

Objective

The City of Mandurah (the 'City') aims to:

- 1) support the planning, development and delivery of events throughout the City;
- 2) Acknowledge the significant social, economic and community capacity building benefits of events;

Provide a decision making framework that delivers an equitable and transparent process in which to assess and provide support to internal and external events.

Statement

Definitions:

Event

An occurrence proposed to be held within the City on private or public land, either indoor or outdoor by a person(s)/incorporated group/organization/business, or by the City, where people assemble at a given time and place for entertainment, recreation or community purposes and shall include but is not limited to:

- Music and Entertainment
- Arts and Culture
- Sport and Recreation
- Food and Wine
- Festivals
- Community Events
- Civic Events
- Business Events and Conferences
- Environmental

Major Event

Any single, one-off event, either indoor or outdoor, fitting one or more of the following:

- Audience and/or participation of more than 5,000 people;
- Includes significant social or community issues which require consideration (e.g. noise, road closures, safety impacts).

Large Event

Any single, one-off event, either indoor or outdoor, fitting one or more of the following:

- Audience and/or participation of less than 5,000 and more than 1,000 people;
- Brings significant economic and social benefits to the Mandurah Region;
- Has significant temporary infrastructure installed (ie stage, large marquee etc)

Medium Event

Any single, one-off event, either indoor or outdoor, fitting one or more of the following:

- Audience and/or participation of less than 1,000 and more than 100 people;
- does not involve loud noise impacts or significant road closures;
- has community benefit and may have some tourism and/or economic benefit;
- possible commercial elements to the activity but must be incidental to the event;

Events within the City of Mandurah Policy

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- primarily for community and/or recreational benefit and is consistent with the accepted use of the reserve or facility.

Small Event

Any single, one-off event, either indoor or outdoor, fitting one or more of the following:

- Audience and/or participation of less than 100 people;
- community run event;
- provides for social and cultural wellbeing of the community;
- primarily for community benefit and is consistent with the accepted use of the reserve or facility.

Policy:

The City is committed to encouraging and supporting events within Mandurah and recognises that events provide a range of benefits to the local community and its visitors.

Events in the region generally contribute to a strong sense of community, cultural identity and pride. As well as those organised by the City, many festivals are run by dedicated volunteer committee members who work to provide the Mandurah community with a range of creative and unique experiences. Events contribute significantly to areas of community building, lifestyle and leisure enhancement, artistic and cultural development, increased tourism promotions and visitation, volunteer participation, fundraising, infrastructure and economic development.

The City supports a number of sporting events and aims to promote Mandurah as a destination known for its water based and other sporting events.

The City has a role as a supporter, partner, assister, funder provider and/or promoter of community celebrations that promote the natural assets of Mandjar Bay, Peel Inlet, local beaches, the close proximity and accessibility to Perth and recognises the regional identity.

Principles:

What the City will do:

The City will support and encourage events that:

1. Provide for the wider community, including tourism events benefitting the wider community;
 2. Develop and maintain public spaces that enable the community to come together and celebrate diversity;
 3. Are of local, regional, state and/or national/international significance, contributing to the local economic development of Mandurah and that promote Mandurah as a leading events destination;
 4. Encourage all abilities participation by residents, groups and visitors;
 5. Make use of Mandurah's natural assets while respecting them;
 6. Are complementary to the annual events calendar and do not adversely conflict with other events;
 7. Are complementary to the goals and objectives of the Local Tourism Office;
- Are supported, where possible, by partner funding through sponsorship, grants, participant fees or significant in-kind contributions;
9. For major sporting events, is aligned to an accredited peak body and has their approval.

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What the City will not do:

1. Coordinate or support events that are proposed by unincorporated groups or individuals without the auspices of an incorporated group or organisation; or commercial operations that do not have appropriate experience and insurance for event management.
2. Coordinate or support major events that the City does not have the capacity to adequately deliver from either a financial, resource, insufficient timing or human resource basis.
3. Coordinate or support major events that have not been presented for consideration in writing and have not been appropriately assessed by officers for consideration of approval.
4. Coordinate or support events that do not comply with relevant legislations and policies; or pose an unmitigated risk to the safety of the Community.

Review

At a minimum this Council Policy will be reviewed every two years.

Related Documents

N/A

Responsible Directorate:	Strategy and Economic Development
Responsible Department:	Events
Reviewer:	Executive Manager Strategy
Creation date and reference:	23 July 2013, G.22/7/2013
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Amendments			
Version #	Council Approval Date, Reference	Date Document In force	Date Document Ceased
2	Minute G.35/2/15	25/02/2015	23/07/2019
3	Policy Manual Review, Minute G.12/7/19	24/07/2019	-