



# City of Rockingham

## ADDENDUM AGENDA

### Ordinary Meeting of Council

To be held on Tuesday 26 November 2024 at 6:00pm  
City of Rockingham Council Chamber

**Note: This meeting will be subject to Council's Recording and Streaming Meeting's policy**



## Corporate and Community Development Committee

Mr Michael Holland, Director Community Development has declared an impartiality interest in Item CD-037/24 Catalpa Festival 2025 – Request for Iconic Event Sponsorship (refer to Item 9 for specific details).

### Community Development Economic Development and Tourism



<b>Report number / title:</b>	<b>CD-037/24</b> <b>Catalpa Festival 2025 – Request for Iconic Event Sponsorship</b>
File number:	ECD/65
Proponent/s:	Partnerships with Purpose WA Inc.
Author:	Ms Melissa James, Manager Economic Development and Tourism
Other Contributor/s:	Ms Tamsin Furr, Senior Tourism Development Officer
Date of Committee meeting:	19 November 2024
Previously before Council:	18 October 2022 (CD-030/22), 28 November 2023 (CD-026/23)
Disclosure of Interest:	Mr Michael Holland, Director Community Development declared an Impartiality Interest in Item CD-037/24 Catalpa Festival 2025 – Request for Iconic Event Sponsorship, as detailed in Regulation 22 of the <i>Local Government (Model Code of Conduct) Regulations 2021</i> , as his mother is on the Catalpa Organising Committee.
Nature of Council's role:	Executive
Attachments:	
Maps/Diagrams:	
Site:	
Lot Area:	

### Purpose of Report

For Council to consider providing Iconic Event Sponsorship funding to Partnerships with Purpose WA Inc. for the delivery of the 2025 Catalpa Festival.

### Background

The City of Rockingham (**City**) Cultural Development and the Arts Strategy 2018 – 2022 identifies a task in Key Element 3 – Events and Programs to “establish a cultural event to commemorate the Catalpa rescue”. As part of the City’s commitment to this action, a \$10,000 budget allocation was provided to Rotary Club of Palm Beach Inc. in May 2022 to develop an event proposal to be considered for Iconic Event Sponsorship.

An application for Iconic Event Sponsorship was received from Tourism Rockingham Inc. on 31 August 2022. The application requested \$125,000 from the City, and at its October 2022 Ordinary Council Meeting Council resolved the following in line with the Officer recommendation:

1. **APPROVES** the Iconic Event Sponsorship funding to Tourism Rockingham Inc. for a total amount of \$56,260 based on the Officer evaluation for the hosting and running of the Rockingham Catalpa Adventure on Monday 10 April 2023.

2. **ACCEPTS** the following schedule of dates and funding contributions to be payable to Tourism Rockingham Inc. subject to meeting the requirements set out in the Rockingham Catalpa Adventure Event Funding Schedule detailed within the proposed funding breakdown section of the report:
  - 5% of total City funding approved payable upon entering into agreement;
  - 20% of total City funding approved payable as of 10 January 2023;
  - 35% of total City funding approved as of 11 March 2023;
  - 35% of total City funding approved payable as of 27 March 2023; and
  - 5% of total City funding approved payable upon receipt of the post event evaluation report.
3. **REQUESTS** that Tourism Rockingham Inc. provide a post event report, which identifies all specific event activities undertaken together with an economic and social impact assessment including methodology and rationale used to measure any increase in visitation to the Rockingham Foreshore resulting from the Rockingham Catalpa Adventure, when compared to usual Easter weekend visitation.

On 23 November 2022, Tourism Rockingham Inc. notified the City that it was withdrawing its application for Iconic Event Sponsorship for the Catalpa Adventure 2023, and submitted an application for Major Event Sponsorship via the Community Grants process to deliver a scaled down version of the event. The reason for withdrawing the application was that the proposed event could not be delivered without the full funding amount (\$125,000) being approved by the City. A grant of \$20,000 was approved for the 2023 event which was delivered on Monday 10 April 2023, and the acquittal was received on 20 October 2023.

