



Partnership Agreement

Between

Gladstone Regional Council

And

Gladstone Festivals and Events

1 July 2013 - 30 June 2014

1. Background

In July 2009, Council first engaged Gladstone Festivals & Events Inc. (GFE) to manage its community events program (Australia Day, EcoFest, SunFest and Clean Up Australia Day) while its own Events Officer was on long service leave in 2009/10. Council subsequently ceased to provide in-house event management services and has continued to engage GFE to provide ongoing management of its community events programme in the years since.

In 2012/13, GFE managed three key community events for Council: SUNfest (a holiday activity program for school age children), Council's Australia Day celebrations and Ecofest. It is agreed that these three events will again be managed by GFE in 2013/14.

At its Ordinary Meeting of Council held on 16 July 2013, Council resolved to conclude negotiations with GFE for the provision of event management services in the 2013/14 financial year.

2. Intent

GFE will deliver Gladstone Regional Council's programme of key community events - SUNfest (a holiday activity program for school age children), Council's Australia Day Family Fun Day celebrations and Ecofest - in a professional manner that reflects appropriately on Council and within Council's expectations for the period 1 July 2013 to 30 June 2014.

3. Term of the Agreement

The term of this Agreement shall be for one year from 1 July 2013 to 30 June 2014. This will be subject to the identified priorities by both parties and the performance requirements and outcomes shall be reported and recorded as outlined in Clauses 5 and 6 of this Agreement.

4. Priorities and Work Schedule

The parties acknowledge that priorities may change during the course of the agreement period due to internal or external influences. Accordingly, the parties agree that any periodic review can be requested by either party by mutual Agreement.

A Work Schedule for the key community events (SUNfest, Australia Day Family Fun Day and Ecofest) will be prepared and will form a part of this Agreement.

5. General Terms

This partnership agreement includes, but is not limited to, the following general terms and conditions:

- a. GFE agrees to coordinate Council's annual program of key community events within the guidelines and expectations of Gladstone Regional Council's event management briefs and in the best interest of the community to which it serves.
- b. Council will continue to provide marketing support and funding of advertising to a total value of no greater than \$20,000 for the term of this agreement.
- c. Gladstone Regional Council will provide support staff where practicable in relation to Ecofest (Environment Dept.) and SUNfest 2013 (Youth Development staff and volunteers).
- d. GFE will provide adequate indemnity insurance for the events.
- e. GFE will be offered access to Council's marquees and events equipment.
- f. Correspondence for the events will be dual-badged with Council logo, recognising Council as the custodian and funder of the event.
- g. Promotional material for the events will be Council branded with GFE's logo permitted for use in or near contact information at a size approximately no larger than 70% of the Council logo in use on each

particular promotional item.

- h. GFE is encouraged to seek additional sponsorship for these events, outside that normally secured by Council (within parameters that do not prejudice existing corporate partnerships).
- i. Any Council funds not spent in the course of running the annual program of events remains the property of GFE.
- j. In the event that rain restricts or prevents an event from occurring, GFE agrees to negotiate with GRC the reallocation of the monies to either SUNfest or Ecofest, or to reschedule an event of the value no greater than the unspent monies less the management expenses.
- k. GFE agrees to provide a pre- and post-event brief to Council on each of the three events that:
 - Provides Council with an **event management plan** for each event;
 - Informs Councillors of the event plans;
 - Documents issues that arise and how they were resolved;
 - Documents attendance numbers and the method of assessing numbers;
 - Outlines how the event benefitted the community;
 - Provides suggestions on how to improve the event(s) in future years;
 - Indicates survey results from participants with the intent to shape or plan future events;
 - Provides participant lists for SUNfest 2014;
 - Outlines full budget results for SUNfest 2014 to help Council set direction in future years; and,
 - A list of the people involved.
- l. GFE will ensure Councillors have a minimum of 21 days notice of their roles, responsibilities and runsheets for all the events.

