# Council Policy

**Council Policy Name:** **Events**

**Responsible Directorate:** **Economic and Business Development** **Version:** **Adopted**

## 1. PURPOSE

1.1. The purpose of this Policy is to articulate the strategic role of events in delivering the City's vision, and to provide a decision-making framework for attracting, supporting and approving events that contribute to a vibrant, inclusive and sustainable community and economy.

## 2. SCOPE

2.1. This Policy is applicable to events held entirely or in part within the City of Busselton district and to events supported or facilitated by the City.

## 3. DEFINITIONS

| Term | Meaning |
|---|---|
| Act | *Local Government Act 1995* |
| District | City of Busselton local government area |
| Event | an organised activity or gathering held on public or private land, where people come together at a set time for a specific purpose.<br>Events typically involve one or more of the following:<br>• Food or beverage provision;<br>• Alcohol sale or consumption;<br>• Temporary infrastructure or signage;<br>• Increased noise or use of equipment;<br>• Impacts to site use, traffic or parking;<br>• Crowd management or safety measures.<br>Events may be one-off, recurring or multi-day. Events include, but are not limited to: festivals, sporting events, concerts, major filming projects, conferences, exhibitions, functions, markets and ceremonies. |
| Peak Period | refers to times of increased visitation and activity within the region, specifically during school holiday periods and long weekends. |
| Policy | this City of Busselton Council policy titled "Events" |

## 4. STRATEGIC CONTEXT

| Strategic Theme | Objective |
|---|---|
| OPPORTUNITY | 13: Be a destination of choice for unique tourism experiences and events |
| LIFESTYLE | 2: Recognise, respect and support arts, heritage and cultural diversity |
| LEADERSHIP | 16: Provide effective governance and organisational leadership |

## 5. POLICY STATEMENT

5.1. The City has adopted the brand 'Events Capital WA' and recognises events as a strategic tool for advancing the City's economic, social, cultural and tourism objectives. Events contribute to the vibrancy, liveability and prosperity of the district by attracting visitors, stimulating local business activity, showcasing Busselton's unique natural and cultural assets, strengthening community connection and enhancing the City's reputation as a destination of choice.



Document Set ID: 2786460
Version: 17, Version Date: 26/10/2026

5.2. The City supports a diverse, high-quality and sustainable events calendar that delivers measurable benefits to the community and economy. Through the attraction, development and support of events, the City seeks to:

a. strengthen Busselton's position as a leading regional events destination;
b. encourage visitation, investment and economic growth;
c. support local businesses, employment and industry development;
d. foster community pride, participation and social connectedness;
e. celebrate and showcase the district's culture, heritage and unique identity;
f. activate public spaces and contribute to a vibrant year-round destination experience; and
g. deliver outcomes that align with the City's strategic priorities and long-term vision for the district.

5.3. The City will work collaboratively with event organisers, businesses, tourism bodies, investors, community organisations and other stakeholders to attract, develop and support events that create lasting value for Busselton and its communities.

**Policy Objectives**

5.4. In attracting, supporting and approving events, the City will prioritise events that provide the following:

a. **Strategic Alignment**
   i. Align with and advance the City's strategic priorities, including economic development, tourism, investment attraction, cultural development, community wellbeing and destination positioning;
   ii. Strengthen the City's identity as a leading events destination.

b. **Destination Development**
   i. Enhance Busselton's reputation as a destination of choice for visitors, investors and businesses;
   ii. Showcase the district's unique identity, natural environment and cultural assets;
   iii. Strengthen Busselton's position as Events Capital WA.

c. **Economic Benefit**
   i. Generate direct and indirect economic benefits for local businesses and the broader community;
   ii. Encourage visitation, including overnight stays and increased expenditure within the district;
   iii. Prioritise local employment and business participation.

d. **Seasonal Activation**
   i. Contribute to a balanced, year-round events calendar;
   ii. Activate the City during off-peak and shoulder seasons;
   iii. Encourage dispersal of activity across locations and time periods to maximise benefit and reduce pressure during peak periods.

e. **Social and Cultural Outcomes**
   i. Foster community connection, participation and pride;
   ii. Promote cultural diversity, inclusion and accessibility;
   iii. Provide opportunities for local artists, performers and community groups.

