



14 October 2019

NOTICE OF MEETING

Dear Committee Member,

The next Special Grants Selection Committee meeting will be held at 5.15pm on Tuesday, 15 October 2019 in the Committee Room, 7000 Great Eastern Highway, Mundaring.

The attached agenda is presented for your consideration.

Yours sincerely

Jonathan Throssell
CHIEF EXECUTIVE OFFICER

Please Note

If an Elected Member has a query regarding a report item or requires additional information in relation to a report item, please contact the senior employee (noted in the report) prior to the meeting.



AGENDA
SPECIAL GRANTS SELECTION COMMITTEE MEETING
15 OCTOBER 2019

ATTENTION/DISCLAIMER

The purpose of this Committee Meeting is to discuss and make recommendations to Council about items appearing on the agenda and other matters for which the Committee is responsible. The Committee has no power to make any decisions which are binding on the Council or the Shire of Mundaring unless specific delegation of authority has been granted by Council. No person should rely on or act on the basis of any advice or information provided by a Member or Employee, or on the content of any discussion occurring, during the course of the Committee Meeting.

The Shire of Mundaring expressly disclaims liability for any loss or damage suffered by any person as a result of relying on or acting on the basis of any advice or information provided by a Member or Employee, or the content of any discussion occurring during the course of the Committee Meeting.

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**SPECIAL GRANTS SELECTION COMMITTEE MEETING
COMMITTEE ROOM, 7000 GREAT EASTERN HIGHWAY, MUNDARING – 5.15PM**

1.0 OPENING PROCEDURES

Acknowledgement of Country

Shire of Mundaring respectfully acknowledges the Whadjuk people of the Noongar Nation, who are the traditional custodians of this land. We wish to acknowledge Elders past, present and emerging and respect their continuing culture and the contribution they make to the region.

1.1 Announcement of Visitors

1.2 Attendance/Apologies

Members	Cr Jason Russell (Presiding Member)	West Ward
	Cr John Daw	East Ward
	Cr Stephen Fox	East Ward
	Cr Doug Jeans	Central Ward

Staff	Megan Griffiths	Director Strategic & Community Services
	Shannon Foster	Manager Libraries & Community Engagement
	Tracey Peacock	Community Capacity Building Officer
	Paula Heath	Minute Secretary

Apologies	Cr James Martin	South Ward
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Guests

2.0 ANNOUNCEMENTS BY PRESIDING MEMBER WITHOUT DISCUSSION

3.0 DECLARATION OF INTEREST

3.1 Declaration of Financial Interest and Proximity Interests

Elected Members must disclose the nature of their interest in matters to be discussed at the meeting (*Part 5 Division 6 of the Local Government Act 1995*).

Employees must disclose the nature of their interest in reports or advice when giving the report or advice to the meeting (*Sections 5.70 and 5.71 of the Local Government Act 1995*).

3.2 Declaration of Interest Affecting Impartiality

An Elected Member or an employee who has an interest in a matter to be discussed at the meeting must disclose that interest (*Shire of Mundaring Code of Conduct, Local Government (Admin) Reg. 34C*).

4.0 RESPONSE TO PREVIOUS PUBLIC QUESTIONS TAKEN ON NOTICE

Nil

5.0 PUBLIC QUESTION TIME

Procedures for asking and responding to questions are determined by the Presiding Person and in accordance with the Shire's Meeting Procedures Local Law 2015. Questions must relate to a function of the Committee.

6.0 CONFIRMATION OF MINUTES OF PREVIOUS MEETINGS

RECOMMENDATION

That the Minutes of the Grants Selection Committee Meeting held 8 October 2019 be confirmed with the following amendment:

- Inclusion of a Rationale for resolving not to award a Community Event Grant to the Anglican Parish of Mundaring (**GSC 9.10.19** – refer to page 28 of Grants Selection Committee meeting Unconfirmed Minutes 8 October 2019..

7.0 PRESENTATIONS

7.1 Deputations

- (1) Members of the public may, during the deputations segment of the order of business and with the consent of the Presiding Member, make a public statement on any matter that appears on the agenda for that meeting provided that –
 - a) the deputation is limited to a maximum of 3 minutes, unless otherwise determined by the Presiding member;
 - b) the deputation is not offensive or defamatory in nature, providing that the Presiding Member has taken all reasonable steps to assist the member of the public to phrase the statement in a manner that is not offensive or defamatory; and
 - c) no discussion or questions relating to the deputation are permitted, unless otherwise determined by the Presiding Member.
- (2) Fifteen minutes is to be allocated for deputations.
- (3) Once all statements have been made, nothing prevents the unused part of the deputation time period from being used for other matters.
- (4) If the 15 minute period set aside for deputations is reached, Council may resolve by resolution that statement time be extended for no more than two 15 minute extensions.

