



## **DRAFT**

### **YORK EVENTS SUPPORT POLICY**

#### **COMMERCIAL ORGANISATIONS**

The York Shire Council has developed this policy as an open and accountable process for the prudent use of community funds to support private enterprise events in York.

#### **Purpose**

To utilise the historical values of York, its proximity to Perth and the venues available to attract visitors to York and the region with consequential flow on benefits to all local businesses from high quality, large scale events being held.

#### **Objectives**

- To encourage and support the holding of events in York and to attract visitors which will also support York businesses.
- To position York as the premier events centre for the Wheatbelt region.
- To support local businesses through the attraction of new customers.
- To develop, implement and provide industry events support plans to enable the appropriate budgeting requirements.

#### **Actions**

- Free use of Shire banner poles to promote events for up to six weeks before they are held.
- Free use of the Shire of York and York Information Service website to advertise and promote events.
- Ensure an equitable distribution of events support across the private enterprises requesting financial or other support.
- Pre-emptive booking of multiple venues to prevent competition or to restrict public use will not be permitted.
- Event locations to be managed to promote pedestrian flow to, from and through the business centre to provide exposure to local businesses.
- Full fee paying applications for venue hire to take precedence for bookings over those requiring funding support.
- A maximum cash contribution of \$2,500 for each commercial event.
- Individual stallholders to be encouraged to obtain annual permits to allow them to participate in any event in York over a 12 month period.

- Monitor the demand for and allocate costs for in-kind services to ensure the full contribution level is quantified for each event.
- Manage conflict between York and regional events to obtain the best attendance at events.
- Additional individual event support may be considered by Council taking into account the likely attendance and value to the community.

#### **Application Requirements by Private Enterprises**

- Applicant to be fully responsible for all media advertising associated with events.
- A business plan is required for all events.
- A traffic management plan is required for all events.
- A risk management plan is required for all events.
- All events material must recognise the sponsorship of the Shire of York.
- Financial and profit/loss statements to be provided to the Shire of York within 30 days of the completion of an event.
- Public liability Insurance cover for a minimum of \$10 million to be held by the event promoter.
- Applicants to make a contribution to recommended local charities / community organisations from the profits generated, as input back into the community for the community funding provided.
- A minimum of two (2) months notice must be given of proposed events detailing the venues and the level of community support requested.

RAY HOOPER  
CHIEF EXECUTIVE OFFICER  
10 February 2013



## **DRAFT**

### **YORK EVENTS SUPPORT POLICY**

#### **COMMUNITY NOT FOR PROFIT ORGANISATIONS**

The York Shire Council has developed this policy as an open and accountable process for the prudent use of community funds to support community events in York.

#### **Purpose**

To utilise the historical values of York, its proximity to Perth and the venues available to attract visitors to York and the region with consequential flow on benefits to all local businesses from high quality, large scale events being held.

#### **Objectives**

- To encourage and support the holding of events in York and to attract visitors which will also support York businesses.
- To position York as the premier events centre for the Wheatbelt region.
- To support local businesses through the attraction of new customers.
- To develop, implement and provide industry events support plans to enable the appropriate budgeting requirements.

#### **Actions**

- Nil hire fees for one day events held in any of the townsite parks.
- Free use of Shire banner poles to promote events for up to six weeks before they are held.
- Free use of the Shire of York and York Information Service website to advertise and promote events.
- Ensure an equitable distribution of events support across the not for profit groups requesting financial or other support.
- Pre-emptive booking of multiple venues to prevent competition or to restrict public use will not be permitted.
- Event locations to be managed to promote pedestrian flow to, from and through the business centre to provide exposure to local businesses.
- Council will give consideration to full fee paying applications for venue hire to take precedence over bookings over those requiring community funding support.
- A maximum contribution of \$5,000 for each event including in-kind support.

- Individual stallholders to be encouraged to obtain annual permits to allow them to participate in any event in York over a 12 month period.
- Monitor the demand for free or reduced fee use of Shire venues and the level of financial and in-kind contributions by the community on a three monthly basis.
- Manage conflict between York and regional events to obtain the best attendance of events.
- Additional event support may be considered by Council taking into account the likely attendance and value of the event to the community.

#### **Application Requirements by Community (Not for Profit) Groups**

- Applicant to be fully responsible for all media advertising associated with events.
- A business plan is required for all events.
- A traffic management plan is required for all events.
- A risk management plan is required for all events.
- All events material must recognise the sponsorship of the Shire of York.
- Financial and profit/loss statements to be provided to the Shire of York within 30 days of the completion of an event. Should a profit be made these are to be directed back to the community.
- Public liability Insurance cover for a minimum of \$10 million to be held by the event organisers.
- A minimum of two (2) months notice must be given of proposed events detailing the venues and the level of community support requested.
- In order to receive payments an invoice must be provided.

