

## Notice of Meeting:

I hereby give notice that an ordinary meeting of Event Sponsorship Subcommittee will be held on:

**Date:** Wednesday 2 December 2015  
**Time:** 1.30pm  
**Meeting Room:** Committee Room 1  
**Venue:** Municipal Building, Garden Place, Hamilton

Richard Briggs  
Chief Executive

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## Event Sponsorship Subcommittee OPEN AGENDA

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### Membership

Chairperson Deputy Mayor Gordon Chesterman  
Members Cr K Green  
Cr E Wilson  
Cr P Yeung  
Ms S Peek

**Quorum:** Three members (including one external appointee)

**Meeting Frequency:** Three times a year – or as required

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Ian Loiterton  
**Committee Advisor**

**27 November 2015**  
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**Terms of Reference:**

- To make decisions on event sponsorship applications in compliance with the Event Sponsorship Policy and budget.
- Monitor performance of the event sponsorship contracts.
- Develop and recommend an Events Strategy to Strategy and Policy Committee by 30 March 2014.

**Special Notes:**

- The sub-committee may request expert advice through the Chief Executive when necessary.

**Power to act:**

- To make decisions on event sponsorship applications.

**Power to recommend:**

- The sub-committee may make recommendations to the Finance Committee and/or Strategy and Policy Committee.

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**1 Apologies**

**2 Confirmation of Agenda**

The Committee to confirm the agenda.

**3 Declaration of Interest**

Members are reminded of the need to be vigilant to stand aside from decision making when a conflict arises between their role as an elected representative and any private or other external interest they might have.

**Committee:** Event Sponsorship  
Subcommittee

**Date:** 02 December 2015

**Report Name:** Event Sponsorship  
Subcommittee Meeting - Open  
Minutes - 5 August 2015

**Author:** Ian Loiterton

<b>Status</b>	<i>Open</i>
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## Recommendation

That the Subcommittee confirm and adopt as a true and correct record the Open Minutes of the Event Sponsorship Subcommittee Meeting held on 5 August 2015.

## 1. Attachments

2. Attachment 1 - Event Sponsorship Subcommittee Meeting - Open Minutes - 5 August 2015

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## Event Sponsorship Subcommittee

### OPEN MINUTES

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Minutes of a meeting of the Event Sponsorship Subcommittee held in Kauri Room, Municipal Building, Garden Place, Hamilton on Wednesday 5 August 2015 at 1:30pm.

#### PRESENT

Chairperson	Deputy Mayor Gordon Chesterman
Members	Cr K Green Cr E Wilson Cr P Yeung Ms S Peek
In Attendance	Sean Murray – General Manager Events and Economic Development Jennie Lavis – Executive Assistant, Events and Economic Development Deanne McMannus-Emery – Community Development & Leisure Manager Andy Mannering – Manager Social Development
Committee Advisor	Mr B Stringer

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#### 1. Apologies

There were no apologies.

#### 2. Confirmation of Agenda

**Resolved:** (Crs Wilson/Yeung)

The Committee to confirm the Agenda.

#### 3. Declarations of Interest

No members of the Committee declared a Conflict of Interest.

#### 4. Event Sponsorship Subcommittee - Open Minutes - 16 March 2015

**Resolved:** (Crs Yeung/Chesterman)

That the Subcommittee confirm and adopt as a true and correct record the Open Minutes of the Event Sponsorship Subcommittee Meeting held on 16 March 2015.

#### 5. Resolution to Exclude the Public

**Resolved:** (Crs Chesterman/Wilson)

##### Section 48, Local Government Official Information and Meetings Act 1987

The following motion is submitted for consideration:

That the public be excluded from the following parts of the proceedings of this meeting, namely consideration of the public excluded agenda.

The general subject of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under section 48(1) of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution follows.

