



<b>Council Policy</b>	Event Classification <b>(DRAFT)</b>		
<b>Reference</b>	<i>Strategic Community Plan 2013-2023</i>	<i>Corporate Business Plan 2020 - 2024</i>	
	Priority Area: 1	Priority Area: 1	
	Major Strategy: 1.3	Major Strategy: 1.4	
<b>Responsible Officer</b>	Executive Manager Corporate Services and Governance		
<b>Policy Area</b>	Corporate Services – Community		
<b>Council Adoption Date</b>		<b>Version Number</b>	V1
<b>Amendment Dates</b>		<b>Next Review Date</b>	2023

This Policy replaces all previous policies related to this topic.

## 1. Policy Purpose

- 1.1. This Policy aims to ensure that events held at facilities under the control of the Town of Cottesloe are classified efficiently, fairly and consistently to ensure applicants are charged an appropriate fee, according to the scale and nature of the event.
- 1.2. This Policy provides a mechanism that allows events held at Town of Cottesloe facilities to be classified **to determine the** appropriate fees **to** be charged in accordance with the Town's Schedule Fees and Charges.

## 2. Policy Scope

- 2.1. This Policy applies to all events held at facilities under the control of the Town of Cottesloe unless such events are exempt under the terms of this Policy or any other Council Policy **or have otherwise been approved by Council**.
- 2.2. This Policy provides authority for the Chief Executive Officer (CEO) to reclassify events that do not adhere to classification requirements. At the CEO's discretion, applications may be referred to Council for determination of the appropriate classification.



### 3. Policy Requirements

- 3.1. All events held at facilities controlled by the Town of Cottesloe are required to be classified against the Event Classification Criteria.
- 3.2. Unless an event is exempt or is otherwise classified under this Policy, all events will be classified as commercial. Applicants requesting an alternative classification for an event will be required to provide evidence to the satisfaction of the CEO that the nature of the event satisfies the criteria for the alternative classification. The CEO may reclassify an event if it does not adhere to the classification requirements and may refer applications to Council for determination of the appropriate classification.

### 4. Event Classification Criteria

#### 4.1. Charitable Events

##### 4.1.1 Events in this category are to satisfy at least one of the following:

- a. The event is being organised by a registered charity or a not for profit organisation and the primary purpose of the event is to raise funds for a registered charity; or
- b. The primary purpose of the event is to promote awareness of a significant community or health issue.

##### 4.1.2 Where a commercial organisation wishes to hold an event to raise funds for a charity or not for profit organisations, the applicant is required to pay the relevant hire fee as a community or commercial event, as determined by the CEO.

Where an applicant has been required to pay a hire fee under paragraph 4.1.3, the applicant may make a separate application to the Town after the event for the fees to be reimbursed on the basis of the charitable nature of the event on the following conditions:

- a. Detailed audited financial statement(s) for the event are submitted.
- b. Receipt(s) are submitted with the financial statement showing distribution of all funds raised to the nominated charity or charities.



## 4.2. Education Events:

**4.2.1** This classification applies to events facilitated by Cottesloe Primary School and North Cottesloe Primary School and affiliated Parents and Citizens Associations.

**4.2.2** Applications from other educational institutions will not be classified as an education event unless they meet one of the following criteria:

- a. The event does not seek to promote a school, service, company or organisation (sponsorship excepted).
- b. The event is run by an educational institute within its normal hours of operation.

**4.2.3** Events, including film and photo shoots, that form part of a student's curriculum, may have hire fees waived or reduced by the CEO if the CEO is satisfied that the event is minor and of no significant impact on the Town's facilities.

## 4.3. Community Events:

**4.3.1** For events to be classified in this category they are to be organised and operated by a not for profit, incorporated organisation and satisfy at least two of the following:

- a. The primary purpose of the event is to provide an opportunity for Cottesloe residents to attend/participate in the event.
- b. Spectating at the event is free.
- c. The event is supported or organised by a local community group.

**4.3.2** Notwithstanding the above para, events will not be classified as community events where they seek to promote a product, service of company (sponsorship excepted) unless the CEO is satisfied that the event has significant benefit to the health or well being of Cottesloe residents.

