



Framework for Priority Venue Hire and Programming at Bunjil Place

Version: 1

Date Adopted: 5 October 2017

1. Purpose

The *Framework for Priority Venue Hire and Programming at Bunjil Place* (the Framework) identifies the priority for hire and guiding principles for programming and hiring of spaces at Bunjil Place.

The Framework will guide the decision making of programming and venue hire to ensure the process is fair, transparent and equitable for all stakeholders and delivers a balanced mix of quality events and performances which maximises our artistic, community and commercial profile.

2. Definitions

Commercial Hirers

Means any individual, group or business that;

- Does not meet “not for profit” status as defined by the Australian Tax Office
- operates for profit.

Co-presentations

An event that is presented jointly by City of Casey and a commercial and/or community presenter.

Pencil in

A requested date that has not been secured. This means the booking is only tentative until paid for.

Artist

An **artist** is a person engaged in an activity related to creating art, practicing the arts, or demonstrating an art. Art forms include but are not limited to literature; visual arts; community arts; performing arts; Aboriginal and Torres

	Strait Islander arts; music; film; and movable cultural heritage.
Programmable spaces	Spaces that are activated by the Bunjil Place Precinct Programming Team.
Venue hire spaces	Spaces that can be hired by the Council and external hirers.

3. Scope

The Framework applies to the following spaces at Bunjil Place:

- Programmable spaces are identified as the Theatre, Function Centre, Studio, Training and Meeting Rooms 1 & 2 (Level 1), Foyer (Level 1 & 2), Plaza, and Library meeting rooms (Levels 1 & 2).
- Venue hire spaces are identified as the Theatre, Function Centre, Studio, Training and Meeting Rooms 1 & 2 (Level 1), and Library meeting rooms (Levels 1 & 2).

This Framework does not apply to the following areas:

- Bunjil Place Gallery
- Staff meeting spaces in the Council offices
- The Memorial Garden
- Outdoor Screen
- Interactive Wall
- Bunjil Place Library
- Reading Garden

4. Context

The intent of the Framework is to provide a balance for the competing needs of the various stakeholders which include the Bunjil Place Precinct Programming Team, Casey Cardinia Library Corporation, commercial and community hirers.

The Framework will ensure that the hireable/programmable spaces in Bunjil Place achieve a balanced program, content and maximum utilisation of the spaces.

The Framework will also guide the decision making of venue hire and programming assessments to ensure the process is fair, transparent and equitable for all the stakeholders and hirers involved.

Bunjil Place Training and Meeting Rooms 1 & 2 (Level 1) and Bunjil Place Library meeting rooms will also take into consideration the *Community Facilities Access Policy* when prioritising access to these spaces. Curatorial overview of venue utilisation and program mix will be overseen by the Bunjil Place Precinct Programming Team.

