

## Bunbury Events Advisory Committee

### Minutes

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

We acknowledge 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 cultures; and to Elders past, present and emerging.

## Vision

Bunbury: welcoming and full of opportunities.

## Organisational Values

### #WEARECOB

<b>WE ARE COMMUNITY</b>	<ul style="list-style-type: none"><li>We are one team</li><li>We keep each other safe</li><li>We display empathy and respect</li><li>We have fun and celebrate our successes</li><li>We work together to achieve great outcomes</li></ul>
<b>WE ARE OPEN</b>	<ul style="list-style-type: none"><li>We are open to opportunities</li><li>We actively listen and think things through</li><li>We are inclusive and treat everyone equally</li><li>We are honest and open in our communications</li><li>We are open to feedback to improve our performance</li></ul>
<b>WE ARE BRAVE</b>	<ul style="list-style-type: none"><li>We lead the change, we own it</li><li>We trust and empower each other</li><li>We have the difficult conversations early</li><li>We hold ourselves to the highest standard</li><li>We have the courage to improve and simplify</li></ul>

## Bunbury Events Advisory Committee Meeting

### Minutes

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.

#### 1. Declaration of Opening

The Presiding Member declared the meeting open at 4:43pm.

#### 2. Disclaimer

Not applicable to this committee.

#### 3. Announcements from the Presiding Member

Nil.

#### 4. Attendances

*Committee Members:*

Member Name	Representing
Cr Karen Turner	City of Bunbury
Cr Parthasarathy Ramesh	City of Bunbury
Cr Marina Quain	City of Bunbury
Fiona de Garis, proxy for Suzanne Clark	Bunbury Regional Entertainment Centre
Ben Jauncey	Community Representative

*Support Staff:*

Name	Title
Ju Taylor	Team Leader Place Activation

#### 4.1 Apologies

Julie Broad, Fiona Hinds, Suzanne Clark and Jason Lynam were apologies.

David Kerr and Caddy Richards were absent.

#### 4.2 Approved Leave of Absence

Nil.

#### 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.

Nil.

#### 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.

##### Outcome of the Meeting held on 19 March 2025

The recommendation (as printed) was moved by Cr Ramesh and seconded by Cr Turner.

The Presiding Member put the motion to the vote, and it was adopted to become the Committee’s decision on the matter.

##### **Committee Decision**

The Minutes of the Bunbury Events Advisory Committee Meeting held on 13 November 2024, are confirmed as a true and accurate record.

CARRIED

5 votes “for” / Nil votes “against”

#### 8. Petitions, Presentations and Deputations

##### 8.1 Petitions

Nil.

**8.2 Presentations**

Nil.

**8.3 Deputations**

Nil.

**9. Method of Dealing with Agenda Business**

Items are dealt with in the order that they appear.

## 10. Reports

### 10.1 Grant Program 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>	Jason Lynam, Manager Community Development, Place Activation and Communications
<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 X Information Purposes
<b>Attachments:</b>	Nil.

#### Summary

This report is presented to the Bunbury Events Advisory Committee (BEAC) to provide an update on the City's Grant Program.

#### Executive Recommendation

That the Bunbury Events Advisory Committee note the updates on the City's annual Grant Program.

*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 Grant Program is an annual initiative designed to position Bunbury as a premier cultural and creative destination where people can connect. The program includes three funding categories: Community Connect, Signature Events, and Active Places, ensuring a diverse range of projects and initiatives receive support.

The 2025/26 Grant Program will open on 21 April 2025 and close on 30 May 2025.

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:

<b>Section Updated</b>	<b>Updates</b>	<b>Justification</b>
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 9:00AM – 1:00PM 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 a 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.

**Outcome of the Meeting held on 19 March 2025**

The recommendation (as printed) was moved by Cr Parthasarathy Ramesh seconded by Fiona de Garis.

**Executive Recommendation**

That the Bunbury Events Advisory Committee note the updates on the City’s annual Grant Program” as per below:

<b>Section Updated</b>	<b>Updates</b>	<b>Justification</b>
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.

**Committee Recommendation**

1. The committee recommends Council to approve the following to be added to the 2025/26 Grant Program Guidelines:

<b>Section Updated</b>	<b>Updates</b>	<b>Justification</b>
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.
Items NOT	Added: General operations of an	Reinforces that funding is

considered for funding	organisation or business.	intended for specific projects rather than ongoing operational costs.
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2. Further research on the following is to be conducted and presented to the committee at its next meeting on the 11 June 2025.

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.
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.

CARRIED  
 5 votes “for” / Nil votes “against”

## 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>	Jason Lynam, Community Development, Place Activation and Communication.
<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 launched its Summer Lovin' campaign last December. 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. 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 welcomed 18 partners, showcasing a variety of activities on offer in the CBD to our community.

#### 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
<b>Total</b>	<b>\$44,500</b>	<b>-</b>	<b>10</b>	<b>2570</b>	<b>83%</b>	<b>\$6,869,283.00</b>

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.

<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.



**Outcome of the Meeting held on 19 March 2025**

The recommendation (as printed) was moved by Cr Quain seconded by Cr Ramesh.

The Presiding Member put the motion to the vote, and it was adopted to become the Committee's decision on the matter.

**Committee Decision**

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

CARRIED

5 votes "for" / Nil votes "against"

**11. Applications for Leave of Absence**

Nil.

**12. Questions from Members**

**12.1 Response to Previous Questions from Members taken on Notice**

Nil.

**12.2 Questions from Members**

Nil.

**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 5:25pm.