



Redland
CITY COUNCIL

Previously Confidential Information

Released 10 February 2022

19.4 2021/22 SPONSORSHIP ROUND 1 REPORT - APPLICATIONS OVER \$15,000**Objective Reference:** A6066712**Authorising Officer:** David Jeanes, Acting General Manager Community & Customer Services**Responsible Officer:** Kim Kerwin, Group Manager Community & Economic Development**Report Author:** Deborah Murray, Community Grants Coordinator**Attachments:** Nil

The Council is satisfied that, pursuant to Section 254J(3) of the *Local Government Regulation 2012*, the information to be received, discussed or considered in relation to this agenda item is:

- (g) *negotiations relating to a commercial matter involving the local government for which a public discussion would be likely to prejudice the interests of the local government.*

PURPOSE

To seek endorsement of the recommendation by Council's Sponsorship Assessment Panel to approve cash funding for S22-R1-014 and decline cash funding for applications S22-R1-013, and S22-R1-016, which requested cash funding over \$15,000 in round one of the 2021/22 Sponsorship Program.

BACKGROUND

Corporate Sponsorship Guideline (Outgoing) (GTS-003-001-G) specifies that applicants who have requested more than \$15,000 will have their application decided by Council following review and recommendation by the Sponsorship Assessment Panel.

Sponsorship is a business transaction in which Council provides a financial contribution and/or value in-kind to support an event, project, service or activity in return for negotiated commercial or other benefits. Sponsorship involves an exchange that has a measurable value to each party in commercial, communication or philanthropic terms.

The Sponsorship Assessment Panel comprises representatives from Community and Economic Development (Panel Chair); Customer and Cultural Services; Communication, Engagement and Tourism; Strengthening Communities; City Operations; and Health and Environment.

The Sponsorship Assessment Panel considers the monetary value and indicative in-kind costs for each sponsorship application, and provides a final decision/recommendation for monetary value.

Applications for outgoing sponsorship are assessed against the criteria of:

- Alignment with Council's corporate vision, mission and values
- Economic benefits to Redland City
- Supports outcomes of Council as outlined in Council's *Our Future Redlands – A Corporate Plan to 2026 and Beyond*
- Represents value for money with regard to commercial and other benefits
- Track record of applicant regarding financial administration and general management
- Level of financial and other support from other organisations
- Benefits to the local community

ISSUES

Council received and has assessed 16 applications under the 2021/22 Sponsorship Program round one, 12 of which were for an amount of \$15,000 or less and four applications requesting more than \$15,000. Of these applications, 10 were approved, one was withdrawn and five were rejected for funding by the Sponsorship Assessment Panel, which convened on 1 November 2021.

The applications requesting more than \$15,000 are listed below:

Application ID	Organisation	Project	Requested Amount	Requested Quandamooka Cultural Awareness Funding	Recommended Amount
S22-R1-013				\$0	\$0
S22-R1-014	Robot Productions Pty Ltd	GreazeFest 2022		\$0	\$20,000
S22-R1-016					\$0
S22-R1-017				\$0	\$0

Application S22-R1-017 was withdrawn prior to assessments starting.

Sponsorship Panel Recommendation to approve application S22-R1-014:

Application S22-R1-014 was submitted by Robot Productions Pty Ltd for the GreazeFest 2022 festival. GreazeFest 2022 is an annual three day festival that showcases the iconic cultural and entertainment elements origination from the 1950's including music, arts and culture. GreazeFest has run for 22 years, with the last five years being held at the Cleveland Showgrounds and historically attracts around 9,000 participants from across Queensland. This event is classified as a Tier 1 event according to the Redland City Events Strategy and Action Plan 2017-2022. The funding amount requested by the applicant is [REDACTED]

The Sponsorship Assessment Panel's recommendation is to approve a lower cash sponsorship for the GreazeFest 2022 event of \$20,000.

In making their recommendation the Panel considered:

- The sponsorship round was significantly oversubscribed with \$236,806 in sponsorship requests compared to the funding round available budget of \$69,978.30
- The applicant's previous successful application funding amounts were of a lower value
- The high calibre of the application and event
- The wide economic and community benefits delivered by the event
- The impact of COVID on the 2021 event

- In-kind support requested and potential and historical fee waivers

The Panel determined that:

- The value for money was very high
- The community and economic benefits to Redlands Coast were very high
- Previous approved funding for applicant was at a significantly lower amount
- The round was significantly over subscribed, and a lower funding amount would allow round one funds to support more events

In addition to the request for cash sponsorship, Robot Productions Pty Ltd has sought in-kind support from Council to the indicative value of \$200 for marketing and promotion of the event on Council's website. This would include a display of Council approved flyers and posters on Redland City Council's brochure stands and noticeboards.

Assessment of the request for in-kind support has been conducted by the relevant business area and an approval has been issued.

The table below outlines cash and indicative in-kind support.

