



Assessment Framework – Dates and Occasions of Celebration and Significance

Purpose

This framework aims to provide a clear process to guide Council's strategic approach to dates and occasions of significance and sets out the tiers, assessment criteria and matrix applied to assessing new and existing initiatives.

Prioritisation of dates and occasions of significance via a tiered approach and assessment framework allows for the recognition of our diverse community, ensures a strategic approach to Council's investment, enables the appropriate allocation of resources and ensures the best outcomes for the community.

Tiered Approach

A tiered approach to the level of investment (staffing and financial) and assessment framework will be applied to new and existing initiatives. This approach ensures that dates and occasions are selected in a transparent and inclusive way and that the number of dates and occasions supported reflect the resourcing available and the importance to the community.

Tier One

Tier One events would include those events that are of national or state significance and align with Council's strategic priorities and values and legislated events, such as Citizenship Ceremonies. Council support may typically include, in line with relevant Council policies and strategies and resources available:

- Allocated financial support of more than \$5,000
- Hosting or facilitating a community event or program of events
- Investment of extensive planning and delivery resources (over 400 hours of officer time)
- Part of a department's annual service delivery program



- Significant communications support including media release, advertising, photography, Mayor and Councillor support (e.g. MC'ing or officially opening an event) and internal communications support.

Tier Two

Council's support for a Tier Two event may include, in line with relevant Council policies and strategies and resources available:

- Allocation of a budget of up to \$5,000
- Up to 400 hours of officer time for the planning and delivery of an event or program
- Moderate communications support and moderate Mayor and Councillor support (e.g. officially open an event, raise a flag) as appropriate.

Tier Three

Council's support for a Tier Three event could include promotion via its available channels, such as social media, relevant newsletter or EDM (electronic direct marketing) and/or website or if applicable, the lighting up of relevant Council facilities such as the West Gippsland Arts Centre, in line with relevant Council policies and strategies and resources available.

Tier Four

No direct Council involvement is provided. Submitters are provided with options for consideration, including hosting a community event and applying for funding via available funding bodies, including Council's Community Development Grants Program.

Consideration will be given to:

- Relationship to the key initiatives in Baw Baw Shire's Council Plan 2021-2025 and other related strategies as set out in the Dates and Occasions of Celebration and Significance Policy,
- Council service delivery,
- National or State significance,
- Social and community benefits,
- Required and available resourcing,
- Distribution of events across the calendar year, and
- Inclusivity, diversity, and relevance of events to the Baw Baw Shire community. For example, understanding the trends in population changes, and cultural and social shifts in community expectations.



Calendar of Dates and Occasions of Significance

Any new proposals will be included in the Calendar of Dates and Occasions of Significance and submitted to the Executive Leadership Team for endorsement based on the principles of this policy in September each year, with events endorsed through Council Meeting.

Consideration of Additional Events – Assessment Process

For consideration of any events above the approved Calendar of Dates and Occasions of Significance the following process will apply:

- New proposals may be submitted to Council throughout the year by completing the *Dates and Occasions of Celebration and Significance Form* online at www.bawbawshire.vic.gov.au. Submissions close the last Friday of July each year and will be reviewed and assessed between the first Monday of August and the last Friday of August each year (“Assessment Period”).
- Dates and occasions will be assessed by applying the Assessment Framework – Dates and Occasions of Celebration and Significance. Dates and occasions will be scored by an assessment panel against a set of criteria with a final total score determining the tier.
- Submissions will be assessed by a panel convened by Council Officers and recommendations will be submitted to the Executive Leadership Team based on the principles of this policy in September each year, with events endorsed by Council resolution at a meeting of Council.
- Officers will notify the submitter of the outcome within thirty (30) days following endorsement.
- Any changed/new dates and occasions of significance will be implemented in the following financial year.

Consideration of existing Dates and Occasions of Significance

- If an existing event is proposed to be changed from a lower tier to a higher tier or vice versa, a new proposal must be submitted in line with the above submission process.



Consideration of New Dates and Occasions of Significance

- If the assessment panel supports a proposal as reflected by the final score, but the current staff resources and budget are unable to support the event the proposal may be referred to the Executive Leadership Team by Council Officers as a New Initiative or presented to Council by the Submitter via a Community Budget Submission, in line with the submission process set out online at www.bawbawshire.vic.gov.au, whichever is deemed the most appropriate by the assessment panel.

Unsuccessful Submissions

- If a submission is deemed either unsuccessful, i.e. it falls under Tier Four, or a submitter does not agree with the allocated tier level, the submitter may submit a review of the initial assessment online via the *Review Request Form* at www.bawbawshire.vic.gov.au within thirty (30) days of notification of the outcome of their initial submission.
- The assessment panel will review the request and recommendations will be presented to the Executive Leadership Team for endorsement in November. Submitters will be notified of the outcome of their review request within thirty (30) days following endorsement.

Tiers and Assessment Matrix



Criteria	Level	Values and Scores
Alignment to Council Plan and/or relevant strategy	To what extent does the event meet the goals of an adopted Council strategy?	3 – Meets the goals of the Council Plan and several adopted strategies 2 – Meets the goals of the Council Plan and one adopted strategy 1 – Partially meets the goals of the Council Plan and/or an adopted strategy 0 – Does not meet the goals of the Council Plan or an adopted strategy
National or State Significance	Is this event of National or State significance?	3 – Of national and state significance 2 – Of state significance 1 – Of limited state significance 0 – No national or state significance
Resources (staffing, time) required	What Council resources are required?	3 – Minimal communications support 2 – Limited level of support required 1 – High level of support required 0 – Significant support required
Resources (staffing, time) available	Does Council have sufficient resources available to the extent required? This may include existing or available partnerships with other agencies.	3 – Resourced to provide significant level of support



Criteria	Level	Values and Scores
		2 – Resourced to provide high level of support 1 – Resourced to provide limited level of support 0 – Not currently resourced to provide support
Funding Sources	How is this event proposed to be funded?	3 – Appropriate external funding secured and/or Council budget allocation 2 – Appropriate external funding secured 1 – Limited funding secured or budget allocation 0 – No current funding secured
Council Service Delivery	Is there a Council service this event is, or could be, connected to?	3 – Event connected to more than one service delivery 2 – Event connected to a service delivery 1 – Event partially connected to a service delivery 0 – Not connected to a service delivery
Inclusivity, diversity, and relevance	Is the event inclusive and accessible for all? Does the event meet the cultural, social and diverse	3 – Event is inclusive, diverse and relevant 2 – Event is either inclusive, diverse or relevant



Criteria	Level	Values and Scores
	needs of the community as reflected by the current population make-up?	1 – Event is partially inclusive, diverse or relevant 0 – Event is not inclusive, diverse or relevant
Social and community benefits	What is the extent of social and community benefits and has this been demonstrated?	3 – Demonstrated significant benefits to wider community 2 – Demonstrated benefits to wider, or a section of, community 1 – Possible benefits to section of community, limited evidence 0 – No or very limited benefits to a small section of community
Calendar Spread	How does this event fit in the distribution of events across the calendar year?	2 – Good calendar fit and spread 1 – Average calendar fit and spread 0 – Adverse calendar fit and spread
Legislative Requirement	Is Council required to hold the event?	1 – Yes 0 – No



Tier	Score
Tier One Initiatives	22-27
Tier Two Initiatives	14-21
Tier Three Initiatives	8-13
Tier Four	0-7