



**MAYORAL EVENT
POLICY
2014**

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1. INTRODUCTION

In addition to the regular and annual civic functions, the Mayor of the Day has discretion to host one Mayoral Event during the term of office.

The purpose of the Mayoral Event is:

To celebrate community leadership and enable the Mayor to thank and recognise Darebin citizens for their contributions.

The Mayor should ensure that the function/event is in proportion to the expected community benefit. Prior to any Mayoral event, the Mayor is to present the theme of the event to Councillors for discussion prior to organising the event. Any fundraising activities proposed for such events are to be approved by Council Resolution.

2. EVENT PARAMETERS

2.1 Date

The Event should be a conclusion to the term of the Mayor. As new Mayors are elected at the Statutory Meeting, usually held in November each year, the Event should be held in October. In an election year, the Mayor's Event will be held as close the end of the Mayoral term as possible, outside caretaker provisions.

2.2 Style

The event will be a free, invitation only event for up to 200 people with a clear theme and simple program that allows plenty of opportunity to mix and mingle with the Mayor and Councillors. Examples of suitable events are:

- Afternoon tea
- Cocktail party
- Garden party
- BBQ in a Darebin park

Large events such as dinner dances will not be held, due to the significant costs and resources involved to stage such events.

2.3 Venue

The City of Darebin has a commitment to disability access and will select accessible venues for the Mayor's Function. The venue will be in the City of Darebin and should have necessary facilities.

Venues to be considered for use, depending on the format of the event include:

- City Hall
- Darebin Arts and Entertainment Centre
- Reservoir Civic Centre (post redevelopment)
- Northcote Town Hall
- Bundoora Homestead

- Darebin North East Community Hub
- Darebin parks (Bundoora, Edwardes Lake or All Nations)

2.4 Budget

The annual allocated budget for Mayoral events is \$15,000 (subject to CPI increases). This places a clear limit on the size and scope of the event and the number of invitees who can be catered for. There will be no cost to invitees.

2.5 Invitation list

To keep numbers manageable and in line with the purpose, each year the Mayor will select the group of citizens he or she wishes to invite and recognise – such as sporting groups, senior's groups, young achievers, business leaders, environment groups, multicultural groups or other combinations of leading community contributors in Darebin. The invite list should also include ongoing Council partners such as Advisory Committee members.

2.6 Refreshment

Refreshments should be appropriate for a multicultural audience. Finger food is appropriate for standing guests. Halal and vegetarian options should be made available. Beer, wine, champagne and non-alcoholic drinks should be made available, with non-alcoholic beverages served in clearly recognised glassware and away from alcoholic beverages.

2.7 Aboriginal Acknowledgement

The Mayor should include the standard acknowledgement at the beginning of any speeches.

2.8 Mayoral Speech

The Mayor should offer a speech of no more than four minutes. Support for the speech will be made available from the Communications and Marketing Department.

2.9 Guest Speaker

An appropriate Community Leader could make a keynote speech on the theme. Any other guest speakers should be appropriate to the event and the Mayoral term.

2.10 Entertainment

Entertainment should be appropriate, preferably local and could be supportive of Council's broader objectives. Eg: Community Grants Scheme, arts and culture support or diversity policy. A cocktail party requires a band, so the budget will cover a musical group for the evening. Other low-cost or free entertainment will be sought to support the music and speeches.

2.11 Event Planning Process and Officer Support

The Project Officer will organise the event, supported by the CEO's office, Communications and Marketing Department and other appropriate staff.

Council staff will meet with the Mayor early in the year to discuss the Mayoral event and agree on its parameters.

The Communications and Marketing team is responsible for delivering the event and keeping the Mayor involved throughout the planning process.

3. FUNDRAISING

3.1 Administration

Large fundraising events cost a significant amount of money to stage. Funds required to host large events have previously been obtained through sponsorship, which takes a lot of time and energy to source and secure and requires extensive promotion to secure additional donations for the Mayor's chosen charity.

Large sponsored fundraisers also require administration and liaison with Consumer Affairs Victoria, as a permit to fundraise is required and there is a legal obligation to deliver at least 50% of the funds raised back to charity. If event costs were to outstrip 50% of the funds raised, Council would be liable for the difference, making these events a potential financial risk.

Accordingly, Mayoral events will instead focus energy on producing more modest and relevant Mayoral events that work within the allocated budget and honour and delight local residents.

3.2 Council resolution

A resolution of Council will be required should the Mayor wish to raise funds for a particular charity at the event, however, as the event will not attract sponsorship, nor will tickets be sold, guests in attendance at the event will only be invited to make a gold coin donation.

3.3 Charity donation

Proceeds from any funds raised should go to a charity or organisation fitting one or all of these criteria:

- Directed at a charity or local community organisation
- For a cause that has direct beneficial effect on the people of Darebin
- Not funded by Council in any other way
- In line with Council objectives.