Event/Project	Requested Amount	Cash Recommendation	Indicative support	Council	In-Kind	Total Support
GreazeFest 2022		\$20,000	\$200			\$20,200

Sponsorship Panel Recommendations to decline applications S22-R1-013 and S22-R1-016

Application S22-R1-013 was submitted by [REDACTED] for the [REDACTED]

[REDACTED] The funding amount requested by the applicant is [REDACTED]

In making their recommendation the Panel considered:

- The sponsorship round was significantly oversubscribed
- The applicant budget indicated majority of funding is towards [REDACTED] fees
- Potential community and economic benefits
- The application is for [REDACTED]

The Panel determined that:

- There is limited economic benefit due to this being for [REDACTED]
- The application is more suited to Project Support Grant
- There is minimal economic value for money for a sponsorship grant

Application S22-R1-016 was submitted by [REDACTED]

[REDACTED]

[REDACTED] does not classify as a tiered event according to the Redland City Events Strategy and Action Plan 2017-2022, whilst the [REDACTED] would be classified as a Tier 3 [REDACTED]. The funding amount requested by the applicant is [REDACTED] plus [REDACTED] towards Quandamooka Cultural Awareness Funding.

In making their recommendation the Panel considered:

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

- Large funding amount requested compared to value for money
- The sponsorship round was significantly oversubscribed

The Panel determined that:

- [REDACTED]
 - Application events are captured under Council's targeted funding deliverables and State Government funding to the [REDACTED]
 - Sponsorship round is significantly oversubscribed
- [REDACTED]

Urgency

This report is confidential and Sponsorship Grant applicants will not receive notification of the outcome of the sponsorship application until a decision is made by Council.

Any delay in the decision of this report will result in a delay of notification to the applicants and may affect some of their events.

STRATEGIC IMPLICATIONS**Legislative Requirements**

There are no legislative implications as a result of funding or not funding the application

Risk Management

There may be a risk of negative publicity for Council if a decision is made not to fund all or part of these applications.

Operational risks are addressed through assessment of the event management plan and ensuring all necessary permits are issued prior to the event.

Financial

The 2021/22 budget for Sponsorship is \$139,956.60 and is split between the two sponsorship rounds. Available funding for round one is \$69,978.30.

Subscription to the Sponsorship Program is highly competitive. A total of \$236,806 was requested under round 1 of the 2021/22 Sponsorship Grant.

Approval of cash sponsorship for applications S22-R1-013 and S22-R1-016 and increased funding towards application S22-R1-014, either in total or in part, would require payment to be drawn from the Sponsorship Round 2 budget.

People

There will be minimal impact to staff for these events and will be specific to administration tasks and business as usual.

Environmental

There are no environmental impacts associated with this report.

Social

Application S22-R1-014 for GreazeFest 2022 is a Tier 1 significant event which can provide multiple benefits to the local community as well as increasing visitation, stimulating tourism and economic growth by showcasing the Redlands Coast.

Council supports social outcomes through other significant funding for programs and projects promoting the support of the local employment opportunities and growth, and community and social benefits.

Human Rights

There are no known human rights implications as a result of funding or not funding the application.

Alignment with Council's Policy and Plans

Council's Sponsorship Program supports:

Our Future Redlands: A Corporate Plan to 2026 and Beyond

- 2.2 Promote and celebrate our local heritage and diverse cultures through local arts, festivals and events to foster creativity and connectivity across the community.

6.4 Leverage Redlands Coast on Quandamooka Country as a unique and diverse tourism destination to capture market share and encourage and support local, national and international tourism and business.

6.5 Deliver events, activities and performances that bring economic and social benefits to the community.

CONSULTATION

Consulted	Consultation Date	Comments/Actions
Economic Development	3 November 2021	Provided feedback on Targeted Funding agreement.
Communication, Engagement and Tourism Group	11 October 2021	Provided feedback on event and tourism attendance. Approved indicative value of \$200 for in-kind support for marketing and promotion on Council's website and display place for applicant flyer on Council's brochure stands and notice boards.

OPTIONS

Option One

That Council resolves as follows:

1. To accept the Sponsorship Assessment Panel's recommendation on applications S22-R1-013, S22-R1-014 and S22-R1-016.
2. That this report remains confidential until all applicants have been advised of the outcome, subject to maintaining the confidentiality of legally privileged, private and commercial in confidence information.

Option Two

That Council resolves as follows:

1. To not accept the Sponsorship Assessment Panel's recommendation on applications S22-R1-013, S22-R1-014 and S22-R1-016 and approve cash sponsorship to the requested amounts.
2. That this report remains confidential until the applicant has been advised of the outcome, subject to maintaining the confidentiality of legally privileged, private and commercial in confidence information.

Option Three

That Council resolves as follows:

1. To accept the Sponsorship Assessments Panel's recommendation on application S22-R1-013.
2. To not accept the Sponsorship Assessments Panel's recommendation on application S22-R1-014 and approve cash sponsorship of a different amount.
3. To not accept the Sponsorship Assessments Panel's recommendation on application S22-R1-016 and approve cash sponsorship of a different amount.
4. That this report remains confidential until the applicant has been advised of the outcome, subject to maintaining the confidentiality of legally privileged, private and commercial in confidence information.

OFFICER'S RECOMMENDATION

That Council resolves as follows:

1. To accept the Sponsorship Assessment Panel's recommendation on applications S22-R1-013, S22-R1-014 and S22-R1-016.
2. That this report remains confidential until all applicants have been advised of the outcome, subject to maintaining the confidentiality of legally privileged, private and commercial in confidence information.