7.2 Petitions

- (1) A petition is to –
 - a) be addressed to the President;
 - b) be made by electors of the district;
 - c) state the request on each page of the petition;
 - d) contain the legible names, addresses and signatures of the electors making the request;
 - e) contain a summary of the reasons for the request;
 - f) state the name of the person to whom, and an address at which, notice to the petitioners can be given; and
 - g) not contain offensive or insulting language.

- (2) On the presentation of a petition –
 - a) the member presenting it or the CEO is confined to reading the petition; and
 - b) the only motion that is in order is that the petition be received and that it be referred to the CEO for action.

- (3) At any meeting, the Council is not to vote on any matter that is the subject of a petition presented to that meeting, unless –
 - a) The matter is the subject of a report included in the agenda; and
 - b) The Council has considered the issues raised in the petition.

7.3 Presentations

8.0 REPORTS OF EMPLOYEES

8.1 Matching Grant Application - Mundaring Tennis Club

File Code	GS.COM 2.01
Author	Tracey Peacock, Community Capacity Building Officer
Senior Employee	Megan Griffiths, Director Strategic & Community Services
Disclosure of Any Interest	Nil
Attachments	1. Matching Grant Application - Mundaring Tennis Club 2. Website Quote

SUMMARY

An application for a Matching Grant from the Mundaring Tennis Club was considered by the Grants Selection Committee on 8 October 2019. The decision was deferred to allow time for further information to be obtained from the applicant regarding a more detailed breakdown of costs for the proposed website upgrade.

The applicant has provided a detailed quote for the website upgrade (Attachment 2).

It is recommended that the Grants Selection Committee awards Matching Grants to the Mundaring Tennis Club in the amount of \$1540.

BACKGROUND

The Matching Grant provides up to a maximum of \$2000 or 50% of the total project cash cost, whichever is the lesser amount. While in-kind contribution to the project is encouraged, this cannot be used as a matching component to Shire funding, for grants over \$500. Matching funding may be sourced through the group's own fundraising activities, other grant applications or sponsorship for that project.

The grant was promoted in the community through the local newspaper, Shire website, social media, community group email network and posters at Shire sites and community noticeboards.

In addition to meeting the selection criteria, the Grants Selection Committee, as outlined in the program guidelines, will also take into consideration:

- Partnerships where two or more community groups will benefit directly from the project;
- The equitable distribution of funds across the geographic communities of the Shire of Mundaring.

The Matching Grant provides the Shire with opportunities for positive promotion. The Grant Guidelines and Agreement outline the requirement, on acceptance of funding, that the groups acknowledge the support they receive from Shire of Mundaring. This helps the broader community understand one of the ways Shire revenue is spent. It may also encourage other community organisations undertaking similar activities to consider approaching the Shire for a grant. Examples of Shire acknowledgement include:

- A Council representative being invited to attend the launch of a completed project;

- Verbal acknowledgement of the Shire’s support during speeches;
- Media articles about Shire support of the project;
- Use of Shire logo on promotional material;
- Display of Shire signage at the site of the project.

The application to be considered by the Committee is as follows:

- Mundaring Tennis Club.....\$1540

This activity falls within the grant guidelines.

The request for funds can be met within the allocated budget.

STATUTORY / LEGAL IMPLICATIONS

The Grants Selection Committee has authority to grant Milestone Event Grants, Community Event Grants and Matching Grants.

POLICY IMPLICATIONS

The grant is in line with the Shire’s Community Funding Policy CD-02.

FINANCIAL IMPLICATIONS

The funding application recommended for approval can be met within the allocated budget.

STRATEGIC IMPLICATIONS

Mundaring 2026 Strategic Community Plan

Priority 2 - Community

Objective 2.2 – Residents of all ages, needs and backgrounds are engaged and supported by their community

Strategy 2.2.3 – Encourage and promote volunteer and support services

SUSTAINABILITY IMPLICATIONS

Social

Shire of Mundaring has developed this financial assistance program in order to effectively and as far as possible equitably, provide funds to local community groups to undertake projects in the Shire. Such projects meet identified community needs, promote active participation of local residents, build community strength and enhance the image of the Shire.