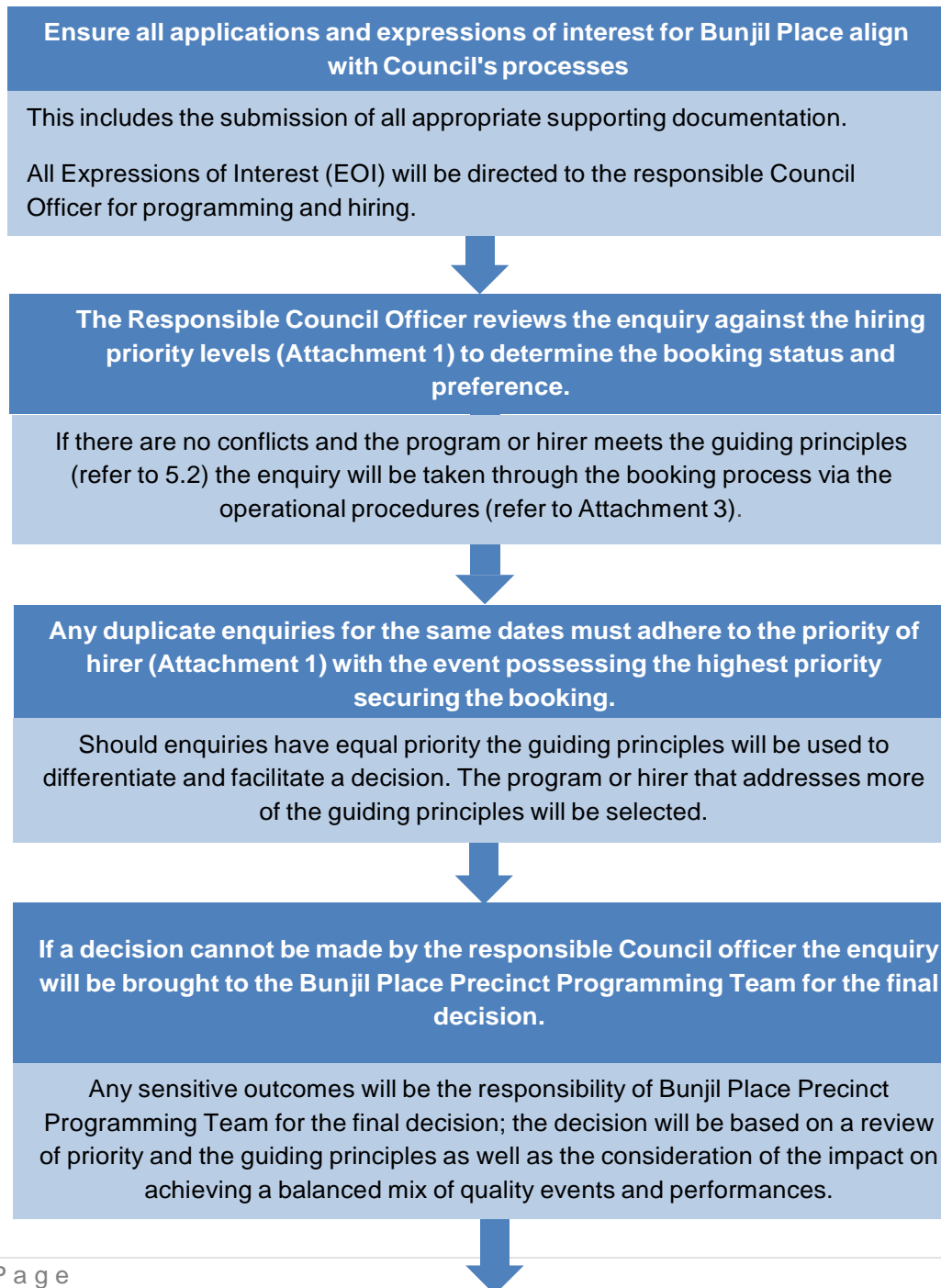
5. Framework

The Bunjil Place Precinct Programming Team will take into consideration a yearly calendar to ensure there is a balance between commercial hirers and community hirers, this balance will allow for Bunjil Place to be financially sustainable whilst also servicing the community needs.

5.1 Process for Decision Making

The below decision making process will facilitate the Bunjil Place Precinct Programming Team for decision making for venue hire and programming assessments.

In determining the Bunjil Place venue hire and programming assessment, Council will:



Conflict resolution to be undertaken in the event a consensus cannot be reached

In the event that consensus cannot be reached amongst the Bunjil Place Precinct Programming Team the Manager Arts and Cultural Development reserves the right to make a decision in line with their organisational delegation.

5.2 Guiding Principles

The Guiding Principles below are to be considered when undertaking venue hire and programming assessments in conjunction with The Priority of Hire table (Attachment 1). The decision will be made based on which event can meet the best balance of both criteria.

a) Community benefit and cultural experience

- The event will have the best fit to incorporate the other facilities and activate other spaces in the precinct to provide a rich and holistic experience to the visitor and maximise the overall venue capacity.
- Contribution to the community and civic pride by encouraging the use of events that support community to engage, include and connect with each other through participating in enjoyable experiences that increase their sense of belonging.
- Encourage events that build the capacity of the community, fosters local talent and recognises artistic and cultural strengths within the municipality.
- Showcase and build on the diverse range of art, cultural, sporting and entertainment events at Bunjil Place that celebrate local heritage whilst responding to growth and rapid change across the City.
- Work in partnership with industries and community to plan events and educate organisers, to ensure safety of people and place through compliance with Council and other authorities' legislative requirements.

b) Visitation and economic impact

- The quality of the event helps to build reputation for Bunjil Place as the destination for arts culture, leisure and entertainment experiences for the region.
- Use events to showcase and promote Casey as a destination, providing economic growth for and through increased visitation.
- Ensure events and programs have the capacity to offer high quality and diverse experiences to the community across the precinct.
- Seek to partner with leading organisations that can deliver social, economic or environmental outcomes which will benefit the industry and community.
- Provide a sustainable revenue stream.

6. Administrative Updates

It is recognised that, from time to time, circumstances may change leading to the need for minor administrative changes to this document. Where an update does not materially alter this document, such a change may be made administratively. Examples include a change to the name of a Council department, a change to the name of a Federal or State Government department, and a minor update to legislation which does not have a material impact. However, any change or update which materially alters this document must be by resolution of Council.

7. Review

The next review of this document is scheduled for completion by May 2018.

