



CITY OF BAYSWATER

MINUTES

**FOR THE
AVON DESCENT LIAISON COMMITTEE
MEETING**

30 August 2017



AVON DESCENT LIAISON COMMITTEE

MINUTES

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CITY OF BAYSWATER

MINUTES of the meeting of the Avon Descent Liaison Committee which was held in the Committee Room, City of Bayswater Civic Centre, 61 Broun Avenue, Morley on Wednesday, 31 August 2017 commencing at 6:00pm.

Committee Recommendations to Council are subject to adoption, or otherwise, at the following Ordinary Meeting of Council, as recorded in Minutes of that Council Meeting.

MINUTES**1. OFFICIAL OPENING**

The Chairperson, Cr Alan Radford, declared the meeting open for the Avon Descent Liaison Committee at 6:05pm.

2. ATTENDANCE, APOLOGIES, LEAVE OF ABSENCE (PREVIOUSLY APPROVED) & ABSENCE**Members**

Cr Barry McKenna

Mayor

Cr Alan Radford

Chairperson

Cr Catherine Ehrhardt

Cr Sally Palmer

*(Deputising for Cr Cornish)***Officers**

Mr Darren Beltman

A/Director Community Services

Mr Jon Vines

Manager Recreation Services

Ms Stacey Connor-Brown

Events Coordinator

Observers

Nil.

Leave of Absence

Cr Chris Cornish (31.08.2017)

Apologies

Cr Terry Kenyon, JP

Mr Kim Epton

NADA Chair

Ms Alexandra Holcobarova

NADA Representative

3. DELEGATED AUTHORITY BY COUNCIL

There are no items appearing in this minutes for which the Avon Descent Liaison Committee has been granted delegated authority by Council in accordance with section 5.23(1)(b) of the *Local Government Act 1995* this meeting is closed to the Public.

4. TERMS OF REFERENCE

TERMS OF REFERENCE CITY OF BAYSWATER AVON DESCENT LIAISON COMMITTEE	
The Committee:	The name of the Committee shall be the City of Bayswater Avon Descent Liaison Committee (hereafter) referred to as the "Committee" in this document, appointed as an advisory Committee to the City of Bayswater Council in accordance with the provisions of the <i>Local Government Act 1995</i> Sections 2.28, 5.9, 5.10 and 5.11. The City of Bayswater, in accordance with the <i>Local Government Act 1995</i> will have the powers pertaining to these Terms of Reference to the City of Bayswater Avon Descent Liaison Committee as an appointed Committee of Council.
Definitions:	"Council" - The City of Bayswater "Committee" - The City of Bayswater Avon Descent Liaison Committee
Purpose of Committee:	The Avon Descent Liaison Committee has input into the end of line finishing event and the Committee facilitates collaboration between the stakeholders.
Membership:	<p>The Committee shall consist of the following endorsed members for the term 21 October 2015 to 21 October 2017:</p> <ul style="list-style-type: none"> (i) Cr Alan Radford; (ii) Cr Catherine Ehrhardt; (iii) Cr Chris Cornish; (iv) Cr Barry McKenna, Mayor, and (v) Cr Terry Kenyon, JP. <p>In accordance with Section 5.11A of the <i>Local Government Act 1995</i>, all Councillors who are not members of the Avon Descent Liaison Committee be appointed as Deputy Members to that Committee for the term 21 October 2015 to 21 October 2017. If a Member is unable to attend a meeting, the order of appointment of the Deputy at that meeting will be based on:</p> <ul style="list-style-type: none"> (i) Councillor of the same Ward as the Member of the Committee; and (ii) Length of Service.
Non-Voting Members:	<ul style="list-style-type: none"> • Director Community Services; • Manager Recreation Services; • Events Coordinator; • Events Officers; • Parks Supervisor; • Senior Ranger; and • Coordinator Waste & Environmental Management.
Management:	<ol style="list-style-type: none"> 1. The Chairperson is responsible for the proper conduct of the Committee. 2. The Committee has no delegated power and has no authority to implement its recommendations without approval of Council. 3. The Committee Minutes will be adopted by Council.

TERMS OF REFERENCE CITY OF BAYSWATER AVON DESCENT LIAISON COMMITTEE	
Meetings:	The Committee will meet as determined by the nominated Committee Members at Avon Descent Liaison Committee, commencing at 6:30pm at the City of Bayswater, Civic Centre.
Liaison Officer:	Events Coordinator or nominated officer.

5. DECLARATION OF INTEREST

Nil.

6. CONFIRMATION OF MINUTES

The Minutes of the Avon Descent Liaison Committee Meeting held on 1 May 2017, which have been distributed, are to be presented for confirmation as a true and correct record.

