

THE CITY OF  
GREATER GEELONG

# GEELONG MAJOR EVENTS DELEGATED COMMITTEE

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TERMS OF REFERENCE

VERSION: 01

|                     |   |
|---------------------|---|
| Approval Date       | <i>23 July 2024</i>                         |
| Approved by         | Council                                     |
| Review Date         | <a href="#">Click here to enter a date.</a> |
| Responsible Officer | Executive Director,<br>Placemaking          |
| Authorising Officer | Chief Executive Officer                     |

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## **1. BACKGROUND**

- 1.1 By this Terms of Reference document, the Greater Geelong City Council (Council) establishes the Geelong Major Events (GME) Delegated Committee (Committee) pursuant to section 63 of the Local Government Act 2020 (LGA).
- 1.2 The Committee has the powers, duties and functions of Council as set out in these Terms of Reference and its Instrument of Delegation. These Terms of Reference set out the structure and basis on which the Committee can make decisions for and on behalf of Council.
- 1.3 These Terms of Reference are authorised by a resolution of Council passed on 1 September 2020

## **2. DEFINITIONS**

### 2.1 Event:

An occasion where people gather with a common purpose that aims to enhance community life through participation of residents, measurable economic benefits, and potential to market Geelong outside the municipality. Within the context of the operation of the Geelong Major Events Committee an event shall include Anchor Events, Priority major events and Developing major events. Events outside the scope of GME are community events. As provided by Appendix 1.

### 2.2 The Act:

Local Government Act 2020.

## **3. PURPOSE**

The Committee is established for the purpose of:

- 3.1 Coordinating matters related to the attraction, support and funding of events, on behalf of the Greater Geelong City Council.

## **4. OBJECTIVES**

The objectives of the Committee are:

- 4.1 GME will strive to stimulate and encourage events that offer the best opportunity to provide measurable economic benefits, potential to market Geelong outside the municipality and enhance local community life through participation of residents.
- 4.2 GME will support the development and sustainability of events while focusing its activities on a clearly defined strategic program.
- 4.3 GME will establish and maintain strong links with the private sector, government and our communities to achieve high levels of stakeholder investment and engagement required to realise the potential of the events sector in Geelong.
- 4.4 Specific actions to the achievement of the objectives include:
  - 4.4.1 A Geelong Major Events Strategy and Annual Business Plan in accordance with the terms of reference;
  - 4.4.2 Maintenance of a funding submissions and evaluation process;
  - 4.4.3 The development and attraction of new events;
  - 4.4.4 The continuous improvement of current events;
  - 4.4.5 Facilitation of state and federal government and private sector funding wherever possible;
  - 4.4.6 Recommendations to Council regarding event infrastructure needs; and

- 4.4.7 Allocation of funds from the budget or make recommendations to the Chief Executive Officer or Council for funding of proposals that have satisfied the criteria and are in accord with the strategy.
- 4.5 In accordance with Council's Policy for the Community Investment Support Fund (CISF) and the GME Guidelines, GME shall not fund the following activities:
  - 4.5.1 Capital or infrastructure works;
  - 4.5.2 Events of a charitable nature – GME does not provide donations;
  - 4.5.3 Religious, political or racial events;
  - 4.5.4 Events that are not open to the general public; or
  - 4.5.5 Events not held in the Municipality.

## **5. ROLES AND RESPONSIBILITY**

The role of the Committee is:

- 5.1 To exercise Council's powers and carry out Council's duties and functions, in accordance with these Terms of Reference and as permitted by the Instrument of Delegation, for matters related to events.

## **6. DELEGATION OF POWERS, DUTIES AND FUNCTIONS**

- 6.1 In order to fulfil and carry out its purposes and objectives Council has delegated to the Committee, pursuant to section 63 of the LGA, the powers, duties and functions set out in the Instrument of Delegation made by Council on 1 September 2020 and attached to these Terms of Reference.
- 6.2 The powers, duties and functions of Council conferred on the Committee by these Terms of Reference and Instrument of Delegation must be exercised in accordance with any guidelines or policies that council may from time to time adopt.

