

## Bunbury Events Advisory Committee

### Notice of Meeting and Agenda 13 November 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

The next meeting for the Bunbury Events Advisory Committee is 13 November 2024, at 4:30 PM, and it will be held at the Ocean Room, City of Bunbury Administration Building, 4 Stephen Street, Bunbury.

Signed:

**Karin Strachan**

**Director Corporate and Community**

### Agenda

13 November 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
Ben Jauncey	Community Representative

#### *Support Staff:*

Name	Title
Karin Strachan	Director Corporate and Community
Juaini Taylor	Team Leader Place Activation
Caddy Richards	Grants Officer

**1. Declaration of Opening**

The Presiding Member declared the meeting open \_\_\_\_\_pm.

Acknowledgement of Country.

**2. Disclaimer**

Not applicable to this committee.

**3. Announcements from the Presiding Member**

**4. Attendances**

**4.1 Apologies**

Cr Marina Quain

**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 26 June 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 Consideration of Multi-Year Funding Agreements

<b>File Ref:</b>	COB/530
<b>Applicant/Proponent:</b>	Internal
<b>Responsible Officer:</b>	Ju Taylor, Team Leader Place Activation
<b>Responsible Manager:</b>	Karin Strachan, Director Corporate and Community
<b>Executive:</b>	Karin Strachan, Director Corporate and Community
<b>Authority/Discretion</b>	<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
<b>Attachments:</b>	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 2025/26 financial year.

#### Executive Recommendation

That the Bunbury Events Advisory Committee recommend the implementation of multi-year funding agreements for selected grant applicants that meet the criteria, for the 2025/26 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 enter into 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.

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.

## **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.

The option to implement a multi-year agreement would enhance efficiency and reduce the administrative burden for both Council Officers and event organisers. 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. Feedback from the Bunbury Show and the Southwest Multicultural Festival, both of which were under multi-year agreements that concluded at the end of the last financial year, highlighted several key benefits:

- Improved ability to forward plan for future events
- Secured suppliers earlier in the planning process
- Finalised event programs, resulting in promotions earlier in the year
- Increased certainty in securing funding for future budgets and income
- Reduced time spent on writing annual funding applications
- Ability to refine and focus on the growth of the event

The City typically receives up to 15 applications annually under the Signature Events, Tier 2 category. As the current Grant Funding Council Policy does not prohibit multi-year agreements, the BEAC could consider recommending this approach and adopt a 3- or 5-year agreement. To ensure quality and impact, Council Officers propose that the events meet 5 out of the 6 funding criteria to be eligible for multi-year agreements:

- Achieve a score of 70% or higher on the scoring matrix
- Achieve a score of 70% or higher in the most recent post-event acquittal report
- Attract a minimum of 2,500 attendees/spectators to the event
- Have at least 15% of visitors from outside the Greater Bunbury region (Shire of Dardanup, Shire of Harvey, and Shire of Capel) attend the event
- The event be held over consecutive days or consecutive weekends
- The event has been hosted in Bunbury for more than five years



Based on this proposal, the following events would be eligible to apply for a multi-year agreement:

Event Name	Achieve a score of 70% or higher on the scoring matrix	Achieve a score of 70% or higher in the most recent post-event acquittal report	Attract a minimum of 2,500 attendees/spectators to the event	Have at least 15% of visitors from outside the Greater Bunbury region attend the event	The event be held over consecutive days or consecutive weekends	The event has been hosted in Bunbury for more than five years
Bunbury Fringe 2025	*	*	*	*	*	*
SW Multicultural Festival 2025	*	*	*	*	*	*
St Patrick's Festival 2025	*	*	*	*	*	
Bunbury Chinese Lantern Festival 2025	*	*	*	*	*	*
Bunbury Festival 2025	*		*	*	*	*
Bunbury Sea Shanty Festival 2025	*	*	*	*	*	
South West Japan Festival 2025		*	*	*	*	*

In addition to meeting the above proposed criteria, applicants would also need to meet the general grant eligibility, as listed in the grant guidelines:

- Match the amount of funding being requested as listed in the relevant categories. Example: request \$2,000 in funding from the City of Bunbury, matched by applicants at \$2,000. (Excludes Active Places category.)
- Auspiced applicants and not-for-profit organisations may match the funding to a maximum of 25% being in-kind services. In-kind must be calculated at \$30/hour.
- Businesses must match the amount of funding being requested with cash.
- Submit their application via the Smartygrants portal within a grant funding round and late submissions will not be accepted.
- Have the appropriate insurance and licenses to conduct the relevant work.
- Ensure the initiative or a significant portion of it, takes place within the City of Bunbury boundaries.
- Ensure the initiatives funded take place within the project time frames as listed in the funding rounds.
- Ensure the initiative is open to the general public and is accessible.
- Ensure the initiative promotes the City of Bunbury in a positive manner.
- Only apply to one category for the initiative.
- Discuss the initiative with a member from the grants team prior to submission.

