

Council Policy Name: Events

Responsible Directorate: Community and Commercial Services

Version: Current

## 1. PURPOSE

1.1. The purpose of this Policy is to articulate the strategic importance of Events to the City of Busselton and to set out a framework for the attraction and promotion of Events. This Policy also sets out the City’s position with respect to the attendance of Councillors and the CEO at Events in accordance with Section 5.90A of the Act.

## 2. SCOPE

2.1. This Policy is applicable to Events within the City of Busselton District and more broadly to Events across the South West region of WA.

## 3. DEFINITIONS

Term	Meaning
Act	<i>Local Government Act 1995</i>
District	City of Busselton local government area
Event	An organised occurrence hosted by a person or organisation on public or private land where people assemble at a given time for a given purpose and which generally involves one or more of the following: <ul style="list-style-type: none"> <li>• Preparation or sale of food;</li> <li>• Sale or consumption of alcohol;</li> <li>• Erection of infrastructure and / or signage;</li> <li>• Generation of additional noise;</li> <li>• Use / installation of electrical equipment;</li> <li>• Changes / interruptions to traffic flow;</li> <li>• Additional parking requirements;</li> <li>• Crowd control measures</li> </ul> Includes: <ul style="list-style-type: none"> <li>• Concerts and music festivals;</li> <li>• Sporting events;</li> <li>• Conferences;</li> <li>• Exhibitions, expos and fairs;</li> <li>• Functions (e.g. community or business events); Markets; and</li> <li>• Any other activity in accordance with 5.90A(1)(e)</li> </ul>
Partner	Spouse, de-facto or other partner as approved
Policy	This City of Busselton Council policy entitled “Events”

#### 4. STRATEGIC CONTEXT

- 4.1. This policy links to Key Goal Area 4 – Economy and Key Goal Area 6 – Leadership of the City’s Strategic Community Plan 2017 and specifically the following Community Objectives
  - a. 4.3: Events and unique tourism experiences that attract visitors and investment.
  - b. 6.1: Governance systems, processes and practices are responsible, ethical and transparent.

#### 5. POLICY STATEMENT

- 5.1. The City has adopted the brand ‘Events Capital WA’, with the attraction, development and promotion of Events recognised by Council as a key strategic and competitive advantage for the development of a robust and prosperous economy and tourism industry, and an important contributor to the creation of vibrant places and an inclusive community
- 5.2. The City will actively engage with and assist Event organisers to support the development of a diverse year round calendar of Events, across the District.
- 5.3. The attraction, development, and approval of Events will be in accordance with the following objectives:
  - a. generation of direct and indirect economic benefits to the community;
  - b. generation of social benefit, vibrancy, and promotion of cultural diversity and inclusion;
  - c. creation of a calendar of Events which brings visitors to the District year round and provides broad activation across the District; and
  - d. positive promotion of the District and the South West region of WA.
- 5.4. Events are categorised for their strategic importance as follows:
  - a. Hallmark – an international or nationally recognised Event that creates significant economic benefit and typically attracts 5,000 plus participants / visitors;
  - b. Major – an Event which attracts visitors nationally and from outside of the region, showcases regional facilities and attractions, creates economic benefit and typically has between 2,000 and 5,000 participants / visitors;
  - c. Regional – an Event that attracts visitors to the region from within the State and from within the region, helps to build the City’s Events Capital WA brand and has the potential to become a future Major or Hallmark Event;
  - d. Community – an Event which celebrates aspects of community life, has strong social / community benefit; more limited economic benefit, and is generally run by the community.
- 5.5. While Events are considered a positive contributor, the potential for Events to impact adversely on community safety, amenity and the environment is recognised. In order to manage risk, environmental and amenity impacts, Events held within the District must, subject to paragraph 5.6, be approved by the City prior to taking place. The event application process is outlined in the Events Application Operational Practice.
- 5.6. An Event approval is not required at venues which have an appropriate development approval under the City’s town planning scheme and / or an approval in accordance with environmental health legislation.
- 5.7. Event applications will be assessed against the objectives outlined in paragraph 5.3 and the following criteria (or criteria similar):
  - a. the nature, size and suitability of the Event;
  - b. the location of the Event, its suitability and whether it meets the City’s objectives of broad activation;
  - c. the period of time the Event will operate;
  - d. the amenity of the Event and the likely impacts on residents;

- e. any conflicts with other Events or community use at or around the location;
  - f. the relevant experience of the operator and their capacity to manage key risks such as fire safety.
- 5.8. The following specific Event location criteria will also be applied to assist in protection of sensitive areas, and to ensure the equitable use of the location by Event organisers and the general community:
- a. Meelup Regional Park:
    - i. Maximum of four trail based Events per calendar year, that is an Event that involves participants walking, running or cycling on trails or roads within the park; and
    - ii. Maximum of four site based Events per calendar year, that is an Event that involves use of a beach and / or adjacent picnic and car park area; and
    - iii. Maximum of one trail based and one site based Event per month.
  - b. Yallingup and Smith Beach:
    - i. Maximum of one international or national Event per year;
    - ii. Maximum of four other major Events per year, of up to four days each;
    - iii. Maximum of one minor Event per year, of up to four days;
    - iv. Maximum of eight club Events (run by local board riding clubs) per year
- 5.9. Fees upon application are payable as per the City of Busselton's Schedule of Fees and Charges.