RISK IMPLICATIONS

Risk: <u>Reputation</u> – Council faces a reputational risk if the Community Grants Program budget is not expended in an effective, strategic and equitable manner.		
Likelihood	Consequence	Rating
Unlikely	Moderate	Moderate
Action / Strategy		
The risk is mitigated through ongoing and periodic review of the program.		

Risk: Financial – The risk of funds mismanagement by grant recipients.		
Likelihood	Consequence	Rating
Unlikely	Minor	Low
Action / Strategy		
The risk is mitigated through the eligibility and assessment process, where groups must provide evidence of their capacity to complete and acquit the project or event.		

EXTERNAL CONSULTATION

Consultation was undertaken with applicant groups and referees as required. The applicant was requested to provide additional information regarding the costs associated with the website upgrade.

COMMENT

The application and additional information has been reviewed and a report compiled (Attachment 1).

The application meets the eligibility and limitation requirements as outlined in the guidelines.

- Mundaring Tennis Club seeks funds to upgrade their website.

In this round, 80% of eligible applications received were from groups located in Central Ward and 20% from South Ward. No application were received from groups located in East or West Ward.

VOTING REQUIREMENT

Simple Majority

RECOMMENDATION

That the Committee resolves to award Matching Grants to the total value of \$1540 to:

- Mundaring Tennis Club.....\$1540

Matching Grant Assessment against Selection Criteria

Applicant Group 1: Mundaring Tennis Club Inc.

Project: Website Upgrade

1. Meets eligibility requirements?

Yes.

2. Applicant Grant History

Year	Grant	Purpose	Amount	Acquitted
2018	Matching Grant	Club Room Acoustic Panelling	\$1864	Yes
2017	Matching Grant	Club Room Ceiling Replacement	\$2000	Yes
2016	Quick Grant	Microwave Oven	\$470	Yes
2014	Quick Grant	Equipment Sheds	\$500	Yes
2013	Quick Grant	Garden Upgrade	\$500	Yes
2012	Quick Grant	Garden Upgrade	\$500	Yes
2011	Quick Grant	Cleaning Equipment	\$500	Yes
2010	Quick Grant	Security Door	\$500	Yes
2009	Quick Grant	Chairs	\$500	Yes
2008	Quick Grant	Seating & BBQ	\$400	Yes

3. Meets Shire Strategic Community Plan objectives

Mundaring 2026 Strategic Community Plan

Priority 2 – Community

Objective 2.2 – Residents of all ages, needs and backgrounds are engaged and supported by their community

Strategy 2.2.1 – Encourage opportunities for interaction between generations

Community outcomes – Increased number of intergenerational activities and gatherings available for residents to attend

Strategy 2.2.3 – Encourage and promote volunteer and support services

Community outcomes – Residents can find appropriate help easily; resources are available and being used

Objective 2.3 – A strong and localised community spirit

Strategy 2.3.1 – Provide community venues and facilities for different demographics

Community outcomes – Increased usage of community venues and facilities for different demographics eg seniors, youth, children etc

4. Brief Description of Project

The group seeks funds to attract new players and members to the facility, especially younger people. In order to achieve this the club needs to ensure its marketing and online presence is relevant and professional. The upgraded website will link seamlessly with the club's online court booking system. The current website is dated, does not allow the club to easily update its details, or add content/link to social media posts, news and events.

5. Project Rationale

The members of the club were surveyed in 2018 and strongly indicated that they want to grow the club. The committee has been tasked to increase the use of the facility, increase membership, and develop and grow the juniors. The club has been very active on social and local print media, and with facility upgrades including new court lighting, court resurface and online electronic booking system.

The upgraded website will allow greater visibility of website hits and engagement. It will also allow links to social media posts and news. In order to engage with younger people and enable the club's presence on multiple platforms is crucial.

The Book a Court online court booking system is the future for tennis facilities. By enabling the website to link directly with this system through widgets, the club will ensure a seamless process to book and access courts.

An upgraded and professional website will attract more members and players to the club / tennis facility. With the recent facility upgrades, the club views the new website as a critical platform to promote a first-class sporting facility in the Shire of Mundaring.

6. In Kind Contribution by Members

Club members will engage a web developer to update the website and the new content it will contain, including drone photos and footage of the facility on completion of court resurfacing due to take place early in 2020.

