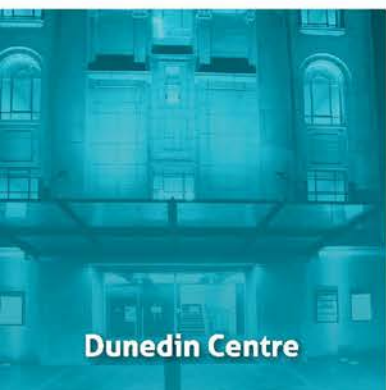




# DUNEDIN VENUES



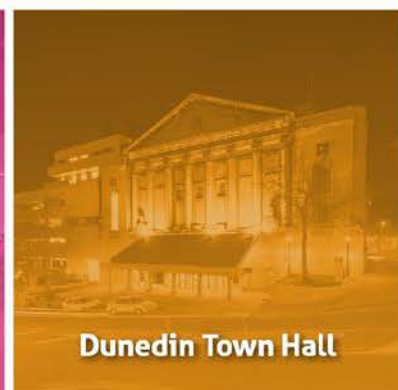
## 2018 | Forsyth Barr Stadium Community Events Funding Policy



Dunedin Centre



Glenroy Auditorium



Dunedin Town Hall



Forsyth Barr Stadium

## CONTENTS

<b>1. INTRODUCTION.....</b>	<b>4</b>
<b>2. FUNDING POLICY FRAMEWORK.....</b>	<b>4</b>
Principles.....	4
Goals.....	4
Objectives.....	4
<b>3. FUNDING CRITERIA .....</b>	<b>5</b>
Specific Criteria .....	5
Events/Projects which do not qualify .....	5
Accountability .....	6
<b>4. OPERATIONAL RESPONSIBILITY .....</b>	<b>6</b>
Applications .....	6
Support and Advice .....	7
Community Event Hierarchy .....	7
Event Type .....	7
Appeals .....	8
<b>5. DEFINITIONS.....</b>	<b>8</b>

## 1. INTRODUCTION

The Dunedin City Council provides Dunedin Venues Management Limited a financial level of support to ensure that community users can access and utilise the facilities, equipment and resources at Forsyth Barr Stadium. The purpose of this document is to;

- Ensure community users who wish to utilise Forsyth Barr Stadium under the Community Access Grant clearly understand how the agreement is delivered and how the information the user provides will assist decision makers when allocating funding to community users and user groups
- Establish the funding policies and criteria by which Dunedin Venues Management Limited and the Dunedin City Council staff make their decisions regarding the allocation of funding and access.

### **Community Event Funding**

The agreement specifies that ***Dunedin Venues Management Limited*** will provide financial support to people, community groups and/or organisations that have a charitable status or are a not for profit organisation, to enable community users to utilise the facilities at Forsyth Barr Stadium. This will benefit community users and Dunedin City in general by encouraging;

- Vibrant communities
- Active lifestyles
- Social and cultural activities
- Affordable access to facilities
- Amateur sport
- Amateur events
- Community interaction
- Civic pride

## 2. FUNDING POLICY FRAMEWORK

### **Principles**

Dunedin Venues Management Limited recognises the need to:

1. Facilitate affordable community access to Forsyth Barr Stadium.
2. Ensure a clear, transparent record of the funding is available.
3. Provide community users equal opportunities.

### **Goals**

The goals of the Funding Policy, therefore, are to:

1. Increase the quality of the community events delivered at Forsyth Barr Stadium.
2. Ensure community users understand how the funding is allocated, distributed and reconciled.
3. Show those who access the funding are from a variety of user groups.

### **Objectives**

The objectives of the Funding Policy are to:

1. Increase the community satisfaction levels for users who utilise Forsyth Barr Stadium.

2. Determine which community groups and activities are eligible for funding.
3. Provide effective monitoring and reporting in respect of applications, funding allocations, and accountability for the use of the Community Event Funding.