## **7. MEMBERSHIP**

- 7.1 The Committee will consist of:

- 7.1.1 Up to six (6) external representatives of the business/media/arts or events community;
- 7.1.2 Up to four Councillors of Council (which includes the Chair);
- 7.1.3 The Executive Director of Tourism Greater Geelong and the Bellarine; and
- 7.1.4 The Chief Executive Officer (or a CEO Proxy).

as appointed by Council from time to time.

- 7.2 Council Officers who attend the meetings of the Committee are to provide advice and support to the Committee and are not considered Committee members and do not have voting rights.
- 7.3 Each member of the Committee has and may exercise one equal vote on any question before the Committee for determination.
- 7.4 Each external representative shall be appointed for a term of up to four years, following the public advertising of calling for expressions of interest every two years.

## **8. MEETINGS**

- 8.1 Unless Council resolves otherwise, Committee meetings must be conducted in accordance with:
  - 8.1.1 Council's Governance Rules;
  - 8.1.2 Part 3, Division 2 of the LGA; and
  - 8.1.3 The Committee's discretion, as exercised from time to time.

- 8.2 The Committee will meet monthly, as agreed by the Committee from time to time.
- 8.3 A quorum of the Committee will be half of the members plus one.
- 8.4 Voting will be by a majority of votes by a show of hands. Only members in attendance are entitled to vote. The Chairperson shall have the casting vote in the event of an equality of votes.
- 8.5 Sub committees may be appointed by the Committee and meet between general meetings and as authorised by the full Committee. Sub committees do not have any delegated powers.
- 8.6 All members of the Committee shall be notified in writing not less than 48 hours before the meeting of the time, place and purpose of each meeting provided that where urgent circumstances exist, the Executive Officer may at the instruction of the Chair convene a meeting within a lesser timeframe following contact with members and circulation of any issues to be considered at the meeting.

## **9. FINANCIAL RECORDS**

- 9.1 The Committee's financial records will form part of the accounts of Council and therefore be subject to audit to the Municipal Auditor.

## **10. REPORTING**

- 10.1 The Committee is responsible for taking proper minutes of all meetings and preparing reports for the Committee's consideration in accordance with:
  - 10.1.1 Council's Governance Rules;
  - 10.1.2 Part 3, Division 2 of the LGA; and
  - 10.1.3 The Committee's discretion, as exercised from time to time.
- 10.2 Minutes of Committee meetings will be published on Council's website and must be forwarded to Council's Governance Services as soon as practicable after adoption by the Committee.
- 10.3 The Committee must prepare and present to Council a report of its activities and financial position upon being required to do so by Council and, in any event, at least once per year.

## **11. FACILITIES AND RESOURCES**

- 11.1 An Executive Officer shall provide secretariat support to the Committee.
- 11.2 An Executive Officer as deemed appropriate by the Chief Executive Officer shall be appointed to support GME in the achievement of its objectives.
- 11.3 Adequate resources shall be provided to ensure the effective operation of the GME Committee.

## **12. CREATION AND DISSOLUTION**

- 12.1 By these Terms of Reference, the:
  - 12.1.1 Committee is established; and
  - 12.1.2 Powers, duties and functions of the Committee, as set out in the Instrument of Delegation, are delegated.
- 12.2 These Terms of Reference and the Instrument of Delegation:
  - 12.2.1 Come into force immediately upon the resolution of Council; and
  - 12.2.2 Remain in force until Council determines to vary or revoke both or either of them.
- 12.3 The Committee must be dissolved by a resolution of Council.

## Appendix 1: GME Event Matrix & GME Funding Criteria

The GME Event Matrix is a framework for identifying and classifying events that fall within the scope of GME.

Table 1

| <b>MATRIX OF GEELONG MAJOR EVENTS</b> |               |                |                  |
|---------------------------------------|---------------|----------------|------------------|
| <b>GME CATEGORIES:</b>                | ANCHOR EVENT  | PRIORITY EVENT | DEVELOPING EVENT |
| <b>ELIGIBLE FOR FUNDING TYPE:</b>     | SPONSORSHIP   | SPONSORSHIP    | SPONSORSHIP      |
| <b>FUNDING TERMS:</b>                 | Up to 5 years | Up to 3 years  | Up to 2 years    |

### What GME will not fund:

GME will not provide funding to Community Events (refer below for definition).

