



CP 4.11 | New and Innovative Events/Activations Policy

Objective

The 'New and Innovative Events/Activations Policy' (the 'policy'), is designed to foster innovation; and the development of relationships intended to benefit the City of Perth (the 'City') and its community.

The policy reflects the *Local Government Act 1995*, including s.1.3(2), and the *City of Perth Act 2016*, including s.4 and s.8. The policy supports the *2025 Events Strategy*.

Scope

This policy enables the City the opportunity to explore new, unique or innovative proposals for events and activations, which typically sit outside the City's sponsorship and grants framework; whilst complementing the City's existing events calendar to promote year-round events and activations.

This policy covers proposals that individuals or organisations, whether for arrangements on collaboration with the City or utilising City assets or resources.

This policy fosters early discussions with and support from the City to develop proposals and processes for review and/or approval by the City.

This City will review ideas and proposals which include but are not limited to the following outcomes:

- can **demonstrate new, unique, or innovative ideas**;
- are '**market-led**' as defined in the City's *2025 Events Strategy*¹;
- **complement the City's calendar** of events and activations;
- **complement other City interests**; and/or
- **foster beneficial relationships** for the City.

Out of Scope

This policy is concurrent with the Council Policy 4.3 Outgoing Sponsorship and Grants; Council Policy 4.4 Incoming Sponsorship; and Council Policy 2.2 Purchasing policy.

Subject to legal and regulatory requirements, for any inconsistency the City shall '*...use its best endeavours to strike an appropriate balance among the complementary and competing civic, economic, social, cultural and*

¹ Refer to page 12 of the *2025 Events Strategy* for what constitutes 'market-led'.



*environmental considerations, including considerations relating to visitors and tourists...*² including as set out in this policy to facilitate proposals and ideas for the benefit of the City.

The City will determine when other City policies may not apply to proposals and ideas reviewed under this policy.

Policy statement

Proposals will be assessed against the best interests of the City including but not limited to the following criteria:

- **benefit** for the City of Perth and the broader community;
- **viability**, including anticipated costs and timeframes;
- **support sought** from the City of Perth (this may include fee waivers; use of City-owned assets; marketing and promotions; and/or a financial contribution); and/or
- the **proponent's expertise and capacity** to deliver.

Proposals will be considered whether received from a proponent external to the City, internally, in consultation with the City and/or delivered in conjunction with the City.

Process

Idea from Proponent

The City will consider ideas or proposals from a single proponent or a collective or group.

City staff may engage with a proponent to undertake an initial review of their idea and provide feedback, including assistance to further develop the idea. If the idea is determined by the City for further review in accordance with City policies, City staff will further engage with the proponent to support review of the idea and/or proposal.

The City's engagement for and support to a proponent is at the discretion of the City.

Consideration by the City

The City may assess an idea or proposal, including but not limited to convening an assessment panel to make recommendations for approval³ by authorised City representatives, including Council. The proponent may be invited to address the assessment panel and/or other City representatives.

The City may secure additional information and expert advice, including to assist the assessment panel and/or other City representatives.

² *City of Perth Act 2016*, subsection 8(1)(j)



Decision

Following determination, including any Council resolutions, the City will publish details of any approved proposals both on their website (in summary format for transparency purposes) and in an annual report to the Audit and Risk Committee.

Funding Agreements

Proponents are to enter into an agreement for City support, including any funding or use of city assets or other requirements. At the completion of the event/activation, proponents are to report and acquit as per the City's requirements.

Reporting of Early Prospects

From time-to-time, the City may update elected members on early prospects/ideas that may be in the 'pipeline'. This is for information purposes only.

Responsibility and Application

The City is prudent in its consideration of any ideas and proposals that involve expending public resources.

The process for developing and assessing a proposal will require the commitment of resources by both the proponent and the City. While this policy seeks to minimise the costs to the proponent, the City will not reimburse costs associated with the proposal process incurred by the proponent.

Proponents (and their representatives) are to abide by the City's requirements including but not limited to the City's Statement of Business Ethics [Statement of Business Ethics | City of Perth](#) .

The CEO is accountable for the overall management of this policy. The policy will be reviewed every two (2) years or at such other time as necessary.



Document control

Policy context

Legislation, standards & external guidelines	Local Government Act 1996 and associated Regulations. City of Perth Act (WA)
Policies and procedures	CP 4.3 Outgoing Sponsorship and Grants; CP 4.4 Incoming Sponsorship; and CP 2.2 Purchasing Policy.
Strategies, plans and frameworks	2025 Events Strategy

Document custodian

Alliance	CEO Alliance	Service unit	Governance and Strategy
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Review management

Next review due	March 2026	Document management ref.	EDRMS-1336483316-987
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Document management

Version	Adopted by	Adoption date	Synopsis of changes
1.0	Ordinary Council Meeting	26 March 2024	Council Policy adopted.