

2023/24 Major Event Grant Scheme – Round 2 Summary

Assessment Comments - Application 1

Lion's Club of Serpentine Jarrahdale - Jarrahdale Log Chop & Lion's Country Fair

Date: 29 September 2024

Location: Jarrahdale Oval

Assessment Criteria	Application Detail	Officer Comments
Eligibility	Yes	<p>Application eligible per below Policy extracts:</p> <ul style="list-style-type: none"> Registered not-for-profit organisation, incorporated local community group. Operating as a local community group, with their primary place of residence within the Shire of Serpentine Jarrahdale Local Government Area (LGA). Applicants who have an outstanding funding acquittal due are not eligible to apply for funding [2023 event acquittal included as CONFIDENTIAL - attachment 7]. Funding is requested to hold a <u>community, sporting or cultural</u> event in the Shire, where the event is of significance to the Shire of Serpentine Jarrahdale community and/or draws both residents from the Shire, the Peel Region and surrounds.
Funding Criteria		
Alignment with Council Plan	3 / 4	Good alignment to Council Plan (between 4 and 5 priority areas)
Community Benefit and Support	4 / 4	Strong evidence of clear community support and benefit to the community.
Applicant Need and Benefit	3 / 4	<p>Demonstrated historical ability to deliver event, application reasonably demonstrates adequate resources and planning.</p> <p><i>The level of planning and risk management requirements for this event has increased in recent years, consistent with updates to the Public Health guidelines and number of attendees. Whilst the Committee consistently deliver a great event that is well attended and supported by the local community - as well as broader Perth/Peel regions - this ability to deliver without simultaneously increasing budget and staff/volunteer resources in future years is likely to be compromised. Shire investment into the venue and surrounding areas is likely to be required.</i></p>
Financial (Value for Money)	2 / 4	<p>Moderate evidence of appropriate budgeting and value for money for the scope and scale of event proposed.</p> <p><i>Officers note that additional investment into certain elements of the event is likely to be required in future years, such as promotional activities. Based on information</i></p>



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		<i>within 2023 acquittal, this should be able to be accommodated with the value requested.</i>
Total Score	12 / 16	
<i>Priority</i>	Yes	The event application demonstrated strong support and community interest, for a long standing community event consistently delivered by experienced volunteers. The panel agreed that funding should be awarded to this unique event, with no other similar/like activities delivered within the Shire, however also agreed that additional work and consideration to the requirements for the event moving forward (including investment into the venue) needs to be considered as early as possible, being reliant on timely submission of information by the event organisers.

3-year funding request:

The Business Case submitted (required to enable a 3-year funding request to be eligible) was received late and although ultimately demonstrated the required level of detail, concerns remain on ability to deliver the scope and scale of the event over the life of the agreement without improvements to the pre planning and post event reporting processes.

Officers recommend that specific detail be included in the funding Agreement with the Lion's Club of Serpentine Jarrahdale, that promote improvements to these processes and ensuring ongoing necessities for the event are met in a timely and efficient manner. These conditions are suggested to be mandatory in order to release funding for subsequent years:

- Information for the Public Event approval must be provided 8 weeks prior to the event.
- Post event surveying is required for attendees and stallholders and responses must be included in the acquittal.
- Further investment into the promotions of this event is to be demonstrated. This process can be assisted by Shire Officers.



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Assessment Comments - Application 2

Byford Carols Inc – 2024 Byford Carols

Date: 7 December 2024

Location: Briggs Upper Oval

Assessment Criteria	Application Detail	Officer Comments
<i>Eligibility</i>	Yes	<p>Application eligible per below Policy extracts:</p> <ul style="list-style-type: none"> Registered not-for-profit organisation, incorporated local community group. Operating as a local community group, with their primary place of residence within the Shire of Serpentine Jarrahdale Local Government Area (LGA). Applicants who have an outstanding funding acquittal due are not eligible to apply for funding <i>[no outstanding acquittals]</i>. Funding is requested to hold a <u>community, sporting or cultural</u> event in the Shire, where the event is of significance to the Shire of Serpentine Jarrahdale community and/or draws both residents from the Shire, the Peel Region and surrounds.
<i>Funding Criteria</i>		
Alignment with Council Plan	3 / 4	Good alignment to Council Plan (between 4 and 5 priority areas)
Community Benefit and Support	4 / 4	Strong evidence of clear community support and benefit to the community. <i>Committee representatives consist of 6 different local organisations, with Heritage FM, local schools and volunteer bush fire brigades also listed to be involved.</i>
Applicant Need and Benefit	3 / 4	Demonstrated historical ability to deliver event, application reasonably demonstrates adequate resources and planning. <i>The application well outlines the level of planning already underway for the event and other sponsorship/funding values already committed by local businesses.</i>
Financial (Value for Money)	3 / 4	Sufficient evidence of value for money and a well set out budget. All quotes provided justify value of funding amount requested and co-contributions being sourced to deliver the total event.
Total Score	13 / 16	



