

## TOWN OF COTTESLOE POLICY

### EVENT 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 organizers 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 promotional events to birthday parties. Event organizers typically seek ways to minimize their costs – including seeking discounts for venue hire. Due to the number of requests for fee waivers, a strong policy is needed that will allow events to be classified more efficiently and consistently.

#### (4) POLICY

All events held at venues controlled by the Town of Cottesloe will be classified as one of the following:

1. Charitable
2. Community
3. Standard/Private Events
3. Commercial events

The classification of the event will affect the fees charged for the hire of the facilities.

#### (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 charitable purpose(s); or
2. The event is being organized by a not for profit organization to raise funds for the organization or other not for profit organisations; or
3. The primary aim of the event is to promote awareness of a significant community or health issue.

Events that have a health promotion sponsor or seek to raise the profile of a political issue, but do not otherwise fit the above criteria, are not considered charitable events.

## **5.2. Community Events**

For events to be classed in this category they must satisfy at least two of the following:

1. The primary purpose of the event is to provide an opportunity for local community members to participate in the event;
2. The event does not seek to promote a product, service or company (sponsorship excepted);
3. The cost of participating in the event covers the cost of organizing the event – that is the event organizers are not seeking to make a profit;
4. Spectating at the event is free; and / or
5. The event is supported or organized by a local community group.

## **5.3. Standard / Private Events**

*Standard events* are specifically covered in the fees and charges that are set each year by Council when the budget is adopted. Any event defined in the fees and charges are not able to be considered as charitable or community events under this policy.

*Private events* are those not open to the general public and are only allowed in certain areas (as defined in the fees and charges schedule). Private events are not able to be further considered under this policy.

## **5.4. Commercial Events**

These events are events that are not able to be categorized 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; and / or
3. The organizers of the event are retaining the profits for personal or corporate gain.

**ADOPTION:**

**REVIEW:**