
Policy: SEASONAL MAJOR EVENTS MARKETING PROGRAM ED-POL-3

Division: Planning

Responsible Officer: Tourism & Business Liaison Manager

1. INTRODUCTION

Council is committed to supporting tourism within the Local Government Area and recognises the value of major events to the tourism industry and the region's wider economy. The marketing of major events in Yass Valley is a key mechanism for promoting Yass Valley and to increase visitation to the region.

This program focuses on major events which have the capacity to draw visitation from outside the Local Government Area and grow that visitation to build the image and profile of Yass Valley as an attractive visitor destination. It provides an opportunity for event operators to co-invest with Council at agreed levels into a planned and strategic marketing and promotional program across the two major event seasons of spring and autumn. The activity will be undertaken by Council's Economic Development & Tourism Business Unit who will lead and manage activity including the opportunity to increase the investment by seeking co-funding from external sources such as Destination NSW.

2. POLICY OBJECTIVE

The Seasonal Major Event Marketing Program is designed to provide co-operative investment into the local economy to assist specifically with the coordinated cross promotion and marketing of major events which:

- Provide significant destination exposure for Yass Valley
- Contribute to the development of Yass Valley as a tourism destination
- Contribute to the broader visitor economy
- Have as a primary aim to promote tourism within Yass Valley, along one of the identified key experience pillars Food & Wine, Nature or Heritage & Arts.
- Align with the identified target markets of visitors to Yass Valley – True Travellers, Wanderers or Compatriots (Holiday mindsets as used by Destination NSW)
- Aims to provide cohesion amongst individual events and market the region as a provider of quality events for the benefit of the region as a tourism destination

3. POLICY SCOPE

This policy applies to promotion of events within Yass Valley.

4. POLICY PROVISIONS

4.1 Annual Funding Provision

In each year Council shall make general provision for financial assistance, known as the Seasonal Major Event Marketing Program.

4.2 How to Participate and Eligibility

A prospectus will be developed annually that indicates various levels of participation for event operators to buy into Council developed and coordinated marketing and promotion activities.

The prospectus will determine:

- Minimum and maximum buy in rates
- How marketing and promotional activities will be conducted and where responsibilities will be allocated

- The timing and channels of planned promotional campaigns
- The process to participate

4.3 Eligibility

To be eligible for inclusion in the program event organisers must:

- Have a well-structured and organised event management committee
- Offer an event primarily within the Yass Valley Local Government Area with a focus on attracting visitation to Yass Valley
- Be an incorporated body or be auspiced (sponsored) by an incorporated body
- Be able to contribute a financial component as identified in the prospectus (In kind support is not eligible as funding financial component)
- Have adequate public liability insurance and other relevant insurance cover for the event
- Identify how their event aligns with the planned activity and target markets as identified within the prospectus
- Have satisfactorily acquitted any previous Yass Valley Council (or external providers) grants programs
- Be willing to collect and provide accurate data/statistics in relation to the event, including but not limited to; visitation, financial statements, economic impact, and sustainability and growth strategies to satisfy potential funding partners including Destination NSW within the timeframes requested

4.3.1 Ineligibility Criteria

Council will not accept contributions from event organisations for:

- Events that are not compatible with the key experience pillars identified
- Events that contravene existing Council policy
- Events that are not open to the general public or benefit only individuals or unincorporated groups
- Organisations that have previously received funding under any Council program and not fulfilled reporting obligations, including provision of a post event evaluation report.

4.3.2 Submissions

Council will ensure that the Seasonal Major Event Marketing Program is widely advertised. All applications for inclusion within the program must be submitted on the approved application form and must be received on or before the date advised by Council.

4.3.3 Assessment Process

Subject to eligibility applications for inclusion will be assessed against the following criteria:

- Provide significant destination exposure for Yass Valley
- Contribute to the broader visitor economy
- Alignment with one of the identified key experience pillars Food & Wine, Nature or Heritage & Arts
- Alignment with the identified target markets of visitors to Yass Valley – True Travellers, Wanderers or Compatriots (Holiday mindsets as used by Destination NSW)
- Long-term financial and environmental sustainability

4.4 Conditions

Successful applicants will be required to sign an Agreement that will specify conditions of inclusion. The following conditions apply to the program:

- Council's Tourism unit will be charged with the development and execution of marketing and promotional activity
- Event organisers must agree to provide information as required to assist the acquittal requirements of third party funding organisations
- If an event is cancelled for any reason contributions will not be eligible for refund
- Acknowledging event operators may wish to undertake individual marketing activity outside the program it is a condition that event organisers included in cooperative campaign activity acknowledge Yass Valley Council's support in all promotional material and publications relating to the project

Successful applicants will be required to contribute to an overall campaign evaluation that includes:

- An evaluation of their event – including accurate data/statistics in relation to the event against KPI's
- Any other information as required to satisfy third party cooperative funding sources

5. REVIEW

The review of this policy will take account of relevant legislation and State Government policies, best practice guidelines and Council plans and priorities.

This policy will be reviewed following each general election of Council and the Director Planning is responsible for arranging the completion of the review.

6. LEGISLATION AND LEGAL FRAMEWORK

This policy is to be read in conjunction with the following:

- *Local Government Act 1993*

7. DEFINITIONS

Nil

8. RESPONSIBILITIES

Council's Tourism & Business Liaison Manager is responsible for assessing the eligibility or otherwise of any applications for assistance against the policy criteria and available budget.

9. HISTORY

<i>EMT Review Date</i>	<i>Report to Council</i>	<i>Minute No.</i>	<i>Exhibition Period</i>	<i>Adoption</i>	<i>Rescission Date</i>
18 /05/2011	25/05/2011	187		25/05/2011	
19 /05/2014	28/05/2018	107		28/05/ 2014	
2/2018	26/04/2018	61	April / May		
11/09/2019	23/10/2019	245	N/A	23/10/2019	

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