At its Ordinary Council Meeting on 28 November 2023, Council supported the delivery of the event for its second year, resolving the following:

1. **APPROVES** the Iconic Event Sponsorship funding to Tourism Rockingham Inc., for a total amount of \$74,480 plus GST for the hosting and running of the Rockingham Catalpa Adventure Festival.
2. **ACCEPTS** the following schedule of dates and funding contributions to be payable to Tourism Rockingham Inc., subject to meeting the requirements set out in the RCAF Event Funding Schedule detailed within the Proposed Funding Breakdown section of the report:
  - 10% of total City funding approved payable upon entering into agreement;
  - 20% of total City funding approved payable as of 1 January 2024;
  - 30% of total City funding approved as of 1 March 2024;
  - 30% of total City funding approved payable as of 17 March 2024; and
  - 10% of total City funding approved payable upon receipt of the post event evaluation report to be received no later than 30 June 2024.
3. **REQUESTS** that Tourism Rockingham Inc. provide a post event report, which identifies all specific event activities undertaken together with an economic and social impact assessment, including methodology and rationale used to measure any increase in visitation to the Rockingham Foreshore resulting from the Rockingham Catalpa Adventure, when compared to usual Easter weekend visitation.

A summary of the Economic Impact Assessment for the previous two events held in 2023 and 2024 has been included on the following page.

	<b>RCAF 2023 (Lucid Economics)</b>	<b>RCAF 2024 (the Hub Marketing Communications)</b>
<b>(a)</b> Total Festival Attendees:	6,325	6,815
Source of visitors:		
<b>(b)</b> City of Rockingham	3,129 (49.5% of a)	3,490 (51.22% of a)
<b>(c)</b> Outside City of Rockingham	3,196 (50.5% of a)	3,325 (48.78% of a)
<b>(d)</b> Percentage of visitors from outside of City of Rockingham who were at Churchill Park due to Festival	79%	Not reported
<b>(e)</b> Number of visitors from outside of City of Rockingham who were at Churchill Park due to Festival: <b>(c) X (d)</b>	2,524	Not reported
<b>(f)</b> Average expenditure at festival per person	\$49.1	\$34.41*
<b>(g)</b> Total expenditure at festival from visitors from outside of the City of Rockingham: <b>(e) X (f)</b>	<b>\$123,928</b> (e) X (f)	<b>(g1) \$124,000**</b> (as per the Hub Marketing Communications report) <b>(g2) \$114,413</b> (using the same calculation as the RCAF 2023, with the assumption that 100% of outside visitors were at Churchill Park due to the festival)
<b>(h)</b> Total expenditure (local and visitors): <b>(b) X (f) + (g)</b>	<b>\$277,562</b>	<b>\$234,504</b> Calculated using (g2)
<b>(i)</b> ROI (visitor return): <b>(g2) / (funding amount)</b>	<b>\$6.20</b> (based on \$20,000 funding)	<b>\$1.54</b> (based on \$74,480 funding)
ROI (total return): <b>(g) + (b) X (f) / (funding amount)</b>	<b>\$13.90</b> (based on \$20,000 funding)	<b>\$3.15</b> (based on \$74,480 funding)

\*Calculated by Officers using an average from responses to survey question "what is your estimated spend at today's event?" provided in Post Event Evaluation Report.

\*\*It should be noted that no rationale or methodology was provided in the economic impact assessment by the Hub Marketing Communications. Using the same calculation from the 2023 RCAF, and the assumption that 100% of visitors attended the event with an average spend of \$34.41, the estimated visitor spend has been calculated as \$114,413.

An Iconic Event Sponsorship Application has been received from Partnerships with Purpose WA Inc. (**PWPWA**) for the 2025 Catalpa Festival.

## Details

PWPWA is an incorporated association that is a collaboration of organisations and members in the south metropolitan region of WA working together in a not for profit membership association. For the purpose of the 2025 Catalpa Festival, PWPWA is an auspicing organisation working with the Catalpa Committee to support the project management, financial management, and governance associated with the event.

The Catalpa Committee and Project Team includes representatives from the following organisations:

- PWPWA
- Rotary Club of Palm Beach
- Link Events
- Spirit Events

Previously, this event has been referred to as the Rockingham Catalpa Adventure Festival, and the iconic event sponsorship application has been submitted by Tourism Rockingham Inc. on behalf of the Catalpa Committee. For its third year in 2025, PWPWA are seeking the City's support through Iconic Event Sponsorship, on behalf of the Catalpa Committee.

