

## 7.1 EVENT AND FESTIVAL FUNDING 2021/2022

- Attachments:**
1. **Event and Festival Detailed Summary**
  2. **Sakura Healing Festival - Confidential**
  3. **Revelation Film Festival - Confidential**
  4. **Chinese Calligraphy Workshop - Confidential**
  5. **Open House Vincent - Confidential**
  6. **Little Day Out - Confidential**
  7. **Asian Infusion - Confidential**
  8. **Sunday Common - Confidential**
  9. **Longest Table in Leederville - Confidential**
  10. **Jazz Picnic in the Park - Confidential**
  11. **New Year's Eve on the Pitch - Confidential**
  12. **Festival Italia - Confidential**
  13. **Neon Picnic - Confidential**
  14. **Hyde Park Fair - Confidential**
  15. **St Patricks Day Festival - Confidential**
  16. **First Nations Welcome all Nations - Confidential**
  17. **Beaufort Street Events - Confidential**

**RECOMMENDATION:**

1. That Council **APPROVES** an amount of \$199,000 in 2021/2022 for Event Sponsorship as follows:

<b>Event</b>	<b>Amount</b>
<b>Revelation Film Festival</b> Revelation Perth International Film Festival	\$20,000
<b>Open House</b> Open House Vincent	\$10,000
<b>Mt Hawthorn Hub</b> Little Day Out	\$9,000
<b>Kinn and Co</b> Sunday Common	\$15,000
<b>Perth International Jazz Festival</b> Jazz Picnic in the Park	\$15,000
<b>Floreat Athena FC</b> New Year's Eve on the Pitch	\$10,000
<b>WA Italian Club</b> Festival Italia	\$15,000
<b>RTRFM</b> Neon Picnic	\$10,000
<b>Rotary Club of North Perth</b> Hyde Park Fair	\$15,000
<b>St Patricks Day WA Inc</b> St Patricks Day Festival	\$20,000
<b>Noongar Radio</b> First Nations Welcome all Nations	\$15,000
<b>Beaufort Street Network</b> Beaufort Street Festival Events	\$15,000
<b>Allocation to Town Teams</b> Town Centre Events	\$30,000
<b>TOTAL EVENT SPONSORSHIP</b>	<b>\$199,000</b>

2. **NOTES** that the allocation of all 2021/2022 Festival and Events Sponsorships remains subject to the recipient signing a Sponsorship Agreement with the City of Vincent identifying all related expectations and obligations;

3. **APPROVES BY ABSOLUTE MAJORITY** in accordance with Section 6.8 (1) of the *Local Government Act 1995* the expenditure of \$5,000 for the sponsorship of Soundscapes at Beatty Park to be rolled over from the Special Event Funding Round as it was postponed due to COVID-19 restrictions.

**PURPOSE OF REPORT:**

To approve the proposed 2021/2022 Festivals and Events Sponsorship and associated operating budget allocations.

**BACKGROUND:**

The City of Vincent has adopted a contemporary, collaborative approach to place activation and vibrancy by collaborating with community, not-for-profit and other creative organisations to deliver a range of activities through annual festivals and events sponsorship. Applications for Event Sponsorship did not open in 2020/2021 due to COVID-19, though in 2019/2020, an amount of \$257,815 sponsorship was allocated to festivals and events.

<b>Event</b>	<b>Amount Sponsored 2019/2020</b>
<b>Revelation Film Festival</b> Revelation Perth International Film Festival	\$18,000
<b>Pride WA</b> Pridefest 2019 Fairday	\$10,000
<b>Perth International Jazz Festival</b> Vincent Launch	\$30,000
<b>Northbridge Common</b> Lunar New Year	\$7,315
<b>RTRFM</b> Neon Picnic	\$5,000
<b>St Patricks Day WA Inc</b> St Patricks Day Parade and Family Fun Day	\$20,000
<b>Rotary Club of North Perth</b> Hyde Park Fair	\$15,000
<b>Subiaco Football Club</b> City of Vincent Match and Family Fun Day	\$7,500
<b>Pickle District</b> Urban Artwalk	\$20,000
<b>North Perth Local</b> Halloween on Angove Street and North Perth Common	\$15,000
<b>Leederville Connect</b> Leederville Village Square	\$40,000
<b>Mt Hawthorn Hub</b> Various Events	\$40,000
<b>Beaufort Street Network</b> Beaufort Street Community Events	\$30,000
<b>TOTAL EVENT SPONSORSHIP</b>	<b>\$257,815</b>