RAY HOOPER  
CHIEF EXECUTIVE OFFICER  
10 February 2013

## DRAFT EVENTS POLICY

### SUMMARY OF SUBMISSIONS

#### 1. SUBMISSION 1 (EVENTS PROMOTER)

##### York Events Support Policy

I find this proposal disappointing, and if introduced in its present form would preclude me from trying to produce any York community event.

**I want the Shire's involvement to be as little as possible.**

My main objections to the policy are:

- A business plan is required for all events – *I would not provide a business plan. I don't have the time (nor the inclination) and if a fair was to fail, then it is me who would suffer any loss*
- A traffic management plan is required for all events – *With the possible exception of the October fair, traffic management would not be an issue*
- A risk management plan is required for all events – *I don't even understand what the 'risk' is in reference to i.e. the Shire, the public, the organiser??*
- Financial and profit/loss statements to be provided to the Shire of York within 30 days of the completion of an event – *Not going to happen. Any profit/loss is my concern only*
- **Public Liability Insurance cover for a minimum of \$10 million** – *If this refers to stallholders, then I agree. If it refers to me as a producer of a community event, then I certainly do not agree. The imposition of PLI is not financially viable for a small operator like myself, and adds to the cost of producing events. If I am using a town park of a fair, then I expect to be covered by the Shire's PLI. If PLI is mandatory, then I will NOT be producing any community fairs.*
- Applicants to make a contribution to recommended local charities / community organisations from the profits generated – *NO I will not do this as they have more manpower and greater finances than I. Charities/Community organisations have far more resources at their disposal than I do, and like me, they can produce any number of fairs or events.*

I am happy to accept the following from the Shire:

- Nil hire fees for one day events held in any of the town site parks – *for me this is mandatory*
- Free use of Shire banner poles to promote events for up to three weeks before they are held.
- Free use of the Shire of York and York Information Service website to advertise and promote events.
- Ensure an equitable distribution of events support across the private enterprises requesting financial or other support.

- Pre-emptive backing of multiple venues to prevent competition or to restrict public use will not be permitted.
- Event locations to be managed to promote pedestrian flow to, from and through the business centre to provide exposure to local businesses.
- Fill the paying applications for venue hire to make precedence for bookings over those requiring community funding support.
- Individual stallholders to be encouraged to obtain annual permits to allow them to participate in any event in York over a 12 month period.
- Monitor the demand for free or reduced fee use of Shire venues and the level of financial and in-kind contributions by the community on a three monthly basis.

## 2. SUBMISSION 2 – (EVENTS PROMOTER)

### York Events Support Policy

The York Shire Council has developed this policy as an open and accountable process for the prudent use of community funds to support private enterprise events in York.

#### Purpose

To utilise the historical values of York, its proximity to Perth and the venues available to attract visitors to York and the region with consequential flow on benefits to all local businesses from high quality, large scale events being held.

#### Objectives

- To encourage and support the holding of events in York and to attract visitors which will also support York businesses.
- To position York as the premier events centre for the Wheatbelt region.

*For York to become a premier event destination it would require the following:*

1. *Town Hall to have showers, toilets and change rooms for the artists*
2. *More toilets for the visitor*
3. *Better lighting in Lesser Hall*
4. *Better lighting on stage*
5. *More places to position large signage*
6. *More parking*
7. *It is well and good inviting the visitor to York for an event but the infrastructure needs to meet the demand. There were a large number of complaints at our most recent event about lack of places to eat for example as many sold out. The town must be product ready before attempting to position it as an event hub.*

*The new recreation centre is not big enough for events like ours. It has been suggested that outdoors at the oval is an option but it is not in wet weather. Other funding sources expect regional events to be outside both Perth's and York's peak tourism season which leaves a small window of time.*

- To support local businesses through the attraction of new customers.
- To develop, implement and provide industry events support plans which will come into effect from 1<sup>st</sup> July 2012.