f. **Environmental Responsibility**
   i. Protect environmentally sensitive areas and natural assets;
   ii. Promote environmentally responsible practices, including waste minimisation and sustainable event delivery;
   iii. Ensure events are planned and managed in a way that minimises environmental impact.

g. **Community Amenity**



Document Set ID: 2786460
Version: 17, Version Date: 26/10/2026

i. Minimise disruption to residents, businesses and public spaces;
ii. Demonstrate appropriate planning to manage impacts such as noise, traffic and public safety;
iii. Balance event activation with the ongoing use and enjoyment of public places by the community.

h. **Inclusivity and Accessibility**
i. Promote inclusive, accessible and equitable participation for diverse members of the community;
ii. Consider accessibility needs in event design and delivery.

i. **Purpose and Quality**
i. Have a clear purpose and deliver meaningful outcomes;
ii. Demonstrate high-quality planning, management and delivery capability;
iii. Contribute positively to the City's reputation and brand.

## Event Approval Principles

5.5. All events held within the district require approval where required by relevant legislation, local laws or City processes.

5.6. Event proposals will be assessed against the Policy Objectives outlined above and relevant operational procedures.

5.7. The level of assessment and support will be proportionate to the scale, impact, risk level and strategic value of the event.

## Environmentally Sensitive Areas

5.8. Events proposed within environmentally sensitive areas will be subject to additional consideration. Specific requirements, criteria and limitations for events in sensitive locations will be set out in the relevant Operational Practice(s), procedures and guidelines. Event organisers must demonstrate compliance with these requirements as part of the approval process.

## Event Categories

5.9. The City may classify events according to their scale, strategic value and community impact to guide assessment, investment and levels of support.

## Events Strategy and Implementation

5.10. The City's Events Strategy and supporting operational documents will guide the implementation of this Policy, including:
a. Event attraction and development priorities;
b. Event assessment processes;
c. Funding and sponsorship programs; and
d. Operational requirements and guidelines.

## Event Sponsorship

5.11. The City has an events sponsorship program that is funded through funds derived from the industrial / commercial and holiday home differential rate. The Business Development, Events and Marketing Program (BDEMP) supports recommendations to the Council with respect to the allocation of funds towards events.

5.12. The City may provide financial and/or in-kind support to events that demonstrate strong alignment with this Policy. Sponsorship decisions will be guided by:
a. The extent to which the event delivers on Policy Objectives; and



Document Set ID: 2786460
Version: 17, Version Date: 26/10/2026

b. The event's demonstrated or anticipated return on investment, including economic, social and reputational outcomes.

**Governance and Transparency**

5.13. The City will ensure that decisions relating to event approval, support and attendance are made in a transparent, consistent and accountable manner, in accordance with legislative requirements.

**Event Representation**

5.14. The City recognises the importance of civic representation at significant community and sponsored events.

5.15. The Mayor, Councillors, CEO or authorised representatives may attend events in an official capacity where attendance supports:
a. civic representation;
b. ceremonial obligations;
c. stakeholder engagement;
d. advocacy for the district;
e. the promotion of the City's strategic objectives; or
f. assessment of the quality and compliance of the event.

5.16. Any invitations, hospitality or benefits offered to Elected Members or employees must be managed in accordance with applicable legislation, codes of conduct and the City's policies and procedures relating to gifts, conflicts of interest and disclosures.

## 6. RELATED DOCUMENTATION / LEGISLATION

6.1 *Local Government Act 1995*
6.2 City of Busselton Council Plan 2024-2034
6.3 Events Strategy
6.4 Council Policy: Grants, Sponsorships and Donations
6.5 Relevant Operational Practices, procedures and guidelines

## 7 REVIEW DETAILS

| **Review Frequency** | | **3 yearly** | | |
|---|---|---|---|---|
| **Council Adoption** | **DATE** | 21 October 2026 | **Resolution #** | C2610/285 |
| **Previous Adoption** | **DATE** | 21 June 2023 | **Resolution #** | C2306/107 |



Document Set ID: 2786460
Version: 17, Version Date: 26/10/2026