## 4.4. Tourism Events:

For events to be classed in this category they are to satisfy one of the following:

- a. The primary purpose of the event is to promote or provide tourism opportunities.
- b. The event is organised or operated in conjunction with or sponsored by Tourism Australia, Tourism Western Australia or other Government agencies responsible for the promotion of tourism, as may be applicable, and the primary purpose of the event is to promote tourism.



#### 4.5. Commercial Events:

This classification applies to all events that are not exempt under this policy or any other Council policy and that are not able to be categorised under the other four categories. They will typically meet one of the following criteria:

- a. They seek to promote a company or product.
- b. Admission is charged for people to be able to participate.
- c. The organisers of the event are retaining the profits for personal or corporate gain.
- d. It is a private event that is not open to the general public.

#### 5. Exemptions

- 5.1. Town appointed Cottesloe Civic Centre exclusive event and catering contractor, for events within the contractual rights.
- 5.2. The organisations listed below which under their normal operations occupy any beach area and/or reserve within the Town are exempt from paying a bond and hire fees.

<ul style="list-style-type: none"><li>• Cottesloe Surf Life Saving</li></ul>	<ul style="list-style-type: none"><li>• North Cottesloe Surf Life Saving</li></ul>
<ul style="list-style-type: none"><li>• Cottesloe Rugby Club</li></ul>	<ul style="list-style-type: none"><li>• Cottesloe Australian Football League Club/s</li></ul>
<ul style="list-style-type: none"><li>• Cottesloe Longboard Club</li></ul>	<ul style="list-style-type: none"><li>• Cottesloe Tennis Club</li></ul>
<ul style="list-style-type: none"><li>• Cottesloe Parkrun</li></ul>	<ul style="list-style-type: none"><li>• Department of Education – <a href="#">Swimming Programs</a></li></ul>

Events that are outside the scope of a listed organisation's normal operation are not exempt.

- 5.3. Small scale personal events such as children's birthday parties (1 -13 years) are exempt from fees and charges unless third party contractors are involved in which case the Community Events Classification will apply for the purpose of determining the fees and charges payable.
- 5.4. Registered charities and other not for profit organisations, with valid Public Liability Insurance, hosting free community beach clean ups are considered exempt for the purpose of this policy, hire and bond fees are not applicable.



## 6. Definitions

- 6.1. **CEO** – Chief Executive Officer [or delegate](#) for the Town of Cottesloe
- 6.2. **Facility/Facilities** – Any building, reserve or public open space that is owned by the Town or under the Town’s care, control or management.
- 6.3. **Registered Charity** – an organisation registered with the Australian Charities and Not-for-Profits Commission.
- 6.4. **Not for profit** – an organisation recognised as a not for profit by the Australian Taxation Office.

## 7. Relevant Procedures/Key Documents include:

- 7.1. Event Conditions Policy
- 7.2. Civic Centre Hall Hire Bookings Policy
- 7.3. Film and Photo Shoot Application
- 7.4. Event Application Form
- 7.5. Hall Hire Application Form
- 7.6. Schedule of Fees and Charges
- 7.7. Contract - Cottesloe Civic Centre exclusive event and catering contractor

## EVENT AND FACILITY CLASSIFICATION

### 1. Objectives

To provide a mechanism that allows events held at Town of Cottesloe facilities to be classified and appropriate fees be charged.

### 2. Principles

Council seeks to ensure that event organisers are charged an appropriate fee according to the scale and nature of their event. The fees charged should reflect the cost and benefit of the event to the community of Cottesloe.

### 3. Issues

A range of organisations and individuals host events in Cottesloe, from large scale public events to small scale community events. Event organisers typically seek ways to minimise their costs – including seeking discounts for venue hire. Due to the number of requests for fee waivers, a clear and well defined policy is needed that will allow events to be classified more efficiently and consistently. A number of these requests are for charitable purposes where Council waives any hire fees to support the charitable activity, although they do not necessarily meet the established criteria.

This Policy does not apply to events booked through the Town's contract catering company appointed by Council to manage external events at the Cottesloe Civic Centre.

