Gladstone Regional Council

Council Policy

Title	**EVENT AND VENUE PROGRAMMING POLICY**
Policy Number	**P-2019-34**
Business Unit/s	**COMMUNITY DEVELOPMENT AND EVENTS**
Date of Adoption	**17 DECEMBER 2019**
Resolution Number	**G/19/4035**
Review Date	**17 DECEMBER 2022**
Date Repealed	

1.0 PURPOSE:

Events and venue-based activities play an important role in boosting the local economy, providing wellbeing and lifestyle benefits to local residents and visitors, and acting as a focal point for celebrating community and culture. The purpose of this policy is to outline the principles which will guide Council decision-making on events and activities that Council is seeking to attract, program and deliver in its venues and other spaces in the Gladstone Region.

2.0 SCOPE:

This policy applies to events and activities that Council proposes to attract, program and deliver in the Gladstone Region.

3.0 RELATED LEGISLATION:

Local Government Act 2009
Local Government Regulation 2012

4.0 RELATED DOCUMENTS:

- Gladstone Regional Events Strategy 2019-2024
- Gladstone Regional Events Strategy Action Plan
- Gladstone Region Arts and Cultural Development Plan 2018-2022
- Gladstone Regional Council Arts and Cultural Policy
- Gladstone Regional Council Community Investment Policy and Corporate Standard
- Gladstone Regional Council Procurement and Tender Policy and Corporate Standard
- Gladstone Regional Council Financial Delegations Register
- Gladstone Regional Council Corporate Plan 2018-2023
- Gladstone Regional Libraries Strategic Plan 2019-2023
- Gladstone Tondoon Botanic Gardens Strategic Plan 2016-2025

5.0   DEFINITIONS:

To assist in interpretation of this policy the following definitions apply:

Event means a planned gathering of people for artistic, entertainment, community, religious, cultural, recreational, sporting, educational, business or other special interest purposes.

GECC means Gladstone Entertainment Convention Centre.

GRAGM means Gladstone Region Art Gallery and Museum.

6.0   POLICY STATEMENT:

6.1   Background

Council wishes to position the Gladstone Region as a nationally recognised event destination and to strengthen the capacity of the region to deliver events and activities. To achieve this, Council has established the following key principles to guide its decision-making in event attraction, programming and delivery.

6.2   GECC Programming

6.2.1 Council wishes to position the GECC as a premier multipurpose performing arts, entertainment and convention facility in regional Queensland by:

   a.   Delivering a high-quality, diverse range of artistic programming for the Gladstone Region community.

   b.   Playing a leading role in the artistic and cultural development of Gladstone Region citizens, particularly through interaction with local schools, arts groups and artists.

   c.   Being the first-choice venue for conferences, meetings and events in the Central Queensland Region.

   d.   Rivalling the customer and patron experience and offerings at any other comparable venue in regional Queensland.

   e.   Consistently attracting, satisfying and maintaining loyal audiences.

   f.   Developing and communicating an effective position in the marketplace.

6.2.2 In order to achieve this outcome, Council recognises that GECC's offerings (its Program) must adapt and evolve to reflect the wants and needs of an ever-changing community.

6.2.3 Council recognises that GECC is not expected to be financially self-sufficient and that achieving the desired diversity and balance of productions (many of which are not commercially viable) will require Council support.

6.2.4 In developing the GECC Program, GECC management is required to observe the following programming criteria:

a. <u>Diversity and Balance</u> - Any production must contribute to achieving diversity in the overall GECC Program and a balance between popular productions and those that offer artistic and cultural development opportunities.

b. <u>Venue Branding</u> - A chosen production must contribute positively to the promotion of the overall reputation and identity of GECC and maintain a high standard of artistic and production values.

c. <u>Company/Promoter Viability</u> - Due diligence is to be undertaken with respect to prospective promoters/hirers and steps taken to ensure that Council's financial and non-financial interests are protected.

d. <u>Timing</u> - Booking of productions must be done in sufficient time to ensure proper marketing and presentation can be undertaken. Moreover, GECC management should avoid clashes with existing venue programming, or other comparable offerings within the region unless there is a compelling financial or other case for committing to the production.

