

TOWN OF COTTESLOE



AGENDA FORUM

ATTACHMENT

**ITEM 10.1.10 : EVENT CLASSIFICATION
POLICY DRAFT**

EVENT / FACILITY BOOKING CLASSIFICATION

(1) OBJECTIVE

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

(2) PRINCIPLE

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:

1. Charitable Events
2. Educational Events
3. Community Events
4. Tourism Events
5. 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;

1. The primary purpose of the event is to raise funds for a registered charitable purpose(s); or
2. 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; or
3. 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; and
- 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:

1. The event does not seek to promote a school, service, company or organisation (sponsorship excepted); or

2. 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:

1. The primary purpose of the event is to provide an opportunity for Cottesloe residents to attend/participate in the event;
2. The event does not seek to promote a product, service or company (sponsorship excepted);
3. Spectating at the event is free; or
4. The event is supported or organised by a local community group.
5. 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:

1. The primary purpose of the event is to promote or provide tourism opportunities for Western Australia;
2. 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 three categories and will typically meet one of the following criteria:

1. They seek to promote a company or product;
2. Admission is charged for people to be able to participate; or
3. The organisers of the event are retaining the profits for personal or corporate gain.
4. 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)

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REVIEW: 10 December 2017