

GENERAL REPORTS

4 CHRISTMAS DECORATIONS IN TOWNSHIPS

FILE REFERENCE INT1817485

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RECOMMENDATION

That

1. Council enable applications for the provision of Christmas decorations under the existing Festivals & Events Grants program.
2. Successful applicants must be an incorporated association which will undertake the installation of Christmas decorations, and
3. Consideration be given to including an additional \$25,000 funding for the Festivals & Events grants program to accommodate anticipated increased demand.

Attachments

- 1 Festivals and Events Grants Policy 3 Pages

EXECUTIVE SUMMARY

Notice of Motion 1036, was adopted by the Council at its meeting held in January 2018.

The Motion reads:

That a report regarding the provision of a grants program to assist community groups in decorating Townships for Christmas be prepared for Council consideration at the March Council meeting.

This report responds to this Notice of Motion.

If Council determines to make funds available for Christmas decorations it should be included in the existing Festival & Events grants program with an increase of \$25,000. The request for \$25,000 is based on the \$2,741 that was allocated to the Garfield Christmas Festival application in the last Festival & Events round. An additional \$25,000 would enable 10 townships to undertake similar events including the provision of Christmas decorations.

BACKGROUND

Council's Festivals and Events Grants Program seeks to support a comprehensive and diverse mix of events so that all members of the community have access to and may participate in activities that reflect and celebrate local identity and diversity. Council has identified the following priorities regarding assessment criteria for this grants program.

Priority 2

The event is sustainable both with or without Council support and any proceeds are put towards improving the event in future years (and not for the benefit of the organising groups and/or individuals)

The event is planned to run in accordance with relevant regulations and requirements pertaining to health and safety.

In consideration of the introduction of Christmas decorations consultation has occurred with Council's Risk Management Officer, Development & Compliance Services team, Passive Reserves team and Council's Traffic engineers. It must be noted that the relevant utility companies including SP Ausnet will have to provide approval for any proposed decorations on utility and power poles. Once a comprehensive risk assessment has been undertaken, planning permits may be required.

We recommend that the following criteria be provided to any successful applicants:

- A traffic management plan may be required
- A risk assessment will need to be provided by each community group and be approved by relevant Council officers
- Vicroads may need to be notified if placing signs or decorations on a Vic Roads reserve
- Incorporated groups or auspice organisation will need to provide evidence of appropriate insurance coverage

In the current 17/18 Festival and Event grants round, the Garfield Community Association Inc. applied and was successful in obtaining a grant for the Garfield Christmas Festival 2017. This included the purchase and sponsorship of Christmas trees by local groups, traders and community members to decorate Main St 2 weeks prior to Christmas..

An amount of \$2,741.67 was approved for this grant.

POLICY IMPLICATIONS

The Festivals and Events Grants Policy will apply if the direction proposed in this report is adopted.

RELEVANCE TO COUNCIL PLAN

2.2 Engaged communities

2.3 Increased levels of community participation

CONSULTATION/COMMUNICATION

Consultation has occurred with Council's Risk Management Officer, Development & Compliance Services team, Passive Reserves team and Council's Traffic engineers.

FINANCIAL AND RESOURCE IMPLICATIONS

An increase of \$25,000 for the Festivals & Events Grants program to accommodate applications for the provision of Christmas decoration for townships and community groups.

CONCLUSION

That Council enable applications for the provision of Christmas decorations under the existing Festivals & Events Grants program with an increase of \$25,000 in funding.

FESTIVALS AND EVENTS GRANTS POLICY

Festivals and events are valuable community building activities; providing an opportunity for people to come together in the celebration and enjoyment of their locality, art, culture or a common interest.

Objectives

The objective of this grants program is to enable a comprehensive and diverse mix of festivals and events so that all members of the community have access to, and may participate in activities that reflect and celebrate local identity and interests.

Festivals and events:

- increase the vibrancy and cohesiveness of a community
- meet the diverse and changing interests of a community
- positively promote the host community
- provide an opportunity for fun and enjoyment
- recognise and profile local artists and/or community members who make a substantial contribution to their community
- provide opportunities for skill development through organising and/or participating
- lead to economic benefits for local businesses and increased employment
- lead to the development of partnerships between community groups, local businesses, government and other agencies.

Eligibility

Groups and organisations eligible for this grants program must be not-for-profit and incorporated (or have an incorporated auspice organisation).

Groups and organisations that have an outstanding debt to Council will not be eligible for funding.

Requests for retrospective funding, where an event has already been held, or is scheduled to be held before, or after, the annual (based on financial year) funding period, will not be considered.

The following event types are not eligible for this funding:

- Festivals and events that seek to promote, launch or expo an organisation or service
- Fundraising activities
- Sporting events (except for agricultural shows)
- Markets
- School events
- Festivals and events that benefit a specific audience to the exclusion of the broader community.

Funding formula

There are five categories of events that are eligible for the Festivals and Events Grant.:

- Christmas celebration

- Australia Day event
- Community festival/event
- Agricultural shows
- Arts festival/event

Funding is available to cover the costs of running a festival or event, to the exclusion of payment of staff and associated staff/volunteer costs.

Applications may include a request for either a cash grant and/or in-kind support.

In-kind support may include:

- advice in regards to event planning
- advice in regards to risk management
- advice in regards to marketing and promotion;

and, where the event is run on Council land and a booking request has been submitted to Council to run the event on Council land:

- scheduling of parks/gardens maintenance to correspond to the timing of the event.

Where required (by regulations), requests for Council reimbursement of the costs associated with the development of traffic and/or parking management plans and their implementation will also be considered.

Council may also consider requests to reimburse waste management arrangements, where bins are booked through Council's Event Bin Service.

Criteria

Applications must have a clearly defined purpose, philosophy and target audience.

Council may receive applications for more funding than what is available. To assist Council to assess the competing applications, eligible applications will be assessed against these priorities:

Priority 1

- the event celebrates the nature and characteristics of the region/township
- the event recognises and promotes local culture/talent/heritage/arts.

Priority 2

- the event is sustainable both with or without Council support and any proceeds are put towards improving the event in future years (and not for the benefit of the organising groups and/or individuals)
- the event is planned to run in accordance with relevant regulations and requirements pertaining to health and safety.

Priority 3

- the event is planned in cooperation with other relevant event organisers and local community groups

- the event's organiser/s have demonstrated their ability to successfully run the event

Priority 4

- the event will ensure access to all community members
- the event will develop and implement marketing and promotional strategies to encourage/increase participation by residents; community organisations and groups; local businesses and visitors

Priority 5

- the event seeks to achieve a positive economic benefit for the region/township
- the event seeks to raise the profile of Cardinia Shire/the region/township
- the event is in accordance with the vision, mission and overall objectives of the Council Plan

Assessment Process

All grant applications are reviewed by:

- an assessment panel comprising a multidisciplinary team of relevant Council staff
- Senior Managers within Council
- a panel of Councilors.

Once agreement is reached in these forums, grants are referred to Council for endorsement and formal approval.

Dispute resolution

If an applicant wishes to query a grants assessment, written requests for clarification may be sent to Council, Attention to Community Strengthening by email: c.strengthening@cardinia.vic.gov.au or post to PO Box 7, Pakenham 3810 or via email.

Such requests will receive due consideration and a written response will be provided.