7. Project Plan

Project plan provided.

8. Acknowledgement of the Shire's support

Shire support will be acknowledged with an invitation to a website launch, on print and social media. The group will also acknowledge the Shire as a supporter on the upgraded website and link to the Shire's website.

9. Demonstrated Success of the Project

The expected outcomes of the project are an increase in website hits and engagement, social media engagement, online court bookings and club membership particularly in younger players.

Outcomes will be measured through number of website hits, number of online court bookings, number of younger players using the courts, and comparing club membership before and after the website upgrade.

10. Project Budget

The total budget is \$3080. The applicant is seeking \$1540 from Shire of Mundaring, being 50% of the budget. Matching funding will be sourced through existing funds.

11. Referee

Karen Winterburn, Teacher, Bayswater Primary School

12. Comments

Along with recent improvements to the clubrooms, the upgraded website will assist the club to continue growing and engaging young members, ensuring its vibrancy and sustainability.

13. Additional information

The applicant has provided a detailed quote for the website purchase. The quote includes website creation including social media and online booking integration, and web hosting fees.

14. Revised comment

The Mundaring Tennis Club views the upgraded modern website as a critical part of the club's marketing effort to attract more players to the facility. With over \$300,000 of investment in the facility in the past couple of years, this website will highlight this first class tennis facility.

15. Recommendation

That a Matching Grant to the value of \$1540 be awarded to the applicant.



13/10/19

To: Barry Roth – MTC Treasurer

Quote for Digital Marketing & Web Services.

The following is a quote created on the factors as outlined in the job brief.

Unless otherwise indicated, the pricing is based on 'content' being supplied.

'Content' for this purpose is defined as:

- Photos, videos and graphic design such as logos and icons
- Copywriting, product/service descriptions, blogs, articles, instructions, video transcripts, lead magnets or business listings on 3rd party platforms

While said content can be produced as requested, it will be charged separate to this quote. Prices vary and commence at \$60 phr.

Item & Inclusions	Fee
Creation of new MTC website including the following pages <ul style="list-style-type: none"> • Home/About – Club bio & history, contacts, Google Map integration • Play – Social tennis sessions & link to 3rd party TeamApp • Join – Membership details – link to 3rd party joining site • Hire – Court/ facility hire details, booking portal on all pages • Coaching – Coaching session/coach's details, links etc • News – Facebook integration *monthly fee for plugin • Supporters – Sponsors etc • Basic training for users to update content 	2800 AUD
Annual web hosting including: <ul style="list-style-type: none"> • SSL certificate access for user content updates enhanced security & 99.99% uptime fast page loads SEO Friendly Perpetual backups 	192 USD
Optional web maintenance – includes up to 1 hour per month/12 hours per year	720 AUD
	\$2800 AUD+
Total without maintenance (GST Not Required)	\$192 USD
Total with maintenance (GST Not Required)	\$3520 AUD+ \$192 USD

Terms:

30% to commence

Balance within 7 days of completion

Peak Digital Marketing PTY LTD | ABN: 3362717191

E: river@peakdigitalmarketing.com.au

P: +61 400 521 888

8.2 Community Event Grant Application - Parkerville Primary School Parents and Citizen's Association

File Code	GS.COM 2.03
Author	Tracey Peacock, Community Capacity Building Officer
Senior Employee	Megan Griffiths, Director Strategic & Community Services
Disclosure of Any Interest	Nil
Attachments	<ol style="list-style-type: none">1. Community Event Grant Application - Parkerville Primary School Parents and Citizen's Association2. Outdoor movie night marketing strategy

SUMMARY

An application from Parkerville Primary School Parents and Citizen's Association for a Community Event Grant was considered by the Grants Selection Committee on 8 October 2019. The decision was deferred to allow time for further information to be obtained from the applicant regarding promotion/marketing, that would ensure wider community participation and benefit associated with the event.

Further information including a marketing strategy (Attachment 2) has been provided. It is recommended that the Grants Selection Committee award a Community Event Grant to the applicant in the amount of \$3850.

BACKGROUND

The Community Event Grant was developed to financially assist local community groups which deliver a range of events that meet identified community need, promote active participation of local residents, build community strength and enhance the image of the Shire. The grants are funded at two levels:

- Event grants to the value of \$500 for small community events.
- Event grants to the maximum value of \$5000 (plus GST where applicable) for annual community events where the group is able to match or exceed the grant amount, from fundraising, sponsorship or other grants.