CR CATHERINE EHRHARDT MOVED, CR BARRY MCKENNA, MAYOR SECONDED

CARRIED UNANIMOUSLY

7. DEPUTATIONS

Nil.

8. BUSINESS**8.1 Avon Descent Finish Line Family Fun Day 2017 Debrief Report**

Reporting Branch: Recreation Services
Responsible Directorate: Community Services

EXECUTIVE SUMMARY**Application:**

To provide Council with an event debrief of the 2017 Avon Descent Finish Line Family Fun Day.

Key Issues:

- Update provided to Council in relation to the delivery of the 2017 City of Bayswater Avon Descent Finish Line Family Fun Day event.

BACKGROUND

The 2017 City of Bayswater Avon Descent Finish Line Family Fun Day was held on Sunday, 6 August 2017, at Riverside Gardens, Bayswater between 11:00am and 6:00pm. The event offered the community an opportunity to welcome and congratulate competitors of the Avon Descent as they completed and crossed the race finish line. The event also provided a free day out for the local community, race spectators, support crews and competitors.

The City of Bayswater has been hosting by contractual agreement with Northam Avon Descent Association (NADA) a City of Bayswater Avon Descent Finish Line Event for over 20 years. Other local Council's such as Bassendean, Belmont, Northam and Toodyay have also promoted community events to support the 'Avon Descent - on the water race' as part of a regional approach coordinated by the East Metropolitan Regional Council (EMRC). The community events are held along the route of the race and are aimed at encouraging active community participation and involvement.

The Avon Descent Race is traditionally held on the first weekend in August to coincide with the high water levels of the Avon River which are conducive to a safe and enjoyable race.

The Finish Line Family Fun Day event has evolved over the last five years with regards to the size and layout of the event. Spectator figures over the past five years have varied between 4,000 patrons to 8,000 patrons. These figures are hugely reliant on two factors being:

1. Water levels prior to the event. Should high water levels be recorded in the lead up to the close of event registrations, there is usually an increase in competitor's entries to the event. This in return increases the number of patrons at the City of Bayswater Avon Descent Family Fun Day as support crew attendance figures increase, so too does overall community attendance; and
2. Fine weather conditions on the day of the event. It is noted that the weather plays a large role in the success of the event.

CONSULTATION

Officers consulted with a range of stakeholders including NADA, EMRC, suppliers and contractors in the lead up to the 2017 event. All feedback has been positive.

ANALYSIS

The following section provides an analysis of various components of the Avon Descent Family Fun Day event.

Attendance

The weather was bright and sunny for the 2017 event however the venue and grounds were wet from heavy rain in days leading up to the event. The rain resulted in high water levels for the race which is good for competitors. The good weather resulted in the highest attendance levels in memory among staff. This created a vibrant busy atmosphere throughout the day.

City of Bayswater Marketing and Promotion

The City coordinated the following marketing and promotion in the lead up to the event:

- Townsite banners were installed along Guildford Road, Maylands for four weeks prior to the event. All Avon Descent banners were taken down and replaced with the City's standard corporate banners the day after the event;
- Half page community adverts in the Eastern Reporter 2 weeks and 1 week prior to the event;
- Flyers and posters were displayed at Community Centres, Libraries, and the Civic Centre;
- Event details were posted on the City of Bayswater website and Facebook page with the post reaching 31,000 views;
- An advisory letter was circulated to surrounding residents neighbouring all access ways into Riverside Gardens to advise of traffic flow and parking restrictions in force on the day of the event. The letter included a flyer and an invitation to attend the Family Fun Day event;
- A free Family Fun Day event advert was placed in the Avon Descent Race Guide as permitted by the NADA sponsorship contract;
- Large vinyl banners promoting the event were placed at key strategic locations across the City; and
- Event flyers were distributed with the 2017/2018 rates notices.

Eastern Metropolitan Regional Council (EMRC) Regional Marketing

The EMRC coordinated the following regional marketing for the event:

- Design elements used in the 2016 Avon campaign were kept largely the same to provide consistency for the 2017 campaign;
- Regional flyers were produced by EMRC and distributed within the City to Community Centres, Libraries, Galleria Shopping Centre, The Rise, Bayswater Waves and the Civic Centre;
- Community newspaper adverts were run in the full suite of papers across the region in the weeks leading up to the event;
- Two 5 x 6 strip adverts were placed in the West Australian Seven Days magazine – weeks commencing 24 July and 31 July 2017;
- All Family Fun Days across the region were posted as a headline feature on the Perth Now homepage during the week leading up to the event weekend;
- Radio adverts ran on the primary radio station Mix 94.5 and secondary adverts were run on Nova FM;
- Regional radio adverts ran for the two weeks prior to the event; and
- A number of online event listings were coordinated by the EMRC two weeks prior to the event.

