

8.6 Events Assistance - Late Applications for Period 1, 2021-2022

REPORT BY THE MANAGER ECONOMIC DEVELOPMENT
TO 21 JULY 2021 ORDINARY MEETING
GOV400088, ECO800009

RECOMMENDATION

That Council:

1. **receive the report by the Manager Economic Development on the Events Assistance - Late Applications for Period 1, 2021-2022;**
2. **provide in-kind Events Assistance to NSW Combined Independent Schools of \$2,500 to host the NSW PSSA Boys Rugby Union Championships; and**
3. **provide in-kind and cash Events Assistance to Gulgong Polocrosse of \$1,000 per annum to host the Gulgong Polocrosse Carnival in 2021, 2022 and 2023.**

Executive summary

This report considers two late applications for Events Assistance under Council's Events Assistance Policy. It relates to period 1 of 2021/22, between 1 July and 30 Decemeber 2022. The first application is in regard to waiving field hire costs of Glen Willow Regional Sports Complex to host the NSW PSSA Boys Rugby Union Championships.

The second application is in regard to waiving bin hire costs and providing cash assistance towards hosting the Gulgong Polocrosse Carnival for 2021, 2022 and 2023.

Disclosure of Interest

Nil

Detailed report

Council's Events Assistance Program is designed to assist local community events that benefit the local economy and attract visitors to the Region.

A maximum of \$2,500 per event per year is recommended. Under this program, the highest priority should be for events which:

- Attract the largest number of visitors to the Region; and
- Extend the duration of visitation to the Region (i.e. occur over a number of days).

A summary of requests and scoring and the full applications can be found in the attachments.

NSWPSSA Boys Rugby Union Championships

The NSWPSSA Boys Rugby Union Championships, held from 17 August to 19 August 2021, involves 13 Primary School Association Teams from across Metropolitan and Country NSW.

The Teams will play in a Tournament conducted across 3 days in a round robin pool format followed by cross-overs, into Finals. The elite players from this Championship will be named as part of a NSW Merit Team.

The event will include 300 players, along with their families, staying for a minimum of 3-nights in the traditionally quiet period of August. The cost of field and amenity hire is \$6,638. If Council wishes to support the event, the recommended amount of funding based on the scoring scale is \$2,500 of in-kind support.

Gulgong Polocross Carnival

The Gulgong Polocrosse Carnival is a competition horse sport played across all grades A to E in Open, Women's, Junior (under 16) and Sub Junior (under 12) divisions.

It is held in conjunction with a specific family competition where by the entire team is of some relation, with the highlight being the three generation competition where teams have a player from three generations playing together. There are 350 expected attendees in the event. Event organisers have requested multiyear funding for 2021, 2022 and 2023 of \$1,986 in Events Assistance, including \$486 of in-kind assistance towards waste hire and \$1,500 towards prizes for the event.

If Council wishes to support the event, the recommended amount of funding based on the scoring scale is \$1,000 of in-kind and cash support for 2021, 2022, 2023.

The Events Assistance scoring system below was used to score applications against set criteria.

LOCAL COMMUNITY/VOLUNTEER PARTICIPATION IN EVENT

SCORE	DEFINITIVE ANSWERS	VALUE JUDGEMENT
0	Unsatisfactory	No or limited local community/volunteer participation or impact (<500 residents)
1	Poor	Community/volunteer participation or local benefits impacting (500 to 1,000 residents)
2	Satisfactory	Community/volunteer participation or local benefits impacting between (1,000 to 2,000 residents)
3	Good	Direct community/volunteer involvement or local benefits impacting (>2,000 residents)

CAPACITY TO ENSURE EVENT CONTINUES AND DEVELOPS IN THE FUTURE

SCORE	DEFINITIVE ANSWERS	VALUE JUDGEMENT
0	Unsatisfactory	First time event being held, no plans outlined in application, unclear capacity to deliver event
1	Poor	Limited event history (year one), limited plans outlined in application
2	Satisfactory	Event is at least two years old, appropriate planning
3	Good	Well-established event with detailed planning for the future outlined

