



## **CITY OF BAYSWATER**

# **PLANNING AND DEVELOPMENT SERVICES & ADMINISTRATION AND COMMUNITY SERVICES COMMITTEE MEETING**

**ITEMS UNDER SEPARATE COVER**

**Items 7.2.2  
Street Festivals**

**3 December 2012**

### Item 7.2.2 Street Festivals

**Officer:** A/Director of Administration and Community Services  
**Refer:** Item 11.2.8: OCM 28.08.2012  
Item 11.2.7: OCM 23.10.2012

#### Application

For Council to endorse the City's position on the future development of street festivals within the City of Bayswater.

#### Background

The City has been actively supporting street festivals in our town centres since November 2006. The first street festival was held at the Bayswater Town Centre, which attracted over 10,000 people. Since that time the City has supported street festivals in Bayswater, Morley and Maylands.

Council was recently approached by the Maylands Business Association to support its 2012 Maylands Street Festival which was held in Eighth Avenue, Maylands on Sunday, 25 November 2012.

Council at its Ordinary Meeting of 28 August 2012 resolved:

*"That Council:*

1. *Refuse the Maylands Business Association's request.*
2. *Do not disburse the budget amount of \$15,000 until an Economic Development Officer is employed by the City, and considers the Council's intentions regarding street festivals."*

Council at its Ordinary Meeting of 23 October 2012 resolved:

*'That Council:*

1. *Support the Maylands Street Festival by way of providing the following:*
  - (a) *Additional Security Watch Patrols to attend the Maylands Street Festival on Sunday, 25 November 2012 for the period 10:00am to 3:00pm;*
  - (b) *Ten (10) 240 litre bins for the duration of the event; and*
  - (c) *Use of the City's mobile information trailer for the purposes of traffic management information for the week preceding the event and for the duration of the event.*
2. *Provide financial support up to an amount of \$1,500 for the Maylands Business Association to organise the appropriate public liability insurance for the November 2012 Maylands Street Festival.'*

At Council Workshop of 27 November 2012, the Council discussed their position on street festivals within the City. The key recommendations included:

- Developing a funding criteria for all street festivals;
- The City to liaise with the business community on future street festivals;
- Ensure a fair distribution of street festivals in all wards of the City;
- Not to conduct street festivals within three (3) to six (6) months before an election campaign; and
- Any group who is incorporated should be able to approach the City to deliver street festivals.

Following the appointment of an Economic Development Officer, meetings with business groups within the City has commenced. This has included meetings with Central Eastern Business Association, Maylands Business Association, EMRC, Centro Properties Group, Hawaiian Group and Bayswater Traders.

The purpose of these meetings was to build a relationship with the local business groups, but to also gauge the interest in future street festivals in their business districts. All of the groups have been positive about the advantages of increasing awareness of their business district and to also creating strong community connections.

Street festivals provide a number of opportunities to bring the local community and business together to celebrate the significance of the place and to provide a family friendly social atmosphere. They provide a festival atmosphere and include cultural activities, food, entertainers, rides, street performers, animal farm, market stalls, arts and crafts and local bands.

When the Street Festival Program was initially created, the City contributed in the vicinity of \$20,000 to trader groups for the initial street festival in each of the town centres. In addition, the respective trader groups would then be encouraged to incorporate which would enable them to apply for grants and the City of Bayswater's contribution would reduce to encourage the sustainability of future events.

The City's contributions to street festivals are as follows:

<b>Year</b>	<b>Bayswater</b>	<b>Morley</b>	<b>Maylands</b>
2006/2007	\$18,167*		
2007/2008	\$10,000*	\$20,000	
2008/2009			\$20,000
2009/2010	\$15,000**		
2010/2011			\$10,000
2011/2012			
2012/2013			\$1,500***

\* City of Bayswater paid for traffic management amounting to \$3,000 for each year.

\*\* \$10,000 was endorsed by Council and then an additional request of \$5,000 was sought to cover costs and was approved.

\*\*\* Council endorsed on 23 October 2012 to provide financial support up to \$1,500 for public liability insurance, plus additional security patrols, bins and use of City's information trailer.

In addition to the financial support, the City has also provided in-kind support to street festivals. This is in line with the assistance provided to community groups in the past to assist with the running of externally promoted events held within the City. The manner and type of support previously provided includes:

- Additional or more frequent security watch patrols;
- Advice on traffic management, infrastructure and health permits;
- Ground preparation and assistance with local area clean up following the event;
- Refuse collection by way of the provision of extra bins; and
- In some cases direct financial support.

The total indicative cost of the City's contribution was \$1,785. The breakdown of costs is listed below:

Item	Cost	Actual
Security Watch Patrols	\$500	\$500
Event Insurance	\$1,500	\$985
Bins	\$100	\$100
Mobile Trailer	\$200	\$200
<b>Total</b>	<b>\$2,300</b>	<b>\$1,785</b>

The approach that trader groups take to seek financial support from the City has been through direct communication with Councillors or the City administration. The Council may wish to formalise the assessment of street festival requests for assistance through developing a funding criteria for street festivals.

Most funding guidelines have a criteria focussed on three clear themes:

- The benefit to the community;
- The benefit to the funding organisation; and
- Financial sustainability.

#### Comment

The City has previously received requests for street festivals where there is an existing trader groups and they are usually held within the town site of a suburb. Within the City of Bayswater we also have neighbourhood centres, which include a supermarket and ancillary uses.

There is a distinct gap in the provision of a street festival in the North Ward. The neighbourhood centre of Noranda may be interested in applying for funding and support to hold a street festival within the shopping precinct or on public open space surrounding the centre.

The City has had communication with Hawaiian Group, who manage the Noranda Palms Shopping Centre. They have expressed an interest in sponsoring an event in the parkland surrounding the shopping centre, which doesn't conflict with Christmas trade and integrates with the surrounding community.

It is proposed that the City continue discussions with the Hawaiian Group to develop an event in March/April 2013. As part of these discussions the City may be able to seek partnerships with existing community organisations or to value add to an existing event in the area.

#### Strategic Implications

In accordance with the City of Bayswater's Strategic Plan - The Future of Our City 2011 - 2015, the following applies:

*"Key Result Area 1: Our Community*

*1.1 We actively engage with our community.*

*Key Result Area 5: Leadership & Governance*

*1.5 We provide and promote a range of community events to bring people together and celebrate their way of life in the City of Bayswater.*

Policy Implications

Nil.

Financial Implications

Nil.

Voting Requirements

Simple Majority Required.

**Officer's Recommendation**

**That Council:**

1. **Liaise with the business community to pursue street festival opportunities.**
2. **Incorporated groups can apply to the City to conduct a festival who have the capacity to event manage the street festival.**
3. **Develop a street festival policy for future consideration by Council incorporating matters such as:**
  - **A fair distribution of street festivals in all Council wards;**
  - **Business community financial contribution to support the event;**
  - **City contributions to support the event such as:**
    - **Increased security patrols;**
    - **Provision of extra rubbish bins;**
    - **Advice regarding traffic management and infrastructure; and**
    - **Financial support towards event insurance.**
  - **Appropriate permits be obtained.**
  - **Time restrictions within three (3) to six (6) months before an election campaign.**

Moved:

Seconded: