



TOWN OF
VICTORIA PARK



MINUTES – EVENT
SPONSORSHIP PANEL
MEETING 25 OCT 2022



WE'RE OPEN
VIC PARK

MEETING DETAILS

LOCATION: Online – Microsoft Teams
DATE: 25 October 2022
TIME: 1-2pm
CHAIR: Roz Ellis
MINUTES: Rachel Preston-Bidwell

ACKNOWLEDGEMENT OF COUNTRY:

We acknowledge the traditional custodians of this land, and we pay our respects to the Elders past, present and future for they hold the memories, the culture and dreams of the Aboriginal and Torres Strait Islander People. We recognise and respect their cultural heritage, beliefs and continual relationship with the land and we recognise the importance of the young people who are the future leaders.

ATTENDANCE AND APOLOGIES

Attendance:

Roz Ellis (RE)	Manager Stakeholder Relations
Michal Lowenhoff (ML)	Coordinator Parking and Rangers
Rhiann Burns (RB)	Acting Community Development Officer (Clubs, Events and Bookings)
Rachel Preston-Bidwell (RPB)	Communications Advisor

Apologies: N/A

CONFLICT OF INTEREST

N/A

ASSESSMENT OF UNSOLICITED SPONSORSHIP APPLICATION

Supplementary meeting held 25 October to discuss an 'unsolicited sponsorship application' from RSPCA WA for their Million Paws Walk event in May 2023. RSPCA has requested in-kind support only,

no monetary funding from the Town.

In-Kind support requested:

- McCallum Park (no fee charge as RSPCA would only have access to footpath)
- Taylor Reserve (\$648)
- Utility fee (\$60)
- Notification letters (\$185)
- Marketing and communications support (\$1,200)

Assessment:

- Panel agreed to in-kind support for the use of Taylor Reserve, including utility fees and notification letters to surrounding residents, and McCallum Park footpath. The value of this would be \$893.
- It was noted that at the time of the event, McCallum Park may be closed due to the Causeway Pedestrian and Cyclist Bridge project. The panel noted that RSPCA could still utilise the footpath along the foreshore connecting to McCallum Park, however this may not be ideal for the amount of people and dogs in attendance at the event as the space would be limited. It was resolved that RPB would contact RSPCA to advise them of this. If RSPCA happy to proceed without McCallum Park or limited use of the area, panel recommendation would go to Council.
- Panel agreed to in-kind marketing and communications support to the value of \$1,200 (10 hours at \$120/hr). This would include staff resources, website promotion, social media, signage as required.
- ML advised the Town could supply staff resourcing, in terms of ranger/admin officer (to attend a marquee stall). This would not be part of the in-kind support agreement, however would be ad hoc as required by RSPCA and come under communications budget for community activation.
- ML also raised potential for staff resource for additional parking officers on the day of the event. This would be determined separately and not part of in-kind support request.
- Regarding RSPCA's request for use of assets such as parking signs, bike racks and marquees – panel noted these are not Town assets.
- Panel agreed to in-kind sponsorship as the Million Paws Walk is an event in the community/wider public interest and would bring visitors into the Town – meeting our

assessment criteria (Policy 116) and strategic objectives.

Outcome: YES to in-kind support

CLOSE

