



SPONSORSHIPS AVAILABLE TO HELP WELLINGTON EVENTS

I often talk about the importance of boosting the Wellington economy to ensure the town is able to thrive.

One of the most effective ways to do that is by bringing in events that generate tourism and encourage visitors to spend money.

Wellington is lucky that it has some fantastic events such as the Wellington Eisteddfod, Springfest and Fong Lees Lane Celebrations, while nearby Mumbil has the Black Wattle Festival and Stuart Town has the Man from Ironbark Festival.

These are all quality events that are great contributors to the region.

Some of these utilise Council-owned facilities, such as the Wellington Civic Centre, or Cameron Park, while others necessitate the closure of roads, which also uses Council resources.

For this reason Council is required to charge a fee. While Council doesn't want to discourage community groups and not-for-profits from holding events, it is required to charge everyone, regardless of whether they are corporate or private. However we can help not-for-profits by offering sponsorships to reimburse fees and charges.

Just lately there has been concern from the community that Council is charging new fees or dramatically increasing fees and making it difficult for some groups to host events and festivals.

I want to make it clear this isn't the case.

Council has worked hard with its budget to try and ensure fees were only increased by Consumer Price Index (CPI) of 2.7 per cent.

Council has a number of ways to ensure that hire fees can be recouped through a sponsorship or grant for eligible community groups and not-for-profits. This is a valuable way of Council being able to assist events going ahead.

The CEO's sponsorship fund was set up in 2018 to allow not-for-profit organisations to hire Council's services or facilities up to the value of \$1000 per financial year. An organisation must pay the costs and is then reimbursed the value upon successful application to the Chief Executive Officer.

In addition to sponsorship, there are also avenues for funding grants through Council for events that will generate tourism for the region. By heading to Council's website: <https://www.dubbo.nsw.gov.au/Community->

and-Groups/Grants-and-Funding/overview, everyone can see the current grants programs and their criteria.

Last financial year Council provided support to 235 events with the levels of support ranging from insights into timing and the local events industry and event promotion through to assistance with the development of plans and funding.

In 2018/2019 an amount of \$124,015 was shared amongst 47 events and distributed under Council's Event Development Fund and Major Event Sponsor Program. Funding reopened on 1 July and you can find out more by contacting Council's Events and Partnerships Team Leader, Lana Willetts on 6801 4122.

If you are a member of a community group or hear of a group that is struggling to make an event happen because of costs, remember Council can help and encourage the organisers to get in touch. There are often subsidies or grants available.

I would hate to hear of any event not going ahead because a group had failed to apply for a sponsorship or grant.

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