

Event Management: Policy for Council Owned Events (2004)

Minute Number: 3011/04

Minute No. CL/DEC/3011/04

That the under mentioned recommendation (Minute No. 1931/04) made at a meeting of the Economic Development Committee held on 1 December 2004 be adopted.

1. That the policy for Council owned events which are contracted out (see Appendix "B") be adopted.
2. That the issues raised in this report and the new policy guidelines are worked through with existing event managers, with full compliance by 30 June 2005.
3. That further policy work be undertaken by 30 June 2005 on Council owned events which are produced internally.
4. That this policy be referred to all Community Boards for their information.

POLICY FOR COUNCIL OWNED EVENTS

EVENT MANAGEMENT

How does Council define an event?

The term 'event' refers to a distinct activity that draws targeted groups together for a specific purpose. An event may be defined by scale (community, local, city wide, regional, national, international), theme (arts, cultural, sporting), type (festival, tournament, match, expo, award function) and timeframe (less than one day, one weekend, several days, a number of events over a month(s), and provider (public, private and not-for-profit sectors).

COUNCIL OWNED EVENTS

This policy covers all Council owned events which are produced in-house by various Council units or contracted out externally to various providers. These can be divided into 2 categories as follows:

- Council owned events (in-house) including Civic and ceremonial events
- Council owned events (contracted out)

COUNCIL OWNED EVENTS (CONTRACTED OUT)

This specific part of the Policy covers Council owned events which are contracted out.

Why are events contracted out?

Council has not historically had the necessary expertise or resources to manage certain types of events in-house.

What does Council expect when it contracts an event out to be managed?

Of prime importance is the need to build a functional, strong and mutually beneficial relationship. The event's success will be based on the nature of the relationship, and Council has purposely sought the assistance and engaged the services of an external provider to ensure the following outcomes:

- The event is strategically aligned with the objectives and benefits defined;
- The benefits of the event are measurable and provide mutual benefits for both Council and the event manager;
- The event is professionally managed and produced in conjunction with Council;
- Performance and outcomes are fully specified in the contract;
- Council's investment through funding and in-kind is clearly documented;
- Council is branded as the event owner;
- Council is positively recognised and attributed appropriately to the relevant sector;
- Relationships between Council, the event manager, sponsors/funders and any key stakeholders such as sub-contractors are positively maintained;
- The event is deemed successful by research undertaken which provides the appropriate verification;
- Council is able to leverage the event internally through other Council units or externally as appropriate.

- The event is deemed successful by research undertaken which provides the appropriate verification;
- Council is able to leverage the event internally through other Council units or externally as appropriate.

Every Council owned event which is contracted out will be required to meet the minimum requirements as set out below.

In full consultation and mutual agreement of Council, the event manager will ensure the following documentation is produced as a condition of utilising any Council funding for the event:

Business compliance requirements

1. Ensure the event contributes to Manukau's strategic direction and assists in achieving the strategic goals as set out in the following documents:
 - Tomorrow's Manukau – the 10 year plan for Manukau City
 - Council's Long Term Council Community Plan (LTCCP) for 2004/07
 - Council's Economic Development Strategy
 - Manukau's Events Strategy

2. Produce a professional business plan for the event which shall include:
 - Objectives of the event;
 - Event format and description (the theme or special appeal);
 - Robust event budget including details of what the Council funding will be spent on, cashflow projections, profit and loss forecasts;
 - A project plan – including key milestones, timeframes and person responsible;
 - Utilisation of sub-contractors – the need to engage further experienced personnel or expert advice from those who will produce various aspects of the event;
 - Provide the opportunity for event related products and services to be procured by Manukau based businesses by allowing them to tender for services not already supplied;
 - Confirmed location/venue in Manukau;
 - Present and future issues with the event.

3. Identify measurable benefits which addresses one or more of the following needs:
 - a) Community/Social
 - b) Cultural
 - c) Environmental
 - d) Economic

4. Provide a post-event report that details the delivery of the contract specification and the post-event reporting requirements.

5. Provide a communications and marketing plan containing the:
 - Appropriate strategies to target the applicable audience and deliver anticipated attendance;

- Management of the event brand including how Council will be branded and recognised as the event owner;
 - Full tactical media plan.
6. Provide a funding and sponsorship strategy which identifies how you will:
- Retain and service existing sponsors - provide a list of sponsors and/or other key partners who will assist in funding the event;
 - Fill vacant categories/areas by identifying new sponsors and the appropriate approach;
 - Intend to explore all the external funding opportunities applicable to the event.

