

Bunbury Events Advisory Committee

Notice of Meeting & Agenda 20 January 2021

Committee Terms of Reference

Purpose

The Bunbury Event Advisory Committee (BEAC) aims to attract, support and promote events that deliver community and economic benefit and add vibrancy to Greater Bunbury.

Aims and Objectives

- 1. Provide strategic advice on the development and periodic review of an Events Strategy for the identification, attraction and development of vibrant and diverse events in Greater Bunbury.*
- 2. Provides strategic advice on the development and periodic review of operational guidelines of the BEAC and City of Bunbury events in the delivery of outcomes identified in the Events Strategy.*
- 3. Provide strategic oversight of Bunbury's annual events calendar to ensure alignment with regional events.*
- 4. Promote and market Greater Bunbury as a preferred events destination to key events stakeholders, through invitations to BEAC meetings and/or BEAC endorsed communications, with a focus on identifying and attracting iconic event/s to Greater Bunbury.*
- 5. Provide advice and information to event organisers, through meetings and workshops facilitated by the Events Team, to further the development and improve the sustainability of Bunbury events.*
- 6. Support and advocate the Grant Funding Program, Events category.*
- 7. Assess and make recommendations in regard to applications received through the Grant Funding Program, Events category.*
- 8. Assess and make recommendations in regard to event funding applications received outside of the Grant Funding Program.*

City of Bunbury
4 Stephen Street
Bunbury WA 6230
Western Australia

Correspondence to:
Post Office Box 21
Bunbury WA 6231

Table of Contents

<u>Item No</u>	<u>Subject</u>	<u>Page No</u>
1.	Declaration of Opening	2
2.	Disclaimer	2
3.	Announcements from the Presiding Member	2
4.	Attendances	2
4.1	Apologies.....	2
4.2	Approved Leave of Absence.....	2
5.	Declaration of Interest	3
6.	Public Question Time	3
7.	Confirmation of Minutes	3
8.	Petitions, Presentations and Deputations	3
8.1	Petitions	3
8.2	Presentations	3
8.3	Deputations.....	3
9.	Method of Dealing with Agenda Business	3
10.	Reports	4
10.1	Grant Funding Program New “Major Community Events” Funding Category Proposal.....	4
10.2	Grant Funding Program Reallocation of the Seed Funding project to an Iconic Event project and consideration of a proposal for an iconic event.....	7
11.	Applications for Leave of Absence	12
12.	Questions from Members	12
12.1	Response to Previous Questions from Members taken on Notice.....	12
12.2	Questions from Members	12
13.	Urgent Business	12
14.	Date of Next Meeting	12
15.	Close of Meeting	12

Acknowledgement of Country

We acknowledge the Traditional Custodians of this land, the Wardandi Noongar people, and pay our respects to Elders past, present and future.

Vision

Bunbury: welcoming and full of opportunities.

Organisational Values

#WEARECOB

WE ARE COMMUNITY

We are one team
We keep each other safe
We display empathy and respect
We have fun and celebrate our successes
We work together to achieve great outcomes

WE ARE OPEN

We are open to opportunities
We actively listen and think things through
We are inclusive and treat everyone equally
We are honest and open in our communications
We are open to feedback to improve our performance

WE ARE BRAVE

We lead the change, we own it
We trust and empower each other
We have the difficult conversations early
We hold ourselves to the highest standard
We have the courage to improve and simplify

Bunbury Events Advisory Committee Meeting

Notice of Meeting

Dear Committee Members

The next Ordinary Meeting of the Bunbury Events Advisory Committee will be held in the Ocean Room, 4 Stephen Street, Bunbury on 20 January 2021 at 9:30am.



Signed:

Gary Barbour

Director Sustainable Communities

Agenda 20 January 2021

Members of the public to note that recommendations made by this committee are not final and will be subject to adoption (or otherwise) at a future meeting of the Bunbury City Council.