A regional debrief with the EMRC, NADA and other local government partners is scheduled for October 2017.

Entertainment

A range of free community entertainment was available for the duration of the City's event, including:

- Live race commentary;
- Carnival rides;
- Go Kartz;
- Inflatable rides;
- Face painting;
- Body Marbling;
- Balloon Twisters;
- Chairplane Ride;
- Mini Car Rides;
- Pony Cycles;
- Slot Car Racing;
- Roving Entertainment;
- Ride on Dino's;
- Obstacle Course;
- Sports Day Races;
- Crafts;
- Balloon Basket Demonstrations;
- Animal Farm; and
- Giveaway balloons, stickers, drinks bottles and lollies.

Community feedback received on the day was positive in relation to the range and amount of entertainment provided.

Food Vendors

The following food vendors were in attendance on the day:

- Vince's Pizza;
- Tamels Food Truck;
- Kasama's Kitchen;
- Wicked Waffles;
- Churro Central;
- Pride of Indian;
- Mama's Kitchen;
- Suzi Ice-cream;
- Delish Soft Serve;

- Boost Juice;
- Bootlegger Coffee;
- Las Empanadas;
- Banana Leaf; and
- Cool breeze Café.

In addition to this the following community groups attended and sold food products to help raise funds for their groups. Community groups were not charged for their stall:

- Maylands Lions Club;
- Maylands Sport and Recreation Club;
- Rotary Club of Morley;
- Hampton Park Scout Group; and
- Bayswater SES.

All feedback from the food vendors has been positive. They all reported a successful event and expressed an interest to attend again in 2017.

Site Layout

Attachment 1 provides a pictorial representation of the planned site layout for the Family Fun Day. The following comments are provided in relation to the site:

- The Presentation Marquee was relocated inside the path area of the beach zone to help bring the presentation area closer to the finish line. This also helped create a vibrant atmosphere;
- This year's layout was modified by making the competitors finish line beach area a lot smaller. This allowed community spectators closer access to the beach finish area in order to experience and appreciate the fatigue, emotion and elation as competitors crossed the line and landed on the beach after the event;
- The Kayak and powerboat extraction worked reasonably well however there were still problems with craft exiting through the event area. This area has presented a safety risk in previous years with vehicles and trailers attempting to retrieve power craft from the finish line area. This year the power craft exited the water on the beach and were taken into the check point marquee which was located on the grassed area above the beach. From here a number of boats were moved using a trolley to the fenced off parking area. This area will be discussed with NADA and amended as required; and
- Some turf renovations were conducted within Riverside Gardens as part of preparations to the event. In addition, extra sand was delivered onto the beach area to ensure a safe exit from the beach area to the competitor's zone. Both the event grounds and beach area presented exceptionally well despite heavy rain and wet ground conditions leading up to event day.

Event Signage

- Some new signage was purchased for this event. All new signage has been designed to allow future use at all community events;
- Officers from events, environmental health and parks and gardens assisted with boat access to the Island adjacent to finish line area in order to erect a large City of Bayswater sign. Erecting the signage on the island was challenging given the stretch of water to be crossed, limited space on the island, varying tidal water levels, tree cover and vegetation;

- A photograph of the Avon Descent 2017 winner in front of the Bayswater sign was used on the front page of the Eastern Reporter following the event;
- Signage was also added to the jetty area for maximum photographic exposure as members of the press faced kayakers and power boats approaching the finish area; and
- Additional signage was installed in order to set speed vehicle limits within the car park area. All main community event signage displayed the wording - 'Proudly supported by the City of Bayswater'.

Parking

ANA Rowing Club assisted the City with parking marshal duties and delivered an excellent service to the community.

Parking worked well for the 2017 event. There has been continuous improvement and refinement of the parking over the past five years. The only issues reported were issues with competitors unwilling to take parking direction and competitor support crews not displaying their NADA issued windscreen parking signage to access the support crew parking areas.

VIP and Volunteers Green Room Area

In previous years the City has provided a VIP licensed bar area for invited guests and race officials. For the 2017 event the City organised a green room facility with food and soft drinks for VIP's and Volunteers. This area was open for the duration of the event and was utilised well. Feedback from NADA regarding this area has been very positive.

