

FILE NO: PSC2009-02488

TITLE: HOLIDAY PARKS MAJOR EVENT SPONSORSHIP AND PROMOTIONS POLICY

POLICY OWNER: HOLIDAY PARKS SECTION MANAGER

1. PURPOSE:

- 1.1 This policy provides clarity around how the Port Stephens holiday parks support major Council event sponsorships through the provision of a maximum of 250 room nights per annum.
- 1.2 This policy also provides clarity around the means in which Port Stephens holiday parks allocate a one off request for in-kind support, usually in the form of providing an accommodation donation at any of the 5 holiday parks under its control.

2. CONTEXT/BACKGROUND:

- 2.1 Port Stephens is a tourism and hospitality mecca that attracts 100,000s of visitors annually to experience the many natural attractions that this region has to offer.
- 2.2 Operating 5 holiday parks that offer a variety of accommodation experiences including beachside holidays, unique retreats and nature escapes, Port Stephens holiday parks are well renowned and highly desired established parks.
- 2.3 The holiday parks include Fingal Bay Holiday Park, Halifax Holiday Park, Shoal Bay Holiday Park, Port Stephens Koala Sanctuary and Thowalla Sunset Retreat.
- 2.4 Current major sponsorship investment for events in Port Stephens is provided by Council's Economic Development and Tourism unit. Funds are used as seed funding to grow new events, expand existing events and also provide assistance to cover the relevant fees and charges associated with holding events on Council owned or managed land. Other assistance is provided in the form of in-kind marketing and communications support.
- 2.5 There has been an increasing demand for additional support for major events in the form of discounted or complimentary accommodation for officials, VIPs and competitors.
- 2.6 To facilitate this strategy, Port Stephens holiday parks has developed a formal major sponsorship assessment and approval process which clearly articulates the benefits provided in a fair and transparent manner.

2.7 Additionally, Port Stephens holiday parks receive numerous unsolicited requests for minor in-kind accommodation donations from organisations and individuals to use as raffle prizes, giveaways and industry familiarisations.

2.8 Some organisations, such as media outlets, travel industry and trade organisations make unsolicited approaches to offer contra advertising opportunities using an accommodation donation provided in-kind.

3. SCOPE:

3.1 Major event sponsorship approaches are received either via Council's Economic Development and Tourism unit or directly to Port Stephens holiday parks.

3.2 Usually, major event sponsorship approaches are made for in-kind accommodation support are:

- a) included within a major event proposal based on the duration of the event.
- b) for persons associated with the major event including, but not limited to, VIPs, players, coaches, team management and officials, event organisers and other support staff.
- c) outline relevant sponsorship cooperative media and promotional opportunities between both organisations.

3.3 Usually minor unsolicited approaches made for in-kind accommodation donations are:

- a) between 1-7 nights
- b) used to raise much needed funds for charity groups as prizes in raffles, trivia nights and other fundraising events
- c) industry familiarisation (usually 1-2 nights) requests can be last minute due to schedule changes and itinerary alterations
- d) media contra advertising opportunity requests are usually received in advance and provide targeted organisational promotional exposures.

4. DEFINITIONS:

4.1 An outline of the key definitions of terms included in the policy.

SPONSORSHIP

A commercial relationship between Port Stephens holiday parks and a third party (organisation, group or individual), governed by written agreement. Sponsorship involves provision of one off non-financial (in-kind) accommodation

support in return for mutually agreed economic or reputational benefits.

5. POLICY STATEMENT:

5.1 Port Stephens holiday parks is committed to playing a role within the promotion of the region by supporting those organisations, industry and media who provide suitable brand exposures.

5.2 Criteria for providing major event sponsorship support in the form of discounted or complimentary accommodation

5.2.1 All requests for major event sponsorship support is considered via:

- a) the sponsorship assessment matrix and weighted against essential criteria
- b) assessments to include use of REMPLAN Tourism Economic Impact Summary report
- c) application referrals in conjunction with Economic Development and Tourism unit.

5.3 One off major event sponsorship support partners

5.3.1 Port Stephens holiday parks will only enter into major event sponsorship with reputable organisations and groups. Any organisation or group that has the potential to involve Port Stephens holiday parks in controversial issues or exposure to adverse criticism will not be considered.