Committee Members:

Member Name	Representing
Cr Amanda Yip	City of Bunbury
Cr Karen Steele	City of Bunbury
Cr Cheryl Kozisek	City of Bunbury
David Kerr	Bunbury Geographe Chamber of Commerce and Industry
Suzanne Clarke	Bunbury Regional Entertainment Centre
Christina Mitchell	Tourism Representative
Peter Jago	Community Representative
Richard Murphy	Community Representative
Ashley Hastie	Community Representative
Vacant	Community Representative

Support Staff:

Name	Title
Gary Barbour	Director Sustainable Communities
Sarah Upton	Manager Community Services
Steve de Meillon	Team Leader Community Partnerships
Juaini Taylor	Senior Events Officer
Liz Allan	Executive Assistant (Research and Projects) to the Director Sustainable Communities.
Brody Russell	Team Leader Public Relations

1. Declaration of Opening

The Presiding Member declared the meeting open at _____ am.

2. Disclaimer

Not applicable to this committee.

3. Announcements from the Presiding Member

4. Attendances

4.1 Apologies

4.2 Approved Leave of Absence

5. Declaration of Interest

IMPORTANT: Committee members to complete a “Disclosure of Interest” form for each item on the agenda in which they wish to disclose a financial/proximity/impartiality interest. They should give the form to the Presiding Member before the meeting commences. After the meeting, the form is to be forwarded to the Administration Services Section for inclusion in the Corporate Financial Disclosures Register.

6. Public Question Time

Not applicable to this committee.

7. Confirmation of Minutes

The Minutes of the meeting of the Bunbury Events Advisory Committee Meeting held 11 November 2020 have been circulated.

Recommendation

The minutes of the Bunbury Events Advisory Committee Meeting held on 11 November 2020, are confirmed as a true and accurate record.

8. Petitions, Presentations and Deputations

8.1 Petitions

8.2 Presentations

8.3 Deputations

9. Method of Dealing with Agenda Business

Items are dealt with in the order that they appear.

10. Reports

10.1 Grant Funding Program New “Major Community Events” Funding Category Proposal

File Ref:	COB/530		
Applicant/Proponent:	Internal		
Responsible Officer:	Juaini Taylor, Senior Events Officer		
Responsible Manager:	Sarah Upton, Manager Community Services		
Executive:	Gary Barbour, Director Sustainable Communities		
Authority/Discretion	<input type="checkbox"/> Advocacy	<input type="checkbox"/> Review	
	<input checked="" type="checkbox"/> Executive/Strategic	<input type="checkbox"/> Quasi-Judicial	
	<input type="checkbox"/> Legislative	<input type="checkbox"/> Information Purposes	
Attachments:	Appendix 1: Guideline Major Community Events Funding Category		

Summary

This report is presented to the Bunbury Events Advisory Committee to consider a new “Major Community Events” funding category as part of the City’s annual Grant Funding Program.

Executive Recommendation

That the Bunbury Events Advisory Committee

1. Support establishing a new “Major Community Events” funding category, being a multi-year funding program with an approval of up to three (3) years per successful applicant.
2. Support Council considering allocating \$40,000 from PR-4211 ‘Provide funding for an Events Grants Funding Round’ towards the new “Major Community Events” funding category during budget deliberations for 2021/22.

Voting Requirement: Simple Majority

Strategic Relevance

Theme 1	Our community and culture
Goal	A safe, healthy and cohesive community, with a rich cultural life, and supportive social environment
Objective 1.4	Arts, culture, heritage and events that enrich our understanding and enjoyment of life, celebrate our identity and bring the community together.
Theme 4	Our City
Goal	Civic Leadership, partnerships and sound governance in delivering with and for the community
Objective 4.2	A highly engaged and involved community, working together on strategy development and implementation.

Regional Impact Statement

Events play an important role in the cultural fabric of our community and provide significant cultural, economic and social benefit. The newly proposed “Major Community Events” category

will reduce the application process for established and proven local events increasing the efficiency and sustainability for them to be delivered.

Background

The City provides an annual funding program that aims to enable a range of quality and diverse events and activities. There are three funding categories available:

- Arts;
- Community; and
- Events

At the BEAC grant assessment meeting held on 26 August 2020, BEAC briefly discussed the possibility of offering ongoing funding to major community events requiring support from the City to continue long term.

Council Policy Compliance

The Grant Funding Program Council Policy will need to be amended to reflect the introduction of the new grant funding category which will require endorsement by Council.

Legislative Compliance

Local Government Act 1995.