GME will not provide funding to organisations which do not have an Australian Business Number (ABN). GME can only provide funding to legal entities, such as Incorporated Associations and Companies.

GME will not fund:

- Capital or infrastructure works
- Events (primarily) of a charitable nature – GME does not provide donations
- Religious, political or racial events
- Events that are not open to the general public
- Events not held in the municipality

Events outside the scope of GME, including community events, may be eligible for financial support through Council's Community Investment & Support Fund.

Table 2

| <b>COMMUNITY EVENTS</b>   |
|---|
| <ul style="list-style-type: none"> <li>• May be an event that celebrates an aspect of community life in Geelong.</li> <li>• May be an event that features a singular cultural or sporting activity.</li> <li>• May be an event that showcases a strategic local industry sector.</li> <li>• May be a new event which aspires to develop into a Major Event.</li> <li>• May be a Special one-off Event – which requires a moderate hosting fee or seed funding for up to 3 years.</li> <li>• May not attract participants or spectators from outside the Region.</li> <li>• Limited likelihood of media exposure outside Geelong.</li> <li>• Generally seeking sponsorship under \$20,000 per event</li> </ul> |

The Geelong Major Events Committee has established a classification system comprising three pillars: Anchor Events, Priority Events, and Developing Events, to manage its major events portfolio and strategically allocate resources.

Table 3

| Classification                         | Anchor Events   | Priority Events   | Developing Events  |
|--|---|---|--|
| Summary                                | Iconic events that elevate the Geelong region to the world or national stage, delivering substantial economic impact and aligning closely with agreed strategic priorities. These events should possess strong ties to the Geelong community and are uniquely positioned within the region, making relocation impractical.  | Pivotal events that significantly contribute to priority outcomes and play a crucial role in shaping the major events calendar. These events align closely with our strategic aims and may consist of regular fixtures or one-off spectacles.   | Those events with promising potential to evolve into Anchor or regular Priority Events and align closely with our strategic aims.  |
| Key Criteria                           | <ul style="list-style-type: none"> <li>› Events must align with strategic priorities as a prerequisite.</li> <li>› They should anticipate a visitor attendance exceeding 10,000 and generate a minimum economic impact of \$8 million.</li> <li>› Events should demonstrate reach to interstate and international audiences, align with at least two Identity Pillars, and have a significant impact on three or more strategic priorities.</li> <li>› Events should incorporate sustainable elements, receive support from Visit Victoria or other government departments, and show potential for retention in Geelong.</li> </ul> | <ul style="list-style-type: none"> <li>› Alignment with strategic priorities is essential.</li> <li>› Events should anticipate a visitor attendance of up to 10,000 and generate a minimum economic impact of \$2 million.</li> <li>› Preference is given to events with interstate and/or international audience reach.</li> <li>› Events should align with at least two Identity Pillars and have a substantial impact on three or more strategic priorities</li> </ul> | <ul style="list-style-type: none"> <li>› Alignment with strategic priorities is a prerequisite.</li> <li>› Events are particularly sought after to fill out the calendar during off-peak seasons.</li> <li>› Events should incorporate sustainable elements and anticipate a visitor attendance of up to 5,000, generating a minimum economic impact of \$1 million.</li> <li>› While intrastate reach is essential, preference is given to events with interstate audience reach, though not deemed essential.</li> <li>› Events should align with at least two Identity Pillars and have a strong impact on three or more strategic priorities.</li> <li>› Sustainability is also a key consideration in event evaluation</li> </ul> |
| Required Return on Investment (ROI) ** | 40:1  | 30:1  | 20:1   |
| Target mix of events                   | 20%   | 75%   | 5%   |
| Target Balance of Investment           | 40%   | 50%   | 10%  |
| Maximum investment per event annually  | \$200,000   | \$100,000   | \$50,000   |
| Maximum Contract term                  | 5 years   | 3 Years   | 2 Years  |

*\*\*ROI is calculated based on GME's investment and total economic impact.*