

9.4.2 St Patrick's Day Parade 2013 – Progress Report No. 1

Ward:	South	Date:	7 January 2013
Precinct:	Oxford Centre 4	File Ref:	CMS0057
Attachments:	Nil		
Tabled Items:	Nil		
Reporting Officer:	J Anthony, Manager Community Development		
Responsible Officer:	R Boardman, Director Community Services		

OFFICER RECOMMENDATION:

That the Council APPROVES:

- 1. The City's sponsorship contribution of an additional \$5,000 funding, thereby making the total contribution \$15,000 to assist with the costs of the event;**
- 2. A Citizenship Ceremony to be held at the event commencing from 12 noon with a budget of \$500, plus \$600 for a Welcome to Country ceremony;**
- 3. The event to include a maximum of two (2) licensed areas, subject to compliance with the City's Policy 1.1.8 'Festivals', Policy 3.8.3 'Concerts and Events' and conditions as determined by the City's Health section;**
- 4. The revised parade route as identified in the report, subject to necessary traffic management plans being undertaken by the event organisers; and**
- 5. Of a City of Vincent float, at a total cost of \$1,000 to participate in the Parade.**

PURPOSE OF REPORT:

The purpose of the progress report is to consider a request from the Irish Families in Perth for additional funding to host the St Patrick's Day Parade and Family Fun Day event on 17 March 2013.

BACKGROUND:

At the Ordinary Meeting of Council held on 23 October 2013, the following was resolved;

"That the Council APPROVES;

- 1. The application by the Irish Families in Perth to hold the St Patrick's Day Parade in Leederville on a route shown in Appendix 9.4.1B and the Family Fun Day at Leederville Oval on Sunday, 17 March 2013, subject to;*
 - 1.1 Event application fees for the event at Leederville Oval being waived;*
 - 1.2 A bond of \$2,000 being lodged by the applicant as security for any damage to or clean-up of the Reserve;*
 - 1.3 Full compliance with conditions of use being imposed, including Environmental Health and other conditions;*
 - 1.4 Acknowledgement of the City of Vincent as a major sponsor of the events on all publications and advertising materials, subject to the conditions listed in the report and as stipulated in the City's Donations, Sponsorship and Waiving of Fees and Charges; and*
 - 1.5 Further conditions relating to safety and risk management in reference to the event as stipulated in the City's Concerts and Events Policy; to the satisfaction of the Chief Executive Officer; and*

2. *The City's sponsorship contribution of \$10,000 funding to assist with the costs of the event as listed in the 2012/2013 Budget."*

DETAILS:

The Irish Families in Perth representatives requested to meet with the Mayor Hon. Alannah MacTiernan and the City's Officers on 4 January 2013 where they have requested additional support from the City to make the St Patrick's Day event viable.

The issue of sponsorship was discussed where the event organisers will continue to approach businesses and major commercial ventures such as in the mining industry for financial support. So far, they have confirmed sponsorship of \$10,000 from linet.

An avenue of fundraising will be from having two (2) licensed areas within the confines of the venue that will be in keeping with the spirit and celebrations of St Patrick's Day. The event organisers are keen to ensure that responsible serving of alcohol is followed strictly so that the safety and wellbeing of all patrons are paramount.

The event organisers have also met with Leederville Connect and the organisers of the Light up Leederville Festival, to gain some support.

The idea of having a citizenship ceremony at the beginning of the event at Leederville Oval was discussed, where a similar protocol used by the City of Sydney at their St Patrick celebrations at Hyde Park would be used as a guide to ensure that the ceremony maintains its dignified formality and respect.

The parade route was also re-considered to ensure maximum exposure in the public realm as it makes its way to Medibank Stadium. The suggestion is to start from the Water Corporation site and travel along Newcastle Street, through to Oxford Street and then turning on to Vincent Street finishing at Medibank Stadium.

It is proposed that the City of Vincent participate in the parade with a representative float.

CONSULTATION/ADVERTISING:

A letter box drop will be undertaken for the streets adjoining Oxford Street and around the Stadium notifying residents and business. Visual Message Boards days leading up to the event on the affected streets will be suggested to the organisers.

LEGAL/POLICY:

- Policy No. 1.1.5 – Donations, Sponsorship and Waiving of Fees and Charges; and
- Policy No. 3.8.3 – Concerts and Events.

RISK MANAGEMENT IMPLICATIONS:

Low: With a solid Traffic Management Plan in place, cooperation between the City and the event organisers and being a family focussed event will keep risk implications low.

STRATEGIC IMPLICATIONS:

The City of Vincent's 'Plan for the Future'; *Strategic Plan 2011 – 2016*, Objective 3 states:

"Community Development and Wellbeing

3.1: *Enhance and Promote Community Development and Wellbeing:*

3.1.1 *Celebrate, acknowledge and promote the City's cultural and social diversity;*

3.1.5 *Promote and provide a range of community events to bring people together and to foster a community way of life."*

SUSTAINABILITY IMPLICATIONS:

The event will be an excellent opportunity to promote environmental/sustainability initiatives provided by the City.

The City will work with the event organisers to ensure our message of sustainability is promoted at the event together with recycle sulo bins.

FINANCIAL/BUDGET IMPLICATIONS:

Irish Families in Perth initially requested \$40,000 to hold this event.

As the Parade/Family Fun Day is not a festival and the hours are less, it was proposed that a grant of \$10,000 was appropriate when Council considered the event at the 23 October 2012 meeting. The event organisers have since requested further assistance given that it is their first event as without additional monies, the event would not be able to go ahead as planned.

The allocation of funding for Festivals listed in the 2012/2013 Annual Budget is as follows and includes the proposed allocation for the St Patrick's Day event:

Festival	Allocated Funding	Date of Festival
Angove Street Festival	\$40,000	7 April 2013
Beaufort Street Festival	\$40,000	17 November 2012
WA Youth Jazz Orchestra	\$6,000	25 November 2012
Light Up Leederville Festival	\$50,000	8 December 2012
Hyde Park Rotary Fair	\$25,000	2-3 March 2013
Perth International Jazz Festival	\$10,000	24-26 May 2013
Pride event	\$7,000	Oct/Nov 2012
Harmony Week event	\$15,000	15 March 2013
William Street Festival	\$40,000	28 April 2013
<i>St Patrick's Day</i>	<i>\$15,000 (proposed)</i>	<i>17 March 2013</i>
Festivals	Unallocated amount \$3,000	

COMMENTS:

The suggestion of the City's Officers to participate in the Parade through a suitably decorated float will serve to promote the City in a positive manner given its well known reputation as a diversity employer of choice.

The St Patrick's Day Parade and Family Fun Day is an inaugural event in the City, thereby requiring additional assistance from the City to ensure that that the event is viable and successful.

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(To be completed by Chief Executive Officer)

UNDER DELEGATED AUTHORITY THE *OFFICER RECOMMENDATION* IS:

APPROVED



**ROB BOARDMAN
A/CHIEF EXECUTIVE OFFICER**

16/01/2013