General subject of each matter to be considered	Reasons for passing this resolution in relation to each matter	Ground(s) under section 48(1) for the passing of this resolution
C1. Event Sponsorship Subcommittee - Public Excluded Minutes - 16 March 2015	) Good reason to withhold information exists under Section 7 Local Government Official Information and Meetings Act 1987	Section 48(1)(a)
C2. Event Sponsorship Subcommittee - Public Excluded Action List - 5 August 2015	)	
C3. General Manager's Report		
C4. Event Sponsorship (Community) 2014/15 Allocations		
C5. Major Event Report 2014/15		
C6. Event Sponsorship Fund Applications - 2015/16		

And that the following people are able to attend the Public Excluded session to provide information to the Subcommittee in relation to Items C5 and C6:

Michelle Connell	Dick Breukink
Jenni Muhlmann-Brown	Monica Leggett
Jeanette Tyrrell	Pippa Mahood
Graeme Cairns	Chris Williams
Simon Scott	David McGaskill
Karen Watkins	

This resolution is made in reliance on section 48(1)(a) of the Local Government Official Information and Meetings Act 1987 and the particular interest or interests protected by Section 6 or Section 7 of that Act which would be prejudiced by the holding of the whole or relevant part of the proceedings of the meeting in public, as follows:

Item C1.	to prevent the disclosure or use of official information for improper gain or improper advantage	Section 7 (2) (j)
Item C2.	to prevent the disclosure or use of official information for improper gain or improper advantage	Section 7 (2) (j)
Item C3.	to enable Council to carry out negotiations	Section 7 (2) (i)
Item C4.	to protect the privacy of natural persons	Section 7 (2) (a)
Item C5.	to enable Council to carry out negotiations	Section 7 (2) (i)
Item C6.	to enable Council to carry out negotiations	Section 7 (2) (i)

**The Meeting moved into Public Excluded session at 1.35pm.**

**The Meeting was declared closed at 4.40pm.**

**Committee:** Event Sponsorship  
Subcommittee

**Date:** 02 December 2015

**Report Name:** Event Sponsorship  
Subcommittee Terms of  
Reference

**Author:** Sean Murray

<b>Report Status</b>	<i>Open</i>
<b>Strategy, Policy or Plan context</b>	<i>Event Sponsorship Policy, Economic Development Agenda</i>
<b>Financial status</b>	<i>There is budget allocated Amount \$222,596</i>
<b>Assessment of significance</b>	<i>Having regard to the decision making provisions in the LGA 2002 and Councils Significance Policy, a decision in accordance with the recommendations is not considered to have a high degree of significance</i>

## 1. Purpose of the Report

2. To highlight and resolve an action point raised at its 5 August 2015 meeting regarding the role and on-going need for the Event Sponsorship Subcommittee given the reduced annual budget and as a result the diminished number of funded events.

## 3. Recommendations from Management

4. That:
  - a) the report be received;
  - b) the next Chairman's Report on the Event Sponsorship Subcommittee note that Subcommittee will stay in place as currently directed through the Governance Structure adopted by Council on 28 November 2013;
  - c) a review of that Governance Structure will occur following the 2016 Council elections; and
  - d) the Subcommittee propose to review the current Event Sponsorship Policy as a result of the reduced event sponsorship budget.

## 5. Attachments

6. Attachment 1 - Event Sponsorship Subcommittee Terms of Reference
7. Attachment 2 - Event Sponsorship Policy

## 8. Background

9. As a result of the approved 2015 - 2025 10 Year Plan the budget awarded to major event sponsorship activity has been reduced further to \$222,596 thereby restricting the spread and scope of the deployment of the fund.
10. This therefore raises a question over the validity over the current governance structure making decisions over the fund disbursement and outcomes monitoring. Equally it puts into question the suitability of the current Event Sponsorship Policy.

## 11. Approvals and Monitoring

12. Through the approvals process undertaken by the Subcommittee it has become clear that a very small number of core city events must remain the priority of the disbursement of major event sponsorship funds. These include Hamilton Christmas Events, Balloons over Waikato and the Hamilton Garden Arts Festival which have had funding approved for the 2016/17 financial year taking those obligations through to the end of the current Council triennium.
13. This therefore quite rightly begs the question of the need of this Subcommittee to preside over a much smaller and limited discretionary fund although authority to disburse the funds should remain to an appointed group of elected members. However as the Subcommittee meets generally three times a year and the proximity to the next Council elections it would appear appropriate for the current governance arrangement to remain in place.

## 14. Event Sponsorship Policy

15. The current policy was first adopted in April 2013, reviewed again in April 2014 and is scheduled for review in April 2018. The matters already raised in this paper therefore lead to a corresponding review of the policy itself earlier in 2016.
16. It should also be noted that an operational delivery strategy is currently being prepared by the Strategy and Communications Group that will drive the delivery of Council initiated local and community events, provide support services to external event organisers and facilitate a more centralised (single point of contact) service for event organisers when dealing with Council. This is to be considered Council's Senior Leadership Team in early 2016.