At the 17 November 2020 Council Meeting, Council allocated \$50,000 to a special sponsorship round, for events being held between January and June 2021. The following events were approved:

Event	Amount Allocated
<b>RTRFM</b> Neon Picnic	\$5,000
<b>Rotary Club of North Perth</b> Hyde Park Fair	\$15,000
<b>Sunshine Brothers</b> Soundscapes at Beatty Park	\$5,000
<b>Subiaco Football Club</b> City of Vincent Community Match	\$7,500
<b>TOTAL SPONSORSHIP</b>	<b>\$32,500</b>

#### DETAILS:

##### Process for Seeking Applications

Applications for the 2021/2022 Event and Festival Sponsorship opened on 10 March 2021 with a call-out for community festivals, events, activations, roving entertainment and concerts. The availability of sponsorship was promoted through the City's Facebook page, website, e-newsletter and direct correspondence to both previous and prospective event organisers.

An Event Sponsorship Information Session was held on 22 March 2021 via Zoom for all prospective applicants.

Administration also attended the Town Team Roundtable meeting on 24 March 2021 to discuss community funding opportunities and promoted the Event and Festival Sponsorship for 2021/22.

Applications then closed on 6 April 2021.

##### Assessment Criteria

To ensure an equitable assessment process all applicants were required to respond to specific assessment criteria in order to demonstrate what value their festival/event adds to the Vincent community and how it aligns with the Strategic Community Plan.

Five (5) assessment criteria were included:

##### **Enhanced Environment**

- How will your event work to minimise the environmental impact and encourage an environmentally friendly event?

##### **Accessible City**

- How will your event encourage smart travel?
- How will you create an event that is accessible to all members of the community?
- Will your event enable access for persons with disability?

##### **Connected Community**

- Who is your target demographic and how will this event encourage their involvement and participation?
- How will the event have broad appeal and actively engage and connect the local and greater community?

##### **Thriving Places**

- How will the event increase economic benefit to the local businesses and encourage them to be involved?
- How will the event provide social benefit and cultural opportunities to the local and greater community?

***Innovative and Accountable***

- Provide evidence the event can be delivered

Application Outcomes

An Event and Festival Detailed Summary is at **Attachment 1**.

A total of 16 applications were received as shown in the following table, and the detail of the submissions is shown in **Confidential Attachments 2 – 17**.

The total amount requested was \$394,150 and the recommended sponsorship total is \$199,000.

Event	Amount Requested	Amount Recommended
<b>Sakura Healing Festival</b> Sakura Healing Festival	\$2,000	\$0
<b>Revelation Film Festival</b> Revelation Perth International Film Festival	\$24,000	\$20,000
<b>Ponder Brush</b> Chinese Calligraphy Workshops	\$8,730	\$0
<b>Open House</b> Open House Vincent	\$15,000	\$10,000
<b>Mt Hawthorn Hub</b> Little Day Out	\$9,000	\$9,000
<b>ATL Events on behalf Australian Association of International Business</b> Asian Infusion	\$45,000	\$0
<b>Kinn and Co</b> Sunday Common	\$39,600	\$15,000
<b>Crowned PR</b> Longest Table in Leederville	\$30,000	\$0
<b>Perth International Jazz Festival</b> Jazz Picnic in the Park	\$20,200	\$15,000
<b>Floreat Athena FC</b> New Year's Eve on the Pitch	\$25,000	\$10,000
<b>WA Italian Club</b> Festival Italia	\$40,000	\$15,000
<b>RTRFM</b> Neon Picnic	\$10,000	\$10,000
<b>Rotary Club of North Perth</b> Hyde Park Fair	\$40,000	\$15,000
<b>St Patricks Day WA Inc</b> St Patricks Day Festival	\$30,000	\$20,000
<b>Noongar Radio</b> First Nations Welcome all Nations	\$20,000	\$15,000
<b>Beaufort Street Network</b> Beaufort Street Festival Events	\$35,620	\$15,000
<b>Allocation to Town Teams</b> Town Centre Events	\$0	\$30,000
<b>TOTAL EVENT SPONSORSHIP</b>	<b>\$394,150</b>	<b>\$199,000</b>

Calendar and Location Summary

Event recommendations also consider whether the Event and Festival Sponsorship creates a range of events throughout the year, and at a range of locations. Intensity of event activity at popular locations, such as Hyde Park, are monitored.