ECONOMIC ACTIVITY GENERATED FROM EVENT

SCORE	DEFINITIVE ANSWERS	VALUE JUDGEMENT
0	\$0-\$25K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
2	\$25K-\$50K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
4	\$50K-\$100K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
6	\$100K-\$150K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
8	\$150k-\$200K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
10	\$200K-\$250K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
12	\$250K-\$300K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
14	\$300K+	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)

ADDITIONAL POINTS IN-KIND REQUESTS

SCORE	VALUE JUDGEMENT
10	All events requesting 100% in-kind assistance receive 10 bonus points. Noting only up to cost of in-kind services will be funded

Community Plan implications

Theme	Building a Strong Local Economy
Goal	An attractive business and economic environment
Strategy	Promote the Region as a great place to live, work, invest and visit

Strategic implications

Council Strategies

Applications for Events Assistance are required to have clear linkages to the Community Plan Towards 2030 outcomes. This includes promoting the region as a great place to live, work, invest and visit. By supporting events that provide opportunities for local and visitor attendance, this increases visitation to the region and provides social and economic benefits to the region.

Council Policies

Events Assistance Policy – applicants are required to meet the eligibility criteria of the policy including attracting visitors the region.

Legislation

The Local Government Act 1993, Section 356, states: (1) a council may, in accordance with a resolution of the council, contribute money or otherwise grant financial assistance to persons for the purpose of exercising its functions

Financial implications

Funding of \$45,000 was budgeted for the 2021/22 year for Events Assistance. Based on the scoring system above, the recommendation of staff is to provide \$3,500 in Events Assistance.

\$28,556 has been allocated to previous event applications for this period.

A budget of \$12,944 remains under the Events Assistance program for 2021/22.

Associated Risks

It is important for Council to provide support to these types of planned events in order to help encourage visitors back to the Region and help stimulate the tourism economy following the recent challenging times of the COVID-19 pandemic. If Council does not support events such as these, there is a risk that they may not go ahead in the future or that they are held at another location and therefore, there is the potential of further lost economic benefits to the Mid-Western Region.

There is also a risk that an applicant provides false or fraudulent information in order to benefit from the program. This risk is minimised by the clear and transparent policy, process for approval, and feedback requirements of the program.

ALINA AZAR
MANAGER ECONOMIC DEVELOPMENT

JULIE ROBERTSON
DIRECTOR DEVELOPMENT

25 June 2021

Attachments: 1. Event Assistance Applications.
2. Summary of Events Assistance Applications.

APPROVED FOR SUBMISSION:

BRAD CAM
GENERAL MANAGER

Events Assistance Funding Application 2021 / 2022

#13

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, June 16, 2021 6:44:48 PM
Last Modified: Wednesday, June 16, 2021 10:19:46 PM
Time Spent: 03:34:57
IP Address: 203.40.144.44

Page 2: CONTACT DETAILS

Q1

Period 1 - Events held between July 1 2021 - Dec 31 2021

Which period of Events Assistance are you applying for?

Q2

Please enter your contact details below:

Name: Chris Ohlback
Organisation: NSW Combined Independent Schools
Address: Wotso Building, 5 George Street
Suburb: North Strathfield
State: NSW
Post Code: 2137
Email Address: [REDACTED]
Phone Number: [REDACTED]

Q3

Bank Details for cash component of grant

Account Name: NSW CISSC
BSB: 082057
Account Number: 882551241

Q4

Which of the below apply to your organisation?

Are you registered for GST? **Yes**
Is your organisation incorporated? **Yes**
Is your organisation not-for-profit? **Yes**

Events Assistance Funding Application 2021 / 2022

Q5

Events MUST have insurance current at time of the event, to be eligible to receive funding. Please upload a copy of your current Certificate of Currency. If this will expire before your event date, an updated version will be required before funding is released.

2021 Certificate of Currency.pdf (104.2KB)

Q6

Respondent skipped this question

Please upload high resolution images in relation to your event (Maximum file size 16MB)

Q7

Please provide website details and social media handles

Website: <https://app.education.nsw.gov.au/sport/NSWPSSA>

Facebook Page: <https://www.facebook.com/nswpssa/>

Other: <https://www.facebook.com/nswcis/>

Page 3: EVENT INFORMATION

Q8

Name of event:

NSWPSSA Boys Rugby Championships

Q9

Date / Time

17/08/2021 09:00

What is the event start date?

