

**EVENTS FUNDING - NEON PICNIC 2021, HYDE PARK FAIR AND ST PATRICK'S DAY PARADE AND FAMILY FUN DAY**

**TRIM Ref:** D21/4240  
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**Attachments:** 1. Events Sponsorship - Neon Picnic 2021  
2. Events Sponsorship - Hyde Park Fair  
3. Events Sponsorship - St Patrick's Day Parade and Family Fun Day

**RECOMMENDATION**

**That Council:**

1. **APPROVES Festival and Event Sponsorship totalling \$35,000, as follows:**
  - 1.1 Neon Picnic 2021 to receive \$5000 in sponsorship plus in-kind support;
  - 1.2 Hyde Park Fair to receive \$15,000 in sponsorship plus in-kind support; and
  - 1.3 St Patrick's Day Parade and Family Fun Day to receive \$15,000 in sponsorship plus in-kind support; and
2. **NOTES Arts Advisory Group recommends approval of sponsorship for the 3 events detailed in this report.**

**PURPOSE OF REPORT:**

Seek approval for three community events in accordance with *Council Policy – Community Funding*.

**BACKGROUND:**

The City of Vincent recognises that community funding provides a significant opportunity to work collaboratively with the local groups, organisations and individuals to deliver activities which increase social participation, promote social inclusion and strengthen connections within our community.

Once approved by Council and formalised in a Sponsorship Agreement, the event organiser is required to acknowledge support from the City of Vincent.

**DETAILS:****Festival and Event Sponsorship – Expression of Interest Process**

On 11 December 2020 Vincent opened a special round of festival and event funding to encourage community connection, boost the local economy and support the performing arts. The special round of funding was required as the City's usual annual expression of interest process was delayed due to COVID-19 health restrictions.

Event organisers were invited to apply for up to \$15,000 to hold free events in Vincent before July 2021. They were advised that the funding round was fluid and applications would be received through to 30 April 2021, or when event funds were exhausted. Criteria for assessment and eligibility were published on the City's website, here: <https://www.vincent.wa.gov.au/community/arts-culture/events-festivals/eventfunding.aspx>

Event applications for next financial year 2021-2022 will be opening in January 2021.

### Event Sponsorship Applications

The City has received the following three applications:

1. **Neon Picnic 2021 (Attachment 1)** – This is an annual, family-friendly picnic hosted by RTRFM. Event organisers seek \$5000 in sponsorship, plus in-kind support relating to Waste Services and Park Hire.
2. **Hyde Park Fair (Attachment 2)** – Hyde Park Fair is an annual, family-friendly community event with 100's of market stalls, food trucks, demonstrations and classes, entertainment and amusement rides. Event organisers seek \$15,000 in sponsorship, plus in-kind support relating to Waste Services, Park Hire, Ranger Services and Marketing Promotions.
3. **St Patrick's Day Parade and Family Fun Day (Attachment 3)** – Held at Leederville Oval, this annual celebration of the heritage and Irish/Australian culture. Event organisers seek \$15,000 in sponsorship, plus in-kind support relating to Waste Services, Park Hire, Ranger Services and Marketing Promotions.

All three applications are compliant with the City of Vincent's Expression of Interest and funding levels are consistent with similar requests to the City in previous years. A more detailed summary of each application is provided in the attachments.

### COVID-19 Event Management

Event organisers are required to submit a COVID-19 Event Plan (more than 500 people) or COVID-19 Safety Plan (less than 500 people) for consideration and approval.

Approval of a Sponsorship Agreement does not constitute COVID-19 compliance or approval, which is a separate process.

### Arts Advisory Group Feedback

The Policy requires that the Arts Advisory Group (AAG) is consulted upon receipt of applications for event sponsorship.

The AAG met on 13 January 2021 and these applications were discussed.

The AAG recommends approval of sponsorship for the 3 events detailed in this report.

### CONSULTATION/ADVERTISING:

1. **Advertising:** The Festival and Event Sponsorship EOI was advertised on 11 December 2020.
2. **Consultation:** Regular event organisers have been contacted and advised of the EOI process.
3. **Consultation:** The Arts Advisory Group were consulted on 13 January 2021.

### LEGAL/POLICY:

The Community Funding Policy requires Festival and Event Sponsorship applications to be "assessed annually by Council's Arts Advisory Group who provide a recommendation to Council for formal consideration".

The AAG considered these applications on 13 January 2021 and has recommended that Council approve sponsorship for these events.

