

Event Classification Policy



Town of Cottesloe

Council Policy: POL/114	Event Classification		
Reference	<i>Strategic Community Plan 2013- 2023</i> Priority Area: 1 Major Strategy: 1.3	<i>Corporate Business Plan 2020 - 2024</i> Priority Area: 1 Major Strategy: 1.4	
Responsible Officer	Executive Manager Corporate Services and Governance		
Policy Area	Corporate Services – Community		
Council Adoption Date	15 December 2020	Version Number	V1
Amendment Dates		Next Review Date	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.

• Cottesloe Surf Life Saving	• North Cottesloe Surf Life Saving
• Cottesloe Rugby Club	• Cottesloe Australian Football League Club/s
• Cottesloe Longboard Club	• Cottesloe Tennis Club
• Cottesloe Parkrun	• Department of Education – Swimming Programs

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