

Bunbury Events Advisory Committee

Notice of Meeting and Agenda 26 June 2024

Committee Terms of Reference

Purpose

The Bunbury Events Advisory Committee (BEAC) is dedicated to enhancing the calendar of events in Bunbury, by supporting signature events that highlights Bunbury as a premier events destination, welcoming residents and tourists alike.

Aims and Objectives

- 1. Identifying the gaps and make recommendations in the events market to compliment the teams service delivery for consideration.*
- 2. Provide advice on the Signature Events Category within the City of Bunbury's Grant Program.*
- 3. Assess and make recommendations on applications received through the Signature Events Tier 2 category within the City of Bunbury Grant Program.*
- 4. Provide advice on the acquittal of events delivered through the Signature Events Tier 2 Category within the City of Bunbury's Grant Program Guidelines to ensure the outcomes are achieved.*

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Acknowledgement of Country

The City of Bunbury acknowledges the traditional owners of the land, the Noongar Wardandi people and their continuing connection to the land, waters and community.

We pay our respects to all members of the Aboriginal communities and their culture; and to Elders past, present and emerging.

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

As we did not reach quorum on 12 June, the Bunbury Events Advisory Committee meeting has been rescheduled. The new meeting date is 26 June 2024, at 4:00 PM, and it will be held at BREC (Bunbury Regional Entertainment Centre).

Signed:

Shae Phillips

Manager Communication and Place Activation

Agenda

26 June 2024

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 Karen Turner	City of Bunbury
Cr Marina Quain	City of Bunbury
Cr Parthasarathy Ramesh	City of Bunbury
Julie Broad	Bunbury Geographe Chamber of Commerce and Industry
Suzanne Clark	Bunbury Regional Entertainment Centre
David Kerr	Community Representative
Fiona Hinds	Community Representative
Vacant	Community Representative

Support Staff:

Name	Title
Shae Phillips	Manager Communication and Place Activation
Juaini Taylor	Team Leader Place Activation
Caddy Richards	Grants Officer

1. Declaration of Opening

The Presiding Member declared the meeting open _____pm.

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 held on 12 April 2024 have been circulated.

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 2023/24 Grant Program, Signature Events Tier 2 Acquittal Report

File Ref:	COB/530
Applicant/Proponent:	Internal
Responsible Officer:	Ju Taylor, Team Leader Place Activation
Responsible Manager:	Shae Phillips, Manager Communication and Place Activation
Executive:	Alan Ferris, Chief Executive Officer
Authority/Discretion	<input type="checkbox"/> Advocacy <input type="checkbox"/> Review <input type="checkbox"/> Executive/Strategic <input type="checkbox"/> Quasi-Judicial <input type="checkbox"/> Legislative <input checked="" type="checkbox"/> Information Purposes
Attachments:	Confidential Attachment. Appendix 1- 2023/24 Grant Program Signature Events Category, Tier 2, Officers Acquittal Report.

Summary

This report is presented to the Bunbury Events Advisory Committee (BEAC) to review the acquittal report for the 2023/24 Grant Program, Signature Events Category, Tier 2.

Executive Recommendation

That the Bunbury Events Advisory Committee request that Council:

1. Review and accept the acquittal reports for the 2023/24 Grant Program, Signature Events Category, Tier 2.

Voting Requirement: Simple Majority

Strategic Relevance

Pillar	Performance
Aspiration:	Leading with purpose and robust governance.
Outcome 14	A well-informed community that is deeply engaged in decision making.
Objective 14.1	Effectively inform and engage the community about local issues, facilities, services and events.

Regional Impact Statement

The BEAC is dedicated to enhancing the calendar of events in Bunbury, by supporting signature events that highlights Bunbury as a premier events destination, welcoming residents and tourists alike. The BEAC comprise of members from the Greater Bunbury region.

Background

The City of Bunbury conducts an annual grant program which aims to activate Bunbury as a premier destination of culture and creativity for people to connect. During the 2023/2024 financial year, the BEAC recommended that a total of 13 applications be allocated funding through the 2023/24 Grants Program, Signature Events Category, Tier 2.

As part of the City of Bunbury grant program conditions, all funded applicants are required to complete an acquittal report following the delivery of their event/activity/project.

Council Policy Compliance

The BEAC operates under the Council's Code of Conduct.

Legislative Compliance

Local Government Act 1995.

Officer Comments

Under the Terms of Reference, the BEAC provides strategic advice to Council on the acquittal of events delivered through the Signature Events Tier 2 Category, to ensure applicant outcomes are achieved and are in line with the funding category's purpose.

Council officers have prepared an acquittal audit table contained in Confidential Attachment Appendix 1- 2023/24 Grant Program Signature Events Category, Tier 2, Officers Acquittal Report. The acquittal audit table provides a qualitative and quantitative review of the events recommended for funding by the BEAC in the 2023/24 financial year.

The information outlined in the attachment will assist the BEAC with information on outcomes achieved by funded applicants, and to assist in the development of informed decision making for future funding rounds.

In summary a wide range of significant events were supported under the 2023/24 Grant Program. Key points to highlight are:

- The City contributed \$234,068 this financial year towards significant events that aligned with the purpose of the Signature Events category, Tier 2.
- The City funded approximately 77% of the applicants total funding request.
- The funded events under the Signature Events category, Tier 2, activated Bunbury over 59 days out of the 365 days in the year.
- These events activated a range of Bunbury spaces and places with 80% of the events held in the CBD.
- An average of 15% of attendees travelled into Bunbury to access these events.
- Approximately 54,467 people patronised these events.
- 62% of the events were free to attend.