In addition to meeting the selection criteria, the Grants Selection Committee, as outlined in the program guidelines, will also take into consideration:

- Partnerships, where two or more community groups will benefit directly from the project.
- The equitable distribution of funds across the geographic communities of the Shire of Mundaring.

The Community Event Grant provides the Shire with opportunities for positive promotion. The Grant Guidelines and Agreement outline the requirement, on acceptance of funding, that the groups acknowledge the support they receive from Shire of Mundaring. This helps people understand one of the ways Shire revenue is spent in the local community. It may also encourage other community organisations undertaking similar activities to consider approaching the Shire for a grant. The types of promotion include:

- Provide a written invitation to a Council representative to attend the project launch. Invitations should be received at least two weeks prior to the launch.
- Publicise the Shire’s financial support for the project through:
 - At least one media article;
 - Including the Shire’s name or logo on any promotional or program material;
 - Displaying Shire of Mundaring signage during the event;
 - Verbally acknowledging the Shire’s support during speeches;
 - Promoting the event on the event calendar on the Shire’s website.

The Community Event Grant round was promoted in the community through an advertisement in the local newspaper, Shire website, community group email network, social media and posters at Shire sites and community noticeboards.

The application to be considered by the Committee is as follows:

- Parkerville Primary School Parents & Citizen’s Association.....\$5000

STATUTORY / LEGAL IMPLICATIONS

The Grants Selection Committee has authority to grant Milestone Event Grants, Community Event Grants and Matching Grants.

POLICY IMPLICATIONS

The grant is in line with the Shire’s Community Funding Policy CD-02.

FINANCIAL IMPLICATIONS

The funding application recommended for approval can be met within the allocated budget.

STRATEGIC IMPLICATIONS

Mundaring 2026 Strategic Community Plan

Priority 2 - Community

Objective 2.4 – A place of vibrant culture and arts

Strategy 2.4.1 – Encourage, promote and support existing and new community events

Strategy 2.4.2 – Support not-for-profit arts and cultural groups

SUSTAINABILITY IMPLICATIONS

Social

Shire of Mundaring has developed this financial assistance program in order to effectively and as far as possible equitably provide funds to local community groups to undertake project in the Shire. Such projects meet identified community needs, promote active

participation of local residents, build community strength and enhance the image of the Shire.

RISK IMPLICATIONS

Risk: <u>Reputation</u> – Council faces a reputational risk if the Community Grants Program budget is not expended in an effective, strategic and equitable manner.		
Likelihood	Consequence	Rating
Unlikely	Moderate	Moderate
Action / Strategy		
The risk is mitigated through ongoing and periodic review of the program.		
Risk: <u>Financial</u> – The risk of funds mismanagement by grant recipients.		
Likelihood	Consequence	Rating
Unlikely	Minor	Low
Action / Strategy		
The risk is mitigated through the eligibility and assessment process, where groups must provide evidence of their capacity to complete and acquit the project or event.		

EXTERNAL CONSULTATION

Consultation was undertaken with applicant groups and referees as required. The applicant was requested to supply further information regarding their marketing/promotions plan.

COMMENT

The application and additional information has been reviewed and a report compiled (Attachment 1). Where a different amount is recommended to the amount sought by the group, to ensure compliance with the grant guidelines, this is outlined in the attachment under Comment and Recommendation. A summary of the application is noted below:

- Parkerville Primary School Parents & Citizen’s Association seeks funds to hold an outdoor family movie night.

72% of applications were received from groups in the Central Ward, 14% from South Ward and 14% from East Ward. There were no applications received from groups located in the West Ward.

VOTING REQUIREMENT

Simple Majority

RECOMMENDATION

That the Committee resolves to award Community Event Grants to the total value of \$3850 to:

- Parkerville Primary School Parents & Citizen’s Association.....\$3850

Community Event Grant Assessment against Selection Criteria

Applicant Group 1: Parkerville Primary School Parents and Citizen's Association
Event: Outdoor Family Movie Night! An evening on OUR green!

1. Meets eligibility requirements?

Yes.