Officer Comments

The City's events calendar has improved significantly over the past few years welcoming new and exciting events. There are several long-term community events that continue to grow and evolve into major events for Bunbury.

Apart from the ANZAC Day and Remembrance Day commemorations, the City does not provide ongoing support to any events. Applicants are encouraged to apply for support from the City annually. This ensures the funding program is open and transparent, and all applicants are provided an equal opportunity to apply and be assessed in a competitive round.

In addition to the City's internally hosted events, Christmas in the City and the Sky Fest Australia Day, there are several community events that have sealed their place as major events for Bunbury. It is therefore proposed that a multi-year "Major Community Events" funding category be created with a contract period of up to three (3) years. This will allow events to be sustainable longer term and reduce the pressure of applying each year, especially for not for profit groups with limited resourcing.

The Grants Officer and Senior Events Officer have workshopped the new funding category and propose the guidelines as **attached** at Appendix 1.

Analysis of Financial and Budget Implications

The funds for this new category would be quarantined from the 'Provide funding for an Events Grants Funding Round' budget (PR-4211). A total of \$40,000 would be set aside to fund up to two

(2) high quality applications that address the new funding criteria. Should applicants not meet the funding criteria, the budget from this category will be re-allocated back to the events funding pool.

Currently there are two events with contracts in place which also require funds to be set aside from the Events budget. The below table shows the funds remaining in the annual events budget with consideration of existing contracts and the proposed “Major Community Events” grant.

Total amount in the annual events budget	\$257,556
Groovin the Moo (contracted until 2024)	\$15,000
CinefestOZ (contracted until 2021)	\$30,000
Proposed Major Community Events Grant	\$40,000
Remaining funds within the annual events budget	\$172,556

Community Consultation

A local major event organiser was contacted to discuss the suitability of the proposed “Major Community Events” grant. The event organiser advised they are solely reliant on grants and sponsorship to deliver their event. Any financial returns made from running events offset event costs, with no profits retained. Therefore, they supported the “Major Community Events” category being established.

Councillor/Officer Consultation

Not applicable.

Applicant Consultation

The attached proposal was discussed with BEAC during informal discussions immediately following its Meeting held Wednesday 11 November 2020.

Timeline: Council Decision Implementation

The City’s Grant Funding Program policy will be amended to include the “Major Community Events” category as part of the wider policy review.

Following completion of the review, the draft amended policy will be brought back to the Bunbury Events Advisory Committee 10 March 2021 Meeting for referral to Council for endorsement at its Ordinary Council Meeting scheduled for 6 April 2021.

This will allow the amended policy to be launched in April 2021 in line with the release of the annual Grant Funding Program.

10.2 Grant Funding Program Reallocation of the Seed Funding project to an Iconic Event project and consideration of a proposal for an iconic event

File Ref:	COB/530
Applicant/Proponent:	Internal Report
Responsible Officer:	Juaini Taylor, Senior Events Officer
Responsible Manager:	Sarah Upton, Manager Community Services
Executive:	Gary Barbour, Director Sustainable Communities
Authority/Discretion	<input type="checkbox"/> Advocacy <input checked="" type="checkbox"/> Review <input checked="" type="checkbox"/> Executive/Strategic <input type="checkbox"/> Quasi-Judicial <input type="checkbox"/> Legislative <input type="checkbox"/> Information Purposes
Attachments:	Appendix CRUSC-1: 2017-2020 Bunbury Fringe Festival Officer's Report Appendix CRUSC-2: Bunbury-Ferguson Valley Event Concept Report

Summary

The purpose of this report is for BEAC to review the current Seed Funding project and consider redirecting the funding to establish a new Iconic Event project.

Subject to the above, a Bunbury Ferguson Valley iconic event concept is presented to BEAC for consideration as a trial iconic event for the City of Bunbury.

Executive Recommendation

That the Bunbury Events Advisory Committee recommend Council:

1. Note the Bunbury Fringe Festival Officer's Report (**attached** at Appendix CRUSC-1).
2. Rename PR-4299 'Provide funding for seed funding round' to 'Provide funding for iconic event funding round'.
3. Approve the allocation of \$30,000 from PR-4299 'Provide funding for iconic event funding round' towards the Bunbury and Ferguson Valley Event Concept.