The Iconic Event Sponsorship Guidelines define an iconic event as one that generates significant economic benefits and destination awareness to the Rockingham region. An iconic event may be:

- a) An annual or recurring event; or
- b) A one-off feature event

Iconic events should provide:

- Positive attendee experiences that support the Rediscover Rockingham tourism brand
- Opportunities to market the destination outside the Rockingham region by generating awareness and gaining extensive/high profile media coverage

The proposal for the 2025 Catalpa Festival is to deliver a two day program of events consisting of the following elements:

Saturday 29 March 2025	Sunday 30 March 2025
<p><b>2pm-4.30pm (Village Green)</b>                      Afternoon Gaelic football match                      Hurling display                      Kids activities                      Roving music/characters                      Food and drink</p> <p><b>5pm – 9.30pm (Churchill Park)</b>                      Community event, including the Navy Band, bar and food trucks</p>	<p><b>AM (Fremantle)</b>                      Breakfast for Catalpa Dash cyclists cycling from Fremantle to Rockingham</p> <p><b>11am-4pm (Churchill Park)</b>                      The Escape re-enactment                      Cycle dash arrival (cycling event on Sunday morning from Fremantle to Rockingham)                      Stage entertainment                      Roving entertainment                      Market stalls                      Food trucks/stalls                      Bar</p>

In addition to the above, the following should also be noted:

- A VIP event is proposed for Friday 28 March 2025, to be held in Fremantle at the Fremantle Ports Building
- Unlike previous years, the event is not proposed to be held on Easter weekend

The Catalpa Committee propose that the 2025 Catalpa Festival will be a dress rehearsal for the 150<sup>th</sup> anniversary of the historic Catalpa Rescue which occurred in 1876. It is also proposed that the anniversary event in 2026 will attract hundreds of visitors from Ireland and Massachusetts USA.

In addition to the above, further information contained in the proposal that is relevant to the event assessment has been included on the following pages.

Iconic Event Sponsorship Guidelines	Detail Provided in Iconic Event Sponsorship Submission																		
Demonstrate Economic Benefit																			
Expected number of visitors attending the event from outside the Rockingham region	The organising committee are aiming to attract a crowd of 10,000-15,000 people across the two day event proposed for Saturday 29 and Sunday 30 March.																		
Opportunities for local business to leverage the event	<ul style="list-style-type: none"> <li>• Local businesses within close proximity to the event site may have increased trade</li> <li>• Organising committee is focussed on using local businesses in the planning and delivery of the event</li> <li>• Weekend accommodation packages, tour package opportunities for tourism businesses</li> <li>• Local musicians/performers to gain exposure from event</li> <li>• Local businesses will be invited to engage in an information session to maximise engagement opportunities to be involved with the event and maximise profits</li> </ul>																		
Marketing and Promotional Expectations																			
Marketing of the event will align with the City's Tourist Destination Strategy and Economic Development Strategy	\$44,230 has been allocated in the proposed budget for marketing, incorporating: <ul style="list-style-type: none"> <li>• \$3,000 social media (Facebook and Instagram)</li> <li>• \$3,500 radio advertising (IPL Radio, Radio Fremantle, Curtin FM)</li> <li>• \$29,750 media partnership (Channel 7, not yet confirmed)</li> <li>• \$1,280 online newsletters</li> <li>• \$3,600 signage (roadside banners, posters and pre-event signage)</li> <li>• \$3,100 graphic design, printing and photography</li> </ul>																		
Proposed budget	<p><b>Revenue (ex GST)</b></p> <table border="0" style="width: 100%;"> <tr> <td>City of Rockingham (requested funding amount)</td> <td style="text-align: right;">\$140,000</td> </tr> <tr> <td>Lotterywest</td> <td style="text-align: right;">\$45,000</td> </tr> <tr> <td>Fremantle Ports</td> <td style="text-align: right;">\$10,000</td> </tr> <tr> <td>Fremantle Prison</td> <td style="text-align: right;">\$5,000</td> </tr> <tr> <td>Bar takings</td> <td style="text-align: right;">\$10,000</td> </tr> <tr> <td>South West Metropolitan Alliance</td> <td style="text-align: right;">\$5,000</td> </tr> <tr> <td>Commercial Sponsorship</td> <td style="text-align: right;">\$58,000</td> </tr> <tr> <td><b>Projected Revenue (ex GST)</b></td> <td style="text-align: right;"><b>\$273,000</b></td> </tr> <tr> <td><b>Total Expenses (ex GST)</b></td> <td style="text-align: right;"><b>\$270,750</b></td> </tr> </table>	City of Rockingham (requested funding amount)	\$140,000	Lotterywest	\$45,000	Fremantle Ports	\$10,000	Fremantle Prison	\$5,000	Bar takings	\$10,000	South West Metropolitan Alliance	\$5,000	Commercial Sponsorship	\$58,000	<b>Projected Revenue (ex GST)</b>	<b>\$273,000</b>	<b>Total Expenses (ex GST)</b>	<b>\$270,750</b>
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Proposed sponsorship expenditure	It is proposed that the City's Iconic Event Sponsorship request of \$140,000 contributes to the following costs: <ul style="list-style-type: none"> <li>• Event management by a professional event management company</li> <li>• Socio-economic impact assessment</li> <li>• Security</li> </ul>																		