- Complete an online acquittal form within 6 weeks of the completion of the initiative or by 30 June for the financial year the funding was approved. Late or insufficient acquittals may deem the applicant ineligible for future funding opportunities.

### **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 2024/25 Grant Program currently has a budget of \$437,000. Funding categories are as follows:

<b>Grant Categories</b>	<b>2024/25 Budget</b>
PR-4198 Provide funding for a "Community Connect" Grant Round	\$140,000
PR-4189 Provide funding for an "Active Places" Grant Round	\$5,000
PR-4211 Provide funding for "Signature Events" Grant Round	\$292,000
<b>Total</b>	<b>\$437,000</b>

### **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 will allow organisers to plan long-term, improve event quality without the constant pressure of securing funds annually and reduced administrative burdens.

### **Councillor/Officer Consultation**

The following Councillors were consulted regarding this item, at the last BEAC meeting on 26 June 2024:

- Councillor Turner
- Councillor Ramesh
- Councillor Gasseb proxy for Cr Quain

### **Applicant Consultation**

The BEAC discussed this proposal at the meeting held on 26 June 2024, with the request that Council Officers submit a funding criterion to consider a multi-year agreement approach.

### **Timeline: Council Decision Implementation**

Not applicable.

## 10.2 Place Activation Portfolio Update

<b>File Ref:</b>	COB/530
<b>Applicant/Proponent:</b>	Internal
<b>Responsible Officer:</b>	Ju Taylor, Team Leader Place Activation
<b>Responsible Manager:</b>	Karin Strachan, Director Corporate and Community
<b>Executive:</b>	Karin Strachan, Director Corporate and Community
<b>Authority/Discretion</b>	<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
<b>Attachments:</b>	Nil.

### Summary

The purpose of this report is to inform the committee of the recent activities undertaken by the City's Place Activation Team.

### Executive Recommendation

That the Bunbury Events Advisory Committee note the information contained within this report.

*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's Place Activation Team supports events that activate our city and creates a vibrant, prosperous and connected community.

Since the recent organisational restructure, the team has undergone some changes in their service delivery, and offers the following services:

1. **Attract:** We attract major sporting, arts and cultural events that promote Bunbury as an events destination.
2. **Facilitate:** We facilitate activity/events and commercial film approvals, to ensure those held on City of Bunbury owned spaces are successful and compliant.
3. **Provide:** We provide funding opportunities to support community driven initiatives that enrich our community.

4. **Deliver:** We deliver the City's flagship events, Christmas in the City, Sky Fest Australia Day Celebrations and Summer Lovin' campaign, in partnership with the community, to increase connection and ownership.
5. **Build:** We build capacity through delivery of workshops to ensure our community produce high quality and compliant events.
6. **Support:** We support international engagement opportunities with Bunbury's Sister and Friendship Cities to foster a prosperous community.

### **Council Policy Compliance**

Nil.

### **Legislative Compliance**

*Local Government Act 1995.*

### **Officer Comments**

The following is an update of programs and activities currently underway in the Place Activation portfolio.

#### **Summer Lovin Campaign**

The Place Activation Team will launch its Summer Lovin' campaign this month. The two-month campaign aims to activate the CBD and iconic waterways, by offering a vibrant calendar of events for residents and visitors to enjoy. Making its debut last December, the campaign trialed a hybrid model that combined the delivery of City owned events and event facilitation to collectively brand and curate a suite of events celebrating summer in the city. The campaign influenced more traffic and vibrancy into the city centre, by at least 99,941, according to approximate figures provided by event partners and City owned events, indicating the campaign's wide-reaching impact. This year, the campaign welcomes 18 partners, showcasing a variety of activities on offer in the CBD to our community.