Voting Requirement: Simple Majority

Strategic Relevance

Theme 1	Our community and culture
Goal	A safe, healthy and cohesive community, with a rich cultural life, and supportive social environment
Objective 1.4	Arts, culture, heritage and events that enrich our understanding and enjoyment of life, celebrate our identity and bring the community together.
Theme 4	Our City
Goal	Civic Leadership, partnerships and sound governance in delivering with and for the community.

Objective 4.4 A skilled organisation, which exercises responsible asset stewardship, sound financial management, and exemplary customer service.

Regional Impact Statement

The City of Bunbury is committed to ensuring our community and visitors have the opportunity to experience and participate in a range of quality and exciting events. The Ferguson Valley is located within the Shire of Dardanup, part of the wider Greater Bunbury region. Collaboration with surrounding local governments provides a greater opportunity to develop events which celebrate the unique assets of the region.

Background

The City launched the Seed Funding project in January 2017, which is a multi-year (up to three years) grant designed to assist with new, innovative and emerging events, in-line with the City of Bunbury Events Strategy. This project is additional to the City's annual grant program that comprises three (3) categories of Events, Community and the Arts.

The Seed Funding Category aims to assist events that:

- Generate a significant number of visitors to Bunbury;
- Receive media coverage raising the profile of Bunbury Geographe as a tourist destination;
- Drive tourism through economic and community benefits and creates promotional opportunities for Bunbury; and
- Are extraordinary, innovative and activate public spaces while adding vibrancy to Bunbury.

Upon launching the category in 2017, the Bunbury Fringe Festival was the successful recipient and received the following cash contribution over the three years:

- 2018: \$60,000
- 2019: \$50,000
- 2020: \$50,000

The organiser of the Bunbury Fringe Festival completed annual event reports during their contracted term. A full report of the event over three years is **attached** at Appendix CRUSC-1.

With the Bunbury Fringe Festival completing the three year contract last financial year (2019/20), the Seed Funding project will be available for application. Consideration is required on the future of the project to ensure to ensure it aligns with current priorities including the establishment of an iconic event for the City of Bunbury.

Australia's South West (ASW) Regional Tourism Organisation (RTO) contracted AHOY Management to undertake a feasibility report to establish a new iconic event concept for the Bunbury and Ferguson Valley region. This iconic event would highlight the regions distinctive assets and increase awareness of the tourist destination and drive visitation.

Council Policy Compliance

The Grant Funding Program policy provides an equitable and transparent process when Council determines financial support to individuals, community and sporting groups, and other legal entities.

Legislative Compliance

Local Government Act 1995.

Officer Comments

The City's events calendar has grown significantly over the past five years due to the City's proactive approach in supporting event organisers.

Although the Seed Funding project assisted in creating a successful Bunbury Fringe Festival, the organiser remains reliant on financial support from the City to deliver the event each year. As such, the initial concept of the Seed Funding project to establish self-sustainable events has not been met and is unlikely to be met.

Since the establishment of the Seed Funding project, there has been a desire to establish an iconic event for the City. Objective 2.5 within the City's 2017-2020 Events Strategy which has not yet been met, seeks to *develop new 'iconic' arts and cultural festivals to showcase the strengths of the region*.

As part of focused efforts to establish iconic events in the region, Australia's South West (ASW) Regional Tourism Organisation (RTO) contracted AHOY Management to undertake a feasibility report for a new iconic event concept for the Bunbury and Ferguson Valley region.

The confidential document prepared by AHOY Management provides a brief overview of the event concept including consideration of a partnership with the Shire of Dardanup (**attached** at Appendix CRUSC-2). The iconic event concept has been created to align with the regions brand identity and provide potential visitors an understanding of the various experiences in the region.

AHOY Management has a proven track record in establishing iconic events within the South West Region. AHOY Management run the Cabin Fever Festival in the Margaret River region, a 10-day winter festival which aims to boost business in the middle of winter, and drive visitation in a traditionally off-peak period. The Festival, now in its third year has successfully achieved this, with more than 7,500 attendees in its second year with 42 per cent of being overnight visitors.