**RISK MANAGEMENT IMPLICATIONS:**

Low: It is low risk for Council to approve these Sponsorship requests.

**STRATEGIC IMPLICATIONS:**

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

Enhanced Environment

*We have minimised our impact on the environment.*

Connected Community

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

Thriving Places

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

Innovative and Accountable

*Our resources and assets are planned and managed in an efficient and sustainable manner.*

**SUSTAINABILITY IMPLICATIONS:**

This is in keeping with the following key sustainability outcomes of the *City's Sustainable Environment Strategy 2019-2024*.

Sustainable Transport

All events encourage sustainable outcomes, reflecting reducing the environmental impact, use of public transport and access for persons with disability.

**PUBLIC HEALTH PLAN IMPLICATIONS:**

This is in keeping with the City's *Public Health Plan 2020-2025*:

Community Activities and Programs

*Deliver and promote activities and programs that contribute to increased physical activity and mental health and wellbeing; including local sports, fitness, community groups and cultural activities.*

**FINANCIAL/BUDGET IMPLICATIONS:**

The City has made a provision of \$50,000 for special purpose event funding. Sponsorship requests within this report total \$35,000 and are within budget.

**COMMENTS:**

This round of sponsorship supports the achievement of the *Vincent Rebound Plan*. It is focused on creating vibrant places that support social interaction, enabling business to thrive, supporting our community and ensuring the City remains agile and accountable.



## Event Sponsorship

<b>Event Name</b>	<b>Neon Picnic 2021</b>			
Event Date	6 March 2021			
Event Location	Hyde Park			
Event Organiser	RTRFM			
Event Description	<p>Neon Picnic is RTRFM's annual family friendly picnic held in Hyde Park. It is a chance for the RTRFM community to come together to enjoy the best park in the city while listening to some of the best in local music and DJs. The event from 11am - 5pm is broadcast live on RTRFM 92.1 and will feature performances from 5 local bands.</p> <p>There will also be kids activities, food trucks and a small licensed bar for residents from the City of Vincent and beyond to attend, free of charge and enjoy the community.</p>			
Event is free	Yes			
Sponsorship Request	Event Budget	Sponsorship Request	Seeking Other Sponsors?	Inkind Support Requested?
	\$7,000	\$5,000	Yes	Waste Services Park Hire \$2,000 max
Sponsorship History	2019-2020	\$5,000		\$2,000 max
Compliant EOI?	Yes			
Administration Recommendation	Approval			



## Event Sponsorship

<b>Event Name</b>	<b>Hyde Park Fair</b>			
Event Date	28 February 2021			
Event Location	Hyde Park			
Event Organiser	Rotary of North Perth			
Event Description	Hyde Park Fair is a family-friendly community event with 100's of market stalls, food trucks, demonstrations and classes, entertainment and amusement rides			
Event is free	Yes			
Sponsorship Request	Event Budget	Sponsorship Request	Seeking Other Sponsors?	Inkind Support Requested?
	\$128,000	\$15,000	Yes	Waste Park Hire Rangers Marketing  \$11,850
Sponsorship History	2019-2020	\$15,000		\$11,850
	2020-2021	\$20,000		\$11,850
Compliant EOI?	Yes			
Administration Recommendation	Approval			



CITY OF VINCENT

## Event Sponsorship

<b>Event Name</b>	<b>St Patrick's Day Parade and Family Fun Day</b>			
Event Date	13 March 2021			
Event Location	Leederville Oval			
Event Organiser	St Patrick's Day Inc WA			
Event Description	<p>We hope to host our annual St Patrick's Festival, Family Fun day, on the Leederville oval. Here people from all over WA come along to celebrate their sense of heritage and culture. The Australian/ Irish community connection has been strong for years and this event allows us to celebrate a sense of home in Oz at a time when the Irish community in Western Australia are unable to visit home. Free family fun day with food, entertainment, activities etc on the day for families to enjoy. This year, due to COVID-19, and our event being cancelled last year, it is more important than ever to celebrate the Irish/ Australian culture and community togetherness. This will be Irish people in Australia's only sense of home this year.</p>			
Event is free	No - \$10 per head (TBC)			
Sponsorship Request	Event Budget	Sponsorship Request	Seeking Other Sponsors?	Inkind Support Requested?
	\$160,000	\$15,000	Yes	Waste Parks Rangers Marketing \$11,850
Sponsorship History	2019-2020	\$20,000		\$11,850
	2018-2019	\$20,000		\$11,850
Compliant EOI?	Yes			
Administration Recommendation	Approval			