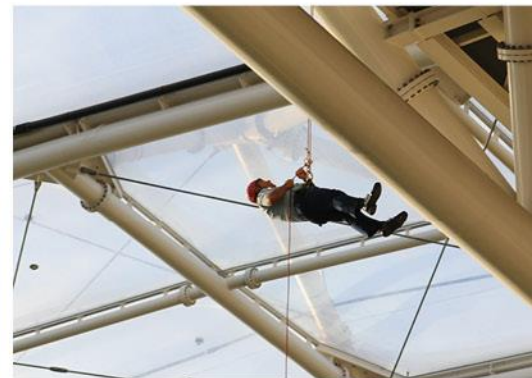


# dunedin venues



## Community Events Funding Policy 2020 | Forsyth Barr Stadium

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## **INTRODUCTION**

The Dunedin City Council (DCC) provides Dunedin Venues Management Limited (DVML) with funds to support community users to access and use the facilities, equipment and resources at Forsyth Barr Stadium. These funds are allocated through the Community Access Grant. The purpose of this document is to:

- Clearly outline how the Community Access Grant is allocated, including how the information provided by community users will support good decisions about allocation of the grant;
- Clearly outline the criteria by which DVML and the DCC make their decisions regarding the allocation of the Community Event Grant funding and access to Forsyth Barr Stadium.

### *Community Access Grant*

The Community Access Grant supports DVML to provide financial support to people, community groups and organisations that are not-for-profit or have a charitable status, enabling community users to utilise the facilities at Forsyth Barr Stadium. This benefits community users and Dunedin City in general by encouraging:

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

## **FUNDING POLICY FRAMEWORK**

### *Principles*

DVML 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 with equal opportunities.

### *Goals*

The goals of the Funding Policy are to:

1. Maximise 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. Ensure that a wide range of community users are able to access community events funding and the use of Forsyth Barr Stadium.

### *Objectives*

The objectives of the Funding Policy are to:

1. Increase satisfaction levels for community organisations who use Forsyth Barr Stadium.
2. Determine which community groups and activities are eligible for the Community Event Grant.
3. Provide effective monitoring and reporting in respect of applications and funding allocations for the Community Event Grant.

## **FUNDING CRITERIA**

### *Specific Criteria*

1. Organisations must demonstrate there is community need and support for their event.
2. Organisations must demonstrate the ability to plan and deliver projects in an efficient manner.
3. Eligible organisations should: have charitable status, be not-for-profit, be an incorporated society, be in the educational, health, social, cultural or sporting sector.  
Informal organisations may apply. Examples of groups which could apply include self-help/support, neighbourhood, environmental, social service, youth or senior citizen groups.
4. The event should deliver cultural, social, educational and/or health benefits.
5. Events may be:
  - a. Free to attend and/or participate (no registration fee).
  - b. Receive donations and sponsorship (to cover the non-venue costs of hosting an event)
  - c. Ticketed with a registration fee charged to participate or attend (to cover the non-venue costs of hosting an event)
6. If requested, the applicant must submit a full financial reconciliation showing the event or organiser has not benefitted financially, or quantifying the charitable benefit received.
7. The applicant must comply with DVML's Health and Safety Policy.
8. The applicants must complete their application within the allocated funding periods.
9. Outside of funding rounds, please contact DVML on [info@dunedinvenues.co.nz](mailto:info@dunedinvenues.co.nz) to discuss funding possibilities. Decisions on funding events outside funding rounds are at the sole discretion of DVML.

### *Events/Projects which do not qualify*

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

### *Accountability*

If requested, the following information must be supplied to DVML within three months of the completion of the event; further applications for funding will not be considered until this information is received.

1. Event attendance: the number of people who attended or participated in the event.
2. A full event reconciliation for events generating a direct financial benefit, i.e. the event produces a cash surplus from sponsorship or paid entry.
3. Confirmation that DVML has been acknowledged as a funding partner (this is different to a sponsorship partner). Note that public acknowledgements must be approved by DVML, and that the organisation will be publicly recorded as a beneficiary of the Community Access Grant.
4. High resolution imagery or video footage of the event, which may then be used by DVML for promotional purposes.

## **OPERATIONAL RESPONSIBILITY**

1. All community requests for funding will be directed to DVML. DVML is responsible for processing applications and informing DCC of the outcome prior to notifying applicants.
2. The DCC will review the list of successful applicants and confirm that all recommendations are in accordance with this Policy.

### *Applications*

1. All applications for the Community Access Grant must be made on the official application form. The form must be completed in black ink or typed. All requested information must be included on the application form.
2. Organisations may only apply for one event per application, though organisations planning an event series may apply for multiple dates on a single application form.
3. Late applications will not be accepted.
4. Once the funding round is closed, all valid applications will be considered and notified of the outcome within eight weeks.
5. Applicants should submit full and complete applications, however, should an attachment be omitted in error, the application will be returned to the applicant to return with the required attachment/s within one week.
6. Where an application is declined, applicants may be provided with an explanation for the decision, if requested. All decisions made by Dunedin Venues Management Ltd or DCC Grants Subcommittee are final.
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 DVML 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 DVML.

### *Support and Advice*

Where appropriate and cost-effective DVML will offer applicants advice regarding event planning, event promotion and event delivery.

## **EVENT TYPE**

To determine an event's position in the Event hierarchy, all events at Forsyth Barr Stadium are classified under one of the following types:

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

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

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

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

- 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.
- An event with a projected attendance of 5,000 – 9,999.
- An event which gains National media exposure.
- No community funding required.

Examples: Medium concerts, conferences, entertainment events

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

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

Examples: Community concert, local sports competition finals

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

- An event where the anticipated attendance is 300 – 1,999.
- An event which requires full community funding.
- Some local media exposure.

Examples: Sports events, school events

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

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

Examples: Sports trainings, entertainers rehearsals

### **Event Hierarchy**

To assist all users, your event will be classed as a Type 2, 3, 4, or 5 at the time of booking. This determines the hierarchy of your event in terms of booking priority. For full definitions and criteria of all event types, please refer below:

- Type 2 events cannot be rescheduled or cancelled.
- Types 3, 4 and 5 may be cancelled or rescheduled with no less than twelve weeks' notice should a Type 1 booking be accepted by Dunedin Venues Management Limited.
- Type 4 and 5 may be cancelled or rescheduled with no less than sixteen weeks' notice should a Type 2 booking be accepted by Dunedin Venues Management Limited.
- Type 4 events take precedence over Type 5 events, should there be two events applying for a single date. Incidental community events should not take precedence over confirmed Type 2, 3, 4 or 5 events.

Please note that this fund does not support Commercial Events (Type 1 and 2).

### **DEFINITIONS**

#### *Charitable status*

Pertaining to an organisation; the organisation is registered with the New Zealand Charities Commission.

#### *Facilities*

The pitch, concrete slab, functions rooms, seating, carpark and other facilities at Forsyth Barr Stadium.

#### *Not-for-profit*

An incorporated society or other organisational entity that generates neither profit nor return to stakeholders.

#### *Sports*

Physical activities that are competitive, organised, involve observation of rules; individual or team participation.