Month	Event	Location
1 July – 11 July 2021	Revelation Perth International Film Festival	Leederville
29 August 2021	Open House	Various
18 September 2021	Little Day Out	Braithwaite Park, Mount Hawthorn
31 October 2021	Sunday Common	Hyde Park, North Perth
7 November 2021	Perth International Jazz Festival	Hyde Park, North Perth
31 December 2021	New Year's Eve on the Pitch	Britannia Reserve, Leederville
27 February 2022	Festival Italia	Italian Club Car Park, West Perth
6 March 2022	Hyde Park Fair	Hyde Park, North Perth
19 March 2022	St Patrick's Day	Leederville Oval and Leederville Town Centre
27 March 2022	First Nations Welcome all Nations	Hyde Park, North Perth
April	Neon Picnic	Hyde Park, North Perth
1 July 2021 – 31 July 2022	Beaufort Street Festival Events	Beaufort Street
1 July 2021 - 30 June 2022	Town Team Events	Various

**CONSULTATION/ADVERTISING:**

Under the City's Community Funding Policy, applications require the assessment by the Arts Advisory Group.

As the submission dates did not align to an Arts Advisory Group (AAG) meeting, the AAG were contacted via email on 10 May 2021 to seek feedback on the applications, with a follow up sent on 17 May 2021.

Administration received feedback from one member of the AAG and provided the AAG with the final recommendation to Council on 27 May 2021 and notice that Administration will be moving forward with the following recommendation.

**LEGAL/POLICY:**

- Policy No 3.8.3 – Concerts and Events
- Policy - Community Funding

**RISK MANAGEMENT IMPLICATIONS:**

**High:** Events in WA have been severely impacted by COVID-19 restrictions and remain at higher risk of last minute cancellations or lack of attendance.

The public nature of festivals and events attract risks including loss of reputation, financial, loss and damage to facilities and equipment. This is managed by a sponsorship agreement which requires applicants to supply the City with event plans, risk management plans and insurance details.

The City's Sponsorship Agreement also identifies that the applicant (or their appointed management contractor) carry out the works at their own cost and risk, and agrees not to make any claims against the City and that the City shall have no liability or responsibility whatsoever to the provider with respect to the project.

**STRATEGIC IMPLICATIONS:**

This is in keeping with the City's *Strategic Community Plan 2018-2028*:

Enhanced Environment

*Our parks and reserves are maintained, enhanced and well utilised.*

Events and Festival Sponsorship encourages utilisation of our parks and reserves. Event assessment criteria asks that event organisers encourage environmentally practices.

Accessible City

*Our pedestrian and cyclist networks are well designed, connected, accessible and encourage increased use.*

Event assessment criteria asks event organisers to promote smart travel, accessibility for all members of the community, and access for persons with disability.

Connected Community

*An arts culture flourishes and is celebrated in the City of Vincent.*

*We have enhanced opportunities for our community to build relationships and connections with each other and the City.*

*Our many cultures are celebrated.*

*We recognise, engage and partner with the Whadjuk Noongar people and culture.*

*Our community facilities and spaces are well known and well used.*

*We are an inclusive, accessible and equitable City for all.*

Events and Festivals visibly demonstrate our commitment to connecting our community. Event organisers must demonstrate how the event has broad appeal and how it will actively engage and connect the local and greater community. The event should also demonstrate social and cultural benefit to the community.