Iconic Event Sponsorship Guidelines	Detail Provided in Iconic Event Sponsorship Submission
	<ul style="list-style-type: none"> <li>• Historical exhibits</li> <li>• Marketing</li> <li>• Photography and videography</li> <li>• Fencing</li> <li>• Toilets</li> <li>• Marquees, shades, tables and chairs</li> <li>• Ambulance/first aid</li> </ul>

***Budget Requirements***

In line with the Iconic Event Sponsorship Guidelines:

- Applicants must demonstrate a financial contribution to the event - It is acknowledged in the Iconic Event Sponsorship application submitted to the City that an estimated \$40,000 profit was previously reported through Tourism Rockingham Inc. which was anticipated to be seed capital for the 2025 event. This funding was retained by Tourism Rockingham Inc. and was not transferred when the event was handed over to PWPWA.
- The City's contribution cannot exceed 50% of the total event budget – based on a total expenditure of \$270,750, the City's maximum funding amount cannot exceed \$135,375.

***Marketing and Promotional Expectations***

The marketing and promotional expectations set out in the Iconic Event Sponsorship Guidelines include (but is not limited to) the following:

- Media coverage and brand exposure targeting people from outside the Rockingham region
- Out of region marketing campaign
- Opportunities provided to the City to leverage media partnerships, talent, and/or influencers to promote Rockingham as a tourist destination

The application for 2025 includes a budget allocation of \$44,230 to be spent on marketing, including social media, radio advertising, online newsletters, signage, and a proposed media partnership with Channel 7.

***Demonstrate Economic Benefit***

The Iconic Event Sponsorship Guidelines state that the City will evaluate applications with regard to the following:

- Expected number of visitors from outside of the Rockingham region who will attend the event
- The estimated daily visitor spend
- Length of stay in overnight accommodation
- Opportunities for local business to leverage the event
- Ability to support destination marketing outcomes and generate awareness
- Provision of a proposed event budget identifying
  - Allocated expenditure for the requested sponsorship amount
  - Allocated local expenditure within the Rockingham region

As per the Iconic Event Sponsorship Application for the 2025 Catalpa Festival, the Catalpa Committee are projecting to attract a crowd of 10,000-15,000 people to the 2025 event, and a total combined expenditure (local and visitors) of \$300,000. In 2026, these figures are forecast to be higher. It is noted that previous event applications have also forecast an estimated crowd of 10,000 people over the course of the event, however, have not yet exceeded 6,815 attendees.

### **Event Activity and Approval Considerations**

Unlike previous years, the 2025 Catalpa Festival is not proposed to be held on Easter weekend. The proposal to hold the event on a different weekend is favourable to activate the foreshore outside of a public holiday weekend which is already busy with families gathering for Easter. The proposed date also falls outside of school holidays, and as per the Iconic Event Sponsorship Application, the Catalpa Committee intends to target families through its marketing.

The current proposal does not include a road closure as part of the event. The impact of a road closure on local business is significant, and therefore road closures are only considered for large scale events or those that require the road for the event to be safe and successful. It is considered that this event can be contained within the reserve and not require a full road closure, and therefore any proposals to close the road will not be supported.

An Outdoor Event application will need to be assessed and approved by the City as a condition of the funding being allocated. The Outdoor Event application will assess compliance with various legislative requirements, as well as ensuring the event organiser undertakes adequate risk management planning.