#### **Christmas in the City**

Returning on Sunday 8 December, the much-loved Christmas in the City will be held at the Graham Bricknell Music Shell and Bicentennial Square. The event will feature the Carols Concert, Street Parade, Food Trucks, Market Stalls and family friendly activities. Additionally, the event will announce the winner of the inaugural Christmas Lights Competition presented by [Ben Colman Elders Real Estate](#).

#### **Sky Fest**

Plans are underway for the 2025 Sky Fest Australia Day celebrations, set to be held at Koombana Foreshore. Held at Bicentennial Square on 26 January each year, this highly anticipated event attracts close to 50,000 people. The day kicks off at 6.30am with the Mayor's Breakfast and Citizenship Ceremony, followed by afternoon celebrations, activities and finishing with the fireworks spectacular over Koombana Foreshore.

Next year's event promises further efforts in reconciliation, with the purpose of the event recently refreshed to "*Connect our community to celebrate Boodja 'country' and what it means to be Australian*".

### Road Closure Planning Kit

An “Events with Road Closure Planning Kit” has been created to help provide guidance to community groups and event organisers to safely and respectfully close the road for major community events. The document is currently with the Rangers and Environmental Health teams for review, with an aim to launch this new resource in the new year.

### Sports Marketing Australia

The City of Bunbury's partnership with Sports Marketing Australia (SMA) continues to be a strategic and impactful investment, significantly contributing to the city's economic growth, community engagement, and overall appeal as a premier events destination.

This table includes actual figures that were collected by the event organiser, and economic data collected by the CoB, for events held in the 2023/24 financial year, and sourced by SMA.

Event Name	Contribution	Category	Duration (days)	Competitor and official numbers	% of participants outside the region	Economic impact
2023 Perth Glory Pre-Season Match	\$50,000.00	National	3	110	100%	\$756,400.00
2023 Over 70's Cricket National Championship	\$15,000.00	National	7	400	97.50%	\$1,156,596
2023 Open Water Swim	\$4,500.00	State	1	350	85%	\$268,200.00
2023 Darts Grand Prix	\$7,000.00	International	2	291	93%	\$621,132.00
2024 Beach Volleyball Tour	\$5,000.00	State	2	120	95%	\$221,730.00
2024 Wellness Festival	\$8,000.00	Local	2	350	72%	\$385,056.00
<b>Total</b>	<b>\$89,500.00</b>	-	<b>17</b>	<b>1621</b>	<b>90.42% Average</b>	<b>\$3,409,114.00</b>

### Financial analysis:

- Based on Tourism Research Australia data (average spend of \$281 per person per night, year ending June 2023) the events delivered a combined economic impact of over \$3.4 million dollars with participants alone. This figure does not include the accompanying partners.
- The CoB invested \$89,500 to host the above-mentioned high-profile events. A hosting fee is paid to the event proponent, to secure the event.
- In addition to the hosting fee, CoB paid \$12,000 in ‘finders fees’ (paid to SMA) for each secured event – this equates to \$2,000 per event.
- For every \$1 the CoB has spent on the events hosting and finder’s fees, \$58 is spent by visitors into the local economy providing an ROI = 58:1.
- A total of 1,621 participants plus their accompanying partners (approximately 1.5 people) have spent time in the Bunbury region due to the events offered through SMA.
- Of the events, an average of 90% of the participants were from outside the region.
- These events activated Bunbury over 17 days.

### External Community Events

Last Financial year, the City’s Place Activation Team processed 423 event permits. These permits were for events held on City of Bunbury owned spaces.

### **Analysis of Financial and Budget Implications**

The following is a breakdown of budget available in the Place Activation portfolio.

<b>Portfolio</b>	<b>Budget Available 2024/25</b>
Christmas in the City	\$101,000
Sky Fest Australia Day	\$154,500
Summer Lovin'	\$8,500
Events Attraction (Sports Marketing Australia)	\$106,922
<b>Total Budget</b>	<b>\$370,922</b>

The above budget is in addition to the 2024/25 Grant Budget, which is at \$437,000

### **Community Consultation**

Not applicable to this report.

### **Councillor/Officer Consultation**

Not applicable to this report.

### **Applicant Consultation**

This report seeks to inform the BEAC of events related activities in Bunbury.

### **Timeline: Council Decision Implementation**

Not applicable to this report.

**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 19 March 2025.

**15. Close of Meeting**

The Presiding Member closed the meeting at \_\_\_\_\_.