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<p><i>Priority</i></p>	<p>Yes</p>	<p>The event application demonstrated strong support and community interest, for a community event that is well supported by local industry, schools and residents. The value requested and quotes provided demonstrate a realistic level of investment for the scope and scale of event proposed. The panel agreed this was a valuable event to support.</p>
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3-year funding request:

Not applicable – not requested.



2023/24 Major Event Grant Scheme – Round 2 Summary

Assessment Comments - Application 3

Centrepont Church - 2024 Celebration of Christmas

Date: 13 December 2024

Location: Kalimna Oval

Assessment Criteria	Application Detail	Officer Comments
Eligibility	Yes	<p>Application eligible per below Policy extracts:</p> <ul style="list-style-type: none"> Registered not-for-profit organisation. Operating as a local community group, with their primary place of residence within the Shire of Serpentine Jarrahdale Local Government Area (LGA) or be able to demonstrate that the project will benefit residents of the Serpentine Jarrahdale LGA. Applicants who have an outstanding funding acquittal due are not eligible to apply for funding <i>[no outstanding acquittals]</i>. Religious groups / organisations may be funded for community based activities / programs only. Funding towards religious specific activities will not be considered <i>[application indicates event open to all public and not just members of the congregation for religious purposes]</i> Funding is requested to hold a <u>community, sporting or cultural</u> event in the Shire, where the event is of significance to the Shire of Serpentine Jarrahdale community and/or draws both residents from the Shire, the Peel Region and surrounds.
Funding Criteria		
Alignment with Council Plan	2 / 4	Some alignment to Council Plan (between 3 and 4 priority areas)
Community Benefit and Support	2 / 4	<p>Minimal evidence of community support and benefit to the community. <i>One letter of support provided, with minimal evidence of involvement from other local organisations. The panel also scored this application lower for community benefit, as the festival format is similar to other Christmas events held locally around the same time of year.</i></p> <p><i>It was also noted that this event is part of a series delivered by the organisation across many LG areas, with no funding contributions requested/provided from other sources.</i></p>



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Applicant Need and Benefit	3 / 4	Demonstrated historical ability to deliver event, application reasonably demonstrates adequate resources and planning. <i>Application well outlined intent for funding requested and value of event delivery costs overall.</i>
Financial (Value for Money)	2 / 4	Moderate evidence of appropriate budgeting and value for money for the scope and scale of event proposed. Overall, the value of the event for the number of proposed participants (approx. 800) not deemed to provide best value for money for the scale.
Total Score	9 / 16	
Priority	Moderate	<i>Policy extract: Grant applications are subject to a competitive process and the availability of budget allocations.</i> The panel determined that the score allowed for consideration of funding, but not to the value requested given the competitive round and availability of funds. Given the event proposed to deliver a Christmas Carols component within similar dates as Byford Carols, the panel determined to support items requested excluding the AV/stage equipment. As such, the value of funding proposed for this event includes the entertainment and food components only - being the event elements dissimilar to other events in the same time period.

3-year funding request:

Officers do not recommend proceeding with a 3-year funding agreement, prior to the delivery of the 2024 event. The format of this event has changed in recent years and the level of investment requested from Council to the event has increased. An opportunity to consider the value and benefit of this increased investment via the 2024 event acquittal process is recommended, prior to further consideration to a 3-year agreement.



2023/24 Major Event Grant Scheme – Round 2 Summary

Assessment Comments - Application 4

Perth Trail Series – 3 x Events: Truth or Consequences; Sly Fox; Snakes and Ladders

Dates: 4 September 2024; 19 January 2025; 26 May 2025

Location: Jarrahdale Primary; Langford Park; Serpentine National Park.

