

6.4 **ASHWOOD CHADSTONE FAMILY FUN DAY 2018 - REQUEST FOR ADDITIONAL FUNDING**

Submitting Councillor: Cr Rebecca Paterson

MOTION

That Council approves the allocation of \$10,000 to ensure the scope of the Ashwood Chadstone Family Fun Day 2018 to include additional programming, activities and provision of marquees for accommodating community and cultural group stalls.

INTRODUCTION

The annual Ashwood Chadstone Family Fun Day (Fun Day) is held each November at Batesford Reserve. The Fun Day is a distinctly local event that offers activities, performances, food and fun. It's an opportunity for the neighbourhood to get together, to showcase and celebrate local community and cultural activity.

BACKGROUND

The Fun Day has grown from a Neighbourhood Day model to its current profile as an effective local event, conducted for over 15 years. Its catchment is an evolving community that is changing from disadvantage to a mixed socio-economic profile. This brings a further dimension to the event as a great opportunity for these changing neighbourhoods to discover, participate in and enjoy its community and cultural benefits at the Fun Day.

DISCUSSION

The development of the Fun Day has been delivered with a modest budget that is significantly less than other events featured in Council's events calendar in recent times. To ensure the Fun Day continues to meet community expectations, this request for an additional \$10,000 funding to deliver the Fun Day on 18 November next month has two objectives:

1. Additional activities

While consistently delivered within the \$24,500 budget, it is apparent that activities and the Fun Day would greatly benefit from additional funding to offer more performances, workshops and activities. This message has been communicated directly to me by the local community and by members of the Working Group.

2. Marquees for community groups

Community organisations have also commented on the need to introduce marquees for their groups and activities to protect against weather conditions. Batesford Reserve provides a large, open space suitable for a

festival, but its lack of shade or weather protection requires a solution that supports and values the attendance of community group volunteers. This can be achieved by the hire of marquees.

SOCIAL IMPLICATIONS

The Fun Day delights in its role as the showcase for local talent and is valued for its capacity to reflect both the longstanding character and emerging cultures of the area.

Each year, well over 1000 people enjoy attending Fun Day to catch up on current features, issues, activities and fun at Batesford Reserve. Supported by the advice, good will and enthusiasm of local community organisations, services and schools, Fun Day is a unique feature of the Ashwood and Chadstone calendar. In a geographical area of the city that retains a profile of socio-economic disadvantage, the Fun Day delivers a free day out featuring performances and activities in the local neighbourhood.

FINANCIAL IMPLICATIONS

The current budget for the Fun Day is \$24,500. A further \$10,000 is sought to deliver additional programming, activities and provision of marquees for accommodating community and cultural group stalls. Participating community groups have requested the provision of marquees for weather protection of staff, displays and activities. I believe that providing this additional funding to deliver an enhanced event is an appropriate investment by Council.

CONSULTATION

Consultation for the development of the Fun Day is being conducted with the Ashwood Family Fun Day Working Group.

CONCLUSION

The success of the Ashwood Chadstone Family Fun Day will be greatly enhanced by the provision of this additional funding to supplement the event.

The Fun Day is not only a great day out for families, it is a notable community event that encourages local inclusion, celebration and pride. I urge my fellow councillors to support this request to assure the ongoing success of a valued feature of Council's events calendar.