### **Implications to Consider**

**a. Consultation with the Community**

Nil

**b. Consultation with Government Agencies**

Nil

**c. Strategic**

Community Plan

This item addresses the Community's Vision for the future and specifically the following Aspiration and Strategic Objective(s) contained in the Strategic Community Plan 2019-2029:

**Aspiration:** **1. Social - A family-friendly, safe and connected community**

**Outcome/Objective:** *Connected community - Provide opportunities for community engagement and participation*

**Aspiration:** **4. Economic - A vibrant economy creating opportunities**

**Outcome/Objective:** *A visitor destination - Promote the City as a place to visit*

In addition to the above, the Iconic Event Sponsorship aligns with the following Community Plan Strategies:

Tourist Destination Strategy 2024-2029

*Action Item 7.4.1: Encourage and attract third parties to host iconic events*

Economic Development Strategy 2020-2025

*Action Item 7.1.2.6 Allocate annual dedicated funding for Iconic Events which promote economic development and tourism development outcomes.*

**d. Policy**

Nil

**e. Financial**

An allocation of \$300,000 for Iconic Events (Economic Development and Tourism) has been included as part of the City's 2024/2025 budget. A total \$7,448 has been paid to date for the final milestone (receipt of post event evaluation report) of the 2024 Catalpa Adventure Festival.

**f. Legal and Statutory**

Nil



**g. Risk**

**All Council decisions are subject to risk assessment according to the City's Risk Framework.**

Implications and comment will only be provided for the following assessed risks.

*Customer Service / Project management / Environment : High and Extreme Risks*

*Finance / Personal Health and Safety : Medium, High and Extreme Risks*

Nil

## Comments

When reviewing the post event report for the previous two events held in 2023 and 2024, Officers acknowledge that the 2023 event was funded through the Community Grants – Major Events, and the 2024 event was the first event funded through Iconic Event Sponsorship. It is noted that the outcomes of the 2024 event are not consistent with an iconic event.

The Officer assessment is based on the proposal for the 2025 Catalpa Festival, which has been submitted by a new applicant (PWPWA), including the following:

- A total marketing budget of \$44,230, including a proposed media partnership with Channel 7 (valued at approximately \$30,000)
- An allocation of \$44,000 to engage a professional event company (Spirit Events)
- Other logistic and infrastructure requirements (security, fencing, toilets, marquees and first aid) estimated at \$31,270

The long term vision of growing visitor interest in the event over time to culminate in an iconic event marking the 150<sup>th</sup> anniversary in 2026 has also been taken into consideration. It is recommended that following the 2025 event a full economic outcomes assessment is undertaken based on the three years of data that has been obtained for the Catalpa Festival.

The proposed expectations for the 2025 Catalpa Festival, which would be assessed as part of a full internal review of the economic outcomes include:

- The Catalpa Festival be named the Rockingham Catalpa Festival, to recognise the City as the host of the event
- An event attendance of 10,000 people
- A minimum of 15% of the total event budget be spent on marketing, with 75% of that allocated to out of region marketing
- A partnership is secured with a key media partner (i.e. Channel Seven or equivalent), including an out of region marketing plan
- A Socio-Economic Impact Assessment is conducted by a qualified third party, including:
  - Event attendance breakdown and methodology (including attendance numbers and localities – (local, intrastate and interstate)
  - Average number of overnight stays as a result of the event
  - Economic impact assessment and methodology
  - Social impact assessment and methodology
- A ROI of approximately \$8.00 (\$8.00 in combined local and visitor spend for every \$1.00 of City funding)

### Proposed Funding Breakdown

Taking into account the cost of delivering an iconic event, and the proposed media partnership with Channel 7 which has great potential to elevate the Catalpa Festival to the iconic level, Officers have prepared the following funding breakdown for an amount of up to \$100,000. This recommendation includes an allocation of \$30,000, which is subject to written confirmation of a media partnership being secured with Channel 7 (as proposed) or equivalent.

