

# Community Stalls at Council Events, Activations and Activities Policy

**Date Adopted:** 22 March 2022

**Version:** 3.1

## Policy Objectives

The objectives of this policy are to:

- Ensure Council organised flagship events will accept a percentage of event stall sites from community groups, service clubs or charities.
- Establish clear criteria for community groups, service clubs or charities to receive event sites.
- Establish a clear position on the suitability of political, religious and other advocacy groups to have a stall at Council organised flagship events and other identified opportunities.
- Establish clear guidelines for Council officers when assessing approaches from political, religious and other advocacy groups wanting to spruik or promote at Council events, activations and activities.
- Ensure Council organised events, activations and activities maintain their integrity, whereby stalls and exhibitors enhance the customer experience.

## Policy Scope

This policy applies to all Council organised events, place activation initiatives and activities.

## Policy Statement

Every year Council staff organise and manage a range of events, place activation initiatives and activities throughout the city.

The development of this policy will ensure a consistent and formal Council wide approach to dealing with stall applications or promotional approaches on behalf of community groups, service clubs, charities and religious, political and advocacy groups wishing to attend these events.

Stalls are offered at flagship events and at other selected activations and activities.

### 1. What is a community stall

For Council flagship events, a community stall shall be defined as one belonging to an organisation that meets at least one of the following criteria:

#### **Service Club**

A registered not for profit service club where funds raised are invested/donated back into the community or to a charity i.e. Lions, Rotary, Apex, RSL.

## Community Group

A registered not for profit group whose purpose is to raise awareness or funds for community or group projects i.e. neighbourhood group, historical society or sporting club.

Religious groups/churches may be included in this category, provided the stall is used to fundraise only and is not used to promote or spruik a particular religious persuasion or agenda.

## Charity

A New South Wales registered charity that holds a current license to fundraise.

## 2. What is not a community stall

The following organisations **will not** be eligible to receive community stall status:

- Religious groups or churches intending to promote or spruik a particular religious persuasion or agenda.
- Political parties, individuals or advocacy groups intending to promote a particular political party, candidate or agenda.

## 3. Community stalls at flagship events

- 3.1. Up to 5% of all stall sites at Council's flagship events will be made available as community stalls.
- 3.2. Community stalls must adhere to all event and stallholder terms and conditions including but not limited to health regulations, Work Health and Safety (WHS) regulations and public liability insurance.
- 3.3. When assessing applications for community stall sites at Council's flagship events, the following criteria will be applied:

**Location** – preference may be given to organisations based within the Maitland Local Government Area. If sites are still available preference may then be given to organisations based in the Hunter Region.

**Suitability to event** – preference may be given to organisations whose products link most closely with the theme of the particular event.

**Date of application** – preference may be given to applications received first.

**Rotation** – preference may be given to organisations that have not previously been given the opportunity to participate.

- 3.4 If sites above the minimum 5% for community stalls are available these may also be offered as community stalls at the discretion of Council staff.
- 3.5 Final stall acceptance will be at the discretion of Council's events section.

## 4. Offsetting stall fees

Council will give accepted community stalls the option to offset their site fees by:

- Providing volunteers

- Contributing to the event program in the form of activity delivery or an in-kind arrangement as deemed appropriate by the event organisers
- Providing a combination of the above

4.1 The number of volunteers needed to offset the site fees is set out in the Table 1:

**Table 1:**

GENERAL / PRODUCE STALL SIZE	VOLUNTEERS REQUIRED
3m x 3m	2 per day
6m x 3m	4 per day
>6m	6 per day

FOOD STALL SIZE	VOLUNTEERS REQUIRED
3m x 3m	4 per day
6m x 3m	6 per day
>6m	8 per day

- 4.2 For the purpose of offsetting site fees, a volunteer 'day' shall be deemed as a minimum of four hours.
- 4.3 Community stalls shall be permitted to spread the applicable volunteer numbers and hours required by more than the minimum amount of volunteers required. I.e. two volunteers working two hours each can be used instead of one volunteer working four hours.
- 4.4 The provision of volunteers is not limited to the event where the community stall is operating. i.e. if the community stall is operating at Maitland Taste, volunteers could be provided for Maitland Aroma.
- 4.5 Provision of volunteers shall offset the cost of the stall site only. The cost of additional services such as power, water and cleaning deposits (where applicable) will be charged for the community stall.
- 4.6 Where applicable, the fees for food registration and/or inspection by Maitland City Council will not be offset by the provision of volunteers, these will be charged to the community stall.
- 4.7 Failure to honour the commitment of volunteers or in-kind support as agreed will result in an invoice being issued to the organisation for the value of the applicable commercial site fees.

- 4.8 The offer to offset stall fees is only applicable to the community stalls as defined above and is not available to any commercial organisations.
- 4.9 Due to the limitations of some flagship event sites, restrictions on the size of sites available may apply.

## 5. Political, Religious and Advocacy parties/groups/individuals

- 5.1 All political, religious and advocacy parties/groups/individuals or agencies and organisations acting on their behalf whose intent is to raise awareness or spruik the party/group/candidate/individual/cause shall not be accepted to attend any Council events, place activation initiatives or activities.
- 5.2 All political, religious and advocacy parties/groups, individuals or agencies and organisations acting on their behalf whose intent is to fundraise by means of selling products not connected to the party/group and whereby promotion of the party/group does not occur may be permitted to attend Council events, place activation initiatives and activities. An example of this would be a church group selling water or soft drinks as the sole purpose of the stall/exhibit.
- 5.3 If a political, religious or advocacy party/group or agencies and organisations acting on their behalf is accepted in accordance with clause 5.2, the stall setup and persons who are operating the stall shall not be permitted to display materials or wear attire that overtly promotes the party / group in which they are associated.

## Policy Administration

<b>Business Group:</b>	City Services
<b>Responsible officer:</b>	Coordinator City Events and Activation
<b>Council reference:</b>	Council Meeting 22 March 2022 – Item 11.1
<b>Policy review date:</b>	Three (3) years from date of adoption
<b>File number:</b>	139/21
<b>Relevant legislation</b>	<ul style="list-style-type: none"> <li>Local Government Act 1993</li> <li>Local Government Regulation 2005</li> </ul>
<b>Related documents</b>	<ul style="list-style-type: none"> <li>Maitland City Council Code of Conduct</li> <li>WHS Policy</li> </ul>

## Policy History

VERSION	DATE APPROVED	DESCRIPTION OF CHANGES
1.0	9 July 2013	New policy adopted
2.0	26 April 2019	Periodic review of policy
3.0	22 March 2022	Periodic review of policy
3.1	-	Updated to new branding and alignment to organisation structure. No change to content.