e. <u>Financial Viability</u> - Where GECC management seeks to include productions that involve an investment risk to Council in the GECC Program approval for such productions must be obtained from employees of Council with appropriate delegations from Council through the Chief Executive Officer.

f. <u>Audience Development</u> - Productions included in the GECC Program should aid the process of sustaining existing or building new audiences to the venue.

g. <u>Community Involvement</u> - Productions included in the GECC Program should, where they are able to, provide for opportunities to collaborate with local arts groups.

h. <u>Public Programs</u> – A portion of the program should include performances and productions that are provided for community benefit with no intention of the revenue recovered from patrons to fully cover expenses. Public programs are to aid the community's artistic, cultural and educational development; or will be productions for the wider enjoyment of Gladstone Regional Council stakeholders. For example, community and school musicals, concerts, eisteddfods, or age demographic focussed programs.

6.2.5 Council recognises that there will be occasions where GECC management may provide sponsorship or other benefits to an event where it recognises partnership value (e.g. where being recognised as a sponsor of a partner event might provide equivalent marketing value to GECC as would traditional forms of marketing investment). Such support may involve concessional hire rates and/or cash and in-kind support. Such support must be undertaken within the budget provided by Council to GECC and be separately identifiable as a cost to Council within that budget.

6.3 Outdoor and Other Externally Hosted Event Programming

The key principles that Council will apply in developing its non-venue specific community events program are those identified in the Regional Events Strategy being:

a.   The development of greater synergies between events and tourism
b.   Building and developing a positive destination profile
c.   Growing the region's return on investment through strategic focus and investment
d.   Facilitating sustainable events
e.   Increasing overnight visitor expenditure
f.   Increasing liveability for the Gladstone Regional community
g.   Promoting community pride
h.   Celebrating the Region's diverse culture
i.   Creating opportunities for community connection and engagement
j.   Celebrating milestones, festive seasons and important dates in the Australian calendar
k.   Activating spaces throughout the region
l.   Creating economic stimulus for local businesses, groups, individuals and organisations.

6.4   GRAGM Programming

The Gladstone Regional Art Gallery and Museum programming will align with Council's Arts and Cultural Development Plan and Policy and seek to achieve balance and diversity by applying the following key principles:

a.   <u>Showcasing Local Arts and Heritage Collections and Celebrating Community</u>
  - Curating exhibitions and programs utilising the extensive art and local heritage collections managed by GRAGM
  - Delivering annual signature events that allow local artists to have their work displayed and recognised (for example, the Martin Hanson Memorial Art Awards, the Golding Showcase)
  - Facilitating exhibitions for regional artists and groups
  - Providing opportunities for our regional history and local people to be recognised and celebrated (for example, Our Priceless Past, Seniors Week)
  - Celebrating important civic occasions such as Australia Day; ANZAC Day, NAIDOC week and Remembrance Day et al.

b.   <u>Audience and Talent Development and creating opportunities to broaden Community Experiences</u>
  - Providing opportunities for the regional community to experience State, National and International arts and cultural exhibitions and programs
  - Fostering the development of local talent and regional arts, heritage and cultural activity through programs such as the Regional Arts Development Fund
  - Developing activities that promote the profile of arts and culture within region.

c.   <u>Education</u>
  - Developing and offering exhibition and educational programs to schools and special interest groups
  - Participating in cultural and arts exchange programs (for example: Saiki Sister City exchanges).

6.5   Library Programming

The programming of events and activities for Gladstone Regional Libraries will align with:

a.   the Gladstone Region Libraries Strategic Plan
b.   the goals and strategic objectives of the State and National Library Programs and guidelines

c. include programs that align with local, educational and culturally significant community holidays, events and festivities (for example: Christmas festivities, NAIDOC week, school holiday programs, children's story time et al)

d. assist in achieving the vision of lifelong learning for residents through programs which are community focussed and delivered in a safe, supportive and encouraging environment.