## Signatory

Authoriser	Sean Murray, Executive Director, H3 and Events
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## Event Sponsorship Sub-Committee

<b>Reports to:</b>	Finance Committee
<b>Chairperson:</b>	Deputy Mayor Gordon Chesterman
<b>Membership:</b>	Cr Karina Green Cr Ewan Wilson Cr Philip Yeung External Appointee – Sandra Peek
<b>Meeting frequency:</b>	Three times a year – or as required
<b>Quorum:</b>	Three members (including one external appointee)

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### Terms of Reference:

1. To make decisions on event sponsorship applications in compliance with the Event Sponsorship Policy and budget.
2. Monitor performance of the event sponsorship contracts.
3. Develop and recommend an Events Strategy to Strategy and Policy Committee by 30 March 2014.

### Special Notes:

- The sub-committee may request expert advice through the Chief Executive when necessary.

### Power to act:

- To make decisions on event sponsorship applications.

### Power to recommend:

- The sub-committee may make recommendations to the Finance Committee and/or Strategy and Policy Committee.

## EVENT SPONSORSHIP POLICY

The purpose of this Policy is to provide guidelines and criteria for Council's Event Sponsorship Subcommittee to allocate its funding resource.

### Objectives and Scope

This policy seeks to ensure best value for Council's investments in event sponsorships by providing easy to understand, fair and transparent decision making criteria.

The Event Sponsorship Policy is primarily aligned to Council's Economic Development Agenda seeking to lift Hamilton's profile and capability awareness; develop new long-term business opportunities for Hamilton businesses, event tourism strategies and new community opportunities as a result.

### Principles of Policy

Council's Economic Development Agenda includes as one of its priorities a focus on events and business tourism. The events sponsorship fund is one part of a mix of core Council initiatives to generate, nurture and stage a portfolio of events within Hamilton to the benefit of visitors and residents of Hamilton and the wider Waikato region. The events strategies pursued by Council are best described as follows;

- Promotion of Hamilton as a business and event visitor destination of note.
- Council's capital and operating investment in a wide range of infrastructure and event facilities and supporting services.
- Commercial event fixtures attracted through "Hamilton Venues" business development activity that are fully self-funded.
- Events leverage fund (administered by the Events and Economic Development Group, and
- **The Events Sponsorship fund.**

### Policy

1. The application of the event sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors from outside Hamilton and the region and community participation.
2. All application assessments will be considered both collectively (with other applications) and independently upon their respective merit in order to ensure a balanced portfolio of event categories (types) and year round weighting. There will be three primary categories considered.

- **“Emerging”** events that are new and warrant a kick-start sponsorship investment as they are seen to have significant long term growth potential for the city.
- **“Cornerstone”** long standing events that have proven performance in delivering high profile for Hamilton; add to the city’s value proposition and where Council’s ongoing sponsorship support will drive incremental visitation and expansion opportunity.
- **“Significant”** one-off events that present an opportunity to deliver substantial benefits to Hamilton by way of profile, increased visitation and new business opportunities (economic outcome).

3. Principle criteria and guidance for sponsorship assessment include;

- Aligned with the Hamilton city vision, profile, and broader strategies.
- Quantified/proven exposure benefits and distinctiveness for Hamilton nationally (and internationally) and across business at large.
- Evidence of target audience/attendance at regional / national / international levels.
- Generation of overnight visitation to the city.
- Significant number of anticipated participants and future growth potential.
- Utilisation of city facilities and assets.
- Quality of organisational capability.
- Strong leverage opportunities and community support.
- Existing interests and relationships that may give rise to a potential conflict of interest.

## Monitoring and Implementation

### 4. Event Sponsorship Subcommittee Membership

- The appointment of external members to the Subcommittee will be approved by Council following advice from the General Manager Events and Economic Development.
- The Subcommittee will comprise of three elected members of Council and two external members.
- The Subcommittee will report to the Finance and Monitoring Committee.
- The Chair of the Subcommittee must be an elected member and be appointed by Council following the triennial local body elections.
- The appointment of Subcommittee members is to be for the duration of the triennium.
- The tenure of external members of the Subcommittee is to be reviewed within 3 months of the triennial local body elections.

## 5. Event Sponsorship Application Requirements

- Applicants must accept Council's decisions as final. Once approved, under terms of the sponsorship payment schedule, applicants may receive up to 80% in advance.
- Applications will not be accepted to any past sponsored event organiser who has failed to supply a post event report to Council.

