

POLICY:	Art and Culture Venues Policy
DATE PREPARED:	May 2012
DATE ADOPTED BY THE COUNCIL:	26th June 2012
DIRECTORATE:	Planning and Environment
DEPARTMENT:	Arts, Events and Tourism
RESPONSIBLE OFFICER:	Venues Coordinator

POLICY OBJECTIVE

To provide guidelines which ensure a consistent approach of management across all venues operated by the Council.

To ensure Council assets are maintained and preserved through the appropriate use of venues, with consideration of economic and community benefits.

To work within a framework that balances hirer needs with venue safety, neighbourhood amenity, and meeting relevant regulatory and legislative requirements.

BACKGROUND

Hobsons Bay City Council has a number of venues available for commercial and community hire. The Arts, Events and Tourism department's Venues Team is responsible for the management, day-to-day operations and staffing of the venues.

Scope

This document relates to the following Council venues:

- Altona Theatre
- Old Laverton School
- Williamstown Mechanics Institute
- Williamstown Town Hall

and other venues that may become available for hire or which may be placed in the care of the Arts, Events and Tourism department from time to time.

For the purposes of Arts, Events and Tourism venues, this policy replaces the Council Built Facilities Policy, adopted in December 1995.

POLICY AND PRINCIPLES

Strategies

The Hobsons Bay's Arts and Culture Venues Policy will achieve its objectives by implementing the following strategies:

- Provide clear guidelines and parameters for a coordinated venue hire process;
- Develop and maintain systems for a streamlined approach to the provision and exchange of information with hirers, including maintaining relevant terms and conditions for each venue;
- Ensure hirers adhere to policy, terms and conditions, and provide information on a timely basis to ensure adequate staffing and other logistical needs can be met;
- Provide professional, holistic venue management, and keep abreast of industry standards and procedures;
- Provide a ticketing service which is easily available to hirers and patrons;
- Maintain a professional program of performing arts aimed at a diverse audience that utilises all venues;
- Where facilities have resident groups, relationships are formalised in writing. The written document will be in the form of a service agreement or licence as required by other relevant Council policies; and
- Commit to the continued development of venue management, infrastructure and care of all venues.

Outcomes

These strategies will result in a number of positive outcomes including:

- Transparent procedures, making communication and the venue hire process an effective, efficient and satisfactory experience for all parties;
- Meeting the requirements of the Council's Occupational Health and Safety Policy, Procedures and Guidelines, and adequate maintenance and protection of the Council's assets;
- Contribution to building Hobsons Bay's reputation as an arts and cultural hub, and to cultural development within the municipality;
- A balance of the needs and interests of the Council, hiring groups, local neighbourhoods, and legislative requirements; and
- Venue management that is accountable and responsible.

PROCEDURAL GUIDELINES

Fees:

Fees are in place to assist meeting the operational costs of running venues. Fees apply for all venue hire in accordance with Council's fee schedule, which is amended and adopted annually. The fee schedule includes subsidised rates for community groups.

Hiring restrictions:

Restrictions may be placed on events and activities deemed unsuitable for venues managed by the Council. Such events may include, but not be limited to, sporting activities, gaming and some private social activities. Venues will not be available for hire for activities that are illegal, considered unsavoury or unsuitable for the venue in question. Note is made of the Council Resolution (May 2007) endorsing an affiliation with Party Safe and/or equivalent police notification.

Access to venues by Council staff and contractors must take place in consultation with the venue manager and/or operational staff. This restriction is in place to ensure client amenity and venue operations are not compromised.

Related Policies:

The Arts and Culture Venues Policy is informed by and should be read in conjunction with the following policies as required:

- Companion Card and Carers Card support schemes
- Conservation Management Plans for Williamstown Mechanics Institute, Williamstown Town Hall and Old Laverton Plan (in development)
- Hobsons Bay Arts and Culture Plan 2011-2015
- Sponsorship Policy (in development) and
- Use of Land and Facilities in Hobsons Bay (under review)

Terms, Conditions and Procedures

Terms and Conditions of Use will apply to all venues and are subject to regular review. The Venues staff, in consultation with the Manager of Arts, Events and Tourism, may implement additional terms, conditions and procedures to any booking, hiring group or venue to ensure the objectives of this and related Council policies are met.