2. Applicant Grant History

Year	Grant	Purpose	Amount	Acquitted
2018	Community Event Grant	Twilight Christmas Fete	\$1500	Yes
2016/17	Volunteer Recognition Event Grant	Recognition Event	\$300	Yes
2013	Matching Grant	Canteen Equipment	\$1644	Yes
2012	Community Event Grant	50 th Anniversary	\$500	Yes

3. Meets Shire Strategic Community Plan objectives

Mundaring 2026 Strategic Community Plan

Priority 2 – Community

Objective 2.3 – A strong and localised community spirit

Strategy 2.3.4 – Encourage local neighbourhood interaction

Community outcomes – Neighbours feel increased connection to each other

Objective 2.4 – A place of vibrant culture and arts

Strategy 2.4.1 – Encourage, promote and support existing and new community events

Community outcomes – Increased number of local events; community events assisted to source sponsorship, insurance and/or funding and increased participation by local residents and businesses

4. Brief Description of Project

The group seeks funds to hold an outdoor family movie night on 6 March 2020. The group plans to create a fun family event that promotes community connections, celebrates local business and establishes a passion for volunteering. The group also wants to provide opportunities for students to volunteer and develop leadership skills.

5. Activities to be funded by this grant

Funds will go towards the cost of the outdoor movie cinema experience. This includes the screen hire, movie licence and sound system, promotional material including banners.

6. Priority of Project/Community Consultation/Benefit

This event has been held before at the school on a small scale. The group intends to extend the event to include the wider community. This idea has been pitched to parents through the Parkerville Primary School Facebook page. A promotional video was uploaded and parents have been invited to comment. The post has received excellent feedback with families stating they would attend and also assist in the event. It is expected that approximately 500 people will attend. Students will also be encouraged to participate in the event in various roles.

Local businesses will have the opportunity to become a stallholder or feature in advertising prior to the movie commencing.

The event will be widely advertised and it is expected that a diverse crowd will attend.

Funds raised through sale of tickets will be put back into P&C projects for the school community.

7. Access and Inclusion

Access and inclusion has been considered and comprehensively addressed.

8. Project Plan and Timeline

A comprehensive project plan has been provided.

9. Risks Identified and Managed

A risk management plan has been provided and is being assessed by Health Services Staff.

10. Acknowledgement of the Shire's support

Shire support will be acknowledged on social media, included in business advertising prior to the movie commencing, in the school newsletter, on banners, and Shire logo will be included on event tickets and posters.

11. Demonstrated success of the project

Success of the event will be measured in the following ways:

- Impact on school spirit
- Number of attendees
- Increase in number of volunteers
- Level of funds raised for additional resources to enhance student learning and improve the school environment

12. Event Budget

The total budget is \$11,867. The applicant is seeking \$5000 from Shire of Mundaring, being 42% of the budget. Additional funds will be sourced through stallholder fees, business sponsorships, and ticket and popcorn sales.

13. Referees

Carolyn Nunn, School Principal, Parkerville Primary School
Kerryn South, Member, Parkerville Playgroup

14. Comment

The budget contains items that are not eligible under the Community Event Grant guidelines. Eligible items to be funded include screen hire, movie licence, sound system and promotional materials as these are essential to the success of the event.

Funds will assist the group to expand this event to include the wider community, facilitate participation and volunteering and to build the capacity of the group to fund school projects to the benefit of the community.

15. Additional information

A marketing plan has been submitted by the group demonstrating intent to promote the event to the wider Shire of Mundaring and Perth communities. The group will use social media, school networks, business, community spaces and the ticketing platform Eventbrite, to promote the event. Please see the attached marketing plan for further detail.

16. Revised comment

It is evident that the group plans to promote the event to an audience wider than the school community. The large number of social media pages, placement of promotional signage and business support will assist to reach a wider audience. With many families looking for low-cost entertainment over the summer months, it is anticipated that the event will be well attended. The grant will support the group to invest in sufficient marketing to achieve this goal.

17. Recommendation

That a Community Event Grant to the value of \$3850 be awarded to the applicant.



OUTDOOR
FAMILY MOVIE NIGHT
HOSTED BY THE PARKERVILLE
PRIMARY SCHOOL P&C COMMITTEE

An evening on OUR green!

**FRIDAY 6TH
MARCH 2020**

**MOVIE BEGINS AT
SUNDOWN** - CONCESSIONS WILL
BE AVAILABLE
- ALL CHILDREN MUST
BE ACCOMPANIED BY
AN ADULT
COST OF ENTRY \$10
UNDER 4 FREE - BYO BEANBAGS, LAWN
CHAIRS AND BLANKETS!