Assessment Criteria	Application Detail	Officer Comments
Eligibility	<p>Auspice by Jarrahdale Community Collective – Eligible</p> <p>Perth Trail Series – Ineligible</p>	<p>Application was deemed eligible per below Policy extracts:</p> <ul style="list-style-type: none"> Registered not-for-profit organisation, incorporated local community group. Operating as a local community group, with their primary place of residence within the Shire of Serpentine Jarrahdale Local Government Area (LGA) or be able to demonstrate that the project will benefit residents of the Serpentine Jarrahdale LGA. If a local community group is not incorporated, the organisation can apply for a grant provided that the application is <u>auspiced</u> and <u>administered</u> by an incorporated local community group. Corporate and commercial entities, political parties or groups, State and Federal Government organisations and schools are ineligible to apply. Applicants who have an outstanding funding acquittal due are not eligible to apply for funding [no outstanding acquittals]. Funding is requested to hold a <u>community, sporting or cultural</u> event in the Shire, where the event is of significance to the Shire of Serpentine Jarrahdale community and/or draws both residents from the Shire, the Peel Region and surrounds.
Funding Criteria		
Alignment with Council Plan	2 / 4	Some alignment to Council Plan (between 3 and 4 priority areas)
Community Benefit and Support	1 / 4	Minimal evidence of community support and benefit to the community. Application was lacking detail on connection with local industry, residents, and community groups. Whilst auspiced by Jarrahdale Community Collective, the application focused more broadly on the appeal to the whole of Perth area than Shire specifically.



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Applicant Need and Benefit	3 / 4	Demonstrated historical ability to deliver event, application reasonably demonstrates adequate resources and planning.
Financial (Value for Money)	1 / 4	Below average evidence of appropriate budgeting and value for money for the scope and scale of event proposed. There were no quotes provided for the value requested despite multiple requests to the applicant. On this basis, the panel agreed that a fair comparison against other budgets and event applications received could not be provided.
Total Score	7 / 16	
<i>Priority</i>	No	<i>Policy extract: Grant applications are subject to a competitive process and the availability of budget allocations.</i> Whilst the Perth Trail Series was seen as a worthy event to be involved with, the panel did not consider this application to truly fit the intent and objectives of the community Major Event Funding Scheme – being more commercial in nature and an opportunity to align with a well known event brand as opposed to supporting local community groups to deliver events for the local community.

3-year funding request:

The Major Event Grant Application requires a Business Case to be submitted in order for a 3-year funding request to be eligible. The applicant submitted a Strategic Marketing Plan only, not a 3-year business plan. The application therefore lacks the detail required to support the 3 -year funding request.

The panel indicated that if Council were to financially support the event, that consideration to the outcomes of this funding should be undertaken prior to a 3 year funding agreement being endorsed.

Note:

Given the auspice applicant was the Jarrahdale Community Collective, however the receiving entity is Perth Trail Series as a Private Organisation, the Panel discussed whether this was a fair and equitable means of allocating community grant funding. It was recommended that the application be considered as a Sponsorship (per Council Policy 5.1.14 – Community Contributions) which would allow for the contribution to go directly to Perth Trail Series.

The assessment under this Policy is outlined below.

Perth Trail Series (3 x Events) - Truth or Consequences; Sly Fox; Snakes and Ladders Sponsorship Overview and Assessment

Council Policy 5.1.14 – Community Contributions	
<p>There are 4 categories of Community Contributions outlined under Policy 5.1.14 – Community Contributions, being:</p> <ul style="list-style-type: none"> • In-Kind • Donations • Sponsorships • Fee Waivers and Reductions <p>When considering the 3 x Perth Trail Series events, an outgoing sponsorship is recommended to be considered by Council, consistent with provisions within the Policy. These considerations are summarized below:</p>	
Comment - Event/Proposal	Relevant Policy Extracts (Summary only - see full Policy for comprehensive detail)
<p>There are no eligibility conditions within the Policy that would preclude consideration to the Perth Trail Series events for outgoing sponsorship. Information for the event has been received in excess of the 10 days specified and Perth Trail Series are a Private Company (commercial entity).</p>	<p><i>Identified on Page 1 – 2 of Policy 5.1.14</i></p> <p><i>The Shire may wish to undertake sponsorship of an event or activity that is organised or managed by an external organisation. The organisation/activity/event may be not-for-profit or commercial in nature.</i></p>
<p>As a well established, known series of Trail Running events in the WA region, the benefits and outcomes across multiple target areas of the Policy can be achieved:</p> <ul style="list-style-type: none"> • Sport and Recreation • Economic Development • Health and Wellbeing 	<p>A sponsorship is a commercial arrangement in which a sponsor provides a financial contribution or in kind support to an activity in return for certain specified benefits.</p> <p><i>Community Contributions aim to provide assistance to [...] deliver measurable benefits and outcomes in one or more of the following target areas:</i></p> <ul style="list-style-type: none"> • <i>Community Development</i> • <i>Sport and Recreation</i>

