

Bunbury Events Advisory Committee

Notice of Meeting and Agenda 19 March 2025

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 19 March 2025, at 4:30 PM, and it will be held at the Ocean Room, City of Bunbury Administration Building, 4 Stephen Street, Bunbury.

Signed:

Jason Lynam

Manager Community Development, Place Activation and Communications.

Agenda

19 March 2025

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
Jason Lynam	Manager Community Development, Place Activation and Communications
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

Jason Lynam.

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 13 November 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.

To ensure the program remains effective, responsive, and aligned with community needs, it is reviewed annually. This review process incorporates best practice principles and benchmarking against similar-sized regional Local Governments.

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

The following are updates to the 2025/26 Grant Program Guidelines:

Section Updated	Updates	Justification
Items NOT considered for funding	Added: Applications that display a 150% profit of the funds requested from the City. This will be measured against previous events acquittal and/or applicants.	Ensures funding supports initiatives with genuine community impact rather than highly profitable ventures.
Items NOT considered for funding	Added: Business programs or events that directly benefit a business.	Maintains focus on community-driven projects rather than business-focused initiatives.
Items NOT considered for funding	Added: General operations of an organisation or business.	Reinforces that funding is intended for specific projects rather than ongoing operational costs.
Assessment of applications	Added: Applicants should not automatically expect funding based on previous outcomes. Applications will be assessed and scored against a scoring matrix and ranked accordingly in a competitive round.	This ensures the funding categories reflect the evolving priorities of the Bunbury community, and that applicants do not become reliant on City of Bunbury funding.
Ineligible applicants	Added: Employees or elected members of the City of Bunbury.	This strengthens the governance and decision-making processes to maintain fairness and integrity.

These updates position the City of Bunbury Grant Program in line with industry best practices and benchmarking against similar regional grant programs.

The City's annual Grant Program continues to support a diverse range of new and existing events that contribute to Bunbury's vibrant community. However, 2024 presented several challenges for the local event landscape, particularly for major music festivals and community events.

Key challenges included:

- Major music festivals such as *Wild West Fest* and *You & Me Festival* were cancelled due to insufficient ticket sales.
- *Groovin the Moo*, a longstanding national event, announced via social media that it will not be returning, with a review of the event format underway.
- Community events were also impacted, *Bunbury Show*, and *Bumpers and Beats* cancelling their event due to a scheduling conflict with the pre-season AFL game between North Melbourne and the West Coast Eagles.

Despite these setbacks, the City remains committed to supporting events through its Grant Program, ensuring Bunbury continues to be a destination for cultural, sporting, and community events.

To address these challenges, the City continues to support community groups by providing workshops that enhance their capacity and explore sustainable event models. These initiatives aim to equip event organisers with the knowledge and resources needed to overcome financial and logistical hurdles.

Upcoming Capacity-Building Initiatives include:

Grants Expo

The City's annual Grants Expo will be held on 30 April 2025, from 9:00 AM – 1:00 PM at Mantra Lighthouse Hotel. This event is designed to connect community groups with external funding sources that can support their initiatives.

Confirmed funding providers include:

- Whitney Consulting
- Lotterywest
- Workforce Australia Local Jobs – South West
- Aqwest
- Regional Development Australia – South West
- South West Development Commission
- Shire of Dardanup
- Volunteer South West
- Department of Local Government, Sport & Cultural Industries
- Office of Multicultural Interests

Additionally, the City has secured sponsorship from Workforce Australia Local Jobs – South West to provide a free grant writing workshop for community groups on the day, delivered by Whitney Consulting.

Inclusive Events and Social Inclusion & Disability Awareness Workshops

In collaboration with the Community Development Team, the City will deliver annual workshops focused on accessibility and inclusion. These sessions will assist event organisers in planning, developing, and delivering events where all members of the community feel welcomed and included.

Analysis of Financial and Budget Implications

The cancellation of the abovementioned events resulted in \$112,000 of funds returned to the City. These funds were redistributed as one-off contribution to the Sports Marketing Australia program and round 2 of the Grant Program.

Community Consultation

Nil.

Councillor/Officer Consultation

Nil.

Applicant Consultation

This report seeks to inform the BEAC of the City's Grant Program.

Timeline: Council Decision Implementation

Not applicable to this report.