6.6 Community Development Programming

The programming of events and activities under Council's Community Development function will align with Gladstone Regional Council's strategic goals of community development, social inclusion and engagement and will adapt and evolve to reflect the wants and needs of an ever-changing community. Programs may focus on specific target groups as determined by Council's involvement in community development and may include programs for youth, seniors, multicultural and indigenous residents, sport and recreation organisations, community resilience recovery, volunteerism and other special interest areas.

6.7 Tondoon Botanical Gardens Programming

The programming of events and activities for the Gladstone Tondoon Botanic Gardens will align with the Gladstone Tondoon Botanic Gardens Strategic Plan 2015-2025 with a focus on:

a. Showcasing the native flora of the Region

b. Educating the community and visitors on local native plant species and ecosystems; the indigenous names of flora and its uses; general foundation horticulture and sustainable environmental practice

c. Being a host venue for other community events and celebrations.

6.8 Two-Year Events Calendar

Council will be provided with an updated Two-Year Events Calendar which includes events and activities that are proposed to be delivered by Council (in whole or in partnership with others) for annual review. The Two-Year Event Calendar will be produced and updated in the last quarter of each year and will consist of:

a. Year 1 - A detailed list of events for the next calendar year; and

b. Year 2 - An anticipated program of events for the year following the next calendar year.

This will provide an early opportunity for Council to consider those events proposed to be delivered prior to the next financial year's budget considerations.

The Two-Year calendar will also include major events delivered by others (with or without Council financial support) to assist in maximising regional opportunities and to avoid target audience clashes.

6.9 Program Alignment

Where it is possible and practical to do so, Council will endeavour to align events and programming across Council facilities and venues to achieve common themes to maximise promotional opportunities and to ensure venues and events are not competing for the same target markets.

6.10 Procurement Arrangements – Specialised and Sole Supplier

Where Council proposes to procure a specific event, performance, exhibit or activity, (for example purchasing a specific production from the Queensland Ballet or bringing a particular sporting event), Council resolves under Section 235(a) and (b) of the *Local Government Regulation 2012*, that it is satisfied in these circumstances there is only one source of supply and that the supply is of a specialised nature and it would be impractical to invite quotations or tenders.

6.11 Policy Responsibilities

6.11.1 *Council*
- Review the Two-Year Events Calendar for Gladstone Regional Council
- Determine funding and resource allocations for events and venue programming.

6.11.2 *General Manager Community Development and Events*
- Provide oversight and direction on the development of the Gladstone Regional Council Two-Year Events Calendar and associated programming across all areas of Council.

6.11.3 *Manager Events and Entertainment*
- Develop and update the Two-Year Events Calendar for Gladstone Regional Council
- Provide oversight and input into event and venue programming
- Liaise with leaders of Council events and venues on programming to maximise public participation, achieve alignment, minimise target audience clashes and optimise promotional opportunities
- Identify specialised and sole supplier arrangements for procurement purposes
- Coordinate the implementation of Council facilitated initiatives in the Gladstone Regional Events Strategy Action Plan.

6.11.4 *Community Development and Events Business Unit Managers / Events Specialist(s)*
- Contribute to the development and update of the Two-Year Events Calendar
- Develop Event and Activity Programs relevant to the Manager / Specialist's area of responsibility including Outdoor and Other Externally Hosted Events, GECC, GRARM, Regional Libraries, Tondoon Botanic Gardens and Community Development
- Provide advice on specialised and sole supplier arrangements for procurement purposes.

7.0 ATTACHMENTS:

Nil

8.0 REVIEW MECHANISM:

This policy will be reviewed when any of the following occur:

1. The related legislation or governing documents are amended or replaced; or
2. Other circumstances as determined by resolution of Council or the CEO; or
3. Three years from date of adoption.

TABLE OF AMENDMENTS			
Document History	**Date**	**Council Resolution No.**	**Notes (including the prior Policy No, precise of change/s, etc)**
Originally Approved	17 May 2016	G/16/2809	GECC Programming Policy (P-2016-13)
Amendment 1	17 December 2019	G/19/4035	
Amendment 2			

……………………………………………

LEISA DOWLING
CHIEF EXECUTIVE OFFICER