Q10

Number of days event is held:

Three (3)

Q11

Event location:

Glen Willow Regional Sports Stadium

Q12

Yes

Is the event being held on Council land or venue?

Page 4

Events Assistance Funding Application 2021 / 2022

Q13 **Yes**

Has a booking form been completed or a request to book been made?

Q14 **Yes**

Does the booking relate to Glen Willow?

Page 5

Q15 **Main stadium (inclusive of all facilities),
Field 2**

Please select all areas of the facility you wish to use in your booking?

Q16 **Respondent skipped this question**

What year was the event established?

Q17 **Annual**

How often is the event held?

Q18 **Yes,**
If yes, please list year(s) of funding and amount(s) received::
I think this Event has received Funding before, however not sure when this may have been.

Q19 **No**

Do you wish to apply for multi-year funding?

Page 6

Q20 **Respondent skipped this question**

Please select the years you are applying for funding for -

Q21

Event description:

The NSWPSA Boys Rugby Union Championships involves 13 Primary School Association Teams from across Metropolitan and Country NSW.

The Teams will play in a Tournament conducted across 3 days in a round robin pool format followed by cross-overs, into Finals.

The elite players from this Championship will be named as part of a NSW Merit Team.

Events Assistance Funding Application 2021 / 2022

Q22

Event aims and objectives:

The Event is the states pinnacle primary school boys rugby event. It provides an opportunity for the best primary boys rugby students to compete against one another in a Championship format.

It enables the students to not only compete against each other, but also make lifelong friendships and memories.

Th event also enables the sport to be taken to regional areas and showcase parts of NSW which otherwise may not be visited by those competing in this Championship.

Q23

Desired outcomes of event:

The desired outcomes of the event are as follows:

- * Provide a successful Representative School Pathway for those Primary Students who participate in Rugby Union;
- * Help inject some Tourism dollars into Mudgee through accommodation and hospitality;
- * Help promote the sport of Rugby Union and the town of Mudgee;

Q24

Less than 500 residents

Local Community members or Volunteers participating in the event

Q25

Number of visitors to the region for this event?

Overnight visitors

300 - Adults & Children (minimum 3 night stay)

Q26

Ticket sales / Entries

What methods do you use to collect data on attendance and visitor numbers?

Q27

How do you plan to promote or market the event?

Social media,
Print advertising ,
Other (please specify):
Schod Newsletters/Publications

Events Assistance Funding Application 2021 / 2022

Q28

Please provide details of your event income:

Events Assistance Funding Requested:	\$1000 - \$2000
Expected Sales Revenue (including entry/ticket sales):	\$0.00
Contribution from your Organisation/Club:	\$0.00
Sponsorship:	\$0.00
Stallholder Fees:	\$0.00
Other Grant funding received:	\$0.00
Other 1:	Player Levy's - Amount unknown
Total Income:	Cost Neutral

Q29

Please provide details of your event expenditure:

Marketing:	\$0.00
Venue Hire:	To Be Confirmed
Event Infrastructure:	To Be Confirmed
Waste Management:	\$0,00
Traffic Control:	\$0.00
Staff Costs:	Flights, Accommodation and Meals - To Be Confirmed
Other 1:	Championship Dinner - \$3500.00
Other 2:	First Aid - \$1200,00
Other 3:	Match Officials - To Be Confirmed

Q30

Total Surplus/Deficit:

\$ Cost Neutral

Q31

If positive or surplus budget, please provide further details/explanation what this surplus will be used for:

If there is a surplus (not expected) then it will be used to off-set other costs within the sport of Primary Rugby for the following season.

Q32

How do you plan to ensure the event will be sustainable in the future and not reliant on Council funding?

The Event has always been user pays, with the selected Students charged a Levy to off-set the costs of the Championships and this will continue moving forward

Events Assistance Funding Application 2021 / 2022

Q33

Please provide details of IN-KIND support requested AND value of support (dollar amounts): All events requesting 100% in-kind assistance receive 10 bonus points. Towards scoring of application(e.g. Council venue hire fee, preparation of Traffic Control Plan, Traffic Control Personnel, Waste Management). Refer to Council's Fees and Charges (click here) for amounts.

