

**Shire of Serpentine Jarrahdale
Events Report for July OCM 2020**

Date	Event	Overview, Attendance, Budget	Strategic Plan References	Objectives	Comments
Saturday 10 August 2019	SJ Community Fair	<p>Free community event featuring market stalls, show bags, food vendors, live entertainment, amusement rides, Kids' Zone, fire brigade and SES display, farm animals, vintage car and tractor displays, Youth Zone.</p> <p>Attendance: 10,000</p> <p>Total Expenditure: \$28,647 Council Contribution: \$18,704</p>	<p>1.1 - A healthy, active, connected and inclusive community.</p> <p>1.2 - A recognised culture and heritage.</p> <p>3.1.1 - Actively support new and existing local business within the district.</p> <p>3.2 - A vibrant tourist destination experience</p> <p>4.2.1 - Build and promote strategic relationships in the Shire's interest.</p>	<ul style="list-style-type: none"> • Provide an opportunity to connect local community groups from throughout the Shire. • Provide a recreational event for families to encourage community connection. 	<ul style="list-style-type: none"> • Attendance estimated at 10,000. • Event delivered without any significant issues. • Majority of feedback received was positive. • Participation from 32 community groups and not for profit organisations who raised a combined total of \$3,943 on the day.
Tuesday 17 September 2019	Seniors Expo	<p>Free event for seniors showcasing a range of activities and information in the areas of health and wellbeing and lifelong learning.</p> <p>Range of Have a Go activities</p> <p>Total Expenditure: \$7,000</p>	<p>1.1 - A healthy, active, connected and inclusive community.</p> <p>1.2 - A recognised culture and heritage.</p> <p>4.2.1 - Build and promote strategic relationships in the Shire's interest.</p>	<ul style="list-style-type: none"> • Provide an opportunity for local seniors to connect with each other, service providers and agencies and participate in a variety of activities. • Intergenerational interaction with hospitality students from local high school cooking and serving morning tea and lunch 	<ul style="list-style-type: none"> • Attendance estimated at 300 over the course of the day.
Thursday 5 December 2019	Thank a Volunteer Lunch	<ul style="list-style-type: none"> • Annual lunch for community volunteers. • Volunteers receive lunch, a Volunteering Australia lapel pin, Shire merchandise 	<p>1.1 - A healthy, active, connected and inclusive community.</p>	<ul style="list-style-type: none"> • Recognise and thank volunteer for their contribution to the community. 	<ul style="list-style-type: none"> • Overwhelming response to the post event survey was very positive with participants enjoying meeting other, like-minded

**Shire of Serpentine Jarrahdale
Events Report for July OCM 2020**

Date	Event	Overview, Attendance, Budget	Strategic Plan References	Objectives	Comments
		(bottles, pens, bags) and a small gift. • Supported by Department of Communities Grant (\$1,000). Attendance: 140 Total Expenditure: \$4,500 Council Contribution: \$3,500 Grant Income: \$1,000			people, fellowship and socialising with friends. Many acknowledged the food and appreciated the recognition from the Shire. • Event capacity reached in line with budget availability.
Saturday 14 December 2019	Back to Byford Campaign	• Heritage FM outdoor broadcast, 4 x Christmas Elves at shopping precincts along Abernethy Road. • Elf Yourself Photo Competition. • Meet and greet with Santa and the old fire truck. • Info display from Bushfire Ready Group. Attendance: 300 Total Expenditure / Council Contribution: \$5,388	3.1.1 - Actively support new and existing local business within the district. 4.2.1 - Build and promote strategic relationships in the Shire's interest.	• Community awareness that road works on Abernethy Road are complete and the road is open, end-to-end. • Support local business and encourage residents to shop local in the lead up to Christmas.	• Approximately 300 engagements with the Elf Yourself photo competition. • Positive comments and feedback on social media from residents.
Tuesday 17 December	Play in the Park With Santa	Play in the Park activities were expanded to include photos and a meet and greet with Santa, farm animal petting zoo and face painting.	1.1 - A healthy, active, connected and inclusive community. 1.2 – A recognised culture and heritage.	• Celebrate family, friends and community. • Activate the town streetscapes.	• Excellent turnout despite very hot weather. • Event delivered without any issues.