5. Communication

The parties acknowledge the critical need for effective communication in order to deliver the outcomes sought. The following communications structure will be utilised:

- GFE Principal Contact: GFE Manager or proxy.
- Gladstone Regional Council Principal Contact: Manager Arts & Culture or proxy.

Both parties will keep the other advised (utilising whichever medium is deemed appropriate) of any relevant matter which might reasonably be of interest to the other and/or might materially impact upon the delivery of the Work Schedule.

Generally speaking, the parties will operate on an understanding of mutual respect for the role and responsibilities of the other and in maintaining a "no surprises" relationship.

6. Monitoring and Evaluation

GFE and Council officers will meet on a three-monthly or mutually agreed basis to discuss progress on the Work Schedule.

GFE and Council will maintain additional information exchange when other partnership opportunities are identified that strengthens the overall partnership.

GFE will conduct an audit and review of each event, measured against the goals and objectives contained within each **event management plan**.

7. Funding

Council will pay GFE a contribution of \$175,000 plus-GST in one instalment (nominally August 1) to run the program of events outlined in Clause 1 above.

The parties agree that GFE will make no further claim on Council for funding other than that provided for in this Agreement.

8. Future Agreements

The parties agree to determine whether a subsequent agreement will be developed for the next financial year on or before 30 April 2014.

Attachment A: 2013/14 Work and Advertising Schedules

Signed for and on behalf of the

Gladstone Regional Council

By the Chief Executive Officer.....

In the presence of.....

Date:.....

Signed for and on behalf of

Gladstone Festivals and Events

By its Chief Executive Officer/Manager.....

In the presence of.....

Date:.....

Attachment A Gladstone Festivals and Events/Gladstone Regional – Partnership Agreement

2013/2014 Work and Advertising Schedules

Event Management Descriptors:

Function	Action	Outcome
SUNfest 2014	<ul style="list-style-type: none"> • In liaison with a working group comprising GFE and Council representatives (Manager GFE or proxy (1); Manager Community Wellbeing or proxy (1); Manager Arts & Culture or proxy (1) develop a SUNfest 2014 event program* • Manager Community Wellbeing or proxy to undertake consultation with youth delegates across the region in a timely manner prior the finalisation of the annual program • The program to clearly define a region wide program • Be inclusive of one or two program activities that leaves community legacy e.g. public art • Coordinate the publication and release of indemnity forms and associated material associated with the event. • Manage bookings and confirmation of SUNfest activities. • Coordinate bookings and documentation of tutors and facilitators of SUNfest. • Ensure all legal and safety obligations are met. • Develop SUNfest schedule of activities • Provide volunteers/personnel to assist with events (in cooperation with Council's designated employees and CAS volunteers) • Liaise with and assist Council's Community Relations team in developing promotional material for the event. • Coordinate SUNfest Showcase or similar activity that showcases the achievements and learnings of participants. • Conduct participant surveys at events. • Provide analysis of surveys to committee within 40 days of event. • Provide full cost summary of the event, including ticket sales figures, to Council within 60 days of the close of event. 	
Australia Day 2014	<ul style="list-style-type: none"> • Plan, coordinate and run Gladstone Regional Council's Australia Day Family Event at Gladstone Marina from 12.00 noon to 4.00pm on January 26, 2014. • Secure contracts with entertainers and service providers. • Secure volunteer and other help to run the event. 	