Thriving Places

*We are recognised as a City that supports local and small business.*

*Our town centres and gathering spaces are safe, easy to use and attractive places where pedestrians have priority.*

*We encourage innovation in business, social enterprise and imaginative uses of space, both public and private.*

Event organisers must demonstrate how the event increases economic benefit to local businesses and how they will find ways to involve local traders.

Innovative and Accountable

*We are open and accountable to an engaged community.*

*Our community is aware of what we are doing and how we are meeting our goals.*

Event organisers are assessed by their demonstrated ability to deliver an event, increasing accountability.

**SUSTAINABILITY IMPLICATIONS:**

This does not contribute to any specific sustainability outcomes of the City's Sustainable Environment Strategy 2019-2024, however we encourage all event organisers to practise sustainable initiatives.

**PUBLIC HEALTH IMPLICATIONS:**

This is in keeping with the following priority health outcomes of the City's *Public Health Plan 2020-2025*:

*Increased mental health and wellbeing*

*Increased physical activity*

The City's event and festival sponsorship creates a wide range of free and engaging activities for all members of our community to enjoy. They are designed to encourage connection, participation and engagement. Attending these events and festivals lifts the community spirit and is important in supporting the mental health and personal wellbeing of our community. By supporting inclusion and diversity, the events and festival program also provides free activities for those who may traditionally be excluded.

**FINANCIAL/BUDGET IMPLICATIONS:**

Event and Festival Sponsorship funding of \$199,000 was approved by Council in the annual budget for 2021/2022.

**COMMENTS:**

The support of a range of different festivals and events through Council's 2021/2022 sponsorship will continue the activation of our Town Centres and public open spaces, and engagement of our local community in Vincent life.

The delivery of these activations in collaboration with numerous Town Teams, Artists, community organisations, sporting clubs, local businesses, and not-for-profit organisations further emphasises the success of a partnership approach.

## Detailed Summary

1. Sakura Healing Festival					
<b>Event Date:</b>	8 May 2021				
<b>Event Location:</b>	North Perth Town Hall				
<b>Event Organiser:</b>	Sakura Healing Festival				
<b>Event Description:</b>	The Sakura Festival is a healing and wellness festival mostly featuring Japanese therapists including sound healing, body alignment, naturopaths, yoga and massage.				
<b>Event is Free</b>	Ticketed				
<b>Compliant EOI</b>	No - event was held before the 2021/2022 financial year.				
<b>Sponsorship History</b>	N/A				
<b>Administration Recommendation</b>	<b>Not Supported.</b> Non-Compliant submission, as event held before 2021/2022 year.				
<b>Sponsorship Request</b>	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$2,000	\$2,000	\$0	No	Marketing
Confidential Attachment #2					

2. Revelation Film Festival					
<b>Event Date:</b>	1 July – 11 July 2021				
<b>Event Location:</b>	Luna Cinema and surrounding venues				
<b>Event Organiser:</b>	Revelation Perth International Film Festival				
<b>Event Description:</b>	<p>The Revelation Film Festival WA's major annual screen culture and film festival held at various locations throughout Vincent including Luna Cinemas, The Backlot and local bars and restaurants. The Film Festival attracts over 22,000 attendees and targets film makers and enthusiasts as well as a broad cross-section of the community from seniors to young people. Admission to the films are ticketed, however there are a number of free events including:</p> <ul style="list-style-type: none"> <li>• Talks and workshops at bookshops, bars, cafes and cinemas;</li> <li>• Networking functions;</li> <li>• Family screenings;</li> <li>• Filmmaking workshops;</li> <li>• Virtual reality and immersive technology demonstrations; and</li> <li>• REV on demand.</li> </ul>				
<b>Event is Free</b>	Ticketed + Free Events				
<b>Compliant EOI</b>	Yes				
<b>Sponsorship History</b>	2019/2020 - \$18,000				
<b>Administration Recommendation</b>	<b>Supported.</b> The assessment by Administration identified that Revelation Film Festival is able to meet the criteria and over the winter season can attract film enthusiasts to the Vincent district from across Perth, and aims to target local attendance through a number of free events focused towards seniors and children. The festival has established a positive relationship with the Leederville community.				