5.3.2 No Mayor/Councillor or Port Stephens Council employee, or members of their families are to receive personal benefit from one off in-kind accommodation support.

5.4 Approval of major event sponsorship support

5.4.1 Major event sponsorship support requests are approved by Port Stephens Holiday Parks Section Manager on receipt of outcomes of assessment and recommendations from the Marketing and Promotions Manager.

5.5 Criteria for providing one off requests for minor in-kind accommodation support.

5.5.1 All requests for one off minor in-kind accommodation support is considered on a case-by-case basis. To be eligible to apply the following criteria's must be met:

- a) requests must be in writing stating the nature of support required
- b) requests must outline details of fundraising activities, what is the Industry familiarisation's purpose or the Contra value to Port Stephens holiday parks

- c) requests must outline any reputational return to Port Stephens holiday parks to raise parks profile.

5.6 One off minor in-kind accommodation support partners

- 5.6.1 Port Stephens holiday parks will only enter into one off minor in-kind support with reputable organisation and groups. Any organisation or group that has the potential to involve Port Stephens holiday parks in controversial issues, or expose to adverse criticism will not be considered.
- 5.6.2 No Mayor/Councillor or Port Stephens Council employee, or members of their families, are to receive personal benefit from one off minor in-kind accommodation support.

5.7 Approval of one off minor in-kind accommodation support

- 5.7.1 One off minor in-kind accommodation support requests are approved by the Holiday Parks Section Manager on receipt of a recommendation from the Marketing and Promotions Manager proposing the in-kind support.

6. POLICY RESPONSIBILITIES:

- 6.1 The Holiday Parks Section Manager has overall responsibility for the implementation of this policy.
- 6.2 Applications for sponsorship may be received and coordinated at coordinator level, if relevant to their role at Council. In all cases, consultation with the relevant section and group manager must occur prior to agreement being entered into.
- 6.3 The relevant section manager is responsible for reporting sponsorship requests over \$40,001 to Council for endorsement.

7. RELATED DOCUMENTS:

- 7.1 Port Stephens Council Code of Conduct.
- 7.2 Port Stephens Council Sponsorship Policy.
- 7.3 Local Government Act 1993.
- 7.4 Sponsorship in the public sector – A guide to developing policies and procedures for both receiving and granting sponsorship; Independent Commission Against Corruption (ICAC), May 2006.

CONTROLLED DOCUMENT INFORMATION:

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EDRMS container No	PSC2009-02488	EDRMS record No	19/102621
Audience	Event organisers, community organisations and the Port Stephens Community.		
Process owner	Holiday Parks Section Manager.		
Author	Holiday Parks Section Manager.		
Review timeframe	2 years	Next review date	26 November 2021
Adoption date	14 May 2019		

VERSION HISTORY:

Version	Date	Author	Details	Minute No.
1	14 May 2019	Marketing and Promotions Manager	New policy.	091

2	26 November 2019	Marketing and Promotions Manager	Updated title to include 'major event'. 1.1 – new paragraph. 1.2 Inserted 'also' and removed 'Beachside'. 2.2 – Updated 'five' to '5'. Added paragraphs 2.4 – 2.6 and updated consecutive paragraph numbering. 2.3 – Remove reference to 'Treescape', replace with 'Port Stephens Koala Sanctuary'. 2.7 – Removed reference to 'Beachside' – inserted 'additionally' and 'minor'. 2.8 – Removed 'additionally' and added 'travel industry and trade organisations' and 'unsolicited'. Added paragraphs 3.1 and 3.2 and updated consecutive paragraph numbering. 3.3 – inserted 'minor'. 4.1 – removed 'Beachside' 5.1 – removed 'Beachside' Added paragraphs 5.2 – 5.4 and updated consecutive paragraph numbering. 5.5 – added 'minor'. 5.5.1 – added 'minor'. 5.5.1b) – removed 'Beachside' added 'Port Stephens'. 5.5.1c) - removed 'Beachside' added 'Port Stephens'. 5.6 – Added 'minor'. 5.6.1 - removed 'Beachside', added 'minor'. 5.6.2 – added 'minor'. 5.7 – added 'minor'.	233
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			5.7.1 – added ‘minor’. 6.3 – removed ‘\$20,001’ and replaced with ‘\$40,001’ in line with Corporate Sponsorship policy.	
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