



Report No:	RFN11-11-16
File No:	C797
Date:	29 November 2011
Decision Required	

REPORT SUMMARY

Report to: Communications Subcommittee
Meeting Date: 29 November 2011
Subject: Draft Event Support Policy
Report Author: Chris Choat – Communications Advisor

EXECUTIVE SUMMARY

Tasman District Council supports a number of events and other amenities throughout the District. This support is delivered in a variety of forms including financial, promotion or in kind.

The common theme throughout the Council's methods of support is the cost which is generally sourced from the general rate, i.e. funded by all ratepayers.

This draft policy is attempting to identify a consistent means of notifying the support to events provided by the Council so residents have the ability to see what their rates support throughout the community.

RECOMMENDATION/S

That the Subcommittee consider the Draft Event Support Policy and recommends that the Corporate Service Committee approves the Policy

DRAFT RESOLUTION

THAT the Communications Subcommittee receives the Draft Event Support Policy RFN11-11-16 and recommends the Corporate Services Committee adopts the Event Support Policy.

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1. Purpose

- 1.1 To introduce and discuss the formation of the Event Support Policy to reinforce recognition of Council's role within the community and acknowledgement of rates investment on the community's behalf

2. Background

- 2.1 Currently the Council supports a number of events, associations and amenities throughout the District. While this support is provided predominantly through the Council's community recreation area, support is also provided through other functions including communications and regulatory services amongst others.
- 2.2 Currently there is no consistent view of where the support is delivered from. As a number of events are supported through Council funding or in-kind there is a need to provide the residents and ratepayers with some visibility of the scope of the support delivered throughout the District.
- 2.3 If the support is acknowledged, in a number of cases it is done so using old identities and/or badly.
- 2.4 This policy will provide a template for the supported events or amenities in order for them to acknowledge the support publicly. The template will outline the obligations on those receiving the support to ensure the Council is recognised.
- 2.5 The purpose of the policy is to ensure ratepayers and residents are aware of the support provided through rates or funds leveraged on their behalf by the Council.

3. Present Situation/Matters to be Considered

- 3.1 Currently those supported through Community Grants are advised where they can obtain a logo and asked to use it in promotion of the supported event. They are also asked to list their event on the regional events listing website.
- 3.2 When supported parties do choose to promote the Council's involvement it has been done inconsistently with varying levels of quality. This variance is often not the fault of the supported party and is delivered through a lack of resources, or knowledge, or both.
- 3.3 The lack of consistent delivery can be exacerbated by a Council staff members' lack of tools or knowledge regarding promotional opportunities and as such this policy should apply internally as well.
- 3.4 The draft policy is provided to deliver a set of guidelines and expectations which will be accompanied by the tools to deliver on the obligation the support provided by the Council brings.
- 3.5 It will be made available to all staff internally and delivered to all recipients of support financial or otherwise.
- 3.6 To support adherence to the policy internally and externally a toolkit will be provided to successful applicants. Within the toolkit will be a suite of logos, the guidelines for their use and the obligations a successful applicant must meet in return for support.

4. Financial/Budgetary Considerations

- 4.1 There are no budgetary considerations with the introduction of this policy as all materials currently exist.

5. Options

- 5.1 Not adopt – supporting the status quo.
- 5.2 Adopt – recommendation to Corporate Services Committee.

6. Analysis of Options

- 6.1 To not adopt this recommendation would mean the support of the status quo. Such a position has been the catalyst for the recommended policy whereby the ratepayers are not aware of the scope of events and amenities within the District supported by the Council.
- 6.2 Support for the adoption of the proposed policy would enable a transparent view of what is supported by the Council. Adoption of the policy would require no further investment as Council officers are capable of producing the guidelines and material within existing resources.

7. Significance

- 7.1 This is not a significant decision according to the Council's Significance Policy because it does not require budgetary or governance consideration and supports delivery of current and future delivery of Council approved initiatives.

8. Recommendation/s

- 8.1 The Communications Subcommittee endorses this policy and recommends to the Corporate Service Committee it be adopted.

9. Timeline/Next Steps

- 9.1 If the policy is affirmed by the Corporate Services Committee as per the recommendation of the Communications Subcommittee it will be distributed throughout the organisation with a particular focus on those who provide or manage support to Community events or amenities.

It will be adopted as part of the criteria for successful applications and distributed with the accompanying tools with the Council notification of a successful application.

10. Draft Resolution

THAT the Communications Subcommittee receives the Draft Event Support Policy RFN11-11-16 and recommends the Corporate Services Committee adopts the Event Support Policy.

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Appendices:

Appendix 1 – Draft Event Support Policy

Appendix 1

Draft Event Support Policy

Purpose

The purpose of the policy is to ensure residents and ratepayers are aware of the events supported by their Council which is in turn funded by general rates or funds leveraged through the contribution of general rates.

Objective

The event support policy determines the obligations the organisers of events or amenities supported financially, in-kind or otherwise by the Council have in acknowledging that support.

The policy also determines the obligations of the Council staff member managing the process/es enabling the support to the event or amenity.

Application

In acknowledging the Council's support the event or amenity must display the appropriate identity within the Council's brand guidelines.

The event or amenity will have suite of identities and guidelines delivered to them with the acknowledgement of success in gaining Council support.

The Council will supply three identities within the toolbox supplied to successful applicants. The specific identity use will be determined by the organisers of successful event or amenity.

The chosen identity will be required to be displayed within all advertising, at the event or on the amenity and will be displayed on all web related material.

Successful events or amenities are required to provide the plans for, or evidence of, the identities use.

Adherence to this policy will be taken into account when future applications for supported are received by organisers or managers of events or amenities.

*Supporting the events
that make Tasman unique*



Event identity

Developing community driven, owned and used facilities



Amenity Identity

Proudly Supported By



General Support Identity