### 3. FUNDING CRITERIA

#### Specific Criteria

1. Organisations must be able to demonstrate there is both community need and support for their event or activity.
2. Organisations must demonstrate the ability to plan and deliver projects in an efficient manner.
3. Organisations are to be; not for profit, have charitable status, an incorporated society, in the educational, health, social, cultural or sporting sector. Informal organisations may also apply. Examples of groups which could apply include self-help/support, neighbourhood, ethnic, environmental, social service, youth or senior citizen groups.
4. Priority will be given to groups whose projected attendance is significant.
5. The event should encourage active lifestyles, deliver cultural, social, educational and/or health benefits.
6. The event is to be free to attend and or participate (no registration fee).
7. The event may receive donations or sponsorship (to cover the non-stadium costs of putting an event on, or for charity).
8. The applicant is required to submit a full financial reconciliation showing the event or organiser has not benefitted financially, or quantifying the charitable benefit received, if requested.
9. The applicant must complete and comply with the Dunedin Venues Management Limited Health and Safety System / Plan.
10. The applicants must complete their application within the allocated funding windows. **This funding round is for events taking place during 1<sup>st</sup> July – 31<sup>st</sup> December 2018, applications open on the 2<sup>nd</sup> February 2018 at 9am and close on the 5<sup>th</sup> March 2018 at 5pm.**
11. Outside of funding rounds, please contact Dunedin Venues Management Limited on [info@dunedinvenues.co.nz](mailto:info@dunedinvenues.co.nz) to discuss funding possibilities. Decisions on funding these events are at the sole discretion of Dunedin Venues Management Limited.

#### Events/Projects which do not qualify

1. Events that are run by, and for the benefit of, commercial or profit-oriented organisations.
2. Ticketed events where a cash payment must be made to attend (koha/donation is exempt).
3. Events/projects that have already taken place (no retrospective funding).
4. Events that have a political or religious purpose.
5. Events/projects whereby an organisation, group of people or person financially benefits from the Community Access Grant (registered charitable organisations are exempt).

## **Accountability**

The following information must be supplied to Dunedin Venues Management Limited within 3 months of the completion of the event, if requested. No further applications for funding will be considered until this information is received.

1. Any event whereby a direct financial benefit is received which produces a cash surplus i.e. sponsorship or donation upon entry, will require a full event reconciliation. All surplus money is to be paid to Dunedin Venues Management Limited who will reinvest the money into the Community Event Fund.
2. The number of people attending or participating in the event.
3. It is a further requirement of all community groups that receive funding, that the recipient of the funding be acknowledged publicly by at least one of the following methods:
  - Acknowledgement in the annual report
  - Acknowledgement on publicity material
  - Acknowledgement, where appropriate, at events with flags, banners, logos and posters.
4. The Organisation will be publically recorded as a beneficiary of the Community Access Grant.
5. High resolution imagery of the event may be used by Dunedin Venues Management Limited for promotional purposes.

## **4. OPERATIONAL RESPONSIBILITY**

1. All community requests for funding will be directed to Dunedin Venues Management Limited. Dunedin Venues Management Limited is responsible for processing applications and informing Dunedin City Council of the outcome prior to notifying applicants.
2. The Dunedin City Council Parks, Recreation and Aquatics and other Department staff will review the list of successful applicants as required and confirm that all recommendations are in accordance with this Policy.
3. All successful applications will be assessed by an independent party.

## **Applications**

1. All applications must be made on the application form for the Community Access funding in black ink or typed. Organisations applying must include all information requested.
2. Organisations may only apply for one event per application.
3. Organisations planning an event series may apply for multiple dates on a single application form.
4. No late applications will be accepted.
5. The application process, from closing until notification, takes a maximum of eight weeks.
6. Applicants should endeavour to submit full and complete applications. Should an attachment be omitted, the incomplete application will be returned to the applicant to complete and return within one week.
7. Once an event is confirmed, applicants should enter their event on the Dunedin City Events Calendar at [www.dunedin.govt.nz/events/tell-us-about-an-event/tell-us-about-an-event](http://www.dunedin.govt.nz/events/tell-us-about-an-event/tell-us-about-an-event).
8. Outside of funding rounds, please contact Dunedin Venues Management Limited on [info@dunedinvenues.co.nz](mailto:info@dunedinvenues.co.nz) to discuss funding possibilities. Decisions on funding these events are at the sole discretion of Dunedin Venues Management Limited.