Sponsorship Request	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$302,000	\$24,000	\$20,000	Yes	Marketing

Confidential Attachment #3

3. Chinese Calligraphy Workshops and Exhibition					
<b>Event Date:</b>	5 July 2021				
<b>Event Location:</b>	Pickle District				
<b>Event Organiser:</b>	Ponder Brush				
<b>Event Description:</b>	Ponder Brush are proposing to host a series of introductory Chinese Calligraphy workshops, each with a special theme, such as the "Act, Belong, Commit" and other community-building initiatives. Artworks created will be put on display in an exhibition within the Pickle District.				
<b>Event is Free</b>	Yes – pending amount funded				
<b>Compliant EOI</b>	Yes				
<b>Sponsorship History</b>	N/A				
<b>Administration Recommendation</b>	<p><b>Not Supported.</b></p> <p>The assessment by Administration identified this proposal as an art workshop rather than an event and would be best suited to form part of another community cultural event held in the City.</p>				
Sponsorship Request	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$8,730	\$8,730	\$0	No	Marketing

Confidential Attachment #4

4. Open House Vincent	
<b>Event Date:</b>	29 August 2021
<b>Event Location:</b>	Vincent
<b>Event Organiser:</b>	Open House
<b>Event Description:</b>	Open House Vincent is proposed to be a standalone event showcasing great design and heritage across the City. The event aims to give people access to architectural homes, design projects and highlight sustainability in the built environment.
<b>Event is Free</b>	Yes
<b>Compliant EOI</b>	Yes
<b>Sponsorship History</b>	2014/2015 - \$7,000
<b>Administration Recommendation</b>	<p><b>Supported.</b></p> <p>Open House have over 10,000 subscribers and generally sees visitors spending \$51-\$100 on a day out. Open House plan to collaborate with Local Town Teams to set up walking tours to encourage traffic through town centres. Administration identified this event would attract visitors to all town centres across Vincent and the organisers have the capacity to deliver a successful event. Open House have requested three years funding, however it is recommended Open House Vincent be supported for one year.</p>

Sponsorship Request	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$35,000	\$15,000	\$10,000	Yes	Marketing

Confidential Attachment #5

5. Little Day Out					
<b>Event Date:</b>	18 September 2021				
<b>Event Location:</b>	Braithwaite Park				
<b>Event Organiser:</b>	Mt Hawthorn Hub				
<b>Event Description:</b>	Little Day Out is a free family friendly live music event at Braithwaite Park that will engage local musicians to perform and local restaurants encouraged to provide food platters and hampers to event goers.				
<b>Event is Free</b>	Yes				
<b>Compliant EOI</b>	Yes				
<b>Sponsorship History</b>	2019/2020 - \$40,000				
<b>Administration Recommendation</b>	<p><b>Supported.</b></p> <p>The Mt Hawthorn Hub have successfully delivered this event and other small community events at Braithwaite Park, and the event provides opportunities to local artists and businesses.</p>				
Sponsorship Request	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$18,500	\$9,000	\$9,000	Yes	Waste Parks Hire Marketing

Confidential Attachment #6

6. Asian Infusion	
<b>Event Date:</b>	9-10 October 2021
<b>Event Location:</b>	Hyde Park
<b>Event Organiser:</b>	ATL Events on behalf of Australian Association of International Business
<b>Event Description:</b>	Asian Infusion is set to be a two-day event that celebrates the Cultural History of Chinese people showcasing dance, song, art, food and culture.
<b>Event is Free</b>	Yes
<b>Compliant EOI</b>	Yes
<b>Sponsorship History</b>	N/A
<b>Administration Recommendation</b>	<p><b>Not Supported.</b></p> <p>The Event Organiser will seek opportunities through local businesses and town teams to increase a range a multicultural services, the organiser has experience in running successful events such as the Pride Fairday 2019.</p> <p>The Applicant is encouraged to apply for a community seeding grant to hold this event as a smaller scale one day event in Hyde Park.</p> <p>Also note high level of activities at Hyde Park in this period, and encourage future proposals to consider other locations.</p>

<b>Sponsorship Request</b>	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$107,000	\$45,000	\$0	Yes	Waste Parks Hire Marketing
Confidential Attachment #7					

