Sydney Opera House Policy

Title:	Event Support Policy		
Policy Number:	SOH136		
Effective Date:	24 March 2012	**Next Review:**	March 2014
Authorisation:	Chief Executive		
Authorisation Date:	6 March 2012		
Superseded Policy:	Assistance to Community and Charitable Organisations and Events Policy		
Accountable Director:	Director, Theatre & Events		
Responsible Officer:	Manager, Venue & Event Sales		

1 PURPOSE

1.1 This policy outlines the circumstances under which Sydney Opera House may provide support to organisations to hold performing arts or non-performing arts events at Sydney Opera House.

2 SCOPE

2.1 This policy applies to all requests for support for events from arts industry, non-profit community and charity organisations, including venue and equipment rental discounts and waivers, discounted labour charges and fixed contribution towards Sydney Opera House event charges.

2.2 This policy does not apply to:

- Events presented or produced by Sydney Opera House, nor to activities of the Philanthropy Program and Corporate Partnerships Program, which are covered by separate arrangements. Events for Sydney Opera House sponsors are typically not subject to venue rental, but are charged for labour and equipment at discounted rates.
- Internal activities scheduled by Sydney Opera House departments, staff and contractors. Those events typically are not charged, apart from services hired in.
- Pricing negotiated for commercial events whereby standard costs may be varied as part of a commercial venue hire contract or licensing arrangement with Sydney Opera House.

3 DEFINITIONS

Waiver – A decision to not charge for (or to reduce) the charge for goods and services without seeking material benefits in exchange. For policy purposes, such benefits would include gifts or in-kind goods and services of value to Sydney Opera House.

Event Support – Support for eligible events held at Sydney Opera House provided in the form of waived or discounted charges. Support may also take the form of specific financial contributions to offset Sydney Opera House rental and event charges on selected eligible events.

A list of other relevant definitions is provided in Appendix 1.

4 POLICY

Principles

4.1 Sydney Opera House receives numerous requests for support from community and charity organisations to hold events at Sydney Opera House. While requests may be for a worthy cause, Sydney Opera House must exercise due diligence in the management of its resources and assets and therefore is unable to provide support to all requests received.

4.2 Sydney Opera House seeks to assist community and charity organisations where possible, in accordance with our leadership role within the performing arts community and commitment to corporate social responsibility.

4.3 All requests for support will be assessed on a case by case basis in accordance with the criteria and conditions set out in this policy. These criteria are used to assess requests in a manner that is as equitable as possible and ensure the support provided is in line with Sydney Opera House's strategic goals and maintains the integrity of the Sydney Opera House brand.

4.4 Event support may be provided for community and charity events in the following ways:

- Venue and equipment rental discounts
- Venue and equipment rental waivers
- Discounted labour charges
- Fixed contribution towards Sydney Opera House event charges.

4.5 All instances of support provided by Sydney Opera House must be appropriately recorded and reported by the departments providing the service and/or product, within the context of Sydney Opera House corporate goals and budget parameters and for reporting purposes.

Criteria for Support

4.6 Support may be provided to arts industry, non-profit community or charity organisations if the requesting organisation fulfils one or more of the following purposes.

1. It contributes to the training and development of young artists both within NSW and nationally.
2. It contributes to art-form development as an investment in the future of the performing arts in Australia.
3. It provides an appropriate opportunity for Sydney Opera House to demonstrate leadership as a good corporate citizen.
4. It is consistent with the achievement of Sydney Opera House corporate goals.
   - Artistic Excellence
   - Community Engagement and Access
   - A Vibrant and Sustainable Site
   - Earning our Way - business viability

4.7 In addition to fulfilment of the criteria under 4.6, decisions for support will be made with regard to the impact the support will have on Sydney Opera House's interests as a not-for-profit performing arts organisation and Sydney Opera House resources, in accordance with Sydney Opera House, government and public expectations of responsible resource and financial management.

Conditions of Support

4.8 Both the event and the level of support given should be compatible with the Sydney Opera House brand and corporate goals.

4.9 Support cannot be offered in the form of waivers and discounts on behalf of Sydney Opera House commercial and business partners (e.g. catering discounts). If a Sydney Opera House venue rental would normally be charged for a particular venue hire, then Sydney Opera House may elect to waive or reduce that rental.