Public Health

The following comments are provided in relation to adherence to Public Health requirements:

- All food vendors were compliant with the requirements of the Health Act; and
- A member of the City Environmental Health team visited the site on the day of the event and found all areas compliant.

Risk Management

A Risk Management Plan was developed prior to the event and made available to all professional service providers on the day, including police and first aid.

- No major incidents were reported;
- Some race competitors experienced Hypothermia, they were treated on site as required by Ambulance staff; and
- Public liability insurance was in place for all suppliers.

Budget

The 2017 event is anticipated to be delivered within budget.

- The total expenditure budget for the 2017 event is \$75,000 (inclusive of grants received);
- Lotterywest provides external funding to supporting local governments;
- The EMRC receives the Lotterywest Sponsorship on behalf of all Local Governments and coordinates a marketing campaign in order to maximise the regional exposure provided by the Avon Descent. All remaining Lotterywest funding is then distributed to the participating local governments for Family Fun Day infrastructure and entertainment. The City of Bayswater received \$38,500 via the EMRC from Lotterywest.

Invoices are currently being finalised for the 2017 Avon Descent Finish Line Family Fun Day.

The table below provides an indicative outline of the 2017 income and expenditure:

ITEM	INCOME	EXPENDITURE
Lottery West	\$38,000	
Food Vendor Fees	\$2,405	
Marketing and Printing		\$7,000
Infrastructure		\$16,000
Entertainment		\$26,000
NADA Sponsorship		\$20,000
Other		\$6,000
Sub Total	\$40,405	\$75,000
Total Cost to the City		\$32,595

Sponsorship Agreement

The sponsorship agreement between the City and NADA requires that in addition to the sponsorship sum of \$20,000, the City provides to NADA reasonable support facility infrastructure including but not limited to:

- Presentation marquee;
- Staging and public address system;
- Portable toilets;
- Barrier fencing; and
- Green Room facility with catering.

The provision of sponsorship, infrastructure and associated cost for the exclusive use of NADA is listed below and is included in the expenditure figures above:

ITEM	AMOUNT
Sponsorship	\$20,000
Timing Marquee	\$150
Scrutineering Marquee	\$300
Presentation Marquee, Stage and Sound	\$3733
Green Room Marquee	\$900
Green Room Furniture	\$250
Barrier Fencing	\$500
Catering	\$1500
TOTAL	\$27,333

Feedback from Liaison Committee

During the meeting of 30 August 2017, members of the Avon Descent Liaison Committee provided the following feedback about the event:

- Modify the positioning of the Bayswater sign to maximise exposure and have a designated interim location for banners post-race.
- Congestion of power craft noted at the finish line area.
- Modified event area layout worked well bringing the crowd closer to the finish line action.
- Review promotional giveaways to meet community expectation and surrounding environment.

OPTIONS

Nil.

CONCLUSION

The City of Bayswater has been hosting by contractual agreement with Northam Avon Descent Association (NADA) a City of Bayswater Avon Descent Finish Line Event for over 20 years.

The 2017 event had the highest attendance levels in recent memory and feedback from both stakeholders and the community has been positive.

FINANCIAL IMPLICATIONS

The following financial implications are applicable:

2017-18 BUDGET ALLOCATION	2017-18 BUDGET RECONSIDERATION	PROPOSED 2018-19 BUDGET ALLOCATION	ONGOING COSTS (e.g. MAINTENANCE)	LIFE OF PROJECT/LIFE EXPECTANCY OF ASSET
\$75,000	N/A	\$75,000 (subject to grant funding TBC)	N/A	N/A

STRATEGIC LINK

In accordance with the City of Bayswater Strategic Community Plan 2017-2027, the following applies:

- Theme: Our Community
- Aspiration: An active and engaged community.
- Outcome C1: A strong sense of community through the provision of quality services and facilities.

COUNCIL POLICY AND LEGISLATIVE IMPLICATIONS

Nil

VOTING REQUIREMENTS

Simple Majority Required

ATTACHMENTS

1. Avon Descent Finish Line Family Fun Day 2017 Site Map.

Liaison Committee/Officer's Recommendation to Council

That Council note the Avon Descent Finish Line Family Fun Day 2017 Debrief Report.

CR BARRY MCKENNA, MAYOR MOVED, CR CATHERINE EHRHARDT SECONDED

CARRIED UNANIMOUSLY

Attachment 1



9. CONFIDENTIAL ITEMS

Nil.

10. GENERAL

Nil.

11. NEXT MEETING

The next meeting of the Avon Descent Liaison Committee will take place at a date and time to be determined.

12. CLOSURE

There being no further business to discuss, the Chairperson, Cr Alan Radford declared the meeting closed at 6:30pm.