Venue Hire Fee	100%
Total:	100%

Q34

Please provide details of CASH support requested AND dollar amounts:For any cash funding received, copies of invoices may be required as evidence along with an invoice.

Total:	0%
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Page 9: AUTHORISATION OF APPLICANT

Q35

Authorisation of Applicant:

Name:	Chris Ohlback
Position	Acting Chief Executive Officer
Date:	16th June 2021

Q36

I confirm:

that the information contained in the application form and within the attachments are true and correct.

,

that this application has been submitted with the full knowledge and support of the applicant.

,

a copy of the event COVIDSafe plan will be provided before funding is received

,

a copy of current insurance in relation to the event date, will be provided before funding is received

Events Assistance Funding Application 2021 / 2022

#14

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Friday, June 25, 2021 10:30:02 AM
Last Modified: Friday, June 25, 2021 11:21:55 AM
Time Spent: 00:51:53
IP Address: 144.139.169.39

Page 2: CONTACT DETAILS

Q1

Period 1 - Events held between July 1 2021 - Dec 31 2021

Which period of Events Assistance are you applying for?

Q2

Please enter your contact details below:

Name: **Skye Anderson**
Organisation: **Gulgong Polocrosse Club**
Address: **Barneys Reef Road**
Suburb: **Gulgong**
State: **NSW**
Post Code: **2852**
Email Address: **[REDACTED]**
Phone Number: **[REDACTED]**

Q3

Bank Details for cash component of grant

Account Name: **Gulgong Polocrosse**
BSB: **062549**
Account Number: **00901008**

Q4

Which of the below apply to your organisation?

Are you registered for GST? **No**
Is your organisation incorporated? **No**
Is your organisation not-for-profit? **Yes**

Q5

Events MUST have insurance current at time of the event, to be eligible to receive funding. Please upload a copy of your current Certificate of Currency. If this will expire before your event date, an updated version will be required before funding is released.

20-21 Certificate of Currency.pdf (74.6KB)

Q6

Respondent skipped this question

Please upload high resolution images in relation to your event (Maximum file size 16MB)

Q7

Please provide website details and social media handles

Facebook Page:

Gulgong Polocrosse Club

Page 3: EVENT INFORMATION

Q8

Name of event:

Gulgong Polocrosse Carnival

Q9

Date / Time

21/08/2021 08:00

What is the event start date?

Q10

Number of days event is held:

2

Q11

Event location:

Polocrosse/Pony Club Grounds Barneys Reef Road Gulgong

Q12

No

Is the event being held on Council land or venue?

Page 4

Q13

Respondent skipped this question

Has a booking form been completed or a request to book been made?

Events Assistance Funding Application 2021 / 2022

Q14

Respondent skipped this question

Does the booking relate to Glen Willow?

Page 5

Q15

Respondent skipped this question

Please select all areas of the facility you wish to use in your booking?

Q16

Date

01/01/1972

What year was the event established?

Q17

Annual

How often is the event held?

Q18

Yes,

Has your event previously received funding from Council?

If yes, please list year(s) of funding and amount(s) received::

2019 \$600 cash and Waste Management in Kind

Q19

Yes

Do you wish to apply for multi-year funding?

Page 6

Q20

2021,

Please select the years you are applying for funding for -

2022,

2023

Q21

Event description:

Competition horse sport played across all grades A to E in Open, Women's, Junior(under 16) Sub Junior(under 12) divisions. Held in conjunction with a specific family competition where by the entire team is of some relation, with the highlight being the three generation competition where teams have a player from three generations playing together, with the inaugural competition held in 2019 being a great success unfortunately unable to run in 2020 per COVID restrictions we are planning this to be an ongoing draw3 card to our competition as it is the only one of its kind in Australia at the moment.

Q22

Event aims and objectives:

To provide a family friendly horse event that focuses on promoting junior and women's polocrosse development by providing a safe competition with modified rules though our 'Family Fun' division.

Events Assistance Funding Application 2021 / 2022

Q23

Desired outcomes of event:

Provide a social event that is family friendly and promotes physical activity through sport.

Q24

Less than 500 residents

Local Community members or Volunteers participating in the event

Q25

Number of visitors to the region for this event?