## Actions

- Nil or reduced hire fees for one day events held in any of the town site parks. *What about Electricity costs which are currently charged?*
- Free use of Shire banner poles to promote events for up to three weeks before they are held. *What about installation and removal costs?*
- Free use of the Shire of York and York Information Service website to advertise and promote events. *There is no York Information Service website that I am aware of? What about encouraging events to be promoted at [www.avonvalleywa.com](http://www.avonvalleywa.com) which is also free.*
- Ensure an equitable distribution of events support across the private enterprises requesting financial or other support. *Possibly break down available funding into various levels of sponsorship. Most event organisers have major and minor sponsors. The Shire offered me only \$1000 per event but expected major sponsorship recognition. For the record -the park was always free so I do not consider that sponsorship.*
- Pre-emptive booking of multiple venues to prevent competition or to restrict public use will not be permitted. *Events take a great deal of planning and a venue is something which needs to be secured well ahead of time. Events organisers will from time to time book a venue and advise at a later date what it will be used for. If you do not allow this then planning is impossible.*

*You will remember last year a venue was cancelled by the Shire which I had booked so that someone else could use it. If a booking is made and a payment/deposit received and a receipt issued the Shire of York then have to guarantee the availability of that venue. You cannot expect professional event organisers to take your word for it that a venue will not be cancelled without notice. Event insurance protection does not cover one for that.*

*I have suggested before offering a two or three year security of tenure on the venue. Funding applications from other resources other than York Shire require much forward planning. A major risk management item for me has always been availability of venue.*
- Event locations to be managed to promote pedestrian flow to, from and through the business centre to provide exposure to local businesses. *This is ridiculous! You cannot tell an event organiser that the event has to operate/flow to certain parts of town. The event organiser brings the visitor to York. It is then up to individual businesses to attract the visitor into their premises. By stipulating the flow of the Visitor must go right into the CBD created all sorts of unnecessary traffic management and risk management issues for the organiser.*
- Full fee paying applications for venue hire to make precedence for bookings over those requiring community funding support. *This could be seen as a little unfair by community groups. Especially if the event who took precedence is a one off event who may have little social or economic benefit to the town.*

*As well if two commercial event organisers were wanting the same venue on the same dates does this mean the one who is completely self funded wins precedence? What if again they are a one off event and they have little economic or social impact to the town?*
- Individual stallholders to be encouraged to obtain annual permits to allow them to participate in any event in York over a 12 month period. *Agreed. The Shire needs to keep accurate records of who has a permit already.*

*My suggestion is to have the event organiser gather all stallholder information, certificates and payment rather than having individual stallholders contacting Shire staff. There should be one spreadsheet submitted and one fee charged all at once. This will eliminate many SOY staff hours and confusion for the stallholder and the event organiser.*

- Monitor the demand for free or reduced fee use of Shire venues and the level of financial and in-kind contributions by the community on a three monthly basis. *Event organisers cannot be expected to plan a major event 12 months in advance knowing that the level of support from the Shire is constantly under review and may change at any time. This is part of the reason we are moving our events. There is too much capital at risk to have moving goal posts.*
- Manage conflict between York and regional events to obtain the best attendance of events. *Considering this objective it would be best not to have an event in York on Easter Weekend or Foundation Day weekend being that two of the Avon Valleys largest events will be on in Northam those weekends. I notice the Shire has booked and is planning to host an event in the York Town Hall Easter Weekend of next year which seems to be in direct conflict with this objective.*  
*May I suggest you visit [www.avonvalleywa.com](http://www.avonvalleywa.com) and see what events are scheduled in the Avon Valley before taking bookings.*

### **Application Requirements by Private Enterprises**

- Applicant to be fully responsible for all media advertising associated with events.
- A business plan is required for all events. *Perhaps the Shire could have a template for those not familiar with Business plans.*
- A traffic management plan is required for all events. *Perhaps the Shire could have a template for those not familiar with Traffic Management Plans*
- A risk management plan is required for all events. *Perhaps the Shire could have a template for those not familiar with Risk Management plans*  
*The Australian Standards Risk Management plan AS/NZS ISO 31000:2009 is the preferred method. It should then be reviewed by FESA, POLICE and a risk management specialist.*
- All events material must recognise the sponsorship of the Shire of York. *This should be determined by the level of sponsorship offered and clearly defined.*
- Financial and profit/loss statements to be provided to the Shire of York within 30 days of the completion of an event. *The Councillors and staff need to be made aware that they cannot discuss this document with anyone.*
- Public liability Insurance cover for a minimum of \$10 million. *Each stallholder should have \$10M but event organisers need \$20M.*
- Applicants to make a contribution to recommended local charities / community organisations from the profits generated. *I disagree entirely. It could be suggested but cannot be expected.*
- A minimum of one (1) months notice must be given of proposed events detailing the venues and the level of community support requested. *If the Shire staff is expected to review the insurance, risk management, health, traffic management, budget etc of any event prior to presenting it for a financial support request then one month is an unrealistic expectation on Shire employees and Councillors. I would suggest 4 months minimum would be more workable.*