

8.3 Events Assistance Applications

REPORT BY THE MANAGER ECONOMIC DEVELOPMENT
TO 19 MAY 2021 ORDINARY MEETING
GOV400088, ECO800009; FIN300052

RECOMMENDATION

That Council:

1. receive the report by the Manager Economic Development on the Events Assistance Applications;
2. provide Events Assistance to the below applicants (includes cash and in-kind amounts) for Period 1, July – December 2021;

Mudgee Race Club – Mudgee Cup	\$2000
Gulgong Vintage & Classic Motor Cycle Show	\$2000

3. provide multi-year Events Assistance funding to the below applicants (includes cash and in-kind amounts) for the period of 2021, 2022 and 2023;

	2021	2022	2023
Gardens of Mudgee	\$1000	\$1000	\$1000
Mudgee Small Farm Field Days	\$2500	\$2500	\$2500
Motorfest	\$1500	-	\$1500
Mudgee Tri Club – Mudgee Running Festival	\$2500	\$2500	\$2500
Sculptures in the Garden	\$2500	\$2500	\$2500

4. decline Events Assistance to the below applicant:

Cudgegong Camera Club	\$2000
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5. amend the 2020/21 Budget and 2017-21 Delivery Program to reflect a transfer of the previously approved Events Assistance funding to the below applicants (including cash and in-kind amounts) from the current Events Assistance budget to be used for rescheduled events to be held in the 2021 - 2022 Financial Year;

Cadillac La Salle Club National Event	\$2000
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Executive summary

This report considers applications for Events Assistance under Council's Events Assistance Policy. It relates to events to be held in period 1, between 1 July and 30 December 2021, which is the current period for applications. A total of 10 complete applications were considered, and an additional 2 applications were passed on to Community Grants.

It should be noted that the following events are also approved in the 2021/22 budget via Events Assistance, under multi-year funding (Rylstone Street Feast, Gulgong Folk Festival, Kandos Street Machine).

In addition the following events are due to take place in the period having previously received approval for Events Assistance. Due to COVID-19, these events were rescheduled and approval of funding transferred to the 2021-2022 budget.

Mudgee Junior Rugby League	\$1174
Gulgong Gold Cup	\$1000

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 \$2,500 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 requests and recommendations can be found in Attachment 1. Full applications for each event can be found in Attachment 2.

Gardens of Mudgee

The annual event complements other garden based activities in spring in Mudgee. The two day event will see six private gardens opened to the public, with an expected attendance of 1,600 spectators made up of locals and visitors. \$2,000 of cash support is requested to contribute to the cost of advertising and event expenses. If Council wishes to support the event in 2021, 2022 and 2023 the recommended amount based on the scoring scale is \$1,000 for each year.

Mudgee Small Farm Field Days

The annual 2 day agriculture event promotes innovation and sustainability in agriculture and rural lifestyle. With an expected attendance of over 12,000 people made up of locals and visitors. \$2,500 of cash support is requested to contribute to the cost of the event. If Council wishes to support the event in 2021, 2022 and 2023 the recommended amount based on the scoring scale is \$2,500 for each year. Council supported the event in 2019, with \$2,500. The event did not take place in 2020 due to COVID-19 and the restrictions in place around crowd numbers.

Cudgegong Camera Club

The annual event hosted throughout the Central West is an interclub weekend event of the Western Districts Association of Camera Clubs, which aims to showcase the local area through workshops, presentations, excursion and social activity. There is an expected participation of 250 photographers made up of locals and visiting photographers. At time of application, a date for this

event had not been set. \$2,000 of support is requested made up of in-kind (potential hire of the Mudgee Art Gallery with cost estimated to be between \$250 - \$600) and remainder in cash to contribute to event expenses. Based on the low participation numbers and the status of the event, it is recommended that Council do not support this event at this time. Cudgegong Camera Club may approach Council in the future should further details be established and have this event considered.

Motorfest

The bi-annual event aims to promote a large collection of vintage vehicles owned in the Mudgee Region. With an expected attendance of 2,200 spectators made up of locals and visitors. Up to \$1,500 of in-kind support is requested for venue hire of the Mudgee Showground Arena (\$1,100), Access to Power (\$34) and Waste (15 x bins including delivery \$328) in 2021. If Council wishes to support the event in 2021 and 2023 the recommended amount based on the scoring scale is up to \$1,500 for each year.

