ITEM 9.2.8
APPENDIX A

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 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 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 community funding support.
- A maximum of $2,000 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 in-kind services.
- Manage conflict between York and regional events to obtain the best attendance of events.
- 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.
- Applicants to make a contribution to recommended local charities / community organisations from the profits generated.
- 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 September 2012

ITEM 9.2.8
APPENDIX B

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 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

- 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 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 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 of $2,000 for each 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 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.

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.
- Applicants to make a contribution to recommended local charities / community organisations from the profits generated.
- 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
11 September 2012