The event manager will also be required to provide other supplementary documents which Council will approve and work with the event manager on such as:

A ticket sales strategy which promotes the event's gala dinner evening and ensures pre-sale of X% of tickets.

Regulatory compliance and other Council requirements

1. Company certificate of incorporation;
2. Completed copy of Council's events calendar form (for inclusion in Council's events brochure and website);
3. Completed copy of the Auckland region events permitting form;
4. Copies/proof of all the relevant forms and any regulatory compliance requirements such as resource and building consents, traffic management plan, environmental health (food hygiene/safety), liquor licensing, temporary signs, etc;
5. Completed copy of a Health and Safety Plan incorporating a risk management plan (which will be approved by Council);
6. Completed copy of a public liability insurance certificate on a Council approved template (\$2m minimum required);
7. Satisfied Council's waste minimisation requirements (if applicable);
8. Satisfied Council's accessibility and other health and well-being requirements (if applicable);
9. Completed and up-to-date copy of a Communications and Marketing strategy including a media plan;
10. Strategy in place to report back how Council's strategic and other requirements applicable to the sponsorship arrangement will be measured;
11. Full and final event budget;
12. Any other requirements as deemed appropriate by Council.

Formalising the relationship with Council

All funding will be clearly outlined and documented in a contract specifying the relationship Council has with its event manager. This is a compulsory requirement for all externally produced Council owned events receiving funding and aligns to Council's business performance expectations. This will indicate that Council and the recipient have a mutual understanding of the proposed use of the funding. Some events may be specified through existing contract documents if they have

A contract will outline:

- a) The purpose for which the funding was provided;
- b) Conditions of the funding being provided;
- c) Accountability requirements and date for these to be met;
- d) Any other expectations Council might have of the event manager so that they receive the full amount allocated;
- e) An agreed format for reporting use of the funding back to Council;
- f) The steps Council will take if the event manager is unable to demonstrate that they have met the agreed requirements;
- g) A statement describing the explicit performance indicators, objectives and outcomes for the event being contracted;
- h) A statement about how these will be measured.

This is a formal agreement between Council and the recipient, signed by both.

The agreement is binding once the recipient banks Council's cheque or receives electronic payment. This is deemed to signify acceptance of the conditions detailed in the contract.

Withholding funds

Event managers should be aware that a portion of the approved funding may be withheld and distributed following final approval of the post-event report. This may be negotiated but will ultimately be at the discretion of Council.

Post event reporting requirements

Funding for events from Council is public money ie. from the ratepayers of Manukau City. Full accountability for the use of the funds must be strictly adhered to.

All applicants will be required to submit a post event report which includes the following information on the completed event:

- Write a report detailing how the Contract and any other conditions have been met, including signing a statement confirming this by two officers of your organisation;
- Report against specific inputs, outputs and/or outcomes outlined in contract;
- Proof of delivery/success for any other initiatives as required by Council;

- Event evaluation, including feedback from key event related stakeholders in conjunction with Council;
- Audited financial report, evidencing the expenditure of the funds and use of any Council funding (including copies of all receipts);
- Inventory of marketing/promotional achievements, (ie. list and include copies of newspaper ads or articles, approximate number of radio and television ads, all promotional material (brochures, posters, programmes), website use if appropriate and all other marketing material and achievements);
- Audited attendance figures (attendees and event participants) including a breakdown of confirmed figures and estimated totals;
- The number of volunteers and volunteer hours provided;
- Inventory of employment opportunities provided, list of full time and part time positions as well as staff hired for the implementation of the event;
- A report and presentation (on the appropriate Council template) to Council's Economic Development Committee within two months of the conclusion of the event.

Note that Council may access key event stakeholders from time to time, for the purposes of gaining feedback on the event.

Failure to meet responsibilities

Should successful applicants fail to meet their responsibilities, Council will make its own investigation into the reasons for failure to meet the mutually agreed agreement.

If failure to meet the agreement is the fault of the event manager, Council will take action to recover funds. This will include engaging legal advice and other appropriate assistance. Future payments to the event manager will be withheld and Council will not consider providing any future funding unless they are able to demonstrate that the issues relating to the previous failure have been addressed.

If failure to meet the agreement is outside the control of the event manager, this will be considered and the principles of fairness and equity will apply where the event manager is involved with Council in other ways.

Council will from time to time, randomly audit certain events to determine whether or not they have met their obligations.