## 6. Monitoring and Performance Requirements

- Successful applicants must adhere to event milestone reporting up until the event itself and post evaluation reporting as prescribed by Council.
- Successful applicants will present a final report on events outcomes and achievements against stated objectives within 2 months of the event.
- Upon receipt of the post event report Council will release the balance of the sponsorship to the event organiser.
- This Subcommittee will be responsible for the allocation of the Council's event sponsorship fund within the terms prescribed by this Policy.
- The Subcommittee cannot approve any single sponsorship event on an annual basis of any more than \$100,000. Any recommendation by the Subcommittee that Finance and Monitoring Committee approves for sponsorship at a level above \$100,000 will also require an approval of un-budgeted funds.

## 7. Fund Allocation Process

- The Subcommittee will be supported by the Events and Economic Development Group who will administer the sponsorship application; liaise with all applicants and successful event organisers receiving sponsorship.
- The Events and Economic Development Group will supply the Subcommittee with a copy of the cover sponsorship application form and for each a copy of management's assessment and recommendation for each application
- The Subcommittee will meet on three occasions during the financial year. One in July to consider all applications for the full year, and two meetings (one in November and one in March) to monitor approved event performance; receive formal sponsored events reports back and monitor the fund status and assess any extra-ordinary matters.
- The General Manager Events and Economic Development may upon approval of the Chair call under urgency a special meeting of the Subcommittee for any warranted urgent approval or issue requiring immediate attention.
- The Subcommittee will assess all applications both collectively and individually in order to ensure a balanced approach to all approvals is maintained.

## 8. Financial Accountability

- Upon advice to the applicant that funding is approved they will be required to reconfirm that financial information presented with their application is unchanged or otherwise and confirm that sufficient other funding sources for the event have been secured before payment by Council will be made.

## 9. Transparency of Information

- Information about sponsored parties will be available to the public on request and the Council will maintain a register of sponsored parties and sponsorships but not the details of the sponsorship agreement itself.
- Regular financial and performance audits will be conducted in relation to sponsorship arrangements.

## Conflict of interest and personal benefits

- Members of the Subcommittee, elected members of Council and Hamilton City Council staff must not benefit as a result of sponsorship and must not take, or seek to take, improper advantage of their position in order to obtain benefits for themselves, their family or any other person or organisation. The benefit of sponsorship must go directly to Hamilton City Council.
- Hamilton City Council will not enter into sponsorship arrangements if members of the Subcommittee and/or the Events and Economic Development Group deem the organisation to be in conflict with Hamilton City Council's business or core values.
- Any sponsorship arrangement Hamilton City Council undertakes must not compromise Hamilton City Council's reputation, public image, probity or its ability to fulfil its legal functions and duties.
- Any sponsorship arrangement must not impose or imply conditions that would limit or be perceived to limit Hamilton City Council's ability to carry out its functions fully and impartially.
- Conflicts arising from personal relationships or financial arrangements of Members of the Subcommittee, elected members of Council or Hamilton City Council staff involved in sponsorship assessment, approval, administration or application will be managed in accordance with the conflict of interest provision of Hamilton City Council's Code of Conduct.

## Authority

- The final authority over any sponsorship agreement ultimately rests with the Events and Economic Development Group and it retains discretion not to accept a sponsorship application from any organisation for any reason.
- When an application is not accepted the General Manager Events and Economic Development will report that decision to the Event Sponsorship Subcommittee.

## References

- [Economic Development Agenda](#)

## Resolution to Exclude the Public

### Section 48, Local Government Official Information and Meetings Act 1987

The following motion is submitted for consideration:

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C1. Event Sponsorship Subcommittee Meeting - Public Excluded Minutes - 5 August 2015	) Good reason to withhold information exists under Section 7 Local Government Official Information and Meetings Act 1987	Section 48(1)(a)
C2. General Manager's Report	)	

This resolution is made in reliance on section 48(1)(a) of the Local Government Official Information and Meetings Act 1987 and the particular interest or interests protected by Section 6 or Section 7 of that Act which would be prejudiced by the holding of the whole or relevant part of the proceedings of the meeting in public, as follows:

Item C1.	to prevent the disclosure or use of official information for improper gain or improper advantage	Section 7 (2) (j)
Item C2.	to enable Council to carry out commercial activities without disadvantage	Section 7 (2) (h)
	to enable Council to carry out negotiations	Section 7 (2) (i)
	to prevent the disclosure or use of official information for improper gain or improper advantage	Section 7 (2) (j)