

8.5 Events Assistance Application

REPORT BY THE MANAGER ECONOMIC DEVELOPMENT
TO 13 DECEMBER 2023 ORDINARY MEETING
GOV400103, ECO800009

RECOMMENDATION

That Council:

1. receive the report by the Manager Economic Development on the Events Assistance Application; and
2. provide Events Assistance to the below applicant (includes in-kind amount only) for Period 1, July – December 2023:
 - Rylstone Kandos and District Dog Club Inc. \$625

Executive summary

This report considers applications for Events Assistance under Council's *Events Assistance Policy*. It relates to an event held between 1 July and 31 December 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 \$3,000 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 the request received, and recommendations can be found in Attachment 1. Full application for the event can be found in Attachment 2.

2023 Championship Dog Show

The 2023 Championship Dog Show was held 22-23 July 2023 at the Rylstone Showground. The event had an attendance of 250 attendees (both local and visiting). \$625 of in-kind support is requested to cover the cost of bins and waste removal. It is recommended that if Council wishes to support this event the recommended amount of funding based on the scoring scale is \$625.

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

LOCAL COMMUNITY/VOLUNTEER PARTICIPATION IN EVENT

SCORE	DEFINITIVE	VALUE JUDGEMENT
-------	------------	-----------------

ANSWERS

0	Unsatisfactory	No or limited local community/volunteer participation or impact (<100 residents)
1	Poor	Community/volunteer participation or local benefits impacting (100 to 500 residents)
2	Satisfactory	Community/volunteer participation or local benefits impacting between (500 to 1,000 residents)
3	Good	Direct community/volunteer involvement or local benefits impacting (>1,000 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 \$657 (if multi-day event) or \$104 (if single day)
2	\$25K-\$50K	Number of visitors to the region x \$657 (if multi-day event) or \$104 (if single day)
4	\$50K-\$100K	Number of visitors to the region x \$657 (if multi-day event) or \$104 (if single day)
6	\$100K-\$150K	Number of visitors to the region x \$657 (if multi-day event) or \$104 (if single day)
8	\$150k-\$200K	Number of visitors to the region x \$657 (if multi-day event) or \$104 (if single day)
10	\$200K-\$250K	Number of visitors to the region x \$657 (if multi-day event) or \$104 (if single day)
12	\$250K-\$300K	Number of visitors to the region x \$657 (if multi-day event) or \$104 (if single day)
14	\$300K+	Number of visitors to the region x \$657 (if multi-day event) or \$104 (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

Attachment 1 and 2 outline the requests and recommendations for funding.

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 2040 outcomes. This includes promoting the region as a great place to live, work, invest and visit. Supporting events that provide opportunities for local and visitor attendance 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 to 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 \$50,000 is proposed in the 2023/24 Operational Plan for Events Assistance. Based on the scoring system above, the recommendation of staff is to provide \$625 in Events Assistance for the 2023 Championship Dog Show event held in period 1, between 1 July and 31 December 2023. This leaves a balance of \$375 in Events Assistance.

Associated Risks

It is important for Council to provide support to these planned events to help encourage visitors to the region and help stimulate the tourism economy.

If Council does not support these events, 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 to benefit from the program. This risk is minimised by the clear and transparent policy, process for approval, and feedback requirements of the program.

MICHELE MINI
MANAGER ECONOMIC DEVELOPMENT

ALINA AZAR
DIRECTOR DEVELOPMENT

1 December 2023

Attachments: 1. Events Assistance Scoring. (separately attached)
2. Events Assistance Application. (separately attached)

APPROVED FOR SUBMISSION:

BRAD CAM
GENERAL MANAGER