OUTDOOR FAMILY MOVIE NIGHT – AN EVENING ON OUR GREEN! MARKETING STRATEGY

INITIAL DEVELOPMENT

Develop:

- Event logo image
- Flyer design
- Promotional video
- Facebook Event Page
- Eventbrite ticketing and event page

SOCIAL MEDIA STRATEGY

Social Media will be utilised to advertise the event, create discussion and share information. Social Media Platforms will aim to include Instagram and Facebook groups including:

- Parkerville Primary School
- Perth Hills Chat Forum
- Glen Forrest Community Page
- Mundaring Shire Community Page
- Stratton Swan View 6056 Buy and Sell
- Darlington W.A kids, toys, clothing, maternity
- Shire of Kalamunda Baby/Toddler/Maternity/Child
- Midland Classifieds
- Mundaring Shire only Baby, Toddler, and Kids items
- Little Possums Early Years Community page
- Parkerville Junior Football Club
- Perth Hills Events
- Kids Party Hire - Perth Hills
- Kids around Perth.com
- Perth Kids
- Perth Kidz
- Perth Mums Group
- And others

There will be an event page established on Facebook that will have public sharing options.

SCHOOL PROMOTION

It is envisaged the school will assist the promotion of the event through

- Promotion on the school Facebook page
- Sharing of the promotional video
- The creation of an additional page or link on their website to eventbrite

OUTDOOR FAMILY MOVIE NIGHT – AN EVENING ON OUR GREEN! MARKETING STRATEGY

- Event logo or wording to be included on school email signatures
- Promotion through the school newsletter
- Flyers displayed at the school

BUSINESS TO BUSINESS STRATEGY

B2B (business to business) event marketing is selling an event to other businesses in order to get them to attend, sponsor or exhibit.

Our event will provide an opportunity for local businesses to be engaged and celebrated. We will be advertising vendor spots for local businesses who specialise in food, entertainment and community services etc.

Business Social Media Platforms will be utilised to encourage business involvement including:

- Perth Hills Trades and Business
- Trades and Services - Parkerville to Gidgegannup
- Businesses associated with Perth Hills Artisan Markets and Perth Hills Events
- Businesses who attended the previous Twilight Market 2018

We will also directly approach businesses (of our choice) so there is a good mix of vendors.

Businesses who are looking to participate in the event will be asked to share advertising strategies throughout their local networks, social media, and storefronts.

ADVERTISING WITHIN THE SHIRE

Utilising our budget for banners and flyers, we will seek permission to display several large banners throughout the Mundaring Shire promoting the event and ticket sales. We will utilise community noticeboards. We will also approach other local spaces/ community groups/ businesses/shire facilities to see if we are able to advertise to their local audience.

Banner locations may include:

- Great Eastern Hwy, Mundaring
- Great Eastern Hwy, Greenmount
- Roundabout Stoneville Rd, Stoneville
- Richardson Rd/Roland Rd, Parkerville
- Stoneville Rd, Gidgegannup
- Mount Helena Park or Toodyay Rd Gidgegannup

EVENTBRITE

Eventbrite is an event management and ticketing website. The service allows users to browse, create, and promote local events.

OUTDOOR FAMILY MOVIE NIGHT – AN EVENING ON OUR GREEN! MARKETING STRATEGY

Our event will be visible on Eventbrite platforms. We will also utilise Eventbrite’s built-in event promotion and social sharing tools. The Eventbrite platform will be used for ticketing and links to this will be on all promotions.

EARLY BIRD TICKETS

Early Bird ticket release. Early bird discounts work by staggering your ticket sales to go up in price the closer to the event it gets. Early bird pricing provides savings for attendees who are willing to commit to your event early, sometimes even before plans are finalised. This pricing strategy can drive interest, give us initial revenue, and be used to increase word of mouth marketing.

We will develop and advertise Early Bird ticket prices.

PROMOTIONAL GIVEAWAY

We will look to conduct a Social media giveaway contest to pump up our event and help convert social media followers to event attendees.

Gold Class tickets and food/drinks will be used as promotional giveaways. People will be asked to share our contest post to enter.

9.0 URGENT BUSINESS (LATE REPORTS)

10.0 CLOSING PROCEDURES

10.1 Date, Time and Place of the Next Meeting

The date of the next Grants Selection Committee Meeting to be advised.

10.2 Closure of the Meeting