4.10 With the exception of functions contracted through a Sydney Opera House commercial partner, events receiving support will be required to execute a Sydney Opera House venue hiring agreement with standard terms and conditions. The venue hiring agreement will include the details of Sydney Opera House support and acknowledgement.

5 PRACTICES AND PROCEDURES

5.1 All requests must be received in writing and addressed to the Manager, Venue & Event Sales.

5.2 The following requirements and conditions for the approval discounts apply as outlined in Table 1.

Table 1 – Event Support Approval Requirements

Support Type	Approval Requirements*
Venue and equipment rental discounts (not lower than Supported Rates)	Director, Theatre & Events.
Waivers of venue rental charges and equipment up to $10,000	Director, Theatre & Events.
Waivers of venue rental charges and equipment above $10,000	Director, Theatre & Events or CEO (within financial delegation). Requests are to be accompanied by a recommendation (and supporting rationale) for the approval or rejection from the Director, Theatre & Events.
Waivers of labour charges (any amount)	Director, Theatre & Events or CEO (within financial delegation). Requests are to be accompanied by a recommendation (and supporting rationale) for the approval or rejection from the Director, Theatre & Events.
Fixed contribution towards SOH event costs. Other discounts (other than those listed above)	CEO (within financial delegation). Requests are to be accompanied by a recommendation (and supporting rationale) for the approval or rejection from the Director, Theatre & Events.

* Also see below for additional review requirements for Director, Development.

5.3 Where required, the Director, Development may be consulted on applications from not-for-profit organisations prior to approval.

5.4 Applicants will be advised in writing of Sydney Opera House's decision of the request as soon as possible. For successful requests, the approval level and nature of support provided must be confirmed in the venue hiring agreement, signed by both parties prior to the event.

5.5 Event Support for annual events must be confirmed annually. Support for any annual event does not imply ongoing support for future events.

6 ACCOUNTABILITIES

6.1 The Manager, Venue & Event Sales is responsible for:

- Receiving, processing and responding to requests in accordance with this policy;
- Managing all enquiries relating to requests and this policy from applicants;
- Referring applications to the Director, Theatre & Events, and/or CEO for approval as outlined in section 5 of this policy.

6.2 The Director, Development is responsible for advising the CEO of any potential issues regarding applications referred to the Director for review.

6.3 The Director, Theatre & Events and CEO are responsible for the assessment and decisions of requests for event support as outlined in section 5 of this policy. The Director, Theatre & Events is also responsible the implementation, monitoring and review of this policy.

7 APPENDICES

Appendix 1 - Definitions

8 REFERENCES

Sydney Opera House Community and Charity Request Policy and Guidelines

Sydney Opera House Delegations of Authority Policy and Schedules

Sydney Opera House Code of Conduct

Sydney Opera House Sponsorship Policy and Guidelines

APPROVED

Chief Executive

Date: 6 March 2012

Version Control

Version	Date	Author	Approval	Details/Comments
1.0	Nov 2011	Corp. Development Officer		
1.1	Feb 2012	Corp. Development Officer		Update 1
1.2	March 2012	Corp. Development Officer		Update 2

APPENDIX 1 – DEFINITIONS

Charity	An entity established for altruistic purposes such as care of people in need, the sick and infirm, religious causes, some not-for-profit organisations and other purposes beneficial to the community or a section of the community.
Discounted equipment and labour charges	The provision of Sydney Opera House services, either equipment or labour, at an agreed rate which is lower than those set for commercial hirers.
Equipment hire waiver	The provision of Sydney Opera House equipment at no charge.
Fixed contribution	An agreed sum contributed by Sydney Opera House towards the direct costs of the event. The contribution may be made in addition to other approved waivers or discounts, and may only be provided in the form of cash if expressly approved by the CEO to ensure that a specific eligible event can proceed.
Non-profit organisation	An organisation that is not operating for the profit or gain of individual members, whether these gains would have been direct or indirect. A non-profit organisation can still make a profit, but this profit must be used to carry out its purposes and not distributed to owners, members or other private people. *Also referred to as not-for-profit organisation*.
Venue rental discount	An agreed venue rental rate that is lower than the Sydney Opera House commercial venue rental.
Venue rental waiver	The provision of a Sydney Opera House venue at no rental charge.