2025 Catalpa Festival Event Funding Schedule	Funding deadline	Amount
<p><u>Milestone A</u>                      Confirmation of a professional event management organisation being engaged for the planning and delivery of the event.                      Provision of a key contact who will be facilitating the social media and marketing activity on behalf of the event organiser.</p>	<p>Upon entering into agreement</p>	<p>\$7,000</p>
<p><u>Milestone B</u>                      On submission of the following documents in line with the Outdoor Event Application Guidelines:</p> <ul style="list-style-type: none"> <li>• Outdoor Event Application</li> <li>• Detailed site plan</li> <li>• Certificate of Currency</li> <li>• Risk Management Plan</li> <li>• Emergency Evacuation Plan</li> </ul> <p>A finalised event marketing plan allocating no less than 75% of the total marketing budget to out of region advertising, and a total marketing spend equivalent to or exceeding 15% of the total budget.                      Written confirmation of sponsorship secured equivalent to or higher than the amount paid by the City to date.</p>	<p>No less than 90 days prior to event</p>	<p>\$14,000</p>
<p><u>Milestone C</u>                      On submission of the following documents in line with the Outdoor Event Application Guidelines:</p> <ul style="list-style-type: none"> <li>• Traffic Management Plan for additional parking</li> </ul> <p>Written confirmation of a finalised event schedule, including but not limited to:</p> <p>Saturday (from 2pm)</p> <ul style="list-style-type: none"> <li>• Gaelic football game</li> <li>• Hurling display</li> <li>• Community Event, including the Navy band, bar and food trucks</li> </ul> <p>Sunday (from 9am)</p> <ul style="list-style-type: none"> <li>• Stage program with live performances</li> <li>• Historical displays, and live re-enactments</li> <li>• Roving entertainment</li> <li>• Market stalls</li> </ul> <p>Evidence that local businesses have been informed of the upcoming event and opportunities to leverage the program.                      Written confirmation of sponsorship secured equivalent to or higher than the amount paid by the City to date.</p>	<p>No less than 30 days prior to event</p>	<p>\$21,000</p>
<p><u>Milestone D</u>                      On submission of all remaining documents required in line with the Outdoor Event Application Guidelines, including:</p> <ul style="list-style-type: none"> <li>• Amusement(s)</li> <li>• Food vendor(s)</li> <li>• Market stall(s)</li> </ul> <p>Written confirmation of sponsorship secured equivalent to or higher than the amount paid by the City to date.</p>	<p>No less than 14 days prior to event</p>	<p>\$21,000</p>
<p><u>Milestone E</u></p>	<p>No more</p>	<p>\$7,000</p>

2025 Catalpa Festival Event Funding Schedule	Funding deadline	Amount
<p>Upon receipt of a Post Event Evaluation Report, including:</p> <ul style="list-style-type: none"> <li>• An Economic Impact Assessment report conducted by a third party, including:                             <ul style="list-style-type: none"> <li>○ Event attendance breakdown (including attendance numbers and localities – (local, intrastate and interstate)</li> <li>○ Average number of overnight stays as a result of the event</li> <li>○ Economic impact assessment and methodology</li> <li>○ Social impact assessment and methodology</li> </ul> </li> <li>• A written report from the event organiser summarising the following key deliverables of the Iconic Event Sponsorship:                             <ul style="list-style-type: none"> <li>○ Event attendance</li> <li>○ Event program</li> <li>○ Customer satisfaction</li> <li>○ Local business engagement</li> <li>○ Budget (including amount spent amongst local Rockingham businesses and relevant invoices identifying where the City’s funding was spent)</li> <li>○ Marketing activities and outcomes</li> </ul> </li> </ul>	<p>than 90 days following the event</p>	
<p><b>Milestone F</b></p> <p>Additional funding (subject to the event organiser securing a partnership with a key media partner).</p> <p>Evidence of a media partner (i.e. Channel Seven as proposed, or equivalent) associated with the event, including an out of region advertising campaign incorporating print and digital advertising, with a minimum total marketing spend of \$40,000 in line with the Iconic Event Sponsorship application.</p>	<p>Funding subject to written confirmation by a key media partner that an event partnership has been secured</p>	<p>\$30,000</p>

### Voting Requirements

Simple Majority

### Officer Recommendation

That Council:

1. **APPROVES** the Iconic Event Sponsorship funding to Partnerships with Purpose WA Inc. for a maximum amount of \$100,000 plus GST for the hosting and running of the Rockingham Catalpa Festival, noting that \$30,000 will be retained subject to a partnership being secured with a key media partner.
2. **ACCEPTS** the following schedule of dates and funding contributions to be payable to Partnerships with Purpose WA Inc. subject to meeting the requirements set out in the Rockingham Catalpa Festival Event Funding Schedule detailed within the Proposed Funding Breakdown section of the report:
  - \$7,000 payable upon entering into agreement;
  - \$14,000 payable as of 1 January 2024;
  - \$21,000 payable as of 1 March 2024;
  - \$21,000 payable as of 17 March 2024; and
  - \$7,000 payable upon receipt of the post event evaluation report to be received no later than 30 June 2024.
  - \$30,000 to be retained, and payable subject to written confirmation by a key media partner that an event partnership has been secured.