7. Sunday Common					
<b>Event Date:</b>	31 October 2021				
<b>Event Location:</b>	Hyde Park Perth				
<b>Event Organiser:</b>	Kinn and Co				
<b>Event Description:</b>	Sunday Common is proposed to be a picnic series aiming to create a slow connected morning at Hyde Park, with brunch from a range of food vendors, picnic rugs, music, vintage backyard games and an indoor plant market. The organisers aim to have a 'local first' approach, inviting locals to trade at the event. Baked goods and coffee are not being provided, to encourage patrons to visit local cafes and vendors.				
<b>Event is Free</b>	Yes				
<b>Compliant EOI</b>	Yes				
<b>Sponsorship History</b>	N/A				
<b>Administration Recommendation</b>	<b>Supported.</b>  Having a hosted brunch in the park is a new concept and is supported.				
<b>Sponsorship Request</b>	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$200,000	\$39,600	\$15,000	Yes	Waste Parks Hire Marketing
Confidential Attachment #8					

8. Longest Table in Leederville					
<b>Event Date:</b>	23 October 2021				
<b>Event Location:</b>	Leederville Village Square				
<b>Event Organiser:</b>	Crowned PR				
<b>Event Description:</b>	Longest Table Leederville will bring people together to bond over the restaurants of Leederville. Patrons will sit side by side while enjoying picnic boxes, conversations and table games designed to engage locals to get to know each other and build their community.				
<b>Event is Free</b>	Yes				
<b>Compliant EOI</b>	Yes				
<b>Sponsorship History</b>	N/A				
<b>Administration Recommendation</b>	<b>Not Supported (in this format)</b>  This event would suit local businesses and encourage Crowned PR to contact the Leederville Town Team to progress it. The City would favourably consider a Town Team application to hold this event.				
<b>Sponsorship Request</b>	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested

	\$60,000	\$30,000	\$0	Yes	Waste Rangers Marketing
Confidential Attachment #9					

9. Jazz Picnic in The Park					
<b>Event Date:</b>	7 November 2021				
<b>Event Location:</b>	Hyde Park				
<b>Event Organiser:</b>	Perth International Jazz Festival				
<b>Event Description:</b>	The Jazz Picnic in the Park has become an annual event in Hyde Park, which forms part of Perth's premier jazz event of the year. This event will aim to build on previous years with more than 45 paid musicians, children's activities, a dedicated dance floor, local food traders and the organisers will reach out to local schools to encourage participation.				
<b>Event is Free</b>	Yes				
<b>Compliant EOI</b>	Yes				
<b>Sponsorship History</b>	2019/2020 - \$30,000				
<b>Administration Recommendation</b>	<b>Supported.</b>  The application directly aligns with the Arts Development Action Plan deliverable to establish the south end of Beaufort Street as a thriving jazz precinct.				
<b>Sponsorship Request</b>	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$41,200	\$20,200	\$15,000	Yes	Waste Parks Hire Marketing
Confidential Attachment #10					

10. New Year's Eve on the Pitch					
<b>Event Date:</b>	31 December 2021				
<b>Event Location:</b>	Britannia Reserve				
<b>Event Organiser:</b>	Floreath Athena FC				
<b>Event Description:</b>	New Year's Eve on the Pitch aims to be a family friendly event appealing to families and young children with a mini soccer tournament, live music, children's activities, food trucks, light projections, roving performers, a licensed bar and small fireworks display.				
<b>Event is Free</b>	Yes				
<b>Compliant EOI</b>	Yes				
<b>Sponsorship History</b>	N/A				
<b>Administration Recommendation</b>	<b>Supported.</b>  UpBeat Events are proposed to be engaged to organise the event with waste free initiatives and local artists, performers and food vendors sourced to be showcased at the event. Floreath Athena propose to engage with local schools and community group to be involved in the event.				
<b>Sponsorship Request</b>	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$80,000	\$25,000	\$10,000	Yes	Waste