Mudgee Triathlon Club

The Mudgee Running Festival is an annual event promoting physical activity through its 4 race program. With an expected participation of approximately 1,500 runners made up of locals and visitors. \$2,500 of in-kind support is requested to contribute to the cost of traffic management expenses. If Council wishes to support the event in 2021, 2022 and 2023 the recommended amount based on the scoring scale is \$2,500 for each year. Council supported the event in 2019 with \$2,500.

Sculptures in the Garden

The annual event is an art event that exhibits some of the best in Australian sculpture and has an anticipated attendance of 5,000 made up of locals and visitors to the region. \$2,500 of cash assistance is requested to be used towards marketing the event. It is recommended that Council support the event with \$2,500 for 2021, 2022 and 2023 to ensure the ongoing success of the event. Council supported the event in 2020 with \$2,500.

Mudgee Race Club Mudgee Cup

The proposed event is the annual Mudgee Cup, with an expected attendance of 4,000 spectators made up of locals and visitors. \$2,500 of cash support is requested to contribute to the cost of advertising. It is recommended that if Council wishes to support the event in 2021 the recommended amount of funding based on the scoring scale is \$2,000 of cash assistance. Council supported the event in 2020, with \$2,000 in Events Assistance Funding.

Gulgong Vintage & Classic Motor Cycle Show

The annual multi-day event has an expected attendance of 3,000 people made up of locals and visitors. \$2,500 of cash support is requested to contribute to the cost of venue hire and event expenses. If Council wishes to support the event in 2021 the recommended amount based on the scoring scale is \$2,000.

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

LOCAL COMMUNITY/VOLUNTEER PARTICIPATION IN EVENT

SCORE	DEFINITIVE ANSWERS	VALUE JUDGEMENT
0	Unsatisfactory	No or limited local community/volunteer participation or impact (<500 residents)
1	Poor	Community/volunteer participation or local benefits impacting (500 to 1,000 residents)
2	Satisfactory	Community/volunteer participation or local benefits impacting between (1,000 to 2,000 residents)
3	Good	Direct community/volunteer involvement or local benefits impacting (>2,000 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 \$373 (if multi-day event) or \$107 (if single day)
2	\$25K-\$50K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
4	\$50K-\$100K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
6	\$100K-\$150K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
8	\$150k-\$200K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
10	\$200K-\$250K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
12	\$250K-\$300K	Number of visitors to the region x \$373 (if multi-day event) or \$107 (if single day)
14	\$300K+	Number of visitors to the region x \$373 (if multi-day event) or \$107 (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
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Attachment 1 outlines the requests and recommendations for funding.

Community Plan implications

Theme	Building a Strong Local Economy
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Goal	An attractive business and economic environment
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Strategy	Promote the Region as a great place to live, work, invest and visit
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Strategic implications

Council Strategies

Applications for Events Assistance are required to have clear linkages to the Community Plan Towards 2030 outcomes. This includes promoting the region as a great place to live, work, invest and visit. By supporting events that provide opportunities for local and visitor attendance, this 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 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 \$45,000 was budgeted for the 2021/22 year for Events Assistance. Based on the scoring system above, the recommendation of staff is to provide \$16,000 in Events Assistance.

An additional \$12,556 is pre-allocated to events that were approved for multi-year funding (Rylstone Street Feast, Gulgong Folk Festival, Kandos Street Machine, Henry Lawson Festival, Gulgong Prince of Wales Eisteddfod, Cudgegong Cruisers and Gulgong Arts Council).

A budget of \$16,444 remains under the Events Assistance program for 2021/22.

Associated Risks

It is important for Council to provide support to these planned events in order to help encourage visitors back to the region and help stimulate the tourism economy following the recent challenging times of the COVID-19 pandemic. 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 in order to benefit from the program. This risk is minimised by the clear and transparent policy, process for approval, and feedback requirements of the program.

ALINA AZAR
MANAGER ECONOMIC DEVELOPMENT

JULIE ROBERTSON
DIRECTOR DEVELOPMENT

30 March 2021

Attachments: 1. Events Assistance Applications. (separately attached)
2. Events Assistance Application Summary May 2021. (separately attached)

APPROVED FOR SUBMISSION:

BRAD CAM
GENERAL MANAGER