3. **REQUESTS** that Partnerships with Purpose WA Inc. provide a post event report, which identifies all specific event activities undertaken together with an economic and social impact assessment, including methodology and rationale used to measure any increase in visitation to the Rockingham Foreshore resulting from the Rockingham Catalpa Festival.

### Committee Recommendation

That Council:

1. **APPROVES** the Iconic Event Sponsorship funding to Partnerships with Purpose WA Inc. for a maximum amount of \$100,000 plus GST for the hosting and running of the Rockingham Catalpa Festival, noting that \$30,000 will be retained subject to a partnership being secured with a key media partner.
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3. **REQUESTS** that Partnerships with Purpose WA Inc. provide a post event report, which identifies all specific event activities undertaken together with an economic and social impact assessment, including methodology and rationale used to measure any increase in visitation to the Rockingham Foreshore resulting from the Rockingham Catalpa Festival.

Committee Voting (Carried) – 5/1

#### Council Members voting for the motion:

Cr Hume  
Cr Liley  
Deputy Mayor Buchan

Cr Crichton  
Cr Buchanan

#### Council Members voting against the motion:

Cr Schmidt

### The Committee's Reason for Varying the Officer's Recommendation

Not Applicable

### Amended Officer Recommendation

That Council:

1. **APPROVES** the funding amount of \$20,000 plus GST to Partnerships with Purpose WA Inc. through the City's Community Grants Program – Major Event Sponsorship for the planning and delivery of the 2025 Catalpa Concert at Sunset event.
2. **REQUESTS** that Partnerships with Purpose WA Inc. provide an acquittal for the Catalpa Concert at Sunset event in line with the Community Grants Program – Major Event Sponsorship.

### Reason for Amended Officer Recommendation

On Thursday 21 November 2024, written notification was received from Partnerships with Purpose WA Inc. advising that due to a number of unforeseen circumstances, including the withdrawal of the professional event management company Spirit Events, the proposed iconic event is unable to be delivered in March 2025.

Partnerships with Purpose WA requests that the Iconic Event Sponsorship proposal be withdrawn, and replaced with a Community Grant Program – Major Event Sponsorship application. The revised proposal details a scaled down version of the event that can be professionally managed by local event organiser, Link Events, who are responsible for delivering the Rockingham Sunset Markets. It is proposed that this scaled down version of the event be renamed to the Catalpa Concert at Sunset, and held on Saturday 29 March 2025 3pm-9.30pm.

Below is an outline of the proposed event program:

- On stage concert in the park featuring the Navy Band and local performers
- Food trucks and market stalls
- Marquee events including a screening of the Catalpa Story movie and Catalpa history storytelling
- Children's activities
- Roaming entertainment
- Family picnic

The original event application for the iconic event was assessed in line with the City's Iconic Event Sponsorship Guidelines, and is currently recommended by the Community Development Committee as an iconic event.

Council Policy – Community Grants Program states that the Community Grants Program Committee will consider applications for Major Grants, Major Events Sponsorship, Community Infrastructure Planning and Capital Grants, and Heritage Grants through two funding rounds per annum.

Given the level of detail already provided through the Iconic Event Sponsorship application submitted to the City, and with consideration to the fact that the Catalpa Festival has previously been approved by the Community Grants Program Committee in 2023 for a funding amount of \$20,000 plus GST, Officers would have supported an application for Major Event Sponsorship had it been submitted through the Community Grants Program Committee.

Due to the timing of written notification being received on 21 November 2024 advising the iconic event can no longer be delivered, Officers note there are no open funding rounds for the Community Grants Program that fits the required timeframes to deliver the scaled down event (Catalpa Concert at Sunset). The Officer recommendation has therefore been revised for Council to consider supporting the new Catalpa Concert at Sunset event through the Community Grants Program – Major Event Sponsorship for a funding amount of \$20,000 plus GST.