their ability to hold the event.
- 3.2.2 details of the event, the date, location, and type of activities.
- 3.2.3 a festival budget, including festival fees and charges, together with the applicant's expectations.
- 3.2.4 provide details on the extent of other external funding and assistance being sought, including in-kind support.
- 3.2.5 Information on the financial/credit history of the applicant and any other relevant financial arrangements.
- 3.2.6 evidence that the required public liability insurance can be arranged for the festival.
- 3.2.7 a completed City of Vincent Event Application Form.

4. APPLICATION TIMEFRAME AND APPROVAL PROCESS

- 4.1 The City will advertise applications for forthcoming festivals at least six (6) months prior to the adoption of the Annual Budget, in accordance with the following:

Dates and Approval Process Action:

| Dates | Action |
|--------------------|--|
| January – February | Advertise for Festival Applications and send out information to interested persons/groups. |
| February | Formal Applications close off on the last Friday in February. |
| March | Applications reviewed by the City's Administration. |
| April | Recommendations presented to the Council for consideration and determination. |
| July | Budget adopted. Applicants notified in writing of the Council's decision. |

- 4.2 The Council's financial support for a festival will be specified in the City's Budget, on an annual basis. As soon as is practicable after the adoption of the Annual Budget, the City's Administration will submit a report to the Council to determine the forthcoming Annual Festival Programme.
- 4.3 Prior to the Council determining its support for a Large or Regional festival, it shall take into consideration the recommendation of the City's Business Liaison and Economic Development Advisory Group when determining whether to support a festival and the extent of any funding/support.

5. FUNDING AGREEMENT

- 5.1 Organisations seeking funds through this program must be prepared to sign a Funding Agreement in the event that their application is successful.
- 5.2 The Funding Agreement will stipulate the following standard conditions for sponsorship which include, but is not limited to;
 - 5.2.1 The festival will comply with the requirements as stipulated in the policy;
 - 5.2.2 The sponsorship funds should be expended in keeping with ethical conduct and practices;
 - 5.2.3 The City of Vincent must be acknowledged in associated publicity and promotional material with the City's Logo displayed appropriately;
 - 5.2.4 Festival organisers must liaise with relevant City Officers before proceeding to use the City's Logo or material;
 - 5.2.5 A City Officer shall be invited to attend regular meetings with the organisers as part of the festival planning and organisation process;
 - 5.2.6 Upon completion of the sponsored festival, a report outlining the outcomes of the festival, publicity/promotion and a full budget for the event must be submitted to the City no more than sixty (60) days after the festival;
 - 5.2.7 The festival organisers must obtain and hold current a policy of insurance for Public Liability for an amount of not less than \$10,000,000 (ten million dollars) for any one festival. A copy of the current certificate is to be provided to the City at least ten (10) working days before the commencement of the festival; and
 - 5.2.8 The festival organisers must indemnify the City against any claims, damages, writs, summonses or other legal proceedings and any associated costs, expenses, losses or other liabilities as a result of loss of life, personal injury or damage to property arising from an occurrence in or connected with the sponsored festival, regardless of the cause.

6. CITY OF VINCENT RESPONSIBILITIES

On Council deciding to providing funding support to an externally organised festivals, the City of Vincent will undertake a cooperative approach with the Festival organisers, including:

- 6.1 Provide a comprehensive, user friendly checklist, which outlines ALL required City of Vincent approvals and times lines for operational matters, including:
 - noise;
 - food;
 - traffic management;
 - logistic management issues, as well as any other matters which may require Council consideration; and
- 6.2 Establish a Working Party with Festival organisers (if required), to ensure regular communication between the parties regarding the organisation of the Festival.

7. FUNDING ACQUITTAL, ACCOUNTABILITY REQUIREMENTS AND RECOGNITION OF THE CITY.

Acquittal of funds and recognition of the City will be required in the prescribed format as prescribed in **Policy 3.10.5 'Donations, Sponsorship and Waiving of Fees'**.

8. NON COMPLIANCE

- 8.1 Failure to comply with the items set out in this Policy and the Funding Agreement may result in Council enforced cancellation of the festival.
- 8.2 In addition, the funding agreement may be voided if the purpose of the festival alters significantly from the stated intention without prior approval from the City.