Priority of Hirer Process

Priority ranking	Type of Hirer/Client	Process and Timeline for date confirmation
Function Centre		
1	City of Casey Strategic Events including Council milestone events (Civic dinners etc.).	Major event <\$5,000(six months) or minor event >\$5,000(four weeks) prior to the event, date must be confirmed and paid in full as per the agreed contracts. As per Mayor's calendar.
2	Council Managed Events.	Major event <\$5,000 (six months) or minor event >\$5,000 (four weeks) prior to the event.
3	Local Community and Other.	Processed as enquiries are received.
Theatre and Studio		
1	-Events as programmed by the Manager Bunjil Place (Arts)/ Head of Programming.	A programmed calendar three years in advance will be developed.
2	Local Theatre Companies and Artists.	Venue for hire application as per contracts; six months prior to the booking and deposit paid in full.
3	Community Hirers including schools, dance schools and calisthenics <ul style="list-style-type: none"> • <i>Performing arts industry cannot be guaranteed the same booking dates year on year</i> • <i>Performing arts industry and education sector will be considered for priority in November and December of each year</i> • <i>Priority will be given to organisations operating in the City of Casey.</i> 	Venue hire applications for the following year must be submitted by the last Friday in September . Council Officers will confirm bookings by the end of November . Contracts for these events will need to be signed and returned with the deposits paid by the end of the following February .

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Priority ranking	Type of Hirer/Client	Process and Timeline for date confirmation
4	Commercial Hirers including artistic value and quality entertainment and niche "one off" Hirers eg: conferences, state championships, expedition etc.	Processed as enquiries are received, with due consideration to annual local events.
Training Meeting Rooms 1 and 2 (Level 1) Monday to Friday (8:30am-6:00pm)		
1	City of Casey Staff	Processed as enquiries are received.
2	Community Hirer	Processed as enquiries are received.
Training Meeting Rooms 1 and 2 (Level 1) Monday to Sunday between (6pm-9pm)		
1	Community Hirer	Processed as enquiries are received.
2	City of Casey Staff	Processed as enquiries are received.
Library Meeting Rooms		
1	Casey Cardinia Libraries events including Bunjil Place Library activities and events which connect and/or compliment precinct programming.	A programmed calendar twelve months in advance will be developed.
2	Events and Functions - Bunjil Place Library activities and events which connect and/or compliment precinct programming.	Processed as enquiries are received.
3	Community Hirer.	Processed as enquiries are received.
Other		
	Facility Maintenance (unless urgent).	Scheduled around times of lower activity.

Table 1

Bunjil Place Programmable Spaces	Responsible Council Officer
Theatre and Studio.	Manager Bunjil Place (Arts)/ Head of Programming.
Bunjil Place Plaza.	Team Leader Bunjil Place Precinct Activation.
Bunjil Place Venue Hire spaces	Responsible Council Officer
Studio and Theatre venue hire enquiries.	Coordinator of Production.
Function Centre - Council events, community and commercial enquiries, Training and Meeting Rooms 1 & 2 (Level 1), and Library meeting rooms (Levels 1 & 2).	Coordinator of Function and Event Services.

Operational Procedures

The operational procedures that will underpin the Guiding Principles to implement the venue hire and programming assessments are as follows:

➤ **Booking Intent**

At all times, there will be the intent to accommodate preferred dates of all hirers. For all bookings, there will be consultation with the enquirer to ensure the best possible outcome for all users and maximises available space at Bunjil Place and other facilities will be investigated for the hirer.

➤ **Venue hire and programming application process**

A venue hire and programming application process will be utilised in the form of an expression of interest. A programming decision will be managed by the Bunjil Place Precinct Programming Team.

➤ **Pencil booking system**

Hirers who make the first enquiry hold the first pencil, next enquiry holds the second pencil and so forth. At the discretion of the Co-ordinator Production Bunjil Place, multiple second pencils may be entered to ensure that Bunjil Place is able to determine the most appropriate events/programs.

➤ **Challenges by other Hirers**

A challenge will be able to be made before a booking has been confirmed by paying the deposit and signing a contract. After this point no challenge will be accepted.

➤ **Holding multiple dates**

All hirers must disclose the name and scope of any event/function for a provisional booking to be made (pencil in) and can request multiple dates. Bunjil Place venue hire will only hold multiple dates for up to four weeks. Responsible Council officers for enquires (see Section 5.1) will contact hirers should their dates be challenged.

➤ **Additional pre rig, bump in and/or bump out dates**

The booking request must be inclusive of all access requirements of the venue hire. This includes the time required for set up, pack up, pre rig, bump in and /or out dates. These additional elements of the event must be disclosed with the booking and added to venue hire. If access outside of the booking period is required for any reason there will be additional charges in accordance with the Schedule of Fees and Charges.

➤ **Reoccurring bookings**

Reoccurring bookings (more than 5 bookings in a row) will not be accepted in order to encourage shared engagement by all and to ensure the facility is utilised as a premium regional facility.