10.2 Place Activation Portfolio Update

File Ref:	COB/530		
Applicant/Proponent:	Internal		
Responsible Officer:	Ju Taylor, Team Leader Place Activation		
Responsible Manager:	Jason Lynam, Community Development, Place Activation and Communication.		
Executive:	Karin Strachan, Director Corporate and Community		
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

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.

Christmas in the City

Christmas in the City 2024 was a thriving success, despite the challenges faced throughout the year, with only one part-time staff member working on the event from August 2024 until the new full-time replacement staff member commenced in mid-October 2024.

The event showcased the community's ability to come together and celebrate the start of the festive season in an inclusive environment. The Place Activation team demonstrated remarkable dedication in executing the event, building on valuable feedback from previous years to create new opportunities for growth and improvement.

While there were a few setbacks, such as a decrease in in-kind support and the need for further engagement with local businesses, the event achieved significant milestones. These include the introduction of themed activities, a stronger collaboration between departments, and the incorporation of diverse cultural experiences. Additionally, the successful partnership with Lotterywest and other funding bodies helped boost the event's resources, ensuring that it could continue to provide free, accessible and inclusive activities for all attendees.

The event's new branding also resonated with attendees, establishing a refreshed identity for Christmas in the City that will help attract even more people in the future. Looking ahead, there is ample opportunity to continue building on this foundation, with future events expected to benefit from stronger sponsorships, more creative participation, and improved event logistics. Christmas in the City 2024 demonstrated the importance of community engagement, effective collaboration, and continued innovation, ensuring its place as a key annual event for the City of Bunbury.

SkyFest Australia Day Celebrations

This year’s SkyFest was a huge success, with around 40,000 people coming together to celebrate on the Koombana Foreshore. With a renewed event purpose “Connecting our community to celebrate Boodja ‘country’ and what it means to be Australian”, the focus on reconciliation efforts exceeded expectations. From the ochre painting and autograph signing with Lewis Jetta, to the Noongar arts, stalls, and stage programming with Noongar representation. The event strongly achieved the City’s Strategic Community Plan goals of “Promoting Noongar Culture”.

The event received fantastic feedback, with many saying it was one of the best SkyFest’s they have seen held in the area. Crowds were treated to a range of incredible performances and activities, including the Spare Parts Puppet Theatre’s String Symphony, which brought a magical energy to the festival. Over on the beach, Kite Kinetics’ display filled the sky with colour, creating a stunning backdrop for the event. There was also plenty of excitement around the meet-and-greets with Lewis Jetta and Tony Galati, who were a hit with eventgoers.

From an operational perspective, the event layout worked really well, making it easy for people to move through the space and enjoy everything on offer. The shuttle buses were well used, helping attendees get to and from the event smoothly. As always, the fireworks display was a major highlight, drawing the biggest crowd of the night. A huge thank you to Spudshed, the naming sponsor for the fireworks, for helping make it happen. With such a great response from the community, the Place Activation Team are already looking ahead to making next year’s SkyFest even better.

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.

Since the last BEAC meeting, the City recently hosted the following events:

Event Name	Contribution	Category	Duration (days)	Competitor and official numbers	% of participants outside the region	Economic impact
2024 Open Water Swim Series	\$4,500	State	1	350	95%	\$693,473.00
2025 Surf Life Saving WA Country Championships	\$15,000	State	3	1200	95%	\$3,775,680.00
2025 Australian Cricket Masters Tour	\$10,000	National	2	400	50%	\$316,000.00
2025 Beach Volleyball Tour	\$5,000	State	1	120	95%	\$221,730.00
2025 Athletics West Country Championships	\$10,000	State	3	500	80%	\$1,862,400.00
Total	\$44,500	-	10	2570	83%	\$6,869,283.00

In summary, the City of Bunbury invested \$44,500 to host five State and National events, which activated Bunbury over 10 days between November 2024 and February 2025. These events successfully attracted visitors to the region and contributed to the local economy.

Key outcomes include:

- 2,570 visitors from outside the region attended these events.
- 83% of event participants travelled from outside the region.
- The total economic impact generated by these events in Bunbury was \$6,869,283.
This investment has demonstrated a strong return, reinforcing Bunbury as a premier destination for major events and supporting local businesses through increased tourism and economic activity.

Analysis of Financial and Budget Implications

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

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

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 11 June 2025.

15. Close of Meeting

The Presiding Member closed the meeting at _____.