Bunbury's events calendar features an impressive range of minor and major community events. A list of annual events, excusing one-off events negotiated through the Sports Marketing Australia program is provided below:

- Skyfest Australia Day Celebrations
- Christmas in the City
- Bunbury Fringe Festival
- Chefs Long Table Lunch
- Bunbury Show

- CinefestOz
- Street Pole Vault
- South West Festival of Japan
- Dolphin Festival
- Bunbury Cup
- Country Coastal Junior Soccer Association Carnival
- Women’s Triathlon
- Relay for Life
- Targa Bunbury Sprint
- Surf to Surf Fun Run
- Groovin the Moo
- 3 Waters Running Festival
- Pridefest South West
- Bunbury Markets
- Bunbury Biennale
- South West Art Now
- Noongar Country
- Bunbury Summer School
- Tree Street Art Safari
- NAIDOC Week
- WA Performing Arts Eisteddfod
- Grand Families Day
- South West Junior Hockey Championships
- State Youth Games
- Bunbury City Classic Triathlon
- SWAS Fun Run
- Barrett Bunbury Swim Thru
- South West Multicultural Festival
- Shift Youth Festival
- Krikke Boys Shootout
- Chinese New Year Festival
- Bunbury Beer and Cider Festival
- Stakes Day
- Bunbury Trotting Club New Year’s Eve Fireworks
- South West Seniors Expo

Whilst each above-mentioned event has merit in terms of community and economic benefit, they have never been truly unique to Bunbury. While the list is impressive, it is anticipated that a growth in event standards, appeal and sustainability are key catalysts in attracting tourism to the region.

As a result of COVID-19 restrictions, the City was unable to administer the seed funding during 2020. As a result, there is unspent money remaining with the current Seed Funding budget.

The submitted iconic event concept is an opportunity for the City to utilise this unspent grant to trial an iconic event for the Bunbury Geopraphe Region, with opportunities for the Bunbury aspect of the concept to grow as a separate entity over time. While the City hasn’t developed funding mechanisms to administer the proposed Iconic Event project, the submitted event has

been specifically prepared as an iconic event. Once the City has developed funding mechanisms for the Iconic Event project, all future proposal will be assessed against these mechanisms.

Analysis of Financial and Budget Implications

The Seed Funding budget (PR-4299) of \$60,000 will be renamed the Iconic Event budget. This will allow development of the iconic event concept and suitable funding mechanisms without the need to request any additional budget.

Should the submitted iconic event be supported, \$30,000 from the newly named Iconic Event budget (PR-4299) will be attributed towards the event as an iconic event trial. The allocation of \$30,000 toward the event, will leave \$30,00 remaining within the 2020/21 Iconic Event budget.

In addition to the City's \$30,000 cash contribution, the applicant for the submitted iconic event has secured \$30,000 of seed funding from the Ferguson Valley Wellington Forrest, with further income to be sourced from marketing fees, program advertising, accommodation partners and other sponsors, totalling \$82,000.

Community Consultation

The proponent of the proposed iconic event undertook community/ industry consultation with a cross section of businesses from the Bunbury, Ferguson Valley and Wellington Forrest region. Feedback collected from the surveyed businesses has been considered in the attached confidential report.

Councillor/Officer Consultation

Not applicable.

Applicant Consultation

The proposal to reallocate the funding and resources from the Seed Funding project towards an Iconic Event project was discussed with BEAC upon closing the official committee meeting held 11 November 2020.

The proponent of the proposed iconic event, AHOY Management, has conducted a detailed report outlining the current events scene. AHOY Management presented the proposal to BEAC in March 2020 upon closing the official meeting, and subsequent discussions have also been held between AHOY Management and City Officers.

Timeline: Council Decision Implementation

Council will be asked to endorse the renaming of the "Seed Funding" project to the "Iconic Event" project, and allocation of funding towards the submitted iconic event concept.

11. Applications for Leave of Absence

Not applicable to this committee.

12. Questions from Members

12.1 Response to Previous Questions from Members taken on Notice

Nil

12.2 Questions from Members

No questions had been received at time of printing.

13. Urgent Business

Nil

14. Date of Next Meeting

The next meeting of the Bunbury Events Advisory Committee will be held 20 January 2021.

15. Close of Meeting

The Presiding Member closed the meeting at _____.