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ITEM: 9

SUBJECT: MAJOR COMMUNITY EVENT SPONSORSHIP - LIVECITY CHURCH (REDBANK PLAINS COMMUNITY CHRISTMAS CAROLS) AND TIVOLI SOCIAL ENTERPRISES (COLOURS OF CHRISTMAS FESTIVAL)

AUTHOR: SPONSORSHIP OFFICER

DATE: 28 MAY 2020

EXECUTIVE SUMMARY

Amended General Purposes Committee No. 2 of 23 June 2020

This is a report concerning Council's proposed support of two significant community Christmas events through sponsorships to assist with their financial stability as the events continue to grow and delivery costs increase, allowing them to meet the expectations of the attending community.

The proposed sponsorships will sit outside Council's grant program under the Event Sponsorship policy, allowing Council to be acknowledged as a Major Sponsor.

The sponsorships are proposed to align the renewal dates with the three-year Robelle Carols and Brassall Carols sponsorships approved in 2019.

RECOMMENDATION/S

- A. That Livecity Church receive the following support for the Redbank Plains Community Christmas Carols:**
- 2021 - \$15,000.00 ex GST financial support
- B. That Tivoli Social Enterprises receive the following support for the Colours of Christmas Festival:**
- 2020 - \$15,000.00 ex GST financial support
 - 2021 - \$15,000.00 ex GST financial support

RELATED PARTIES

Livecity Church – represented by Mrs Tanya Young

Tivoli Social Enterprises – represented by My Fred Muys

Applicants were requested to declare if any members of their Board, Committee or Management Group are an Ipswich City Council staff member or elected representative.

Both applicants declared that there was no conflicts of interest.

ADVANCE IPSWICH THEME

Caring for the community

PURPOSE OF REPORT/BACKGROUND

This is a report concerning Council's proposed support of two significant community Christmas events through sponsorships. The events are the Redbank Plains Community Christmas Carols and the Colours of Christmas Festival.

These community Christmas events attract large attendances and therefore incur significant entertainment and operational expenses. Council proposes to support these events through Major Community Event Sponsorships to assist with their financial stability as the events continue to grow and delivery costs increase, allowing them to meet the expectations of the attending community. The events will also be featured prominently in the *Christmas in Ipswich* marketing campaign.

Currently Council supports a large number of small to medium sized community Christmas celebrations through Community Grants, the Community Donations Program and the In-kind Assistance Program. Payments made through these programs do not allow Council to be appropriately acknowledged for more significant support provided to larger Christmas events. Multi-year support cannot be facilitated through any of the programs.

The proposed sponsorships will sit outside of these support programs under the Event Sponsorship policy, allowing Council to be acknowledged as a Major Sponsor. Funding will be facilitated through the Major Community Event Sponsorship program supporting community events attracting, or with the potential to over time attract, audiences over 4,000 people.

Redbank Plains Community Christmas Carols

Livacity Church has submitted an event sponsorship application for the Redbank Plains Christmas Carols.

Council has been requested to provide support of \$15,000.00 ex GST, this will apply to the 2021 event given the cancellation of the 2020 event. .

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Livacity Church will utilise the financial support towards professional audio and video services, screens, stage lighting, stage hire and security expenses.

The City Events team have completed an assessment of the event sponsorship application using standard procedure, some points worth noting are:

- The Redbank Plains Community Christmas Carols commenced in 2017 and has been widely supported since its inception.
- The event has attracted the following attendance: 2017 – 1500 attendees, 2018 – 2500 attendees and 2019 – 3500 attendees.

- Livicity Church expect attendance to reach 4,000 in 2020, based on population growth within Redbank Plains and the growing interest in the event.
- The Carols are an all-ages family event that encourages attendees to connect with a sense of tradition and community.

Promotional benefits to Council include:

- Inclusion of the Council/Christmas in Ipswich logo lock up on all Carols marketing and promotional material, with Council acknowledged as a Major Sponsor.
- Scheduling of Christmas in Ipswich promotional content on screens at the event.
- Opportunity for Council to have an information stall and display signage at the event
- Opportunity for a Council representative to make an address from the stage.

Ipswich Colours of Christmas Festival

Tivoli Social Enterprises Ltd has submitted an event sponsorship application for the Ipswich Colours of Christmas Festival to be held Saturday 5 December 2020 at the Tivoli Drive In.