	<ul style="list-style-type: none"> • Ensure all legal and safety requirements are met. • Provide assistance to Council's Community Relations team to enable the development of promotional material for Australia Day event. • Ensure waste management, traffic control, site planning and first aid are provided for the event. • Coordinate clean up after the event. • Conduct review and provide report to Council after event. • Publicise (in cooperation with Council) and coordinate stallholder bookings and contracts. • Secure attractions and activities as per the event goals and objectives as outlined in the event management plan. 	
Ecofest 2014	<ul style="list-style-type: none"> • Coordinate event in cooperation with Council's environment department and according to recommendations of the GREAN group. • Ensure all legal and safety requirements are met. • Ensure waste management, traffic control, site planning and first aid are provided for the event. • Liaise and provide relevant information to Community Relations team regarding promotional material. • Coordinate all stallholder bookings and contracts. • Secure attractions and activities as per the event goals and objectives as determined by Council, GREAN and GFE. • Coordinate GFE volunteers/support staff. • Conduct review and provide report to Council. • GFE to provide electrician to test and tag as required. • Council staff (infrastructure) to liaise with GFE to devise a traffic management plan. 	

- * The following process for coordinating the SUNfest program will be undertaken:
1. EOI to open 25 July 2013
 2. EOI to close on 2 September 2013
 3. SUNfest committee to meet on or around 9 September 2013 to sort EOIs List of priority events to be determined accordingly.
 4. GFE to confirm list of prospective events to Council no later than 16 September 2013.
 5. GRC Youth Development Officer to consult young people across the Gladstone region regarding programme inclusions and to provide relevant feedback to GFE no later than 19 September 2013
 6. GFE Manager or proxy to provide list of events to Committee for final approval by 23 September 2013.

7. GFE to confirm booking of any Council park venues before 4 October 2013.
8. GFE to provide final version of events program to Community Relations by 9 October 2013.
9. GRC to send approved version of events program to printers by 21 October 2013.
10. GRC to send printed copies to all schools in region during week commencing 4 November 2013.

SUNfest 2014 Advertising Schedule

Project officer: Vernetta Perrett/Gladstone Festivals and Events

Community Relations contact: Michelle Wagner/Tiffany Ray

Time frame: August 2013 - January 2014

STRATEGY	TASK	ESTIMATED COST
Advertising campaign	Advertise in local print media, Gladstone News Weekly, Observer, Coastal Rag. Gladstone Festival and Events to provide information regarding program of events. Strip Adverts to be supplied to schools for upload on their websites and/or advertised in their newsletters. Adverts to be provided to GRC Youth Development Officer for uploading to Facebook. Program of events to Community Relations by 10.00am Wednesday 9th October 2013.	\$1,500.00 + GST
Media Releases	Communications & Marketing to write media releases in the lead up to and during the SUNfest program (at least one per week over eight weeks). Gladstone Festival and Events to provide information/description regarding program of events and activities on offer.	Internal cost
Council's Website	Create and upload promotional banner linking to ticket sales. Upload to website by 8th November 2013.	Internal cost
Radio advertising	HotFM/SeaFM	\$600.00 + GST
A4 & A3 Poster	Communications & Marketing to create and print A4 and A3 Posters and deliver them to Council's Youth Development Officer for distribution around the region. On display by 8th November 2013.	\$50.00
SUNfest Program Booklet	Design and layout SUNfest program booklet for delivery to Council's Youth Development Officer for distribution. Liaise with schools for quantities and distribution to coincide with their school newsletter hand out. Council Community Wellbeing staff to distribute to schools during week commencing 4 th November 2013. Gladstone Festival and Events to provide program information to meet deadlines in line with print run and distribution to schools. Deadlines:	10,000 copies approx \$3,000 + GST

	Final corrected program copy to Communications & Marketing by 10.00am 9 th October 2013. To printer by Monday 21 st October 2013 after final corrections. Printer has 10 working days; through to Friday 1 st November 2013.	
Sunfest Pull up Banners	Communications & Marketing to create two pull up banners and deliver to Council's Youth Development Officer for marketing purposes.	To be manufactured by 20 th October; funded by Communications & Marketing
Council Connection	Story in the October/November and December/January editions of <i>Council Connection</i> . Inclusions in <i>e-Connect</i> from early November 2013. Gladstone Festival and Events to provide information regarding program of events.	Internal cost

Ecofest 2014 advertising schedule

To be developed closer to the Event.