					Rangers Parks Hire Marketing
Confidential Attachment #11					

11. Festival Italia					
<b>Event Date:</b>	27 February 2022				
<b>Event Location:</b>	Italian Club Carpark North Perth				
<b>Event Organiser:</b>	WA Italian Club				
<b>Event Description:</b>	The WA Italian Club are proposing to host an Italian festival in the carpark behind the Italian Club that will feature food, sport, art and music. The aim is to bring a touch of Italian culture to the community during a time where travel is restricted.				
<b>Event is Free</b>	Yes				
<b>Compliant EOI</b>	Yes				
<b>Sponsorship History</b>	N/A				
<b>Administration Recommendation</b>	<p><b>Supported.</b></p> <p>The assessment by Administration sees the Festival Italia as a way to increase community participation, connection and to expand cultural perspectives through the Vincent Community. The WA Italian Club will work with the City to ensure local businesses and are encouraged to be a part of the Festival.</p>				
<b>Sponsorship Request</b>	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$100,000	\$40,000	\$15,000	Yes	Waste Rangers Marketing
Confidential Attachment #12					

12. Neon Picnic	
<b>Event Date:</b>	April 2022
<b>Event Location:</b>	Hyde Park
<b>Event Organiser:</b>	RTRFM
<b>Event Description:</b>	Neon Picnic is an annual family friendly event where the station broadcast live from Hyde Park and feature live performances. The event provides a chance for RTRFM listeners and the wider community to engage with the station and local artists. The station engages local food businesses, community groups and artists to participate at the event.
<b>Event is Free</b>	Yes
<b>Compliant EOI</b>	Yes
<b>Sponsorship History</b>	2020/2021 Special Event Funding - \$5,000
<b>Administration Recommendation</b>	<p><b>Supported.</b></p> <p>The assessment by Administration noted that RTRFM have a large demographic of listeners in Vincent and being situated on Beaufort Street, provides a fundamental link to the City of Vincent and Mt Lawley. Administration will work with RTRFM to move this event to April to not inundate the park of local residents with events in March.</p>

Sponsorship Request	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$25,000	\$10,000	\$10,000	Yes	Waste Rangers Parks Hire Marketing
Confidential Attachment #13					

13. Hyde Park Fair					
<b>Event Date:</b>	6 March 2022				
<b>Event Location:</b>	Hyde Park				
<b>Event Organiser:</b>	Rotary Club of North Perth				
<b>Event Description:</b>	The Hyde Park Fair has established itself as the longest running free community fair in Perth offering market stalls, food trucks, amusement rides, multicultural performances, live music and entertainment. The two-day event draws a crowd of approximately 40,000 people from both the Vincent community and the broader Perth area. Next year the Fair proposes to include an Aboriginal Cultural installation with a live painting between the two lakes to celebrate Six Seasons and cultural significance of Hyde Park.				
<b>Event is Free</b>	Yes				
<b>Compliant EOI</b>	Yes				
<b>Sponsorship History</b>	2019/2020 - \$15,000				
<b>Administration Recommendation</b>	<p><b>Supported.</b></p> <p>The assessment by Administration identified that the Rotary Club of North Perth has the capacity to deliver this event and the event demonstrates ongoing community support. The Rotary Club of North Perth has requested \$40,000 sponsorship which is a significant increase from the \$15,000 provided in 2021. It is not recommended sponsorship be increased as an established event is advised additional sponsorship is sourced, and the City provides a wide range of in-kind support for to the Fair.</p> <p>In conditions of sponsorship, the City will request the event holder to minimise single-use plastics, minimise generator noise (impact on residents) and to better engage local businesses and artisans as stall holders.</p>				
Sponsorship Request	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$185,000	\$40,000	\$15,000	Yes	Waste Rangers Parks Hire Marketing
Confidential Attachment #14					

14. St Patricks Day Festival	
<b>Event Date:</b>	19 March 2022
<b>Event Location:</b>	Leederville Town Centre, and Leederville Oval
<b>Event Organiser:</b>	St Patricks Day WA Inc.