Overall, the review of the Grant Program this year strongly funded events that met the purpose of the Signature Events category, which aims to promote Bunbury as a thriving and premier destination for significant events, driving people to come visit Bunbury and spend time in the region. This allowed for community events with a local focus on participation and attendance, be supported through the Community Connect category.

Analysis of Financial and Budget Implications

The total budget allocated to the 2023/24 Grant Program Signature Events Category was \$265,156.

The Signature Events budget was allocated as follows:

Signature Events	Allocation	Assessment Approach
2024 Groovin the Moo	\$13,000	Multi-year agreement, contracted until 2025/2026.
Signature Events Tier 2	\$234,068	Assessed by the BEAC.
Signature Events Tier 1	\$18,000	Assessed by Council Officers.
Total Budget	\$265,068	

A total of \$88 was unallocated. With the recent cancellation of the 2024 Groovin the Moo, a total of \$13,088, including the unallocated funds, was redirected as a one-off contribution to increase the 2023/24 budget for PR-4241 Funding to secure state, national and international sporting or cultural events, thereby continuing to build the overall events portfolio of the City.

Community Consultation

Officers worked with each of the funded recipients to ensure their acquittal reports were completed by 30 June 2024, as per the grant program conditions.

Councillor/Officer Consultation

Not applicable for this report.

Applicant Consultation

Nil.

Timeline: Council Decision Implementation

Not applicable.

10.2 Multi-Year Funding Agreements

File Ref:	COB/530
Applicant/Proponent:	Internal
Responsible Officer:	Ju Taylor, Team Leader Place Activation
Responsible Manager:	Shae Phillips, Manager Communication and Place Activation
Executive:	Alan Ferris, Chief Executive Officer
Authority/Discretion	<input type="checkbox"/> Advocacy <input type="checkbox"/> Review <input type="checkbox"/> Executive/Strategic <input type="checkbox"/> Quasi-Judicial <input type="checkbox"/> Legislative <input checked="" type="checkbox"/> Information Purposes
Attachments:	Nil.

Summary

This report is presented to the Bunbury Events Advisory Committee (BEAC) to consider the implementation of multi-year funding agreements for grant applicants in the 2024/25 financial year.

Executive Recommendation

That the Bunbury Events Advisory Committee consider the implementation of multi-year funding agreements for grant applicants, for the 2024/25 financial year.

Voting Requirement: Simple Majority

Strategic Relevance

Pillar	Performance
Aspiration:	Leading with purpose and robust governance.
Outcome 14	A well-informed community that is deeply engaged in decision making.
Objective 14.1	Effectively inform and engage the community about local issues, facilities, services and events.

Regional Impact Statement

The BEAC is dedicated to enhancing the calendar of events in Bunbury, by supporting signature events that highlights Bunbury as a premier events destination, welcoming residents and tourists alike. The BEAC comprise of members from the Greater Bunbury region.

Background

The City of Bunbury conducts an annual grant program designed to position Bunbury as a premier cultural and creative destination where people can connect. While most applications are for repeat/annual events, there is an opportunity for the City to explore multi-year agreements for select events to enhance their impact and sustainability.

Council Policy Compliance

Grant Funding Council Policy

Policy Statement: To provide an equitable and transparent process when Council determines its financial support to applicants through the City's Grant Program.

Legislative Compliance

Local Government Act 1995.

Officer Comments

Under the Grants Program, Signature Events, Tier 2 category, approximately 90% of the events funded are major community events that have been held in Bunbury annually for more than 5 years. Of that 90%, approximately 30% of these events are long standing events that have been part of the community for more than 15 years.

Implementing a multi-year agreement can enhance efficiency and reduce the administrative burden for both the City and event organiser. By eliminating the need for annual funding negotiations, both parties can streamline their processes, saving time and resources that can be redirected towards improving the events themselves.

The City has previously approved multi-year agreements, with two of these agreements, the Bunbury Show and the Southwest Multicultural Festival, set to conclude at the end of this financial year.

The City typically receives up to 15 applications annually under the Signature Events, Tier 2 category. Under the Grant Funding Council Policy, the BEAC could consider recommending multi-year agreements for the highest-scoring applicants in this category and tier, as the policy does not prohibit this approach.

Analysis of Financial and Budget Implications

Entering into a multi-year agreement will allow for better financial planning and will require the City to commit to its grant budget during the terms of the agreement.

The 2023/24 Grant Program currently has a budget of \$454,256. It is expected that the budget for this program will remain unchanged for the 2024/25 financial year, pending approval at the Council meeting in July.

Grant Categories	2023/24 Budget
PR-4198 Provide funding for a "Community Connect" Grant Round	\$152,100
PR-4190 Provide funding for a "Neighbourhood Connect" Grant Round	\$22,000
PR-4189 Provide funding for a "New Maker" Grant Round	\$5,000
PR-4211 Provide funding for "Signature Events" Grant Round	\$265,156
PR-4160 Provide funding for "Minor Community Grants"	\$10,000
Total	\$454,256

Community Consultation

For the past few years, there has been increased feedback from grant applicants regarding their preference and perception of the benefits of multi-year funding agreements, including impact on event organiser planning and financial sustainability. This stability allows organisers to plan long-term, improve event quality without the constant pressure of securing funds annually and reduced administrative burdens.

Councillor/Officer Consultation

The BEAC makes recommendations regarding the allocation of funding under the City's Grant Funding Policy (Signature Events Category Tier 2) to the CEO for implementation. All other recommendations by the Committee are presented to council for consideration.

Applicant Consultation

Nil.

Timeline: Council Decision Implementation

Not applicable.

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 on 13 November 2024.

15. Close of Meeting

The Presiding Member closed the meeting at _____.