### 4. Policy

All events held at venues controlled by the Town of Cottesloe will be classified as one of the following:

- Charitable Events
- Educational Events
- Community Events
- Tourism Events
- Commercial Events

The classification of the event will affect the fees charged for the hire of the facilities which are determined annually by Council when adopting the annual budget. All events will be classified as a commercial event unless the applicant otherwise specifies in writing how the event satisfies criteria of an alternate classification.

These classifications apply to all bookings unless otherwise determined by Council.

Cottesloe Surf Life Saving Club and North Cottesloe Surf Life Saving Club functions normally associated with the operations of a surf life saving club on any beach area within the Town are exempt from fees.

Note: Where there are conflicts in proposed uses of any beach, applications made by the surf life saving clubs will be given priority.

## **5. Assessment Criteria**

### **5.1 Charitable Events**

Events in this category will satisfy at least one of the following:

- a. The primary purpose of the event is to raise funds for a registered charitable purpose(s).
- b. The event is being organised by a not for profit organisation to raise funds for a registered charity or other not for profit organisation that is a registered charity with the Australian Government.
- c. The primary aim of the event is to promote awareness of a significant community or health issue.

Note: Where a commercial or not for profit entity wishes to hold an event to raise funds for a registered charitable organisation, they must pay the relevant hire fee applicable.

The applicant can then make separate application to Council after the event for those fees to be reimbursed on the basis of the charitable nature of the event on the following conditions:

- Detailed audited financial statement(s) for the event are submitted.
- Receipt(s) are submitted with the financial statement showing distribution of the funds to the nominated charity or charities.

Note, a not for profit organisation seeking to stage an event for which the organisation is formed is not considered a charitable event, it is considered a community event.

### **5.2 Educational Events**

This classification applies to events facilitated by Cottesloe Primary School and North Cottesloe Primary School and affiliated Parents and Citizens Associations.

Applications from other educational institutions will be classified as a community event unless they meet one of the following criteria:

- a. The event does not seek to promote a school, service, company or organisation (sponsorship excepted).
- b. The event is run by a school with standard school hours as part of the school day (Monday to Friday, 8.00am to 4.00pm).

Events, including film and photo shoots that form part of a student's curriculum may have the Fees and Charges waived or reduced by staff if the event is considered minor and of no major impact.

### **5.3 Community Events**

For events to be classed in this category they must be managed by a not for profit, incorporated organisation and satisfy at least two of the following:

- a. The primary purpose of the event is to provide an opportunity for Cottesloe residents to attend/participate in the event.

- b. The event does not seek to promote a product, service or company (sponsorship excepted).
- c. Spectating at the event is free.
- d. The event is supported or organised by a local community group.
- e. The event is to promote religious or political ideas.

**5.4 Tourism Events**

For events to be classed in this category they must satisfy one of the following:

- a. The primary purpose of the event is to promote or provide tourism opportunities for Western Australia.
- b. The event is in conjunction with or sponsored by Tourism Australia, Tourism Western Australia or other Government agencies as may be applicable.

**5.5 Commercial Events**

These events are events that are not able to be categorised under the other four categories and will typically meet one of the following criteria:

- a. They seek to promote a company or product.
- b. Admission is charged for people to be able to participate.
- c. The organisers of the event are retaining the profits for personal or corporate gain.
- d. It is a private event that is not open to the general public.

**6. Related Documents**

This Policy should be read in conjunction with other Town of Cottesloe Policies and Local Laws, regulations and legislation. This includes but is not limited to:

- *Guidelines for Concerts, Events & Organised Gatherings 2009* (Department of Health)
- *Traffic Management for Events Code of Practice 2008* (Main Roads)
- *Beaches and Beach Reserves Local Law 2012* (Town of Cottesloe)
- *Local Government Property Local Law 2001* (Town of Cottesloe)
- *Special Events Local Law 2006* (Town of Cottesloe)
- Beach Policy (Town of Cottesloe)
- Hall Hire Policy (Town of Cottesloe)

Adopted	25 July 2017
Expected date of review	