## **Support and Advice**

Dunedin Venues Management Limited, where appropriate and cost effective, will offer applicants advice in regard to event planning, promotion and delivery.

## **Community Event Hierarchy**

The event definitions below determine the level of flexibility applied to individual bookings. This level of flexibility is required as commercial events contracted by Dunedin Venues Management Limited take precedence over some community events.

To assist all users at the time of booking, community events will be categorised as Type 3, 4 or 5.

Types 3, 4 and 5 may be cancelled or rescheduled should a Type 1 booking be accepted by Dunedin Venues Management Limited with **no less than four weeks' notice**.

Type 4 and 5 may be cancelled or rescheduled should a Type 2 booking be accepted by Dunedin Venues Management Limited with **no less than sixteen weeks' notice**.

Type 4 events take precedence over Type 5 should there be two events applying for a single date.

Incidental community events should not take precedence over confirmed Type 3, 4 or 5 events.

## **Event Type**

To determine the position in the Community Event hierarchy, event types are defined as follows

### **Major Commercial Event (Type 1)**

1. An event where an anchor tenant hires the Stadium.
2. An event with a projected attendance of 10,000 paying people.
3. An event where a commercial agreement is in place and a commercial hire fee is to be paid.
4. An event which generates an economic benefit to the city greater than \$1,000,000.
5. An event which gains National and/or International media exposure.
6. No community funding required.

Examples: International fixtures, concerts, Highlanders, Mitre10 Cup Rugby

### **Commercial Event (Type 2)**

1. An event where a full Stadium commercial agreement is in place and a commercial hire fee greater than \$10,000 is to be paid to Dunedin Venues Management Limited.
2. An event with a projected attendance of 5,000 – 9,999.
3. An event which gains National media exposure.
4. No community funding required.

Examples: Medium concerts, conferences, entertainment events

### **Large Community Event (Type 3)**

1. An event where the anticipated attendance is greater than 2,000.
2. An event where national competitors travel from other regions to participate.
3. Use of the Community Events Fund.
4. Significant local media exposure.

Examples: Community concert, local sports competition finals

#### **Medium Community Event (Type 4)**

1. An event where the anticipated attendance is 300 – 1,999.
2. Use of the Community Events Fund.
3. Some local media exposure.

Examples: Sports events, school events

#### **Small Community Event (Type 5)**

1. Events where the anticipated attendance is 25 - 299.
2. Use of the Community Events Fund.
3. No media exposure guaranteed.

Examples: Sports trainings, entertainers rehearsals

#### **Appeals**

1. Any appeals must be lodged in writing within one week of receipt of the letter from Dunedin Venues Management Limited advising of the outcome of the application.
2. The appeal will be reassessed by Dunedin Venues Management Limited in consultation with Dunedin City Council staff.
3. In the case of appeals, applicants may appear before Dunedin Venues Management Limited staff to present their case.
4. The decision made at the appeal meeting is final.
5. The applicant is still entitled to apply at any future funding rounds provided the funding criteria are met.

#### **5. DEFINITIONS**

<b>Charitable status:</b>	Pertaining to an organisation, this means the organisation is registered with the NZ Charities Commission.
<b>Facilities:</b>	The 'facilities' includes the pitch, concrete slab, function rooms, seating, car park and other facilities at Forsyth Barr Stadium.
<b>Not-for-profit:</b>	An incorporated society or other organisational entity that generates neither profit nor return to shareholders.
<b>Sport:</b>	Physical activities that are competitive, organised, involve observation of rules, and may be participated in either individually or as a team.