Council has been requested to provide support of \$15,000 ex GST. This is slightly less than amounts provided by Council to Tivoli Social Enterprises in previous years through combined Christmas Grants and Councillor Community Donations each year since 2018.

Tivoli Social Enterprises will utilise the financial support towards professional audio and lighting engineers, the hire of supplementary audio and lighting equipment, event marketing and promotion, performer fees and venue and traffic management costs.

The City Events team have completed an assessment of the event sponsorship application using standard procedure, some points worth noting are:

- Tivoli Christmas Carols commenced in 2017 and has been widely supported since its inception
- This year's 'Colours of Christmas Festival' will celebrate the vibrant cultural diversity of the Ipswich community.
- This festival builds on the success of community Christmas Festivals held at Tivoli Drive In in 2017, 2018 and 2019 which have attracted up to 3000 people.
- The organisers are working closely with the City Events team to extend the marketing of the event to grow audience numbers.

Promotional benefits to Council include:

- Inclusion of the Council/Christmas in Ipswich logo lock up on all Carols marketing and promotional material, with Council acknowledged as a Major Sponsor.
- Scheduling of Christmas in Ipswich promotional content on screens at the event.
- Opportunity for Council to have an information stall and display signage at the event
- Opportunity for a Council representative to make an address from the stage.

Sponsorships are proposed for both events to align the renewal dates with the three-year Robelle Carols and Brassall Carols sponsorships approved in 2019.

Both sponsorships would be conditional on the following:

- The events must meet Queensland Government imposed restrictions around massed gatherings at the time of the events.
- The events must be delivered in the format and on the scale described in the event sponsorship application.

LEGAL/POLICY BASIS

This report and its recommendations are consistent with the following legislative provisions:

Section 109 of the *Local Government Act 2009* provides local governments with the ability to use discretionary funds in accordance with the requirements prescribed under the *Local Government Regulation 2012*.

Section 202 of the *Local Government Regulation 2012* prescribes a number of requirements for a local government making discretionary funds available.

RISK MANAGEMENT IMPLICATIONS

There are no perceived risks in Council supporting these Christmas events as it has done previously (albeit through different funding opportunities) without issue. The level of support is also commensurate with the Robelle Carols and Brassall Carols Major Community Event Sponsorships.

FINANCIAL/RESOURCE IMPLICATIONS

The outlined financial support will be funded through the Major Community Event Sponsorship budget allocated within the 2020-2021 and 2021-2022 City Events budget.

COMMUNITY AND OTHER CONSULTATION

An internal review of significant Christmas events held across the City of Ipswich was undertaken and it was established that the events in Robelle, Brassall, Redbank Plains and Tivoli have historically attracted the largest annual attendances.

Meetings have been held with representatives from both Livecity Church and Tivoli Social Enterprises, including a review of their event budgets, to determine appropriate funding levels.

Consultation has also been undertaken with Community Engagement to ensure the requested in-kind support can be covered by the In-kind Assistance Program.

CONCLUSION

It is recommended that the Redbank Plains Community Christmas Carols and the Colours of Christmas Festival are supported by Council through sponsorships to assist with their financial stability as the events continue to grow and delivery costs increase, allowing them to meet the expectations of the attending community.

The proposed sponsorships will sit outside Council's grant program under the Event Sponsorship policy, allowing Council to be acknowledged as a Major Sponsor. Funding will be

facilitated through the Major Community Event Sponsorship program supporting community events attracting, or with the potential over time to attract, audiences over 4,000 people.

The events will be featured prominently in the *Christmas in Ipswich* marketing campaign.

Sponsorships are proposed for both events to align the renewal dates with the three-year Robelle Carols and Brassall Carols sponsorships approved in 2019.

Both sponsorships would be conditional on the following:

- The events must meet Queensland Government imposed restrictions around massed gatherings at the time of the events.
- The events must be delivered in the format and on the scale described in the event sponsorship application.

Paula Watkins
SPONSORSHIP OFFICER

I concur with the recommendations contained in this report.

Joanna Jordan
CITY EVENTS MANAGER

I concur with the recommendations contained in this report.

Carly Gregory
MANAGER, MARKETING AND PROMOTION

I concur with the recommendations contained in this report.

Ben Pole
GENERAL MANAGER - COMMUNITY, CULTURAL AND ECONOMIC DEVELOPMENT

"Together, we proudly enhance the quality of life for our community"