Single day visitors	50+/-
Overnight visitors	300+/-

Q26

What methods do you use to collect data on attendance and visitor numbers?

Other (please specify):
Team Entries and Covid Check in

Q27

How do you plan to promote or market the event?

Social media,
Print advertising ,
Radio Advertising

Page 7: PROJECT BUDGET AND FINANCIAL DETAILS

Q28

Please provide details of your event income:

Events Assistance Funding Requested:	\$2000
Expected Sales Revenue (including entry/ticket sales):	\$ 1500
Contribution from your Organisation/Club:	\$2000
Sponsorship:	\$1500

Events Assistance Funding Application 2021 / 2022

Q29

Please provide details of your event expenditure:

Marketing:	Free social Media and Supported by NSW polocrosse
Venue Hire:	Crown Lands - no \$ value
Event Infrastructure:	Portable Toilets \$2000
Waste Management:	Approx \$400
Traffic Control:	Nil
Staff Costs:	Volunteer
Other 1:	Competition Prizes \$3000

Q30

Total Surplus/Deficit:

\$	+/--\$1000 surplus on average from our carnival (dependant on number of teams attending)
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Q31

If positive or surplus budget, please provide further details/explanation what this surplus will be used for:

Usually any surplus is retained in the club for running of the following years carnival, we also use these funds for ground and player development through provision of coaching and maintenance activities.

Q32

How do you plan to ensure the event will be sustainable in the future and not reliant on Council funding?

We are constantly chasing funding through grants programs and have completed some major developments to our grounds using this funding, our club also attended fundraisers to assist with ensuring that we have adequate funding to run our annual carnival as well as shares our home ground with other users to assist with further developments.

Page 8: FUNDING REQUESTED - MUST NOT EXCEED \$2,500

Q33

Please provide details of IN-KIND support requested AND value of support (dollar amounts): All events requesting 100% in-kind assistance receive 10 bonus points. Towards scoring of application(e.g. Council venue hire fee, preparation of Traffic Control Plan, Traffic Control Personnel, Waste Management). Refer to Council's Fees and Charges (click here) for amounts.

Waste Management	Unable to open fees and charges have previously had 15 Bins delivered and disposed of which was of great help.
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Q34

Please provide details of CASH support requested AND dollar amounts: For any cash funding received, copies of invoices may be required as evidence along with an invoice.

Prizes **\$1500**

Page 9: AUTHORISATION OF APPLICANT

Q35

Authorisation of Applicant:

Name: **Skye**
Position **Anderson**
Date: **25/6/2021**

Q36

I confirm:

that the information contained in the application form and within the attachments are true and correct.

,

that this application has been submitted with the full knowledge and support of the applicant.

,

a copy of the event COVIDSafe plan will be provided before funding is received

,

a copy of current insurance in relation to the event date, will be provided before funding is received

Summary of Events Assistance Applications

Organisation	Event Start Date	Description	Requested Amount Cash	Requested Amount In kind	Request for Multi-Year Funding	Local Community /Volunteer Participation	Capacity to ensure event continues and develops in the future	Economic Activity Generated from event	Bonus Points	Total Score
NSWPSSA Rugby Championships	17.08.21	The NSWPSSA Boys Rugby Union Championships involves 13 Primary School Association Teams from across Metropolitan and Country NSW. The Teams will play in a Tournament conducted across 3 days in a round robin pool format followed by cross overs, into Finals. The elite players from this Championship will be named as part of a NSW Merit Team. Events Assistance Funding Requested In kind hire fees.		\$1000 - \$2000	No	1	3	6	10	20
Gulgong Polocrosse Club	21.08.21	Competition horse sport played across all grades A to E in Open, Women's, Junior (under 16) Sub Junior (under 12) divisions. Held in conjunction with a specific family competition where by the entire team is of some relation, with the highlight being the three generation competition where teams have a player from three generations playing together, with the inaugural competition held in 2019 being a great success unfortunately unable to run in 2020 per COVID restrictions we are planning this to be an ongoing draw3 card to our competition as it is the only one of its kind in Australia at the moment.	\$1,500	\$479.00	Yes	1	2	6	0	9