### **Events Sponsorship**

- 5.10. The City has an events sponsorship programme that is funded through a combination of municipal funds and funds derived from the industrial / commercial differential rate. The Marketing and Events Reference Group (MERG) makes recommendations to Council with respect to the allocation of funds towards Events.
- 5.11. Event sponsorship can be provided as cash or in-kind contributions, with sponsorship agreements entered into with Event organisers on either a single or multi-year basis.
- 5.12. Event sponsorship requests will be assessed against the objectives outlined in paragraph 5.3.
- 5.13. Events sponsored by the City will be evaluated to determine future funding levels.

### **Event Attendance**

- 5.14. Councillor and CEO representation at Events is valued as a means of reinforcing the City's strategic positioning as the 'Events Capital WA', and to ensure Events are properly assessed for their benefit and ongoing relevance.
- 5.15. Invitations / tickets to Events may be provided to the City by Event organisers. Where attendance at these Events is approved in accordance with this Policy, the requirement to disclose a financial interest under the Act will not apply.
- 5.16. An invitation provided or addressed personally to a Councillor or to the CEO (for instance via a personal email account) will not be captured by this Policy, and the requirement to disclose a financial interest where the amount exceeds the amount prescribed under the *Local Government (Administration) Regulation 20A* will apply.
- 5.17. In addition to invitations / tickets provided by Event organisers, the CEO, in consultation with the Mayor, may purchase tickets for the purposes of City representation at an Event. The City will generally only purchase tickets for Hallmark and Major Events where attendance is demonstrated, through reference to the criteria in paragraph 5.18, as being in the City's interest.

- 5.18. In determining approval for attendance at Events under Section 5.90A(2)(c), Council (or the CEO under delegation) will consider criteria such as the following:
- who is providing the ticket to the Event;
  - the location of the Event;
  - whether the Event is sponsored by the City;
  - the relevance of the Event to the City's adopted policy objectives under paragraph 5.3;
  - the role of the Council member or CEO when attending the Event (participant, presenter, observer) and the value of their contribution;
  - the cost to attend the Event and / or the public value of attendance if the ticket is being provided at no cost to the Local Government;
  - the number of invitations / tickets received; and
  - the benefits or importance of Council and / or CEO representation at the event.
- 5.19. A list of established pre-authorized Events and attendees is provided at Attachment A. The attendees are authorized in order of priority, subject to the number of available invitations / tickets. Where there are insufficient invitations / tickets available for all pre-authorized attendees to attend, the CEO (in liaison with the Mayor) will determine final attendance.
- 5.20. It is considered appropriate for a Councillor or CEO's Partner to accompany them to an Event held outside of normal business hours. While the City will not generally pay for such attendance, invitations / tickets received by the City may be provided for this purpose where they are available.
- 5.21. The Mayor can delegate any approved attendance to an Event to the Deputy Mayor or another Council member.
- 5.22. This policy does not apply where a Councillor or the CEO attends an Event at their own cost and in a personal capacity.

## 6. RELATED DOCUMENTATION / LEGISLATION

- Local Government Act 1995*
- Events Strategy
- Events Application Operational Practice

## 7. REVIEW DETAILS

<b>Review Frequency</b>		3 yearly		
<b>Council Adoption</b>	<b>DATE</b>	12 February 2020	<b>Resolution #</b>	C2002/034
<b>Previous Adoption</b>	<b>DATE</b>	14/09/2016	<b>Resolution #</b>	C1609/232

**Attachment A – Pre-authorized Events**

<b>Event</b>	<b>Event Organiser OR DATE</b>	<b>Attendee</b>
<b>Hallmark Events</b>		
Ironman WA	Ironman Oceania	Mayor CEO Deputy Mayor All Councillors
Cinefest Oz	Geographe French Australian Festivals Inc.	Mayor CEO Deputy Mayor All Councillors
Busselton Festival of Triathlon (Ironman 70.3)	Triathlon Western Australia	Mayor CEO Deputy Mayor All Councillors
Gourmet Escape	IMG Culinary	Mayor CEO Deputy Mayor All Councillors
Busselton Jetty Swim	Busselton Allsports Inc.	Mayor CEO Deputy Mayor All Councillors
Jazz by the Bay	Jazz by the Bay Association	Mayor CEO Deputy Mayor All Councillors
Forest Rally	West Australian Car Club (Inc)	Mayor CEO Deputy Mayor All Councillors
<b>Major Events</b>		
Cabin Fever	Creative Corner	Mayor CEO Deputy Mayor All Councillors
X-Adventure Dunsborough	Rapid Ascent Pty Ltd	Mayor CEO Deputy Mayor All Councillors