



MAJOR TOWN CENTRE EVENTS

Responsible Division	Planning and Development Services
Responsible Business Unit/s	Strategic Planning and Place
Responsible Officer	Director of Planning and Development Services
Affected Business Unit/s	Strategic Planning and Place

PURPOSE:

To provide a framework for supporting major town centre events within the City of Bayswater.

OBJECTIVES:

To:

1. Facilitate major town centre events which benefit local businesses and the broader community;
2. Outline the eligibility criteria for applying to the City of Bayswater to support major town centre events;
3. Outline the type of support the City can provide;
4. Outline the assessment process to receive support from the City; and
5. Define the responsibilities of the City and applicant.

POLICY STATEMENT:

The City of Bayswater recognises that major town centre events play an important role in fostering community wellbeing and creating local identity.

The City may support major town centre events in the circumstances where economic and social benefits are provided for the community and the eligibility criteria in this guideline are met.

The support provided by the City may include direct financial support and/or by providing 'in-kind' support. Any financial support which is provided is to be acquitted, in accordance with this Policy.

Eligibility Criteria

To be eligible for funding and/or in-kind support, the applicant is to meet the following eligibility criteria to the satisfaction of the City of Bayswater:

- Address the principles in this Policy;
- Be an incorporated 'not-for-profit' organisation;
- Hold the event within the City's town centres being Maylands, Bayswater, Noranda and Morley;
- Propose an event for more than 2,000 patrons;
- Have no existing debts to the City of Bayswater; and
- Submit the application in accordance with the requirements outlined in this Policy.

If the funding application is successful, the applicant will be required to submit a completed Event Application 60 days prior to the event which is to be to the City's satisfaction.

Ineligibility

The City of Bayswater will not provide funding for:

- Ongoing/recurrent staff salaries;
- Events that will be used as a platform for political purposes;
- Retrospective costs;
- Costs or activities already funded by another grant from the City of Bayswater;
- Proposed events which do not meet legislative requirements; and
- Community groups that failed to submit completed acquittal information for previously funded events.

In-kind Support

The City of Bayswater may provide the following types of in-kind support:

- Provision of waste and recycle bins free of charge;
- Assessment of applications for road closure permits (the cost of traffic management should be met by the applicants); and
- Waiver of all City fees and charges associated with the organisation of major town centre events including the following fees:
 - "construct, extend or alter a public building";
 - reserve hire and park hire (however, any severe damage of parks and reserves will be charged to the event organisers via a bond to be paid prior to the event); and
 - stallholders permit fees.

Application

Applications are to include the following information to the satisfaction of the City of Bayswater:

- A completed major town centre event funding application form;
- A major town centre event budget; and
- Evidence that the required public liability insurance can be obtained.

Assessment Criteria

The likelihood of a major town centre event receiving funding will improve if the proposal addresses the below assessment criteria to the satisfaction of the City of Bayswater:



- Supports the key directions outlined in the City's Strategic Community Plan;
- Demonstrated benefits for the local business community and the wider community;
- Is likely to be financially supported by external agencies and sponsors such as Lotterywest, Healthway or local businesses;
- Demonstrated capacity to run the event; and
- Involves working in partnership with community and business organisations.

The level of support the City provides will be determined by:

- The budget available for major town centre events in any financial year;
- Expressions of interest received in providing other major town centre events within the City;
- Distribution of major town centre events in all town centres; and
- Community/business financial support of the major town centre event.

Expressions of Interest

As part of its budget process the City sets its annual budget for major town centre events. The City will advertise a call for applications in the local newspapers twice a year.

The City of Bayswater will work cooperatively with successful event organisers, including:

- Providing a checklist of all applicable City Event Application documents and timelines;
- The City's officers having regular communication with the event organisers;
- Provision of the City's logo for inclusion on all event promotion and marketing collateral; and
- The City's officers liaising with the event organisers to discuss other appropriate City promotion and marketing activities at the event.

Funding Acquittal

A funding acquittal report is required to be provided to the City of Bayswater within three months of the event's completion, including:

- A detailed event report;
- A statement of income and expenditure showing how the funds were spent, along with invoices and receipts;
- Any funds not spent in the agreed time are to be returned to the City of Bayswater; and
- Assistance is provided on a one-off basis with no commitment to future funding.

Non-Compliance

Failure to comply with the items set out in this Policy may result in the City of Bayswater enforcing the cancellation of the major town centre event.

The support from the City may be voided if the purpose of the major town centre event alters significantly from the stated intention without prior approval from the City.



DEFINITIONS:

Nil

RELATED DOCUMENTATION:

Nil

Relevant Delegations		
Risk Evaluation		
Council Adoption	Date	28 May 2013
Reviewed / Modified	Date	18 April 2017