

# Events Policy

**Date Adopted:** 22 September 2015

**Version:** 1.1

## Policy Objectives

The objectives of this policy are to:

- Detail Council's adopted annual event program and calendar.
- Establish criteria for consideration of additional events to be planned and delivered by Council.
- Establish an approval process for those proposed additional events.

## Policy Scope

This policy applies to councillors, the general manager and staff as it pertains to all Council organised flagship events, community events and civic functions.

## Policy Statement

Council plans and delivers flagship and community events as a way to help grow the city's reputation as a great place to live, work, visit and invest.

This is achieved through a commitment to the management and delivery of a series of annual flagship and community events. On an ad hoc basis civic functions are also delivered. Accountability for these events and functions lies primarily with the events section of Council (Maitland Events).

This policy confirms which flagship and community events Council is currently committed and resourced to deliver and establishes a consistent and formal Council wide approach to consider the merits of alternative or additional events.

## Annual Event Program and Calendar

Through Maitland Events, Council has a commitment to deliver the following flagship and community events.

EVENT	MONTH
Australia Day (community)	January
Maitland Taste Festival (flagship)	March
Hunter Valley Steamfest (flagship)	April
Maitland Aroma Festival (flagship)	August

Riverlights (flagship)	October
Bitter & Twisted International Boutique Beer Festival (flagship)	November
New Year's Eve Celebrations (community)	December

## Criteria for Consideration of Additional Events

In considering proposals for additional event, flagship event or community event assessment will be made against the following criteria. How does the proposed event align with the themes of the Community Strategic Plan (Maitland +10)?

- Does it meet an objective identified in the Delivery Program?
- What is the Unique Selling Proposition (USP) of the proposal?
- Who is the target audience and why?
- Is the proposed event replacing an existing event or initiative?
- Who will be accountable for the delivery of the event?
- Who will be responsible for the delivery of the event?
- Is it achievable (based on timing and responsible department knowledge)?
- What additional resources (human and budgetary) are required?

## Event Approval Process

The event proponent will be required to develop a business case addressing the event consideration criteria, which will be assessed by management to determine whether it is efficient, effective and appropriate. The assessment will then be reported to the Executive Leadership Team (ELT) with a recommendation for determination.

Depending on the outcome of the assessment process and the determination by ELT, the proposal may need to be reported to Council for adoption.

## Civic Functions

In addition to the flagship and community events program, from time to time Council commits to hosting civic functions. These are generally no longer than one day in length and are generated from the Office of the General Manager or external parties. Primarily they are one off occurrences and traditionally are the purview of local government.

Accountability for the planning of civic functions lies with Maitland Events who will liaise with the Office of the General Manager to determine if appropriate resourcing (human and budgetary) is available.

## Policy Definitions

<b>Civic ceremony</b>	A gathering of invited people for an official purpose which acknowledges contribution, significant achievement, commemoration and social inclusion in the community.
<b>Civic function</b>	A gathering of people for an official purpose that often involves but is not limited to a ceremony.
<b>Community event</b>	An event that is based around a particular theme or occasion where the primary driver is building community participation and connection.
<b>Event</b>	A grouping of complementary products or programs providing themed experiences that can be across multiple sites and timeframes with the purpose of attracting a targeted audience.
<b>Flagship event</b>	An iconic event that is based around a particular theme where the primary driver is its contribution to the visitor economy.
<b>Function</b>	An invited gathering of people for a single purpose with a defined duration in one location.

## Policy Administration

<b>Business Group:</b>	City Services
<b>Responsible officer:</b>	Manager Community & Recreation
<b>Council reference:</b>	Ordinary Council Meeting 22 September 2015 – Item 10.2
<b>Policy review date:</b>	Three (3) years from date of adoption
<b>File number:</b>	139/50
<b>Relevant legislation</b>	Nil
<b>Related documents</b>	Community Stalls at Flagship Events Policy

## Policy History

VERSION	DATE APPROVED	DESCRIPTION OF CHANGES
1.0	22 September 2015	New policy adopted

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1.1	-	Updated to new branding and alignment to organisation structure. No change to content.
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