**Shire of Serpentine Jarrahdale
Events Report for July OCM 2020**

Date	Event	Overview, Attendance, Budget	Strategic Plan References	Objectives	Comments
		Attendance: 200 Total Expenditure / Council Contribution: \$3,667			<ul style="list-style-type: none"> • Neighbourhood Watch, Mundijong Library, SJ Rangers, SJ Bushfire Ready Group, Communicare, Anglicare and Palmerston Association all participated with info displays.
Tuesday 17 January 2020	Paws in the Park: Byford Bark Park Official Opening	Officially opening for the new dog park facility with a free BBQ and gift bags for first 100 attendees. Dog behaviour experts on site to provide advice and guidance on dog handling to attendees. Rangers present to answer questions. Attendance: 150 Total Expenditure / Council Contribution: \$7,070	1.1 - A healthy, active, connected and inclusive community. 2.1 - A diverse, well planned built environment.	<ul style="list-style-type: none"> • Raise community awareness of the new facility. • Activate and officially open the park. 	<ul style="list-style-type: none"> • Good turnout and atmosphere. • Event delivered without any issues. • Community led Facebook Group established for Byford Bark Park and The Glades Dog Park.
Sunday 26 January 2020	Australia Day	Citizenship Ceremony and presentation of Australia Day Awards, free community BBQ breakfast and children's activities. Attendance: 250 Total Expenditure / Council Contribution: \$18,477	1.1 - A healthy, active, connected and inclusive community. 1.2 – A recognised culture and heritage. 4.2.1 - Build and promote strategic relationships in the Shire's interest.	<ul style="list-style-type: none"> • Welcome new citizens. • Connect residents to community groups and volunteer organisations in the Shire. 	<ul style="list-style-type: none"> • Approximately 250 attendees to the BBQ breakfast delivered by Rotary and Lions. • Morning tea delivered by Byford Baptist Church held in the SJCRC function room with community group info display. • Largest Citizenship Ceremony in the Shire's history.

**Shire of Serpentine Jarrahdale
Events Report for July OCM 2020**

Date	Event	Overview, Attendance, Budget	Strategic Plan References	Objectives	Comments
					<ul style="list-style-type: none"> • Heritage Country Choir performance well received.
31 January & 1 February 2020	Summer Splash Weekend & Concert	<p>Day 1: Water slides, food trucks, Youth Zone, Bushfire Ready Group display, evening rock concert.</p> <p>Day 2: Water slides, Youth zone, BYO picnic.</p> <p>Attendance: 250 across both days.</p> <p>Total Expenditure / Council Contribution: \$35,819</p>	<p>1.1 - A healthy, active, connected and inclusive community.</p> <p>1.2 – A recognised culture and heritage.</p>	<ul style="list-style-type: none"> • Provide recreational event for families to encourage community connection. 	<ul style="list-style-type: none"> • Low attendance and feedback indicated low level of event awareness. • Event delivered without any issues.
Saturday 7 March 2020	Opera at the Mill	<ul style="list-style-type: none"> • Outdoor concert featuring a 14 piece orchestra and 4 opera singers performing well known operatic hits. • Tickets were sold as General Admission with option to pre-order picnic boxes or BYO picnic and a cash bar, and VIP packages with a three course long table dinner and meet and greet experience with the artists. <p>Attendance: 517</p> <p>Total Expenditure: \$236,232 (inc GST)</p>	<p><i>Strategic Community Plan 2017 – 2027</i></p> <p>1.2 – A recognised culture and heritage.</p> <p>3.1 – A commercially diverse and prosperous economy.</p> <p>3.1.1 - Actively support new and existing local business within the district.</p> <p>3.2 - A vibrant tourist destination experience.</p> <p>4.2.1 - Build and promote strategic relationships in the Shire’s interest.</p> <p><i>Economic Development Strategy 2018 – 2023</i></p>	<ul style="list-style-type: none"> • Activate the Jarrahdale Heritage Mill site to recognise its unique character and highlight the potential for events to be hosted there. • Provide a unique tourism opportunity that highlights the unique history and heritage of the region to attract both residents and non-residents to Jarrahdale. • Develop the event into becoming a significant inclusion on the Western Australian calendar of tourism events. 	<ul style="list-style-type: none"> • Enable community engagement and participation in arts and cultural activities. • Provide an opportunity for local businesses to engage with the community through sponsorship opportunities and as suppliers / service providers to the event. • Promote the Shire of Serpentine Jarrahdale as a place to visit. • Offer a unique event.

**Shire of Serpentine Jarrahdale
Events Report for July OCM 2020**

Date	Event	Overview, Attendance, Budget	Strategic Plan References	Objectives	Comments
		Council Contribution: \$125,492 (inc GST)	2.1 - Maintain strong relationships with a range of stakeholders. 3.1.8 - Work with industry partners to help support and promote tourism marketing and promotions.		
Friday 17 April	Youth Fest	Event was cancelled due to COVID-19 restrictions.			
Saturday 25 April	Anzac Day	Revised Anzac Day commemoration in light of COVID-19 restrictions.			
15 – 21 May	Families Week	National Families Week is celebrated from 15-21 May. This year, Families Australia made the decision to postpone the traditional National Families Week to a recovery event later in the year. Acknowledgement will be made on social media with an event planned for next financial year.			