Perth Trail Series (3 x Events) - Truth or Consequences; Sly Fox; Snakes and Ladders

Sponsorship Overview and Assessment

	<ul style="list-style-type: none"> • <i>Economic Development</i> • <i>Environment and Heritage</i> • <i>Culture and the Arts</i> • <i>Education and Leadership</i> • <i>Health and Wellbeing</i> • <i>Community Safety and Resilience</i>
<p>There is no specified value within the Policy for event sponsorship, only thresholds for the approval of funds.</p> <p>As such the amount requested from Perth Trail Series in their Major Event application of \$20,000 could be eligible and awarded, subject to the availability of funds.</p> <p>There are gaps in the application information that would help demonstrate value-for-money principles to investment into the series. Specifically, the provision of quotes to justify the values requested and detail pertaining to the reach of Shire branding.</p> <p>Overall, the requested amount of \$20,000 for 3 events is not considered to be unreasonable and the number of attendees proposed to attend (2,400 total across all 3 events) represents a valuable event to be part of. However, this would represent a total contribution in excess of previous sponsorships awarded by Council with detail lacking in their application to support this</p>	<p><i>All contributions articulated within this Policy are subject to the availability of funds.</i></p>

Perth Trail Series (3 x Events) - Truth or Consequences; Sly Fox; Snakes and Ladders Sponsorship Overview and Assessment

<p>request. It should be noted that Officers have attempted to gain this information on multiple occasions, however the applicant has not supplied these.</p> <p>Officers recommend sponsoring the value of 1 event (\$6,700 ex GST), with the outcomes of this sponsorship being evaluated before additional contributions or multi-year funding is considered.</p>	
<p>The Perth Trail Series Events are open for general public attendance, with participants required to pay a registration fee.</p> <p>Sponsorships allow for a contribution from the Shire in return for positive promotion of the Shire brand, allowing the Shire to connect with traditional and non-traditional audiences, promote key messages, programs and activities of the Shire, provide immediate and/or sustained community benefit in accordance with Council's overall mission and desired outcomes as well as connection with a reputable recipient to enhance Council's image and reputation.</p> <p>The Perth Trail Series is an established, well known Trail Running series hosted within WA, having associations with other partners such as the Kings Park Botanic Gardens and Parks Authority and the Bibbulmun Foundation.</p>	<p><i>A sponsorship is a commercial arrangement in which a sponsor provides a financial contribution or in kind support to an activity in return for certain specified benefits.</i></p> <p><i>Sponsorship does not include:</i></p> <ul style="list-style-type: none"> • <i>Selling advertising space.</i> • <i>Consultancies.</i> • <i>Grants, including funding agreements and community grants.</i> • <i>Gifts, donations, bequests or endowments.</i> <p><i>The Shire may wish to undertake sponsorship of an event or activity that is organised or managed by an external organisation. The organisation/activity/event may be not-for-profit or commercial in nature. The Shire may undertake a sponsorship of such an event if it has an expectation that it will receive agreed benefits that may include, though not limited to:</i></p> <ul style="list-style-type: none"> • <i>Appropriate branding and profile raising opportunities;</i>

Perth Trail Series (3 x Events) - Truth or Consequences; Sly Fox; Snakes and Ladders Sponsorship Overview and Assessment

As far as Officers are aware, no other Local Government Authority sponsors their events, despite these being hosted in a variety of locations. It was confirmed by the applicant that the Shire branding is only intended to be used for the 3 x events hosted within the Shire.

Officers recommend sponsoring 1 Perth Trail Series Event, working to establish a partnership approach with the event organisers and measuring outcomes of the contribution.

- *Ability to leverage support through community attendance or staging of display/complementary event where appropriate;*
- *Ability to reach traditional and non-traditional audiences; and*
- *Is seen to be supporting a worthwhile cause or activity within the community*

Demonstrated benefits to the Shire in return for sponsorship are to include one or more of the following:

- *Opportunities to promote key messages, programs and activities of the Shire.*
- *Development or enhancement of key stakeholder relationships.*
- *Provision of immediate and/or sustained community benefit in accordance with Council's overall mission and desired outcomes.*
- *Connection with a reputable recipient could enhance Council's image and reputation.*
- *Facilitate community, cultural and economic development.*

Value of Sponsorship Recommended: \$6,700 ex GST