<b>Event Description:</b>	The St Patrick's Day Parade and Family Fun Day is a popular cultural celebration amongst the Irish community and attracts attendees from the wider community through collaboration with local schools, community groups, sporting clubs and Leederville Connect. The event activates Leederville Town Centre with the parade featuring over 45 floats, followed by the Family Fun Day at Leederville Oval with food stalls, a bar, entertainment and children's activities.				
<b>Event is Free</b>	Yes				
<b>Compliant EOI</b>	Yes				
<b>Sponsorship History</b>	2019/2020 - \$20,000				
<b>Administration Recommendation</b>	<b>Supported.</b>  It was identified the 2022 St Patrick's Day Festival would provide a range of economic benefits to Leederville with increased trade and broad media exposure due to the event being cancelled two years in a row and the lack of ability for the Irish people to travel home, this would drive a significant increase in attendees and community involvement in the Festival.				
<b>Sponsorship Request</b>	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$180,000	\$30,000	\$20,000	Yes	Waste Rangers Parks Hire Marketing
Confidential Attachment #15					

15. First Nations Welcome all Nations					
<b>Event Date:</b>	27 March 2022				
<b>Event Location:</b>	Hyde Park				
<b>Event Organiser:</b>	Noongar Radio				
<b>Event Description:</b>	First Nations Welcome all Nations event will align with Harmony Day in 2022, starting with a smoking ceremony and Welcome to Country, the event will feature Indigenous dance performances, different multicultural groups, sharing of cuisine from different parts of the world and activities for all to take part in. Noongar Radio will conduct a live outside broadcast and film the event to be developed and shared.				
<b>Event is Free</b>	Yes				
<b>Compliant EOI</b>	Yes – note the application proposed Russell Square location, and this has been rectified and is proposed to be held in Hyde Park.				
<b>Sponsorship History</b>	N/A				
<b>Administration Recommendation</b>	<b>Supported.</b>  The assessment by Administration noted this event directly aligns with the City's Reconciliation Action Plan; <i>Noongar Radio are a vibrant organisation within our City and we acknowledge the important role the station plays in bringing Aboriginal and non-Aboriginal people together at events, activities and through the air waves.</i>				
<b>Sponsorship Request</b>	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$25,000	\$20,000	\$15,000	Yes	Waste

					Rangers Parks Hire Marketing
Confidential Attachment #16					

16. Beaufort Street Festival Events					
<b>Event Date:</b>	1 July 2021 – 1 July 2022				
<b>Event Location:</b>	Mount Lawley and Highgate				
<b>Event Organiser:</b>	Beaufort Street Network				
<b>Event Description:</b>	<p>The Beaufort Street Network is proposing a series of events to encourage activation in and around Beaufort Street. The series include:</p> <ul style="list-style-type: none"> <li>• BSN Quiz Night – run quarterly within local venues</li> <li>• Sundowners for Local Businesses each month</li> <li>• Beaufort Street Christmas Festival – a week long festival of events culminating with the Christmas Parade and market at St Albans Lane</li> <li>• Dogtober – the popular annual dog show and market at Mary Street Piazza</li> </ul>				
<b>Event is Free</b>	Yes				
<b>Compliant EOI</b>	Yes				
<b>Sponsorship History</b>	2019/2020 - \$30,000				
<b>Administration Recommendation</b>	<p><b>Supported.</b></p> <p>The assessment by Administration identified that the Beaufort Street Network are proposing a manageable number of events that focus on place activation, economic development and community engagement. It is recommended the City do not support the Sundowners for Local Businesses as may be funded through the Town Team Grant.</p>				
<b>Sponsorship Request</b>	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
	\$71,250	\$35,620	\$15,000	No	Waste Rangers Park Hire Marketing
Confidential Attachment #17					

17. Town Team Events					
<b>Event Date:</b>	2021/2020 Financial Year				
<b>Event Location:</b>	Vincent Town Centres				
<b>Event Organiser:</b>	Town Teams				
<b>Event Description:</b>	City support for events in town centres, hosted by Town Teams				
<b>Event is Free</b>	Yes				
<b>Administration Recommendation</b>	<p><b>Town Team Event Provision</b></p> <p>Applications for funding must be received prior to distributing funds with the approval of the Executive Director Community and Business Services.</p>				
<b>Sponsorship Request</b>	Event Budget	Funding Request	Funding Recommended	Seeking other sponsors?	In-kind Support requested
		\$0	\$30,000		